

WEST AFRICA

GROUP

PROFILE



ACADIA INDUSTRIES
Limited



INTERBRAND GHANA



INTERBRANDS LIMITED
Cote D'Ivoire

OVERVIEW

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WHY US?

MANUFACTURING DOMINANCE



- ✓ Cutting-edge technology
- ✓ Manufacturing Experts
- ✓ Consistent quality

SALES DISTRIBUTION MASTERY



- ✓ Extensive global network
- ✓ Efficient distribution channels
- ✓ Proven track record of market dominance

EXPERIENCE BEYOND COMPARE



- ✓ Over 25 years of experience
- ✓ Proven strategies for success
- ✓ Adaptable and forward-thinking approach

ABOUT GMA GROUP

GMA Group is the parent company of Capelli Sports, Acadia Industries Ltd, Interbrands Gh. Ltd and Interbrands IC Ltd, with its headquarters in New York and offices in North America, Europe and four fully owned factories in Asia with over 3000 employees.

GMA strives to create high quality products and services at a competitive price by leveraging a vertical setup from sourcing raw materials for managing and reacting to retail testing as well as incomparable service to clients. We pride ourselves on always delivering the utmost quality for our customer, domestic and international.



GMA SHANGHAI FACTORY



QUANZHOU BERYTOS SHOES



CAPELLI BUILDING

ABOUT ACADIA INDUSTRIES LTD

Acadia Industries Limited was established in July 2014 for the manufacturing of fruit juice in Ghana (Tampico- Products of USA). Currently, Acadia Industries, welcomes a new addition (RedStone Energy Drink) into the brands portfolio, with more to come. The management have over 25 years of experience in the fields of manufacturing, Distribution models, Operations Management, Strategic Relationships, Product Portfolio Management, Strategic Planning, Mergers & Acquisitions, and Corporate communication.



ABOUT INTERBRAND GHANA LTD

Interbrands Ghana Limited is a privately owned manufacturing and distribution company. Our management has over 25 years of experience in the fields of importing and distributing in Ghana. The basic function of the company is to source and distribute Fast-moving consumer goods (FMCG) from both the domestic and overseas markets.

Interbrands Ghana Limited is a subsidiary of GMA Group, an American company headquartered in New York City. GMA Group is a multi-industry holding company with a specialty in sourcing, manufacturing, wholesale, and read estate in the U.S. and around the world for almost three decades. GMA Group sells to major retailers, such as Walmart, Target, CVS, Meijer, Kroger



ABOUT INTERBRAND LTD (COTE D'IVOIRE)

Interbrands Limited stands as a premier manufacturing and distribution entity within Côte d'Ivoire, With a keen eye on market trends and consumer preferences, we orchestrate the seamless flow of products, spanning from everyday essentials to niche specialties, to cater to the evolving needs of the Ivorian populace. Our unwavering dedication to excellence and forward-thinking drives us to redefine industry standards.



COMPANY ACHIEVEMENTS



PRODUCT OF THE YEAR

2022



FRUIT DRINK OF THE YEAR

2022



BEST PARTICIPATING MEMBER

2023

COMPANY ACHIEVEMENTS



BEST DISTRIBUTOR PRACTICE 2019

BOLTON



BEST CSR COMPANY (2020)

GRAPHIC EXECUTIVE



BEST CSR COMPANY (2021)

GRAPHIC EXECUTIVE

Vision & Mission

MISSION

To deliver sustainable excellence in business performance by satisfying our Client requirements of co-packing, manufacturing, and distribution processes.



VISION

Be the leading beverage manufacturer, co-packaging, distributor, and warehousing in Ghana, Ivory Coast, Togo & Benin



SERVICES

MANUFACTURING

Acadia Ghana Ltd provides innovative Pet Juice manufacturing services that help you stand out from the competition as we offer Private bottling and Labeling services to both local and international brands that improve the lifestyle of their loyal consumers. Current brand portfolio includes Tampico Fruit Juice and RedStone Energy Drink



GMA Group is a multi-industry holding company with a specialty in sourcing, manufacturing, wholesale, and real estate



DISTRIBUTION

Interbrands Ghana Limited has a structured distribution system with nationwide coverage, and physical offices within the Golden Triangle (Accra, Tamale, Kumasi, Takoradi & Accra) ensures the availability of products across various sectors and regions.



COPACKAGING

At Acadia Ghana Ltd, we collaborate with manufacturers to handle the packaging of products. We aim to diversify its services, leveraging its market expertise to provide efficient, customized, and quality co-packing solutions. This strategic move positions the company as a comprehensive solution provider in the FMCG sector, contributing to the growth of the overall supply chain ecosystem.

OUR DISTRIBUTION



CHANNEL COVERED

We cover all the regions in Ghana partnering with our local sole agents in respective regions

Channel Covered include:

1. Wholesale
2. Key Distributor
3. Modern trade
4. Cash Van
5. TRO



LOGISTICS

We have dedicated Trucks and Delivery Vans the support market distribution to other regions .

Vehicles consist of :

- Trucks
- Delivery Vans
- Cash Vans
- Trike Vans
- Sales support cars



STAFF

Interbrand's consist of 0 experience staffs dedicated and loyalty to the value and vision of Interbrands.



WAREHOUSING

Our Head Office Warehouse Capacity is 3,000m2 with regional warehouse 3,000m2 supports in every region we operate in.

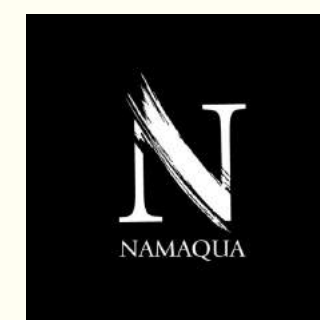


Most businesses actually get zero distribution channels to work. Poor distribution – not product – is the number one cause of failure. – Peter Thiel

HISTORICAL DEVELOPMENT



OUR PARTNERS



dramers



Unilever



MAKARI
DE SUISSE



MARKET OPPORTUNITIES

COTE D'IVOIRE

 **26 Million**
POPULATION

 **7%**
GDP GROWTH RATE

 **60%**
EXPORT CONTRIBUTION
OF GDP

 **\$2.5 billion**
FOREIGN DIRECT
INVESTMENT (FDI)

GHANA

 **31 Million**
POPULATION

 **6%**
GDP GROWTH RATE

 **65%**
EXPORT CONTRIBUTION
OF GDP

 **\$3 billion**
FOREIGN DIRECT
INVESTMENT (FDI)

TOGO

 **8 Million**
POPULATION

 **5%**
GDP GROWTH RATE

 **70%**
EXPORT CONTRIBUTION
OF GDP

 **\$500 Million**
FOREIGN DIRECT
INVESTMENT (FDI)

BENIN

 **12 Million**
POPULATION

 **5%**
GDP GROWTH RATE

 **55%**
EXPORT CONTRIBUTION
OF GDP

 **\$700 Million**
FOREIGN DIRECT
INVESTMENT (FDI)

CORPORATE GOVERNANCE

Risk Management

We identify, assess, and manage risks to the company's operations, finances, and reputation. This includes implementing robust risk management processes, internal controls, and compliance measures.

Ethical Conduct

We emphasize ethical behavior and integrity in all business activities. We are expected to adhere to high standards of conduct, prevent conflicts of interest, and promote a culture of honesty and fairness.



Regulatory Compliance

We comply with applicable laws, regulations, and standards governing our operations. This includes corporate laws, securities regulations, industry-specific rules, and best practices in governance.

Stakeholder Engagement

We are encouraged to engage with a wide range of stakeholders, including employees, customers, suppliers, and communities. By considering their interests and concerns, companies can make more informed decisions and build stronger relationships.

FUTURE GROWTH

With a strategic blend of competitive advantages and rising consumer demand the Group has outlined a growth strategy aimed at amplifying volumes, revenues, and profitability. The company is committed to continuously leveraging its logistical capabilities to channel greater product flows, catering to an expanding customer base across multiple countries. This strategy is underpinned by several key initiatives. We will soon expand to Togo and Benin



SUSTAINABILITY

We have made significant opportunities to enhance our business operations through a strategic focus on sustainability. By prioritizing responsible sourcing practices and engaging with suppliers to ensure ethical standards, the company can bolster its supply chain sustainability. Additionally, initiatives such as adopting environmentally friendly packaging materials, implementing energy efficiency measures, and investing in renewable energy sources can help Interbrands reduce its environmental footprint and contribute to a more sustainable future.

Furthermore, the company will drive product innovation by developing eco-friendly offerings and promoting responsible consumption habits among consumers. Through community engagement and social responsibility initiatives, We can strengthen its ties with local communities, foster economic empowerment, and promote social inclusion, thereby building a positive brand reputation and driving long-term business growth.



PROMOTIONAL MATERIALS



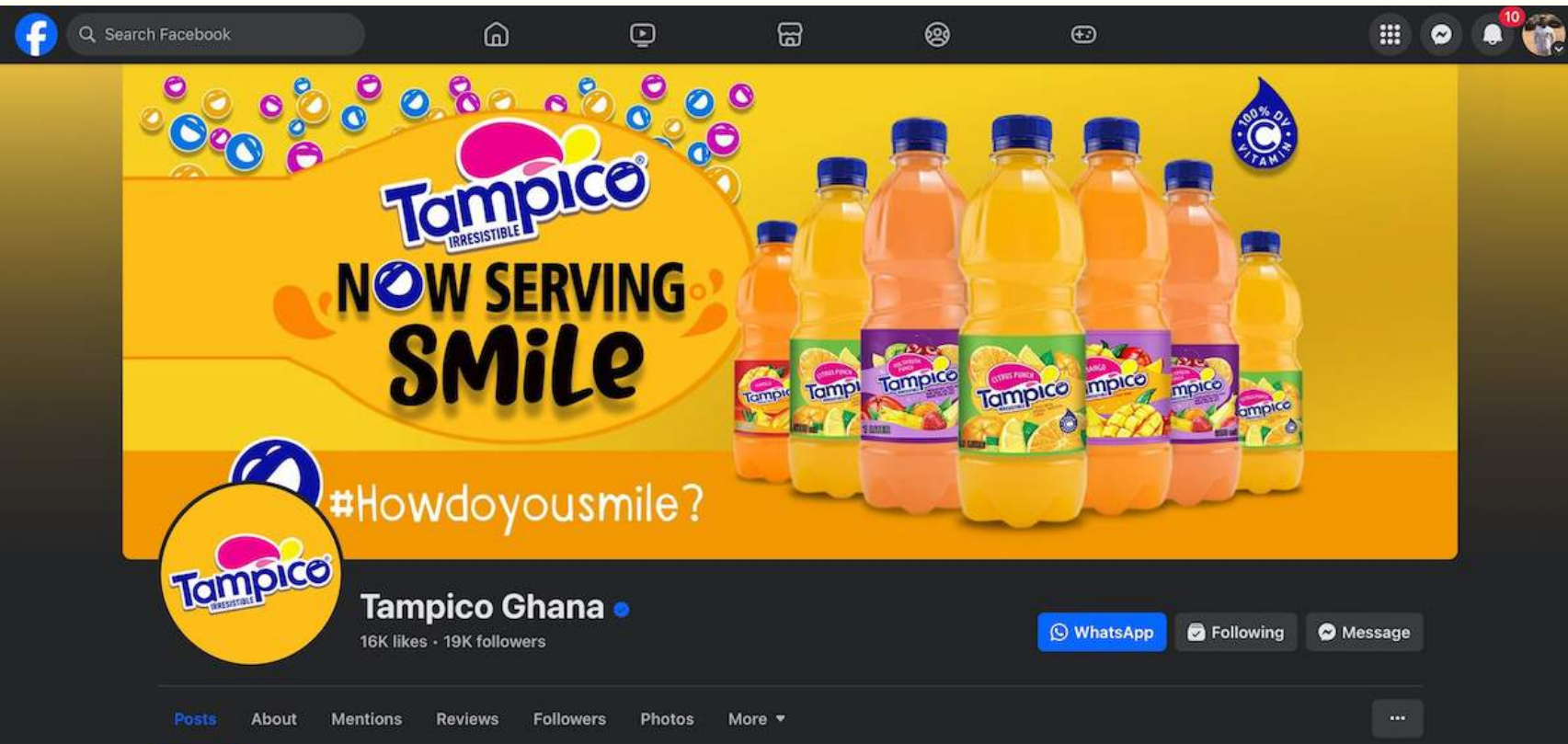
BRANDING, TRADE DISPLAY & VISIBILITY



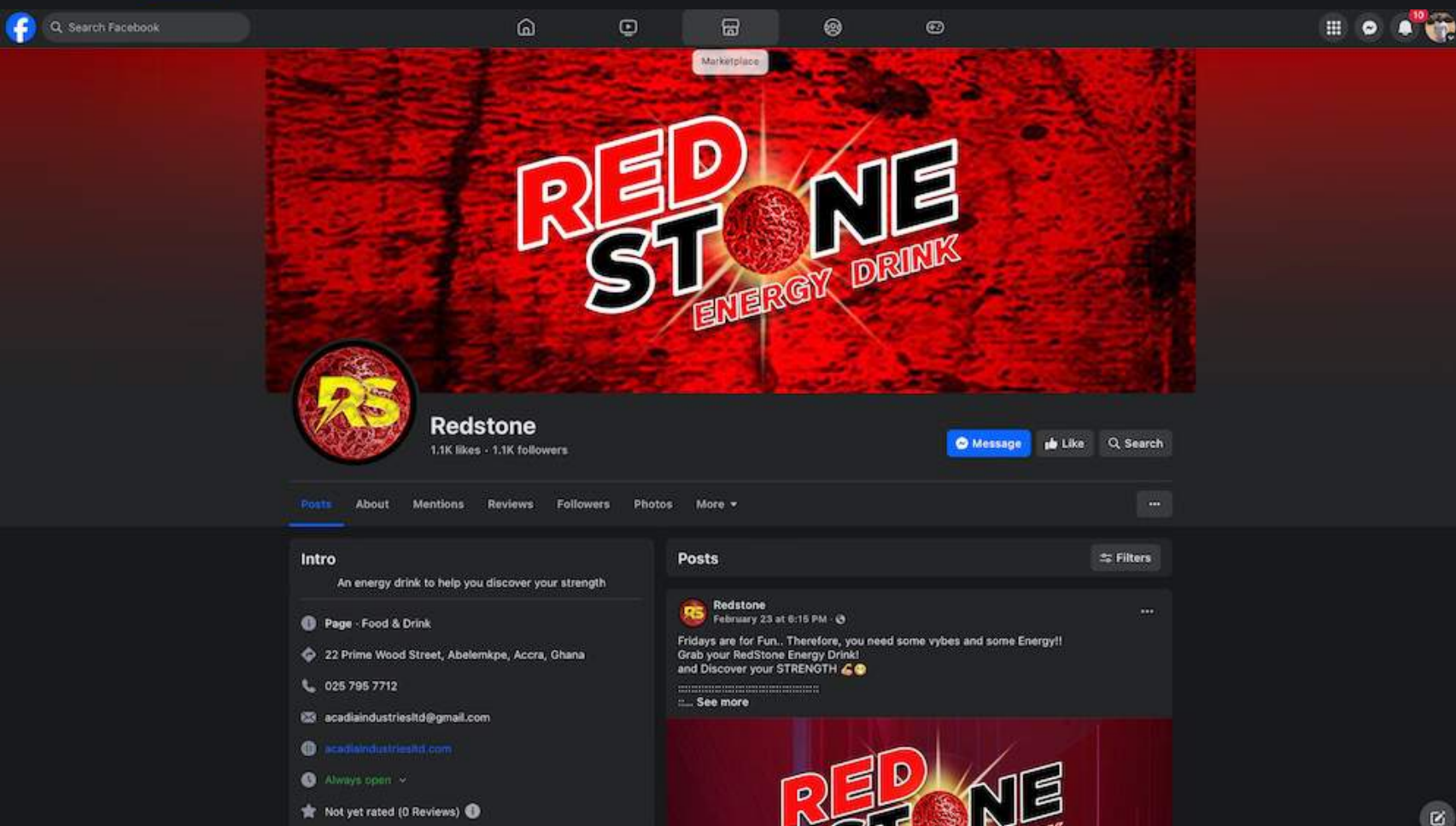
ACTIVATIONS



SOCIAL MEDIA CLIPPINGS



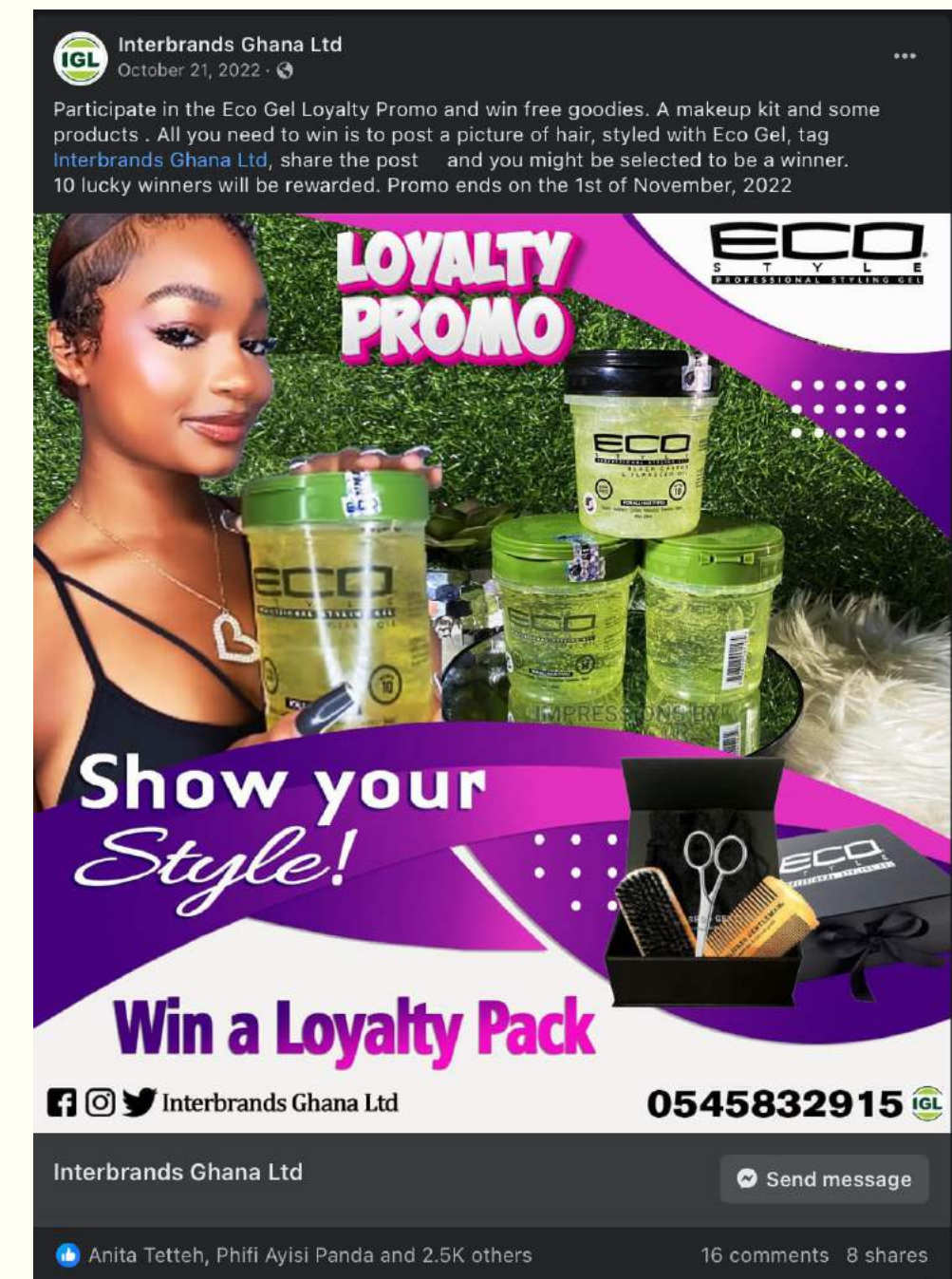
Facebook profile for Tampico Ghana. The cover photo features several bottles of Tampico orange juice with the text "Tampico IRRESISTIBLE NOW SERVING SMILE" and the hashtag "#Howdoyousmile?". The profile picture is the Tampico logo. The page shows 16K likes and 19K followers. Navigation buttons for WhatsApp, Following, and Message are visible.



Facebook profile for Redstone. The cover photo features the Redstone Energy Drink logo with the text "RED STONE ENERGY DRINK". The profile picture is the Redstone logo. The page shows 1.1K likes and 1.1K followers. Navigation buttons for Message, Like, and Search are visible. The "Intro" section describes the drink as "An energy drink to help you discover your strength". The "Posts" section shows a post from February 23 at 6:15 PM with the text "Fridays are for Fun.. Therefore, you need some vybes and some Energy!! Grab your RedStone Energy Drink! and Discover your STRENGTH".



Facebook post for Tampico Ghana, dated December 25, 2023. The text reads: "Win Amazing Prizes this Christmas Season at the Shopping Malls. Tampico Loyalty Promo! Xmas Festive Season.... See more". The post features a collage of images showing people in a shopping mall, a child holding a Tampico bottle, and a large display of Tampico products. The post has 3K likes and 9 comments.



Facebook post for Interbrands Ghana Ltd, dated October 21, 2022. The text reads: "Participate in the Eco Gel Loyalty Promo and win free goodies. A makeup kit and some products. All you need to win is to post a picture of hair, styled with Eco Gel, tag Interbrands Ghana Ltd, share the post and you might be selected to be a winner. 10 lucky winners will be rewarded. Promo ends on the 1st of November, 2022". The post features a woman holding an Eco Gel product, with the text "LOYALTY PROMO" and "Show your Style! Win a Loyalty Pack". The post has 0545832915 likes and 16 comments, 8 shares.

VIBRANT & ACTIVE SOCIAL MEDIA PAGES

SOCIAL MEDIA CLIPPINGS

IGL Interbrands Ghana Ltd
Posted by Emma Zet
14 Feb · 🌐

Happy Valentine's Day 🍷🍷🍷.

To all our cherished partners 🍷... See more



See insights and ads

Boost post

👍 3

IGL Interbrands Ghana Ltd
Posted by Emma Zet
23 Oct 2023 · 🌐

Support your Healthy Immune System with Bragg Apple Cider Vinegar 🍏🍷🍏🍷🍏🍷!... See more



See insights and ads

Boost post

IGL Interbrands Ghana Ltd
Posted by Emma Zet
24 Oct 2023 · 🌐

Clean and Refreshing 🌸🌸🌸

WC Net.. New Era of Cleaning!!... See more



See insights and ads

Boost post

👍👍 You and 3 others

IGL Interbrands Ghana Ltd
Posted by Emma Zet
25 Dec 2023 · 🌐

Merry Christmas 🎄

..... See more



Interbrands Ghana Ltd

📞 Call now

VIBRANT & ACTIVE SOCIAL MEDIA PAGES

CONTACT US

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