

QUALITY AND DISTINCT END PRODUCTS





ABOUT US

Sahan Seafood is a premier fishing company currently in its startup. The company pride itself as a quality centered local fishing company situated at Somalia with the unique intention to offer superior seafood products to the local and international market at the most price competitive possible.

Sahan Seafood will exceptionally combine sustainable fishing methods which are designed according to the best marine science for each specific type of fish in our product line with the collection of approved suppliers and local fishermen who do not only comply with international fishing regulations but also utilize eco-friendly fishing practices. Our unique catchphrase is to be a problem solver, proffering a business that is capable of addressing the problem of unemployment in Hobyo and its environ through our proposed cold storage and fish processing plant in the area.

The Sahan Seafood business idea of building cold storage and fish processing at Hobyo is an all-encompassing initiative and represents the immediate needs of the area following the lack of modern and high quality fish processing plant and cold storage facility in Somalia. According to reports, Hobyo is one of the most deprived location in the area, where youth unemployment is over 95%. These all-inclusive reasons make our proposed projects a unique addition to the target area and represents an all-round solution initiative. The project is intended not only to generate profit to the shareholders, but also create job opportunities to young people in the area. This business plan becomes a necessity as the founders of the business seeks an investment opportunity to the sum of \$700,000 to bring this scalable business idea to live. The said funding shall be used for project equipment purchase, business management, marketing and brand awareness creation among many other activities that will enhance successful business operations.

UNIQUENESS OF SAHAN SEAFOOD

Quality and distinct end products

The intention of our business operation at Sahan Seafood is to offer topmost quality seafood products for both locals and international markets and end consumers. The company have strategically put in place a sustainable fishing methods to enhance the quality outlook of the final products. Sahan Seafood will supply the purest and healthiest seafood, while simultaneously preserving the bounty of our oceans for generations to come.

Wealth of Experience

Sahan Seafood comprise of founders and shareholders from diverse background. Although, the business is in its startup, however, with over 20 years combined experience from founders and shareholders, Sahan Seafood, is a company with rich personnel outlook among its peers.

Opportunity for all

More than the profit outlook that revolves round establishing a modern and high quality fish processing plant and cold storage in Somalia and its environments; Sahan Seafood will become an employment provider for both skilled and unskilled local fishermen and school leavers in Somalia. We are excited about the unique proposition of becoming an economy change agent.





MISSION & VISION

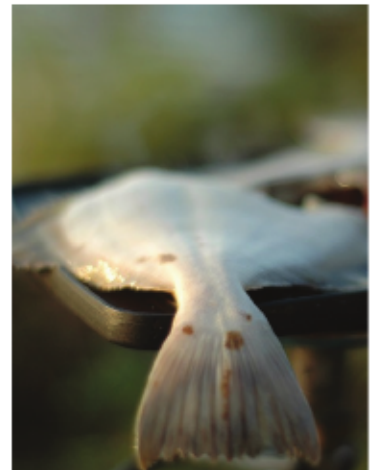


Missions Statement

The Unique intention of Sahan Seafood is to provide the purest and healthiest seafood products that satisfy the needs of our customers, create conducive working environments where people are inspired to be the best they can be through provision of employment opportunities while maximizing the long-term return for owners, in addition to being mindful of our overall responsibilities.

Visions Statement

We envisioned to become the leading authentic seafood provider in Somalia that is locally recognized for quality in all produced products and internationally renowned among its worldwide competitors.





CORE VALUES

- **Accountability & Transparency**

Our mission is to be the greatest seafood provider in Somalia. We aim to strengthen accountability and good corporate governance for better service delivery to the citizens.

- **Quality of Service**

Every reputable fish suppliers gauges itself based on the accessibility and provision of authentic and high-quality seafood products to its customers. At Sahan Seafood, we will work closely with customers, clients and partners of business towards helping them achieve their goals without the idea of “one-ball” fits all approach. We do this by providing them with the purest and healthiest seafood ingredients. Sustainable fishing is a very critical area, and this is why we employ an environmentally-friendly fishing method.

- **Prompt Guidance and attention to customers’ needs**

At Sahan Seafood, our business orientation will be built round our customers, we will serve them with dedication and commitment, providing them with relevant information on common challenges while laying down the best marine science and proven sustainable business strategies for improved governance.

- **Professionalism**

As an establishment, specifically considering our business concept; the knack for professionalism is non-negotiable, from management to employees to dealings of services; we pride ourselves as an outstanding team of professionals. Our services are delivered with respect to ethical standards.



GROWTH STRATEGY



Team Competencies

We have a team of well-trained and experienced experts who clearly understand the daily challenges of fishing sustainably. We have the know-how to deliver the best seafood

Diligence:

Following our knack for all encompassing services and the capability to deliver without quality compromise, our activities and planning shall be composed of team of diligent individuals that form an exciting establishment with all-time diligent service and productions.

Integrity:

The extent to which our establishment is found solely revolves round integrity of service. It is worthy of note that, since inception, the activities, business dealings and collaboration of Sahan Seafood, including staffs, personnel and all parties involve are foundationally premised on ethical integrity of services. It is the foundation of all that we do.

Performance:

In a simple language, Excellence is our watchword. We don't joke with our performance output, because we believe this is the measurement at which our prospective clients will use to measure our capability for subsequent project. We don't joke with excellence!

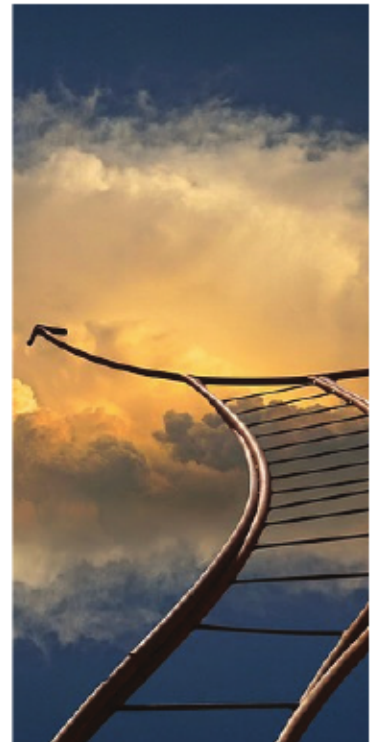
Personnel Training

Regular training keeps professionals on their toes. We live in a dynamic world where everything is changing at a fast pace. Change is inevitable, and we have no option but to adapt to it. The recent technological advancements in ocean deep sea fishing have revolutionized our ways of fishing. Technology has enabled faster and more efficient product delivery at a cost. Our on-job staff training ensures that the employees are up to date with the current trends. As we are continually improving the skills of our fishermen, we enable our customers to be a head of others by providing high-quality seafood products.



KEYS TO SUCCESS

- Great location -visibility, high traffic pattern, convenient access.
- Result-oriented social media marketing services targeted towards helping business grow.
- Friendly team of professionals with training in customer relations to enable them acts cheerfully, professionally, articulately around clients.
- Competitive prices and varieties of services
- The fine reputation.
- Word-of-mouth, online and offline advertising, promotions –one customer can spread the word about us to friends and family.
- Complying with all relevant regulations of the State Regulatory Board.
- Maintaining strong online presence with +5 reviews and ratings.
- Technical experience to online marketing
- Owners knowledge and creative aptitude to connectivity building
- Unrelenting effort to brand awareness creation and promotion.
- Personnel team competencies.
- Transparent management and efficient planning to succeed



BUSINESS GOALS & OBJECTIVES



- To Purchase fishing equipment, build premises including cold storage, furnish the building, train employees in relation to products, Health and Safety and regulations within first 6 months of operations
- To provide a solid foundation for the growth of the business.
- To be the top most reckoned quality seafood product producer in Somalia that is widely known in providing client centered services at competitive and trusted prices.
- Exceed customers' expectation through providing excellent services.
- Ensure that all clients get a better substitute for their money.
- To run a profitable and sustainable business by increasing revenue while limiting expenses.
- To maintain a high raw gross margin by the end of the first business year.
- To create awareness for our company services and reach a large target market.
- More importantly, maintain excellent relationships that enrich and enhance the lives of all those that patronize us.
- To hire professional and outstanding employees that will contribute to company growth.
- To build good reputation for the company and establish wide recognition within year 2 of business.
- To achieve breakeven at the end of the first year's operations.
- Increase sales revenue by 100% in year 2, 70% in year 3 and 50% in year 4.



BUSINESS PHILOSOPHY & MODEL

Sahan Seafood business philosophy is specifically based on producing, supplying, selling and reselling of the manufactured seafood products.

The dealing of activities and business mindset at Sahan Seafood will majorly be based on exporting fresh and frozen seafood's products to the local and international market at the most price economic possible without quality compromise.

It is projected to generate high revenue that will catalyze our awareness in the market and introducing the company to its potential retail-customers in the city. The high demand for our services will allow us to distribute overhead cost over the revenue segment which will help us achieve higher profit margin as compared to our contemporaries

At Sahan Seafood, our commitment and business orientation is entirely customer and consumer targeted, it is an idea that is situated to cater for the needs of the larger community. We also provide high value service to all our customers, through establishing good relationship with them, which are proven factor that determines their constant patronage. We will be responsive to their needs and ensure timely delivery of demanded products. We are committed to values such as love, health, care, openness, integrity, friendliness and happiness, which allow us to navigate challenges and prepare for future opportunities.





COMPANY MANAGEMENT

Abdullah Mohamud

(ACMA, CGMA Financial Director)

Abdullah Mohamud is qualified chartered accountant and excellent team player with over 20 years progressive experience in finance and business operation.

Abdullah Mohamud will operate as the Finance Director of the company, combining passion and experience to the business.

Hamir Gedi

(Chief Executive Office)

Hamir Gedi will operate from the capacity of operational director of the company. Hamir Gedi is an experienced operational and marketing director with several years of on-the job experiences

Hamir Gedi understands the ethics and processes of business; spanning across sales, marketing and company's awareness creation.



PRODUCTS AND BUSINESS STRATEGY

Develop Strategy

Vision
Strategic analysis
Business strategy



Monitor Performance

Profitability analysis
Strategy review
Operating review
Customer responses



Operational Planning

Sales planning
Resources planning
Capacity limits
Planned improvements
Adapts and change

The Best Preparation For Tomorrow Is Doing Your Best Today.

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