



FoodNest

Import/export & distribution

Company
Profile

“Sharing passion of foods & beverages”

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1. Overview

FoodNest is an import-export and a distribution company. It imports international brands of foods and beverages and promotes them in the Moroccan market. This latter is rich and diverse such that it comprises wholesale businesses, catering companies - providing services to professional destination management companies and other events - shops, either located in the coastal zones or in the city centre, agencies in the suburbs and cities, cafes, restaurants, hotels and riads, health clubs, gyms, school canteens, university canteens and cafeterias, shops situated by the university facilities, railway and motorway stations, among many others.

The list does not stop here; it rather extends to other areas such as special requests from other import companies with which we sometimes struck contracted short-term alliances for a particular set of services. All these elements combined constitute the active business territory with which FoodNest interacts.

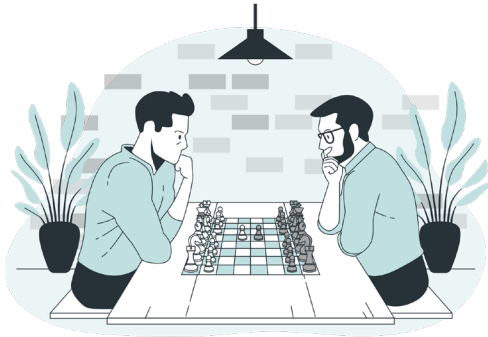
“
At FoodNest, our vision, mission, and philosophy orbits around providing the best services to our clients and we're always all ears to hear from them and from our suppliers.
”

M. Bentla

Foreword of the CEO

Welcome to FoodNest; our company is a nest for hatching excellent qualities of import-export and distribution services, communication, and offers, all to the benefits of our clients in the market. Our key concern at FoodNest is the client; we do our best to always make her/him satisfied and happy with the brands we offer.

We always make available necessary and requisite products of foods and beverages to our clients, mostly the European-made ones, to enjoy the taste, experience the healthy ingredients, and fall in love with the products. We always follow up with our suppliers to select the best ingredients from which the consumed products are made.



Our strategy is that the product must be made available to every customer. This is why our clientele is growing bigger day after day.

2. History

The idea of establishing FoodNest in Morocco has been in our mind since we started an import and a distribution business in Europe; this goes back to 2004. From an extraordinary experience in Barcelona, Ibiza, Holland, and UK, FoodNest was born as a carry-over of this experience to an African spot. The major concern back then has been to refresh a strategy of expanding our business in Europe and reproduce its roots in another continent. North Africa has immediately arisen, given its geographical situation.

More specifically, we have chosen Morocco for expansion according to the following reasons:



1. Morocco is a fast-developing country with a very fertile and virgin market to export European products. Its geographical positioning is magical in the sense that it is easily accessed by the ships and planes coming from Europe. Note that it takes only few quaters of minutes to get to Spain or Portugal, even to France, from the northern stretch of Morocco. The transportation from Europe to Morocco is very dynamic, active, and diverse. Each day, commercial

ships arrive at the ports with a very smooth seps of procedures. Tourists also get to Morocco easily by planes, ships, or cars.

The king of Morocco, his majesty Mohamed the sixth, always insist in his speeches addressed to Moroccans on facilitating future investments coming from aboard. His majesty's implicit message is that "Morocco is an African gate to Europe".

At FoodNest, we also believe that:

“Morocco is the gate to Africa for future European investments and strategic expansion”

Data Category	Decembre 2021	January 2022	February 2022	March 2022
National accounts	31 (Q3/21)			31 (Q4/21)
Production index	14 (Q3/21)			15 (Q4/21)
Labor <u>market</u> : Employment			03 (Q4/21)	
Labor <u>market</u> : Unemployment			03 (Q4/21)	
Labor <u>market</u> : Wages/Earnings	31 (Q3/21)			31 (Q4/21)
Price <u>index</u> : Consumer prices	20 (Novembre/21)	21 (Decembre/21)	22 (January/22)	22 (February/22)

2. Our experience, besides the market research we conducted, allowed us to conclude that the market of foods and beverages, due to social and cultural aspects of the Moroccan society, has an outstanding potential for an import business given the rich diversity of the clientele an import business deals with. The rich diversity of the Moroccan market tempts European products to be exported and be sold in a wide scope. Some investors even decided to establish

their factories of the same original European products in Morocco. Ourselves, in collaboration with some suppliers, we propose this strategy to them, as a strategic expansion in the African arena.

3. Born and raised in Morocco, the CEO, and his assistant as well as the responsible for communication, have great experience in dealing with tough business situations in this country. Sharing cultural socio-economic values with the clients is a tenet that allows us to understand the mindset of the Moroccan market.

With these factors, we thought of a strategy to expend and carry over the experience we have accumulated in the European market to Morocco. Specifically, in 2021, we decided, although the conditions of the world pandemic were tough, to establish the headquarters in Nador. The reason for choosing this particular city relates to a set of socio-economic factors. To elaborate more, Nador is the second closest gate to Europe, after Tangiers. However, there is a set of special characteristics about this city.

Firstly, lots of brands used to come to this city from Melilla, the north African Spanish city. This rendered the clients familiar with a wide range of products coming from this city, hence a marketing asset. What is important is that some brands have already made their way towards the local market through this important spot. Unfortunately, the Melilla business gate has been closed since March 2020, and the business activity from there shall never be resumed given the previous status it had as being mostly illegal. Now it becomes clear how the idea of establishing FoodNest in Nador is a rescue for a range of brands that were suddenly and surprisingly withdrawn from the market. Note that from this city, a lot of European brands were introduced to other cities in Morocco, including Oujda, Fez, Tangiers, Rabat, Casablanca, Marrakesh, and Agadir, hence withdrawing a product from Nador, as Melilla was shut down, had an immediate consequence of these products disappearing from all these Moroccan cities.

Secondly, the largest port in Morocco, and the future second largest port in Africa, is under construction in this city. Nador West Med port will start operating in 2023, according to the new government of 2021, and enormous business activity will give birth to two important facets: (a) a new market, since it will affect the demographic structure of the city; and (b) it will make it easy for large ships to gain access to the northern east of Morocco, hence a structural asset.



Thus, the strategic scheme is to export both experience and products, from Europe to Morocco. After establishing FoodNest, we started with a collection of brands, some of which come from Denmark, Spain, Portugal, Poland, etc. to refamiliarize these products with the customer and to reintroduce them after they disappeared from the market to the closure of Melilla commercial gate. The local clients have immediately responded with totally accepting the reintroduced products, credits go straight away to the quality of the production, responding to requests from suppliers, and the dynamic aspect of our distribution fleet that always makes certain that every business spot must be introduced to the brands we import.

3. Philosophy

At FoodNest, we are committed to delivering professional and high-quality services. The client comes always in the first line of our interests. We try to put the client close to the supplier, so that any special needs must be provided, and any requests must be personalized according to her/his perspective. The focus is thus addressed to the customer as a centre point from which the other chains of relations mushroom. We believe that the client must not only be satisfied but must always be on our side while mentioning anything about internationally imported brands of foods and beverages. The motto hence is that the client is a marketing asset.

Our team is very determined to deliver the best services of import to the local market. Since we also do distribution, this places us always near to the client to approach his mindset and scrutinize the way (s)he looks at the products we deliver to her/him.

We are always curious to conduct research about the local market; in particular, we conduct research aiming to dig up the deeps of what is going on inside the customer's mind, how (s)he prefers food and beverage products be made available in the market, how (s)he shares enthusiasm about the products with friends and relatives, etc.

Another key feature of our philosophy is that we are always fulfilling the changes and the new needs to solidify the image we build since the first day concerning the product's quality. This makes us always alert to follow up with our supplier regarding the quality, timing, presentation, and availability of the products we deliver to the market.

These values at FoodNest yield a strategy that a satisfied and a happy customer is the best business plan ever. This is why we always optimize our clients' satisfaction via surveying the bridge between our capabilities and her/his expected requirements.

"A loyal customer is a very satisfied customer. If not satisfied, according to a psychological determined set of requirements and expectations, the customer will leave the company after bad experiences with the quality, services, and availability of products in the market." CEO, FoodNest.



The image shows a web form titled "Ask a Question" with a question mark icon. The form is set against a light teal background. It contains the following elements:

- Title:** "Ask a Question" followed by a large question mark icon.
- First Name:** A text input field.
- Family Name:** A text input field.
- Email:** A text input field.
- Message:** A larger text area for the question.
- Submit:** A rounded teal button with the word "Submit" in white text.

At FoodNest, we never underestimate the customer's satisfaction factor. We secure her/his loyalty via the set of values mentioned above. This is why we made available in our website a special form of satisfactory survey to listen to our clients' needs and expectations, whether with respect to our services of import, export, or distribution or even with the quality of the products we import or export.

They are also encouraged to share their views, ideas, suggestions, and any innovated plans. Our website,

besides being our commercial gate to suppliers, acts as a platform where we interact with clients. This strategy makes us amongst the handful, if not sole, of enterprises that approach the client with a realistic plan of communication.

It is true that customers' expectations change over time; and a company that takes its customers' loyalty for granted while failing to differentiate itself from the competition is certainly doomed to fail.



We devised the plan of fidelity that our distributors offer either to wholesale or retail businesses. The fidelity or loyalty card is offered to the client so that a number of points is to be accumulated in order to win presents, for example, coffee machines, reduction, vouchers, among others. The final consumer is also offered such cards from retail businesses to gain her/his trust and loyalty. Besides this card, a part is added to listen to her/his requests and complaints in case they prefer the classical way of communication apart from the website.

4. Strategy

Our strategy rests on 4 pillars: import, distribution, exportation, and marketing. We combine this set of pillars given the fact that we not merely consider the customer as a king, but also a king who can make a difference. Being closer to the customer requires that the enterprise should be able to import best quality and affordable price products, distribute them to guarantee a balance and sustainability of price ranges, export the original and authentic products, and boost a unique plan of marketing.

4.1. Import

The import pillar determines that the objectives must be clear as crystal. At FoodNest, we are always aware and clear why we want to buy a particular product, sell it to a particular kind of customer, and do a special and unique marketing to promote it in the market.

This clear vision is achieved due to the market research we keep always conducting each season.

Our import department consists of two agents responsible for developing an import plan of action. We contact European brands and establish collaboration with them, then move to discuss the offers they can make for us without affecting one bit of the original quality.

We develop our collaboration with our clients by taking part of their international marketing and propose to them future strategies for expansion. We are always keen on researching special offers, so that our clients in Morocco can benefit from high quality products at the lowest cost possible.



In the import department, our suppliers are mostly based in Europe. Once we struck a deal about a particular product and transfer the payment, we keep following up with the transportation and logistics, so that the stress will be reduced on our supplier's part. In most cases, we try to make transportation our responsibility, so that our suppliers' efforts can be devoted to the product, its quality, timing of production, and shipping. From the supplier's warehouse until the Beni Ansar Nador, Tanger Med, or Casablanca port, the follow up becomes our main concern.

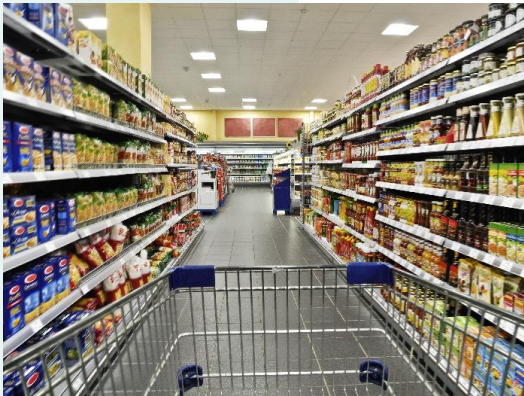
4.2. Distribution

Once the imported products reach out our warehouses, we move to the distribution plan. Currently, in the northern east of Morocco, our distribution fleet accesses a wide range of selling points, including basically two categories:



Category 1 (wholesale):

Wholesalers. This category is supplied in large quantities; they either reserve their share of containers at the port – prior to customs clearance – or came to our warehouses in order to load them. Wholesalers include classic wholesaling businesses, catering businesses, and luxury or gastronomic facilities. Frequently, hyper/supermarkets and other merchandisers are included within this category.



Category 2 (retail):

Retailers. Besides the wholesalers, we supply to other selling points. The major purpose is to make the products we import available across all over the regions we reach by our distribution fleet. This category includes small hypermarkets, supermarkets, local small businesses, dormitory-based shops, coastal shops, small hotels, guesthouses, riads, among many others.

4.3. Export

There are very specific products in Morocco we export upon special requests to Europe and some parts in Asia. Among these products, we export olive oil, argan products, tuna, naturally pickled cucumber, etc. We are always open to new suggestions or special requests from our clients abroad.



For what is agricultural, once we receive a request, we have contacts with local cooperatives and local farmers, mostly producing olive and argan oil, to check the availability and then discuss the best prices we can offer. We move then to the plan of exporting this product and making sure they arrive at the destination port under careful surveillance of our communication departments.

At exportation department, we target the Arab gulf market, including Qatar, UAE, S.A, etc. and Europe, especially Spain and Italy. We have collaborators who maintain our line of feeding the market with the fresh natural fresh products in Morocco. In most cases, our clients are always more than satisfied with our export services, either that related to quality, timing of delivery, and frequent availability. Although it is hard to maintain a solid plan of availability, especially with respect to the seasonal

natural products, we always duplicate our efforts to make spare harvests reserved for our clients. We gain the trust of producers, fishers, and farmers for years since our beginning import plan from Morocco towards Europe.

Today, FoodNest's ambition is targeting the far east of Asia, such that we seek more selling points in Singapore, Hong Kong, etc. We are also planning on exporting the fresh natural products mentioned above to other regions in Africa.



4.4. Marketing

At FoodNest, marketing plays a central role. The department of communication consists of fully worked plans of marketing either on site or online. Concerning the latter platform, we use social networks, such as Facebook, Instagram, LinkedIn, etc. We also localized our company's office on GoogleMaps to facilitate an easy reach out of our clients.

On site, the distribution fleet at FoodNest does a special sort of marketing, namely we use car wraps and posters, and we distribute flyers and catalogues to every selling point our fleet reaches. As previously mentioned, we have a fidelity or loyalty

Card given to our customers to guarantee their loyalty, since quality is already a motto of the brands we import and distribute, by gaining points after every request they do. For special requests from DMCs and catering businesses, in large quantities, we offer special prices and introduce other products at the same time. We also reserve gifts for our clients, including vouchers, coffee machines, holiday circuits, etc.

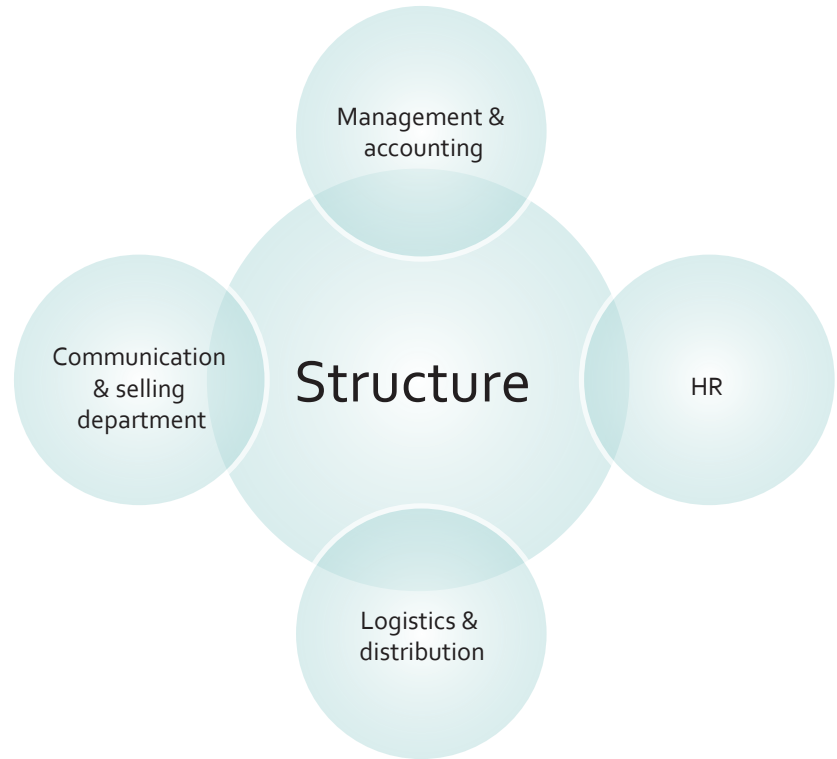
At FoodNest, we believe that marketing is a commercial pillar, and we approach the market differently, in comparison to other classic import businesses in the area. We are different with our unique approach. With an excellent quality and a plan to take care of the customer, we guarantee a sustainable chain of selling capacity that grows day after day, thanks to the collaboration of our suppliers and the commitment of our distribution fleet as well as the other departments at FoodNest.

5. Organization

FoodNest is an enterprise with four departments. Our strength lies in excellent communication amongst the departments and the employees involved in each department.

Management & accounting

We make sure that our operations are on an ideal track in the management department. We design practical solutions to difficulties and tough situations, and we ensure that each department delivers the finest outcomes possible. The department covers the personnel, stock and warehouse, and finance management.



Communication & selling department

Our key goal at the communication and selling department is to maintain communication with our suppliers and clients. We are always available to interact, build and polish contact, and reach out to new brands in order to discuss future collaboration opportunities.

Human Resources

At human resources department, we maintain the safety of working conditions, employee relations, legal workpaper, and some technical responsibilities. HR acts as a functional liaison between other departments.

Logistics & distribution

Our fleet of truck sellers do their best to reach out for every possible business in the local market to enlarge our clientele. The main strategy is that the international brands we promote must be rendered accessible to every customer in the market.

6. Workflow

The workflow at FoodNest consist in processes:

a. Research the market

The first step in our workflow is researching the market. We conduct research by consulting the final consumer and discuss with our clients the nature of products required. The market variables determine the nature of products required and the daily consumption by the final consumer. After we build an image about the product, we move to the next step.

b. Contact the suppliers

We contact the leading suppliers of the product needed in the market. We aim to explain to the supplier the importance of the product and the daily consumption rates. This is done after the quality is checked. The reputation of the supplier in the market is a must prior to any initial contact. When the supplier is happy with offering us the product, we move to the next step.

c. Discuss the offers

We discuss the offer proposed by the supplier with both the supplier itself and the client. We discuss with the client the prices offered and the affordability in comparison to other competitors with different brands of the same product. Then we go back to the supplier and propose a final plan of prices.

d. Sign the contract

Once we agree on the product to be sold and distributed, either exclusively or not, in the Moroccan market, we sign a contract of purchase. **This is done according to the international trade norms treaties.**

e. Transfer the payment

After signing the contract, we move to the transfer of the payment. We choose the safest terms that the supplier requires.

f. Transportation

Concerning the transportation of the products, we always respect the will of our suppliers to reduce stress on their export departments. When the supplier's export department is too busy, we chose the second plan of taking care of our transportation.

g. Store at the warehouse

Once the products are safely received at the port and cleared with the customs office, we carefully store them at our warehouses. We classify the products according to category, e.g., shelf 1 food, shelf 2 beverage.

h. Plan the requests from clients and distribute

According to a previous planning of requests we prepared with our clients, both category 1 and 2, we give orders to our distribution fleet to start distributing and selling. After process h, we either move to process a in case our market research dictates that a new product must be introduced or get back to process b, in case the product is required in the market.

7. We collaborate with



FoodNest

Import/export & distribution

Contact us:

Isabanan Rue 59, N39, 62000 Nador, Maroc.

(+212) 5 36 60 77 22 / (+212) 6 68 63 10 00

Email : info@foodnest.net

www.foodnest.net