



**Global**  
**FOOD**

*Quality Products*

*Company  
Profile*

WELCOME TO THE WORLD OF

*quality*

HOME PRODUCTS, AT

*pocket-friendly*

PRICES

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*quality  
for less*

# Introduction



## GLOBAL FOOD TRADING CO. LTD

is a registered company in South Sudan that was formed to champion global sourcing and distribution of mainly foodstuffs to the final consumers.

Since the year 2008, we have been travelling across the globe to source for best suppliers of the finest products and distribute them to the end users at affordable prices. We have since created a great business empire.

Post Covid-19, the business has decided to invest in technology and of importance, International Organization for Standardization (ISO 900 and ISO 2200) to ensure the quality, safety, and efficiency of products, services, and systems.



# Juba Marketing Network Map



# South Sudan Marketing Network Map



# Mission & Quality Statements

## MISSION STATEMENT

Our Mission is to serve both wholesalers and retailers by offering high quality products at the right price.

We are guided by an unwavering commitment to offer quality products through self-management, teamwork, efficiency, innovation, and customer responsiveness as a basis for current success and future growth.

We recognise and measure our success by the achievement of market leadership, the profitable growth of our business, adequate financial returns to our shareholders, and being a responsible and supportive corporate citizen.

## QUALITY STATEMENT

For us, customer satisfaction is our watchword through dedicated quality products. We strive not only to meet, but also routinely exceed customers' requirements through continual improvement such that we become the best company in the region. We aspire to be the first choice provider of diversified quality products in Africa and beyond.

# Suppliers

We currently enjoy a very strong and established business relationship with our suppliers. We source our products from around the globe; United Kingdom, France, Poland, U.A.E., Malta, Turkey, India, Thailand, Egypt, Indonesia, Brazil, Oman, just to mention but a few. We have more than 70 suppliers of the best products that we deal in.

Just like our supplier base is wide, so is our customer base. Just within Juba, we have 6 main distribution out-lets and an additional one in the city of Wau, 645kms north. These out-lets sell to wholesalers mainly, and also retailers. We boast of supplying to more than 2,000 wholesalers in the city. Among them are leading hotels like Juba Grand Regency Hotel, The Great Nile Hotel, and Supermarket chains like JIT Supermarket & Phoenicia Supermarket.

Our customer base extends out and beyond the capital, Juba. We have distribution out-lets in Wau, Yei, Aweil, Romberg and Boor. These are towns located in other states within South Sudan.

Our wide business empire is attributable to supply of quality products at affordable prices. This has earned us trust and confidence from our customers, which is a plus for us.



# Our Global Suppliers

 <p>FRANCE</p>	 <p>INDIA</p>	 <p>OMAN</p>	 <p>UAE</p>	 <p>UAE</p>
 <p>SINGAPORE</p>	 <p>MALTA</p>	 <p>EGYPT</p>	 <p>KENYA</p>	 <p>KENYA</p>
 <p>UAE</p>	 <p>KSA</p>	 <p>TURKEY</p>	 <p>KSA</p>	 <p>KENYA</p>
 <p>TURKEY</p>	 <p>INDIA</p>	 <p>HONG KONG</p>	 <p>POLAND</p>	 <p>UK</p>
 <p>UK</p>	 <p>UK</p>			

# Our Products

We deal in a wide range of home products, mainly canned and packed food items.

Our vast product portfolio is rich in:-

**CEREALS** - Rice, pasta and macaroni, corn flour, lentils, noodles and different breakfast cereals.

**BEVERAGES** - Tea, coffee and chocolate powder

**CANNED FOOD:** - Ready to mix water and drink milk powders. Coconut milk, tuna, sardines, chicken and beef. Mixed vegetables, peas, fowl medames, oats, olives and beans among others.

**CONFECTIONERY & SNACKS** - Diverse brands of ready to mix with water and drink, delicious juice powders. Sugar, biscuits, lollipops, and a wide array of chocolate sweets and candy. Honey, jam, fruit cordial, crisps, peanut butter, custard powder and exotic dates.

**OILS & SAUCES** - Tomato, chilli, soy, oyster, fish, bbq sauces. Mayonnaise, tahina, vinegar and vegetable ghee.

**SPICES** - Curry, coriander, cinammon and ginger powders. Biryani masala and black pepper to spice up any meal to delicacy.

**BABY PRODUCTS** - World's top brands of First Infant Milk.

Diapers, shampoo, lotion, powder, oil, cream and cologne easy on just born baby's skin.

# Our Products

Our Commodities, which our local customers often buy in bulk (container full):

**SUGAR**

**WHEAT FLOOR**

**LENTILS**

**COOKING OIL**

**& RICE**

**CLEANING AGENTS** - Powerful washing detergents and bar soap. Kitchen dirty dishes liquid soap. Bleach, hand wash, hand sanitizer, disinfectant, bathing soap, tissue paper and serviettes. (hand tissue).

We also stock general food packaging and serving items such as foil paper, foil lunch boxes and plastic cutlery (knife, spoon and cups). Ideal for restaurants take-away options. Toothpicks, shoe polish, air freshners, furniture polish and insecticides concludes our product list.

**Buy  
more  
Pay less**

**FAST  
SERVICE  
EVERYDAY**



**Save Time**  
Order today, Get it today



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JUBA, SOUTH SUDAN**

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**Free**  
delivery  
within Juba  
\*terms & conditions apply

# Our Transport Capacity

Global Food Trading Co. Ltd has her own fleet of trucks to transport goods from Mombasa port in Kenya to South Sudan.

We have set-up a Logistics & Transport company (Black Stallion Commodities Ltd) in Nairobi, Kenya which deals with the transportation of goods and service of our trucks. We own 25 trucks, Mercedes Benz Actros- 3340, which ensure that once our goods are off-loaded at the port, they are transported straight away to our warehouses in Juba.

That way, we are able to save on storage charges at the port, which is one of the ports that charges the highest for land-locked countries and also transportation costs which are very high for rental trucks.





# Our Storage Capacity

Once the goods reach Juba, they are off-loaded into our warehouses. We have acquired land and constructed warehouses, which are manned by a warehouse manager.

We have warehouses in located in Juba. All of them when combined with a storage of 50,000 metric tonnes, foodstuff







# Our Staff And Management Team

The current staff strength of Global Food Trading Co. Ltd is 120 employees.

We have shop/site managers who are in charge of our out-lets in Juba. We have a sales team who ensure our stocks are constantly moving. We have marketers who advertise our products and make sure we expand our customer base. We also have the store/warehouse keepers, who are responsible for what comes in and out of the store.

An efficient team of drivers who transport the goods form part of our vast team. Finally we have the administration/management team which ensures smooth company operations.



*Quality Products*