

MASIG Natural Fruits Industries Limited

Mrs. Marian Asigri (CEO)

Overview of MASIG

- ▶ Masig Natural Fruits is a Limited Liability Company, established between 1999 and 2000.
- ▶ The company is engaged in the processing of fruit juices

Our vision

- Our vision is to become one of the top ten fruit juice producers in West Africa

How the Company started

- ▶ Promoter of the project was initially a teacher by profession with a natural skill of preparing fruit juices.
- ▶ After encouragement from friends and family she started full time commercial production of the natural fruit juice in the year 2000. This was done with the help of Food Research Institute, the Biochemistry Dept. of KNUST, a local pharmacist in Kumasi and the Food and Drugs Authority for analysis and certification.
- ▶ In 2000 we produced about 3,000 litres
- ▶ Currently we are producing between 30,000 to 40,000 litres annually.

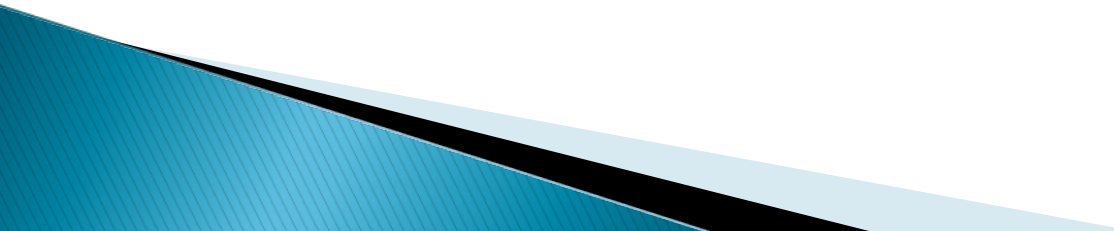
Products



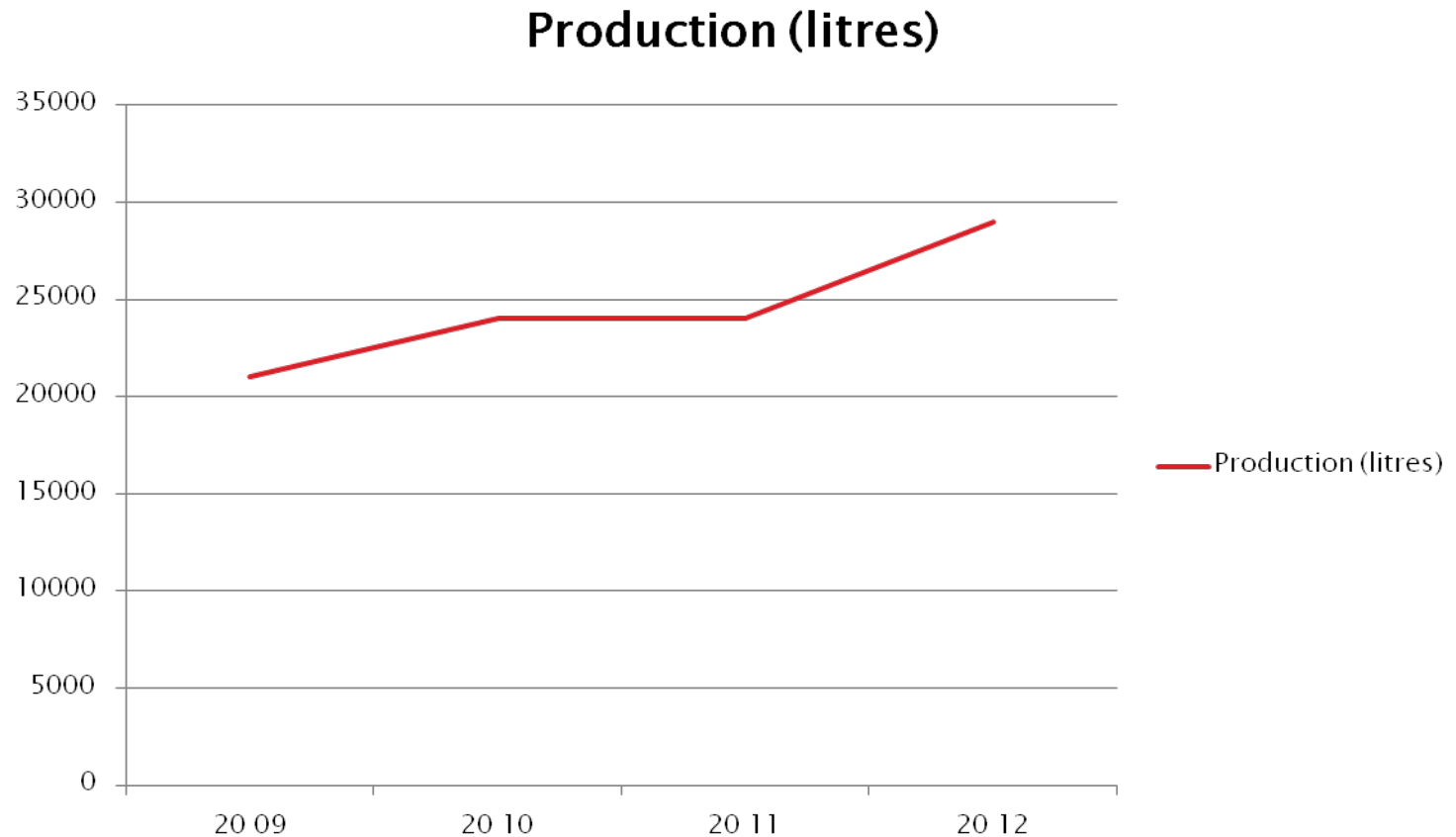
Products and Major Markets

- ▶ Primarily the juices the company produces are MASIG Guava, Banana, Mango, Pineapple, Melon, Cashew and Banapine juices (Banapine is a mixture of Banana and Pineapple).

Major Markets

- ▶ The major markets for MASIG Juices are in the Ashanti, Brong Ahafo, Volta, Northern and Upper East Regions.
 - ▶ Major Clients in Ashanti include KNUST and other Institutions, leading supermarkets, hotels and restaurants.
- 

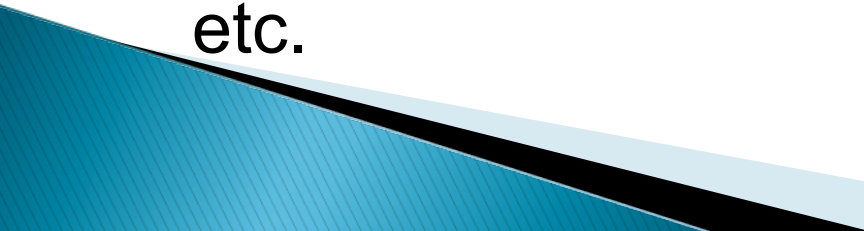
Production History




Factory and Manpower

- ▶ The factory is located at Tanoso-Apatrapa in Kumasi.
- ▶ The company has 8 full time employees and about 10 temporary employees

Equipment

- ▶ The equipment the factory is using currently are boilers, blenders, packaging machine, etc.
- 

Major strengths of the Company

- ▶ In-depth knowledge and expertise in the commercial production of natural fruit juices without excessive use of additives. This was achieved with the help of research institutes, such as Food Research Institute, Biochemistry Dept of KNUST and others.
 - ▶ The management is effective and focused on its vision
 - ▶ Very high quality team dedicated to comprehensive quality control.
 - ▶ The company uses fresh natural fruits from Ghanaian farms and does not use imported concentrates.
 - ▶ MASIG is the only company producing Banana Juice in Ghana.
- 

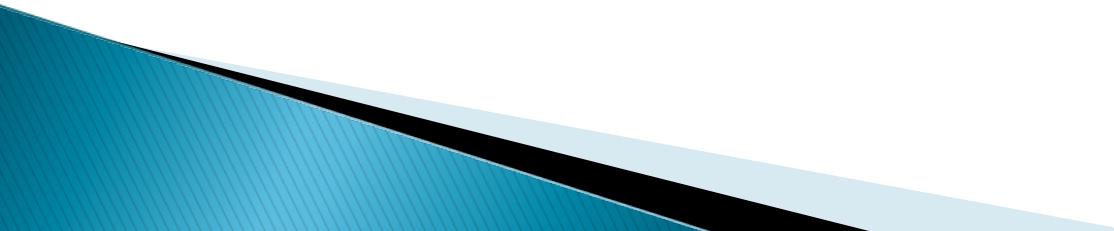
Potential Markets

- ▶ ' Reviving a dying Industry Report~ 10.4 million
litres of fruit juice is consumed yearly in
Ghana.
- ▶ Annual per capita intake in Ghana for (bottled
water and soft drinks, juices) is 10 litres.
(resulting in about 240 million litres per year)
- ▶ Demand is rising for natural fruit juices, driven by
increasingly health-conscious consumers.
- ▶ Large wider Ashanti, Northern and Sahelian
markets estimated at over 48 million (combined)

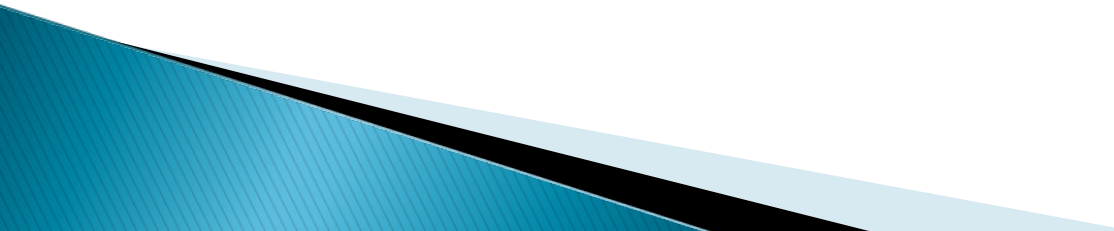
Reason for low production

- ▶ The major reason for the relatively low levels of production is the lack of modern commercial machinery which will optimize production.

Equipment needed for expansion

- ▶ Fruit sorter and washer
 - ▶ Fruit loader
 - ▶ Crusher and spiral extractor
 - ▶ Pulping machine
 - ▶ Pressure heater machine
 - ▶ Packing and labeling machine
 - ▶ Stainless storage tank
 - ▶ Modern trucks for distribution
- 

What Masig is seeking....

- ▶ An equity investor to inject some funding for the expansion of our operations
 - ▶ Or
 - ▶ A joint venture partner to provide the needed equipment and expertise in production and marketing
- 

Contact

- ▶ For more information please contact

Mrs Mariam Asigri

Mobile: 0243215698/ 0501258758

E-mail: masignaturalfruits@yahoo.co.uk