

*COMPANY PROFILE*

**INCORPORATED COMPANY PROFIL  
EXPORT TRADE LINE**



**IMPORT TRADE LINE**



**CONSTRUCTION WORKS**



**MACHINERY RENTAL**



**APRIL, 2021**

**ADDIS ABABA, ETHIOPIA**

*Address :*

*Yeka Sub city, Worda 09,  
H. No. 825 / Office No. 8022  
Addis Ababa, Ethiopia*

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Email:- gsestrading@gmail.com*

## I. BACKGROUND INFORMATION

### 1.1 ESTABLISHMENT

- Company Name: .....GSES General Trading Plc
- Legal Formation: ..... Private Limited Company (PLC)
- TIN Certificate: .....0006598185
- Business Registration: .....MT/AA/2/0010129/2004; Date 3/4/200 E.C.
- Trade License No.:- .....YK/AA/14/672/3569997/2012; Dated:- 14/12/2012 E.C
- Licensing Organ: .....FDRE, Addis Ababa city admin. trade bureau
- Address: .....Addis Ababa City Administration,

Yeka Sub-City, Wor.-09, H.No. 825; Off. No. 802

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## 1.2 INTRODUCTION

GSES General Trading is an existing business that registered and legally established as a Private Limited Company in 2004 E.C. and it is legally incorporated as a company by sector experienced individuals having the main focus on modern trading activities of high quality standard. During previous years of business operations, GSES General Trading PLC has been providing acceptable trade service operations with expert manner of business personality and gained the reputation of being one of the most reliable “*International Trade House*” as Exporters, Importers and International Trading Company dealing with several Multi-National Organizations for Exports and Imports of various Commodities in large volumes.

GSES General Trading always welcomes new business association with large Multi-National Commodities Traders and Industrial organizations who are looking for a reliable Business Associate in Ethiopia, to assist and represent them to promote their business interests for Exports and Imports of their Commodities and products to and from Middle East, Europe, China, Latin America, Asia and African countries. Since the year of inception, the GSES General Trading plc as a company that strategically incorporated to undertake challenges and opportunities in this Era of market dynamism, it has been actively participating on several trading operations, such as:

- Construction Contracting, Development and Management
- Import Trade of Machineries, Vehicles, Auto-Parts, Electronics, Metal & non-metal Construction materials, Household & Office equipment, Consumable goods, etc.
- Export Trade of Agricultural product varieties (Livestock, Poultry Products, Coffee beans, Pulses, Spices, Oilseeds, Cereals, Chat and other cash crops).
- Machinery Rental, Commissioning and Agency Services
- Computer Networking and other service rendering activities; and
- Wood Based Products Fabrication

All this has been made possible because of unfailing regularity, strict adherence to the quality and conformity to the contractual terms and conditions and also timely shipments, entirely to the satisfaction of our esteemed clients, spread over many countries around the world. With its business legacy, GSES General Trading is committed to supplying high quality agricultural products delivered on time executed by its highly skilled professionals – accurate logistics services and perfect documentation.

Therefore, the Ever-Cherished business culture of GSES General Trading Plc is that, it enjoys very strong and cordial business relations with several Agencies of Central and State Governments, and also with large Private sector Organizations and Business operators both at National and International Scale.

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1.3 VISION, MISSION AND VALUES

**Vision**

GSES TRADING aspires to be one of the world Champions in International Trade by ensuring quality products and sustain services to every customer

**Mission**

Ensure a leadership position in our products and services  
Thereby exceeding the expectations of our customers,  
Employees, shareholders and the community.

**Values**

Our values are what enable us to maintain Excellency in our work, So we always valued:

- Quality and Excellence
  - Integrity, Respect, Trust and Friendliness
  - Collaboration and Teamwork
  - Empowerment. Innovation

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## 1.4 OUR OBJECTIVES AND QUALITY POLICY

### ➤ **OUR BUSINESS OBJECTIVES**

As a Competent Trading Company of diversified business lines, the main focus of GSES General Trading Plc is customer satisfaction that allowing us to build and maintain a strong reputation among clients and competitors. Our strategic business objectives are:

- ✓ To promote Ethiopian products in international trade through widen our Export Destinations.
- ✓ To satisfy buyers by ensuring the fulfillment of commitments
- ✓ To enhance client retention by consistent delivering of products and services demanded as per set of business standards in place for every Export as-well-as Import trade operations.
- ✓ To lobby the government and other concerned agencies with regard to production, quality and trading of products
- ✓ To provide Remarkable Products and Services trade operations to everybody who needs our partnership to work with will be marketable basically to everybody that needs it.

### ➤ **OUR QUALITY POLICY**

For every exportable commodities of all the time, the GSES General Trading Plc has a set of quality controlling policies to be applicable during undertaking export operations. Hence, company's prior activity while exporting agricultural commodity is securing scientific certificates from the relevant governmental bodies namely:

- ✓ Toxicology Laboratory Analysis Certificate
- ✓ Food Science and Nutrition Research Laboratory Analysis Result
- ✓ Food Microbiology Laboratory and
- ✓ Ethiopian Conformity Assessment Enterprise
- ✓ Ethiopian Customs and Revenue Authority
- ✓ Ministry of Construction and Urban Development
- ✓ Ministry of Transport and Communication
- ✓ Ethiopian Investment Commission
- ✓ Ethiopian Standard and Quality Agency, etc

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## II. PRODUCTS/SERVICES OF GSES GENERAL TRADING PLC

### 2.1. EXPORT TRADE

Over the past few years, GSES General Trading plc has built strong relationships for all major commodities of Ethiopian origins with international market Mediators and Buyers. Hence, it is empowered to become a supply chain partner of major domestic commodity producers of agricultural commodities listed herein:

#### ➤ OIL SEEDS

##### Sesame Seed

We export Humera and Wollega types of Sesame with high annual export volume. Our sesame seed are processed and cleaned with modern cleaning machine at Regional and Central warehouses.



##### Niger Seed

Our Niger seed for export is a variety of eastern and north part of Ethiopia, which popular for its light flavor and oil content. It is the cooking oil of choice in Ethiopia; it is used to sauté legumes and vegetables



##### Sunflower Seed

Ethiopian Sunflower seeds are white and rich in linoleic acid. Safflower seed oil is used in cooking vegan sauces and dips. The seeds we export are a variety of western part of the country having popular feature as a blended drink or roasted with grains, as a healthy snack.



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➤ COFFEE BEANS

We actively engaged in coffee export business line, which is one of our major commodities in the global market places. We are exporting washed and Un-washed coffee beans which include:

- Washed Specialty Coffee varieties of Sidama, Yirga- Chefie, Limu types;

*And*

- Un-Washed coffee varieties of Sidama, Jimma, Nekemt, Harar and other types of Ethiopian coffee beans, which is distinctive and valued by its unique characteristics of acidity, aroma flavor taste and fully balanced type.



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## ➤ PULSE CROPS

### Chickpea

Chickpea is the most important *pulse* crop in *the world*. The bulk of the crop *variety* in the Ethiopia is dominated by the sweet Desi type OF chickpeas, which we are mainly exporting and consumed widely fresh as green vegetables, sprouted, and fried roasted and/or boiled.



### Peanuts

We export different types of peanuts, Such as: Long type peanut kernel, Round type peanut kernel, Long type blanched peanut, Round type blanched peanut, Split blanched peanut, and Peanut in shell which all types are Ethiopian origins that GSES General Trading is Supplying to global market place.



### Horse Beans

The other export commodity of GSES Trading is the Ethiopian Origin Horse Beans of fresh product, which possess Machine Cleaned Purity at Min: 98% with Broken & damaged: 0.57% Stained/Discolored: 2.13% Wrinkled: 0.52%, and Cracked Seed Coat: 0.64%



### Green Mung-beans

Our Green Mung-bean for export is best variety of Ethiopia, which fulfills its basic characteristics of low in cholesterol and high in supporting essentials of human bodily functions.



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### ➤ KIDNEY BEANS

We Export Ethiopian variety Kidney Beans, which are reddish-brown kidney-shaped pulses with a soft, creamy flesh that are available dried or canned. Our Kidney Bean variety is great in mixed bean salads and stews such as chilled con carne.



### ➤ LENTILS

We Export both Green and Red Lentils of Ethiopian origin. Lentils are increasingly being used in health-conscious diets to promote general well-being and reduce the risk of illness. They are low in fat, high in protein, have a low glycemic index and are an excellent source of both soluble and insoluble fiber.



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➤ **SPICES**

**Cardamon**

The cardamom also known as Korarima (in Amharic) of Ethiopian variety is hugely different in taste, smell and size to its smaller black and green cousins. The more common green cardamom is much smaller than even its black cousin and in taste, does not even get close to much larger of Ethiopian variety we export.



**Turmeric**

We export the powerful deep yellow spice – turmeric which gives flavor to some dishes. Can be used as sparingly or it can easily overpower everything else. It also available in butecha and azifa, two vegetable dishes traditionally served cold



**Ginger**

Lots of fresh ginger in many dishes, along with garlic and onions, ginger is a big player. We export Fresh ginger of Ethiopian on demand and as required.



**Other Spices**

We are able to export many more types of spices, such as: Fenugreek, caraway seeds, Black Pepper, Black Cumin and so many others.



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## 2.2 IMPORT TRADE

We are widely appreciated among our customers for quick and accurate delivery and excellent customer service. Our major import products for domestic market supply include:

### ➤ CONSTRUCTION INPUTS MATERIALS

Our experience in the construction material supply business and relationship with industrial experts together with local experienced and talented business customers that support us on the success of our trade operations.



### ➤ ELECTRONICS & STATIONERIES

We import electronics and other consumable stationery products sourcing from latest technology branded foreign suppliers to Ethiopian market.



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➤ **VEHICLES**

Our latest technology installed brand Vehicles are what truly compatible to Ethiopian landscape and easy access to genuine auto spare parts. We also provide clients after sales services for what they bought as warranted.



➤ **AUTO SPARE PARTS**

We import Genuine Automotive parts and accessories that makes our client comfortable for what they intends to purchase.



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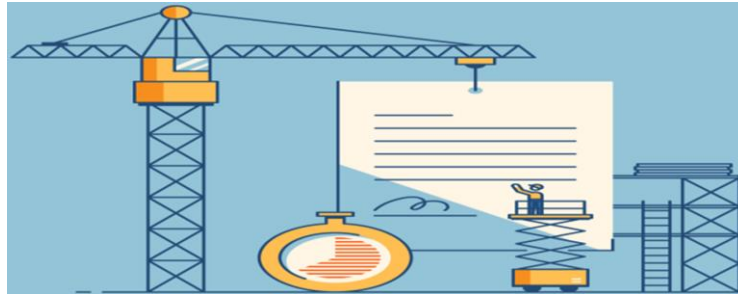
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## 2.3 CONSTRUCTION CONTRACTING AND MACHINERY RENTAL

### ➤ CONSTRUCTION WORKS

GSES General Trading Plc operates as a complete professional construction service using its collective skills and understanding of markets to develop a unique value proposition to clients. GSES construction began as a general works contractor by founders who has undertaken many challenging projects and accumulated skills, know-how and experiences in Supervising, Design and building solutions, project management services and related engineering works for more than a decade. GSES General Trading Plc is on its track by playing a role of successful contractor for small to medium size projects and also provides design inputs and engineering solutions as value-add services to our clients.



### ➤ MACHINERY RENTAL SERVICES

GSES General Trading Plc provides Machinery Rental Services; Such as; Dum-Trucks, Mixers, Vibrator, Panels and other related machineries. We are supplying quality construction machineries to our customers with affordable market price. Our rental service involves from own sourcing and through commissioning services.



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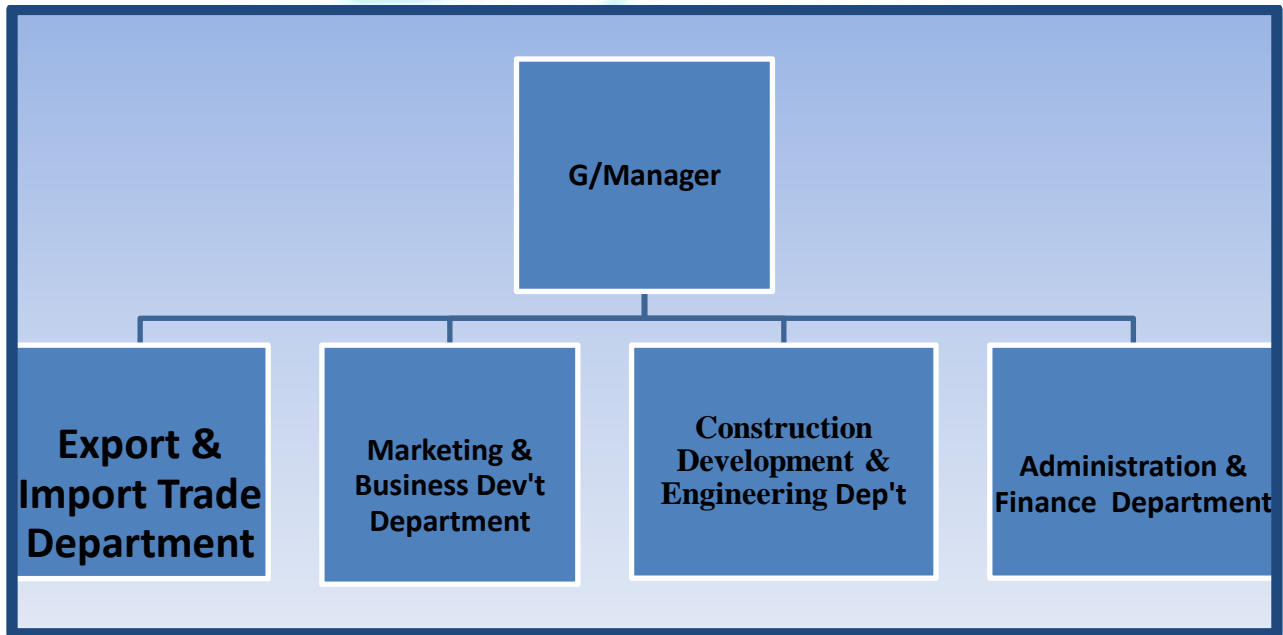
### **III. ORGANIZATION AND MANAGEMENT**

➤ **ORGANIZATIONAL SET-UP**

GSES General Trading Plc is a company established to undertake well versed and diversified business activities in Ethiopia as well as at international scale. The company is incorporated by sector experienced individuals having the main focus on modern trading activities of high quality standard. Our Organizational Set-up comprises unique business culture, which makes our employees and business partners to feel comfortable.

The organizational structure of **GSES General Trading Plc** is designed by including all the necessary personnel under the right division. At the top of the organizational structure, the General Manager is in place with the responsibility of supervising the overall activity of the business in all. Depending up on the nature of the unit and the amount of work to be performed; there exist auxiliary units under the general manager.

#### **ORGANIZATIONAL STRUCTURE**



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❖ **OUR MANAGEMENT PROFILE**

Our team consists of individuals experienced in carrying out several trainings and consultancy services providers of relevant industry and professionals with detailed knowledge of specific issues who would be pleased to provide assistance in areas demanding specific knowledge, skills or tools.

**i. Mr. Gemechu Geleta Nemera (G/Manager)**

- **Education & Training**

- **Work Experiences**

- **Membership**

**ii. Mr/Mrs \_\_\_\_\_**

- **Education & Training**

- **Professional/Work Experiences**

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❖ OPERATIONAL TEAM COMPOSITION

NO	NAME	POSITION/ROLE @ GSES	EDICATION	EXPRIENCE
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### COMPETITIVE STRENGTH

- **Leading Position in Investment Promotion and Development in Ethiopia:** We are the first institutionally incorporated Ethiopian company supported by well-seasoned board members as well as shareholders.
- **Product Innovation and Smart Breadth:** We provide a breadth of products and service that meet the needs of customers throughout our targeted markets there by positioning us to benefit from the current growth business environment in Ethiopia.
- **Disciplined Risk Management:** Risk management and regulatory compliance are critical parts of our business. We always employ comprehensive risk management processes in virtually every aspect of our operations, including product development, underwriting and marketing.
- **Experienced Management Team:** Our senior management teams have extensive experience in the Trade Service, Construction Development, Manufacturing, and so on.
- **Technology-enhanced, Scalable Operating Platform:** We have developed technological tools that enhance our performance by automating key processes as well as reduce risks.

### OUR BUSINESS PHILOSOPHY

We Believe in Principles of proven management science and apply in Organizations working environment. Excellence is consistently achievable. It is this ethos that our Business operation carries to every client, every services and every challenge.

### OUR MOTO:

***Credible Solutions for Incredible Business Partnership***

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