



MOFAYA®



ALIKIBA “MOFAYA”



**THE NANE NANE
EXPO
BRAND ACTIVATION's**

“A Call for partnership and Participations”



Welcoming Note:

*"It is our great honor to meet **Ali Saleh Kiba "Alikiba"** and the whole Management team. I am here today to present to you all, our upcoming business proposal and call for partnership and participation to launch officially The Brand "**ALIKIBA MOFAYA**" in **Southern Highlands of Tanzania** during **2018 Nane Nane Exhibition** in Mbeya Tanzania, Thanks"*

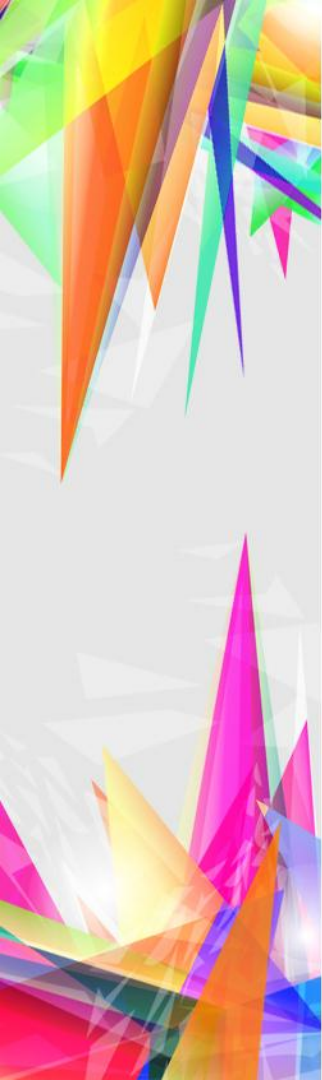
Mr. Ally Kyelula

Project Director.

The Green City Entertainment and promotion Company Ltd:

Mbeya, Tanzania:



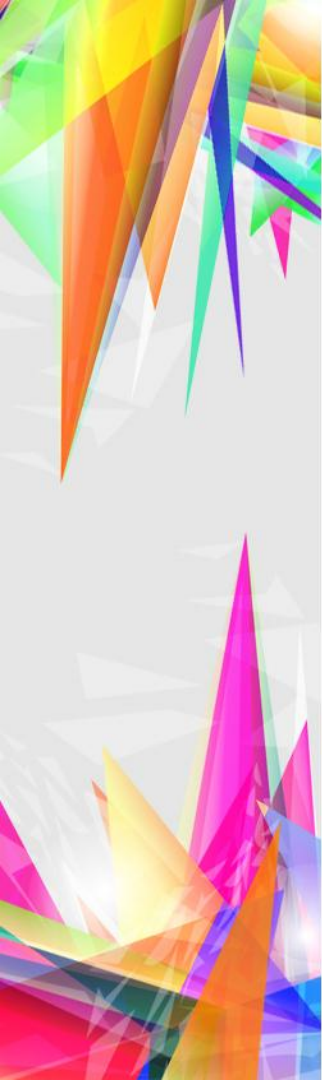


We are:

- ❖ The Green city entertainment and promotional company: Registered in 2016 with all governing laws of company and intellectual property registration in Tanzania.
- ❖ Having experience and delivering BTL (Below the line marketing) to our dedicated clients, We are fully equipped with new technology and most competent staffs for delivering extremely excellent services.
- ❖ Having a capacity of operating all over Tanzania, Our base has targeted much the regions of southern highlands of Tanzania by serving all regions and their districts.

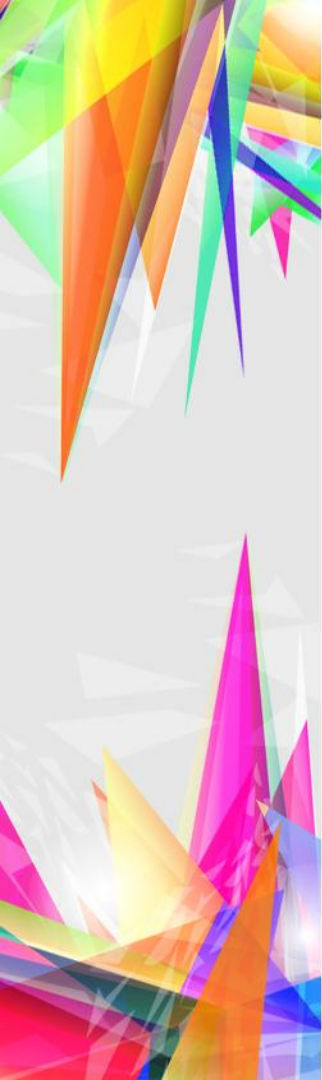
**The Full Concept Behind
An idea For
Alikiba "Mofaya"
Nane Nane Agricultural Expro:**





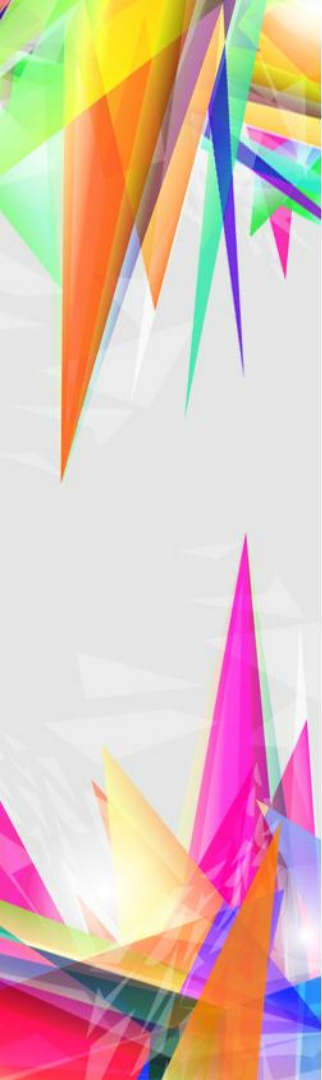
The Full Concept:

- ❖ The Concept behind this call for partnership and participation has executed by our **Strategy & creativity team**. As we all know that **Alikiba “Mofaya”** is the International and most recommended Energy drink due to its contents, Package and mostly formula and technology that have been used to produce the brand.
- ❖ After a good and well documented research by our **field supervisors**, We come to the conclusion that more than 81% (Percent) of people around southern highlands of Tanzania are **Farmers**. *(Both small scale and large scale farmers)*
- ❖ After a long working day they just need a mental and body relaxation contents which is recommended by most medical professional: And that is **Ali kiba “Mofaya Energy drink”**
- ❖ As we are writing this proposal our **field supervisors** continue to gather more information about marketing penetration of this Brand.



Why should it be executed at *Nane Nane Agricultural Expro... ?*

- ❖ **Name Nane Agricultural Expro:** Is the biggest agricultural show case in East Africa, By serving millions of farmers and business professions, it has become one of the most popular Farmers holiday in Africa.
- ❖ **Nane Nane Agricultural Exhibition** also may refer to the Agricultural Exhibition, a one-week fair that takes place every year around this date [8/8] in varying locations of Tanzania.
- ❖ **During the Nane Nane Agricultural Exhibition:** Farmers and other agricultural stakeholders (e.g., universities and research institutes, input suppliers or fertilizer producing industries) showcase new technologies, ideas, discoveries and alternative solutions concerning the agricultural sector.



ALL TIME EVENTS ACTIVITIES:

- ❖ We have planned to execute a well defined and extremely smart and exceptional activities for Ten days.
- ❖ From day to night events, We shall bring an exceptional look to the exhibition tents and Night events:

DAY TIME ACTIVITIES:

- ❖ For ten days of activations our organizing committee have planned to schedule exclusive sales promotions and few entertainments packages on the ground.
- ❖ Our marketing strategy shall only have one options *“To reach the target number as promise and signed in the contract ”*

EVENING TIME ACTIVITIES:

- ❖ Also for ten days of activation our organizing team have created the promotional package at nane nane grounds: following the MEGA event at Mbeya City Pub on Nane Nane Day.

THE SET UP

DAY TIME AND NIGHT EXHIBITION



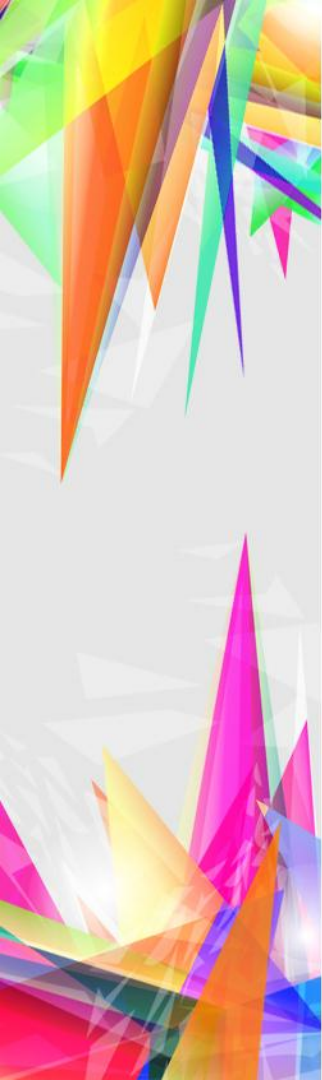
- ❖ Our *Strategy and Creative* team has planned for smart, elegant and mostly creative design and outlook for both selling and branding: Alikiba "Mofaya"
- ❖ For entertainment there would be Live music, and Videos display on the big screen, project and other streaming platform.

EPIC MOFAYA LOUNCH IN SOUTHERN HIGHLANDS

TANZANIA

"8.8.2018"





EPIC MOFAYA LAUNCH IN SOUTHERN HIGHLANDS TANZANIA

THE SET UP:

- ❖ As we will agreed with the management: We have planned to make the Perfect Mega Epic launch in Mbeya.
- ❖ It would be an outdoor event, With the modern stage, lights, sound and the mostly attractive and highly decorated stage.
- ❖ With live performances from different artist and finally **ALI KIBA:**
- ❖ With sparks and fireworks to show that we officially launch the Brand.
- ❖ Health safety and security to me maintained for the all time of the event.

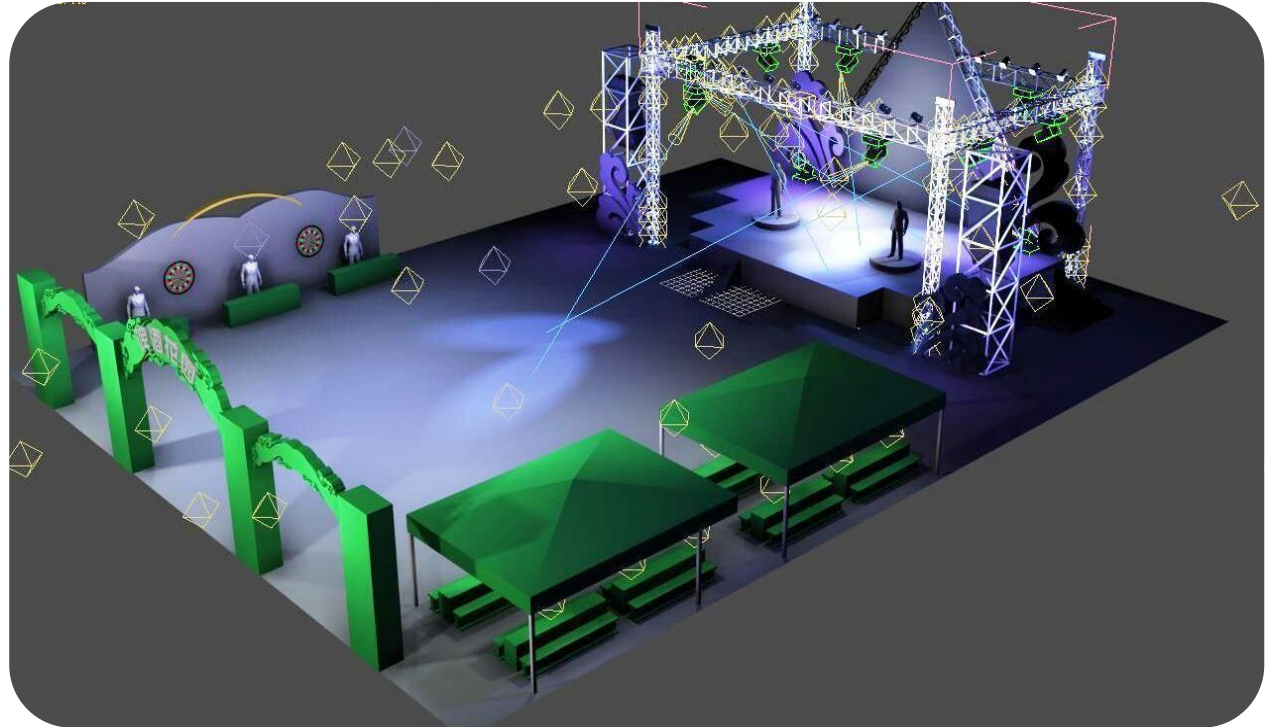
EPIC MOFAYA LAUNCH IN SOUTHERN HIGHLANDS TANZANIA

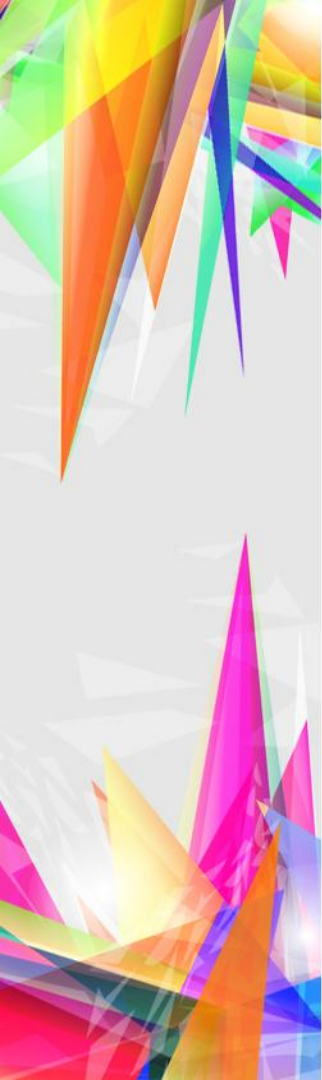
STAGE SET UP:



EPIC MOFAYA LAUNCH IN SOUTHERN HIGHLANDS TANZANIA

A 3D concept of the venue as it would be extremely branded with
ALIKIBA "MOFAYA" ENERGY DRINK





EPIC MOFAYA LAUNCH IN SOUTHERN HIGHLANDS TANZANIA

Event Derivalables and Return on Investment:

- ❖ Total 100% selling and marketing the brand on the entire period (10 Days) and post marketing brand recognition.
- ❖ Proof of being the best; The brand that is existing and expected to be on top of the successful brands in the coming years. Belongingness to the brand and togetherness and make the ALIKIBA "MOFAYA" brand to be the number 1 choice in the event.
- ❖ 100% Visibility of the brand during the entire period of the event.
- ❖ Publicity on road show and Promoting ALIKIBA "MOFAYA" to be the brand talk during the entire period of the event.

How Visibility:

1. Name & Logo mentioned in all advertisement
2. On event signage and recognition.
3. Name and Logo on event banner provided an entrance and stage
4. On stage recognition by Emcees throughout the event.

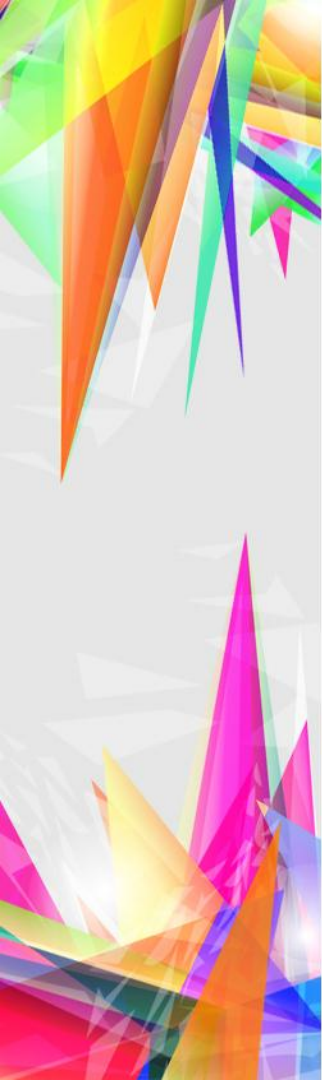


Budget and Basic Requirements

<u>Unit:</u>	<u>Types of Unit</u>	<u>No of Unit</u>	<u>Amount per Day</u>	<u>Total amount Per 8 Days.</u>
Venue Nane Nane Grouds	Outdoor	1	400,000/=	3,200,000/=
Canopy Tents	For outdoor events	1	200,000/=	1,600,000/=
Sound and Gen erator	For outdoor events	1	250,000/=	2,000,000/=
Team	1. Team leader 2. Promo Girls 3. DJ 4. Presenter 5. Sales Team	• 1 • 4 • 1 • 2 • 2	60,000/= 40,000/= 50,000/= 40,000/= 50,000/=	480,000/= 1,280,000/= 400,000/= 640,000/= 800,000/= 3,600,000/=

Total Budget:

<u>Unit:</u>	<u>Types of Unit</u>	<u>Amount (Tsh.)</u>
Operational Cost and miscellaneous	For official use	8,000,000/=
-----/=	-----/=	The Grand Total Budget (VAT Inclusive) 18,400,000/= <i>Eighteen Millions, and four hundreds thousands.</i>



Mode of Payments:

Account Name:	The Green city Entertainment and Promotion Company Ltd.
Bank Name:	CRDB BANK
Account Number	1358034700

Contact Person:

Name: Mr. ALLY KYELULA

Designation: Projects Director

**Physical Address: Old Forest Mbeya
Muungano Street, Block M, Plot no 719**

Cell: 0744 111118

Email: djcocoent@gmail.com

**ITS HAS BEEN
A
GREEN CITY ENTERTAINMENT
AND
PROMOTIONS COMPANY.**

---Presentations---

