



Miante Manufacturing

The best of the best

# BUSINESS PROFILE

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YOUR HEALTHY ON THE GO, FILLING TASTY SNACKS COMPANY



MIANTE MANUFACTURING (PTY) LTD | UNIT 4, 240 VRONKPOP , SAMCOR , PRETORIA

## 1. Miente Manufacturing Executive Summary

Miente Manufacturing offers filling, tasty, healthy, snacks in convenient packages that you can eat on the go. MM manufactures, processes and packages various nuts and seeds as well as peanut butter. Miente sells various organic , indigenous nuts in bulk for local and export markets .

The snacks produced are:

- **Miente Special roasted nuts**
- **Miente Caricas nuts**
- **Miente Oyoyo nuts**
- **Miente Plantain Chips**
- **Miente Breakfast mix**
- **Miente Macadamia nuts**
- **Miente Mamo Macmo (Macadamia /moringa / honey )**
- **Miente Nuts and Seeds(3 in 1 packets)**
- **Miente Cashew nuts**
- **Healthy Nucket (Mix of nuts seeds)**
- **Bigdove Smoothiest peanut butter**
- **Honey Cinnamon peanut butter**
- **Marmalade Jam**

<b>Registered Company</b>	<b>Miente Manufacturing PTY LTD</b>
<b>Members</b>	<b>Wendy Bongwe Mpendulo , Kanya Mpendulo</b>
<b>Pty number</b>	<b>2016/209176/07</b>
<b>Business size</b>	<b>Small to medium</b>
<b>Ownership state</b>	<b>100% black owned</b>
<b>Women equity</b>	<b>100%</b>
<b>Description of business</b>	<b>Healthy snacks, dried fruits,nuts and peanut butter</b>

**Miante Snacks Manufacturing** is a South African based company trading as **Miante Manufacturing**, a company registered in 2016 with registration number **2016/209176/07**. **Operating at Samcor Industrial Park, in Pretoria. Miante Manufacturing is a snacks processing and packaging company** founded and owned by **Ms Wendy Mpendulo and Kanya Mpendulo**. This company is established to provide alternative snacks to the available snacks in the country and in the world in general. These tasty snacks are healthy filling on the go snacks that can be consumed by all age groups and by all diverse nationalities.

## **VISION**

To be the largest healthy filling snack producers in Southern Africa, Africa and the World.

## **MISSION**

To be the largest producers of healthy filling snacks

To be the largest youth empowerment company

To be the largest employer of human capital from disadvantaged backgrounds

To access land for the raw materials needed to produce our products.

To be the largest innovative, creative manufacturing company that is stand the tests of time

To be most sustainable and environmentally friendly company

## **OBJECTIVES**

- To be a multimillion rand company that achieves an average of million sales in Africa only
- To empower women to be owners of the business
- To offer equity to the most hardworking and focused loyal workers
- To empower employed youth to be owners of the business
- To employ 1000 workers in three years
- To offer the best customer service to our clients that makes them to come back for more
- To have the most driven, empowered workforce that lasts for generations

## Human resources /Employees

Currently Miente Manufacturing is employing the following staff members with the following skills:

Personnel	Gender	Age	Skills & Qualifications
Wendy Mpendulo	Female	43	B.Comm &MA Development Studies
Kanya Mpendulo	Female	23	Diploma in Culinary Arts
Landiwe Mdibaniso	Female	45	Grade 11
Malope Maila	Male	25	Grade 12
Lulamela Gaveni	Female	25	Electrical engineering
Donald Ani	Male	44	Chef and Business Management
Bongani Manzini	Male	27	Machine systems operator
Tsholofelo Tube	Female	23	Grade 11

**Temporary staff is sourced out from the surrounding townships for packaging and processing days when there are bulk orders.**

### Marketing Strategy

Using the simple available resources to innovatively, creatively market the healthy, tasty snack, food products. Miente Manufacturing offers filling, healthy, tasty, home grown snacks in convenient packages that you can eat on the go. Miente manufacturing offers an alternative to the busy unhealthy lifestyles and brings wellness and health to the nation in the form of food snacks.

The products are sold through;

- Exhibitions
- Pitches to different establishments
- Miente Factory outlet; Miente Facebook page; and other social media platforms. Manufacturing Website. Through wholesale companies; selected retailers, hawkers are sold to the public who are interested in healthy lifestyle.

- These Miente products are used as affordable healthy filling snacks that can be eaten during break, meetings, and long distance journeys and can last the customer's stomach for a longer period whilst they carry their daily activities. Some are used as gift packs, as mix for sports men and women.

## 2. PRODUCTS AND SERVICES

### 2.1. Miente Plantain Chips

Miente Plantain chips are made from plantain fruit, which is a fruit high on Iron, carbohydrate, very low in sugar and with several nutrients needed for the body. This fruit belongs to the banana family which does not need a lot of maintenance when planted and is an all year fruit making them a reliable all season fruit. The time between planting and harvesting is from nine to twelve months.



Plantains are high in fibre, and each ounce of plantain chips may contain 8 to 12 percent of the daily value for this nutrient -- about two to three times what you'll get from potato chips. Most people do not get enough fibre, and a deficiency can lead to digestive problems such as constipation. Fibre also slows digestion to help you feel fuller on fewer calories and may also help prevent chronic illnesses such as diabetes and heart disease. There is a great potential for the processing of plantain chips in South Africa.

This snack is very good for people watching their diet, who do not want to consume large amounts of food and sugar. For those who have a busy schedule and do not have time to go and buy food. This snack can be used as a lunch snack and take the hunger away. The plantain we use for the snack is imported from our reputable different countries trade partners who harvest it with much care and ensure consistent supply as and when needed. ***Oven baked (roasted) /fried / air fried / dried snack***

## 2.2. Miente Caricas Nuts

**Mnandi Wendy Caricas Nut**, it is your anytime, anywhere snack be it breakfast, lunch, birthdays, get together and a snack gift to anyone. This snack has been value added to give unique, carefully prepared taste. This peanut snack helps control hunger without leading to weight gain.

**Mnandi Wendy Caricas Nuts** is made from roasted peanuts / groundnuts, coated in a beautifully prepared secret home recipe and oven baked.

Peanut is high in antioxidants, high in monounsaturated fats which decreases cardiovascular diseases. They are a source vitamin E, niacin, folate and protein..

The peanuts are South African grown and are easily accessible.



## 2.3. Oyoyo nuts

*Oven baked candied snack*

Just like your regular snacks but differently having a candied the flavoured taste is oven baked, with flavour for a perfect lasting taste. These peanuts are also South African grown and the imported ones within a driving distance from the neighbouring countries can also be used should there be limitation of supply in the country.

**2.4. Miente special roasted nuts** these special nuts are carefully harvested and handpicked with necessary care to give a lasting taste for the customers. Miente special nuts are the best of the best snacks that are an all-day filling favourite.



### **2.5. Miente Cashew Nuts**

Carefully imported from our reputable suppliers in our neighbouring countries. This snack comes in different flavours, which include plain, curry and peri peri and sweet flavours



**2.6 Macadamia Nuts** with its natural health benefit in the skin and in the blood

**2.7. Macadamia Mix moringa and honey Snack** a mix of herbal qualities can be used to strengthen blood circulation and destroy cancerous cells.

**2.8 Breakfast Mix** best used in hotels, homes for breakfast and for cocktail dinners and meals

**2.9. Healthy Nucket six in 1** best used a gift pack for guests in hotels and for occasions. A mix of nuts and seeds with berries.

**2.10. Big Dove Smoothiest Peanut butter** best used as a spread in bread,for baking and for porridge

### 3. The Market and Customers

The target market of Miente Manufacturing Snacks includes retailers, wholesalers, spaza shop owners, street vendors, hotels, airlines, shuttle services, canteens, tuck shops, health shops, gyms, events.

There are various ways in which the customers will experience Miente Manufacturing tasty on the go filling healthy snacks. This experience will take the form of on the go where customers will carry the snacks in their bags as quick snacks, in their cars when driving long distance with families or in-between meetings, served for as breakfast cereals and for cocktail dinners and events.

In hospitality industry hotels and tours they can be used as complimentary gifts for VIP even as loyal guests. They can be used a gift packs.

**Miente Manufacturing is currently supplying the following customers:**

<b>Retailers</b>	<b>Moreleta Spar, Woodhill Spar</b>
	<b>Hoperite Supermarket, Save Africa Wholesalers, Hoperite Supermarket</b>
	<b>Freshways Fruit and Vege shops</b>
	<b>New Market Butchery</b>
	<b>Jumbo fruit and vege</b>
<b>Families</b>	<b>Households monthly packages</b>
<b>Sports people</b>	<b>Runners and cyclists</b>
<b>Pharmacies</b>	<b>Kalapeng Pharmacies</b>
	<b>OB pharmacies</b>
<b>Street Vendors</b>	<b>In Pretoria CBD, Sunny side, Atterbury Value Mart</b>
<b>Hotels</b>	<b>St Georges Hotel, Reef Hotel, Villa Africa Botique Hotel in Pretoria East</b>
<b>Canteens</b>	<b>Turnique Canteen and Lindiwe Canteen</b>
	<b>DAFF office workers</b>



<b>Township spazas</b>	<b>Nelmapius, Mamelodi</b>
	<b>Schools, Street Vendors</b>
<b>Exports</b>	<b>Swaziland, Manzini</b>

The product is further to be supplied to the following target markets

- **Government and private office workers.** The customers with busy schedules and having back to back to meetings who do not have time to buy food and sit down for lunch or light meals is use these products and depend on them for the day to fill their stomachs.
- **During meetings, conferences and workshops** as snacks.
- **Sportsmen the trail mix** can be used as an immediate snack after races and walks
- **Older people** who are health conscious but want to fill their stomachs with nutritious snacks
- **Families** use the products for their house parties, picnics, for their long-distance journeys.
- **Hotels, Air planes, Ships, Luxury travel trains.**
- Supply more retailers like Woolworths, OH, Checkers, Spar, Pick'n pay, etc.
- **Neighbouring countries within and outside the SADC Region, West Africa, South America and Globally.**

#### 4. INDUSTRY ANALYSIS

With the advent of globalization and the global pandemic covid 19, South African eating habits are changing to emulate healthy living. This means that wellness and healthy living as well as consumption of healthy snacks on go on the rise. With the latest research on obesity being on the rise in South Africa and a rise in Diabetes the demand for healthy snacks is on the rise. Due to this reason the potential market size of Healthy Snacks products is increasing at an exponential growth rate.

Food and beverages being the largest contributor to the total income in the real trade industry .Reports by Stats SA revealed that the food and the restaurant sector has experienced annual growth of 18% since July 2009 .Research has also shown that the snacks industry is mainly controlled by the previously advantaged and very few women are in control of such companies. This sector uses the naturally indigenous nuts which tend to have a nutritional benefits. The organic nature

Today 's working population has less time ,resources and ability to prepare own home cooked meals .Our snacks will offer a solution to these challenges faced by this working population.

One thing is certain though: South Africa's appetite for fast food is advancing steadily. Studies also predict that growth trend of the industry is very positive both in short term and long term projections. This confirms that as modern living creates more demands, people will be compelled to eat on the go snacks that have more health benefits.

The "cash-rich and time-poor" phenomenon created by the growth in double-income families, and the rise in the wealth of black market entrants in SA, has also meant that eating out is no longer a luxury, but is more of a convenience.

More higher-income jobs were being created, government grants for the poor had increased strongly, and there have been relatively benign inflation and interest rates. It is precisely in this environment that healthy snacking will bring its famous on the go filling snacks.

The advancement of South African retailers is predominantly in Sub-Saharan Africa but as more and more organisations recognise the growth opportunities in untapped markets, the footprint will expand. Miente Snacks are prepared, with the natural health content in the nuts, are filling and easily consumed on the go.

Nutritional concerns is a priority of most people.

Consumers will spend a greater proportion of their food away from home resulting in the need for healthy on the go snacks. Environmental concerns will receive increased attention (Miente Manufacturing commits to making use of biodegradable packaging and the waste will be put to good use for bird and other animal feeding).

Health concerns will receive increased attention (Miente Manufacturing has committed to producing healthy, all natural on the go tasty filling snacks that has minimal health adverse implications).

## Competitors

Even though there are a number of healthy snacks companies within South Africa, there are very few black owned, and owned by previously disadvantaged females. Most of these companies import all if not most of their products, they do not make their own processed products.

MM buys from local farmers all over South Africa, that way creating a value chain within local producers/ farmers. We make our own inhouse recipes for the various key brands that are ours. We source our labour from local townships that way creating descent jobs and sustainable employment. The most famous brands are owned by white males and very few females are in the sector.

This market is still untapped and still perceived as the market for that

- Montagu
- Safari
- Kizo
- Acenuts
- Bestnut Acenut traders is a factory located in Randburg at Strijdom Park
- Almans dried fruits and nuts
- Heides dried fruits
- Multisnack
- Safari dried fruit
- Empire

These companies are mostly based in Cape Town and JOHANNESBURG. There are no black female owned factories within. Miante Manufacturing is the first black owned in Pretoria and in the Eastern Cape where we envisage to open another plant in years to come.

## 5. Required Assistance

-Access to markets to sustain the profits of the business and create more jobs

-Durable air-filled packaging for the various products

-Equipment / machinery that may allow more volumes as demand of the products arises. The availability of equipment will reduce time delays taken in delivering the product when requested. It will increase efficiency and output. This will enhance the professionalism of the organisation in production of services.

## 6. Scope of Operations

We are operating at Samcor Industrial Park , Pretoria, and Ejojweni village , Umtata, Eastern Cape office is a distribution point for now. Samcor Industrial area, the entire production takes place up until packaging. We source our products from local farmers and suppliers. We have import certificates to source out raw materials should we run out of local supplies we have established relationship within the neighbouring countries within SADC. We are currently working on attaining our certificate of origin to participate on the free trade agreements benefits in Africa. We have a certificate of Good Manufacturing Practices.

### Administrative and Financial Controls

- Bookkeeping systems and policies (payments, billing)
- Accounting systems (report intervals)
- Sales systems (computers)

## 7. Legal Environment

- Licensing and permits(GS1 Bar codes, Members of South African Chef Association, Operating in Health Certified Suitable Premises )
- A Proudly South African Member
- Health, workplace or environmental regulations

- Special regulations covering your industry or profession
- Zoning or building code requirements
- Insurance coverage
- ISO9001
- HACCP
- GMP
- Trademarks, copyrights, or patents [PENDING]

## 8. Credit Policies

Our business is extending credit, we include detailed descriptions of the policies we implement .Credit policy is available. We use POS for cash sales.

## 9. Environmental Policies

Miante is committed to all environmental programmes. An Environmental Policy is available.

## 10. MARKET GEOGRAPHIC FACTORS

These products are everyday snacks for customers which are affordable easily accessible and loved by many.

These snacks have been value added, modified in their taste and packaging for modern day consumers who love healthy snacks that are tasty, filling on the go.

## 11. ENTITY BARRIERS

- Access to markets
- Packaging
- Access to owned agricultural land
- Government Regulations
- Competing brands
- Market Culture
- Credit and Financing

- Operation and Supply chain
- Certification
- Funding for expansion of operations

## 12. STRATEGY

Marketing channels

Presentations to prospective suppliers

Sampling to prospective customers and communities

Website for on line shopping

Affiliation with relevant bodies

Billboards

TV adverts

Newspapers, adverts, Facebook, twitter, Blogs

Distributors

Exhibition shows

Competitions to schools

Market research surveys

## 13. EMPLOYMENT PLAN

**The employment plan are duplicated for the all products as they all require special attention**

- 1x Production Manager
- 1x Sales Manager
- 3x Sales representatives
- 1x Warehouse Operators

- 2x Customer experience
- 1x Food Scientists / Chefs
- 1x Account Manager
- 1x Warehouse manager
- 2x Warehouse Cleaner

#### 14. PRICING OF PRODUCTS

See price list attached

With marketing campaigns and return to work of staff in neighbouring business in the Pretoria East areas, Mamelodi township, Nellmapius townships, Pienaarspoort, Watloo industrial area, Eastlynne and the surrounds the products are sold at wholesale prices for them to resell and redistribute. All retailers, hospitality industries, airlines approached through their head offices. This equates to an expected turnover for six months an increase.

An expected 100% increase in turnover is expected over a six months period.

#### 15. ASSETS

Asset list of the Miante Manufacturing

<i>DESCRIPTION</i>	<i>VALUE</i>
Vehicle for meetings and buying of stock	R150 000.00
Electronic Equipment	R 332 000.00
<b>Total start up cash</b>	<b>R370 000.00</b>

**TOTAL ASSETS**

R852 000. 00

Currently owning snack butter machine worth R182 000.00 funded by ECIC and SEDA

## 16. CONTACT DETAILS

### Contact Person

Wendy Mpendulo

### PHYSICAL ADDRESS:

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