



## BIG 5 DRINKS LIMITED

Of Tancot house, Sokoine/Pamba street, Posta, Apartment 502, Block 32,  
PO Box 21810

### TIC Registration cover letter:

Our business is an alcohol spirits brand, which aims to showcase everything desirable about Tanzania and It's mission is to create more diversity for African products on shelves within this sector and will promote the wonders of Tanzania. Our UK company is based on the National symbol of the Masai Giraffe, the big animals of the Serengeti, along with Kilimanjaro and also the laid back 'Hakuna Matata' lifestyle. Feel free to look here: [www.serengetispirits.co.uk](http://www.serengetispirits.co.uk)

The plan is to have a branch of the company in central England and one in Dar es Salaam (Big 5) whereby we will use the expertise of the UK for manufacturing and producing world class spirits and blend this with the tropical fruits, sights and feel of Tanzania. We will run both companies from the same ownership structure. who will assist in the operation of both businesses. The machinery, equipment and some of the base ingredients from the UK and then we will source the other components from Tanzania. Our products will then carry both the British and Tanzanian flag on the bottle and will be a product/image that intertwines the two cultures together.

The Tanzania branch is registered as Big 5 Drinks Limited and is to have a small manufacturing facility around Dar, to produce very premium graded craft spirits (as seen on our website) We also plan to add soft drink mixers, in partnership with a local soft drink company, that we can then export back to the UK and other European markets, as Tanzania produce very good quality soft drink beverages. We will then facilitate trade backwards and forwards between the UK and Tanzania registered companies.

Our plan is to build a high-quality team of employees, mostly from Dar es Salaam, where the heart of the brand is from. The company has already shortlisted a Tanzanian marketing manager and sales manager, that we will complete the hiring process on, once we are in a position to trade. Right now the company, cannot deploy any further capital until it has its TIC registration and then it has secured its last required licences.

It's felt the company has high potential to thrive in Tanzania and is entering the market at the right time. It really requires the support from TIC, to assist in getting the project launched.

Name: ALEX CARL WRIGHT

Signature: 

Finance Director

Date 27/06/2023



