

1) Front page should be your logo, name of the company theme...pls include it & send to the Dubai Printing Service Provider

Our company address

Office number 0113 830122/37

Mobile number 0911505764

Email Urbacoffee @gmail.com

Info@theforestwater.com

Www.the forest water.com

Add Sarbet JFKblg.

Addis Abeba Ethiopia

Please note that the LOGO to be taken from the below picture:



2) Company Profile

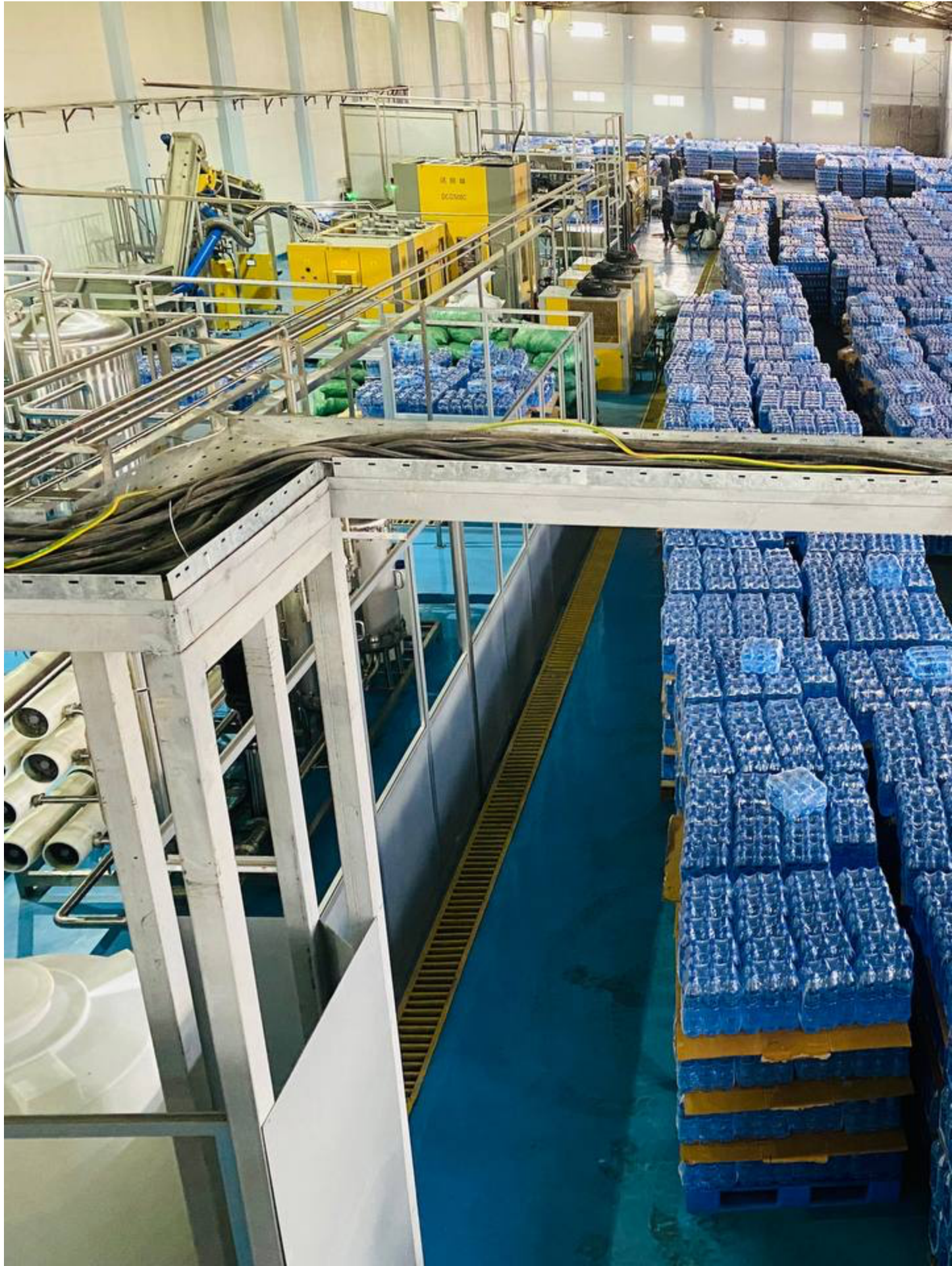
.... A related images should be added on each brochure page as a background from the picture galleries by the designer











Urba Trading PLC is a legally registered & established licensed company in Ethiopia which was founded ...by a visionary company owner & managing director, Mr Abdulfeta..... With an objective of meeting:

- **Export Line: Green Coffee Export, both Specialty & Commercial**
- **Manufacturing Sector: Water Production/Bottling & Packing; currently our investment in manufacturing sector is basically focused on the beverage industry, more specifically in water bottling activities. Our investment is very huge in terms of fixed assets/capital & current assets. The machineries we installed at our huge premises are very modern & which has a capacity of producing ...bottles per daily basis.**
- **Import Line: Industrial & Factory Raw materials/Inputs/Goods**

With regard to the coffee business, though we have been exporting since 2019, the company owner & managing director was closely working with other coffee exporting firm partners for over 25 years from which we have drawn & obtained lot of practical experiences. On basis of this practical experiences we gathered for long period of time from partners, since 2019 we have invested & engaged in this coffee business with clear vision, objective & strategy/directions. To effectively implement these objectives, we have effectively organized the necessary resources in terms of managerial, technical, organizational, financial, human manpower, social & economic aspects/ setups

At **Urba Trading PLC**, we aim to create fair and sustainable value in our business, for our customers, our people, our business stakeholders, the local communities we touch and the environment around us.

Total customer satisfaction has always been the main focus of our company. We are equipped with a state-of-art coffee production & processing facilities. We export organic coffee that matches international standards.

Recognition

Urba Trading PLC has been awarded several times by various institutions including currently by H.E. the Prime Minister of FDRE for our excellence in conducting business in responsible & proper manner with regard to Tax duties. We will continue our best effort & commitment for fulfilling our customer's quality & market requirements & of course ultimate for our customer satisfaction.



3) OUR MISSION, VISION, VALUES & STRATEGY

Our Mission

.... A related images should be added on each brochure page as a background from the picture galleries by the designer

-We work hard to produce, process and export premium Ethiopian coffees to the world. We use sustainable and eco-friendly cultivation and processing methods coupled with an unprecedented level of attention to quality control. We strive to operate our company on a basis of sustainable and profitable growth, increasing value for our investors, and prosperity for our workers and their families.

- In connection to the manufacturing sector, our deepest purpose as an organization is helping support the pure water/beverage needs of consumer and satisfying their water/beverage requirements

Our Vision

-We have a vision to see Ethiopian specialty coffee enjoyed by esteemed consumers across the world, and in doing so, help Ethiopia achieve the worldwide brand recognition its coffees deserve

-In addition, we have a strong vision to be a leading beverage bottling company in the Ethiopian & East Africa beverage industries

OUR VALUES

Our company is committed to growing and sourcing the best coffees in the world. Our history and strong commitment to coffee and Ethiopia compels us to work with farmers and buyers who share our core values:

- Reliability – Our company is always ships the coffee you sampled. We respect our customers’ schedules and commitments, and pride ourselves on our transparent pricing model, selling practices and on-time delivery.
- Quality – Our Company differentiates itself by sourcing and producing only the best coffees that are harvested, processed and exported with transparent, sustainable and traceable practices.
- Corporate Citizenship – Our Company knows in order for the company to thrive, its employees and the communities it works in must also thrive. We provide nearby farmers with pre- and post-harvest training and a portion of all profits are reinvested back into the community through educational and health partnerships. We are committed to being responsible and pro-active members of the Ethiopian business community and to doing our part to encourage economic development.

Our Strategy

To give highest priority to customer satisfaction by building a brand based on quality, competitive price and stakeholders interest.

4) Associations

Our companies (main, its affiliates & partners) are registered with the Ethiopian Ministry of Trade and is a member of the Addis Ababa Chamber of Commerce Sectoral Association; the Ethiopian Coffee Association; the Specialty Coffee Association of America; the Specialty Coffee Association of Europe; the Specialty Coffee Association of Japan; and the African Fine Coffees Association.

5) Our Focus, Difference, Products, Marketing & Quality Strategies

<<Exceptional & consumable Cup quality >> to our buyers is our company motto. We Start with the Highest Quality Coffees. Our company’s’ strict quality control protocols are

applied to every phase of the coffee production process, from our seedling nursery to planting, crop maintenance, harvesting, processing and transportation.

Our partners & sister companies grows coffee in diverse types in different ranging attitude, rainfall, temperature & soils of the famous coffee growing regions of Yirgacheffee, Guji, Harar, Sidamo, Jimma, Keffa, Wollega forest, Illubabor, Sheka, Bench Maji, Bale etc. Ethiopian coffee is grown within an average altitude of 1500 and 2500 meters asl.

As we are have been exporting & planning to expand our exports which are Washed, Natural/sundried & special processed coffee types which are well known for their highland 'Mocca', spicy, sweet, floral, juicy, fruity, chocolaty, etc flavors and aroma & its inherent unique characteristics, which most people believes that they are the major peculiar factor that identify Ethiopian coffee

Therefore, we are very confident that our company can supply Ethiopian diverse & unique coffee flavors of sweet, honey-like, juicy, fruity, spicy, floral, winy, chocolate, etc types to our esteemed customers & be part of this golden opportunity.

We have been & are planning to expand exporting & shipping through the port of Djibouti to most Far East (China (Mainland & Taiwan), Japan, Korea, Singapore, etc) European, Far East, North America and to the Middle East ports.

On Time, Every Time – Keeping the Lines of Communication Open Every Step of the Way .We will always ship the coffee you sampled; we will never blend or substitute. We pride ourselves on our transparent pricing model, selling practices and on-time delivery. We understand that our customers have their own schedules and commitments to meet, and we'll give you regular progress reports along the way. Our partners & sister companies employ High-Standard Wet and Dry Processing Systems . Our partners & sister modern and controlled wet and dry processing systems keep the focus on quality. In addition to raised drying beds, Our partners & sister have a warehouse and hulling machines on location at our farm sites in different coffee producing areas of Ethiopia. We are currently trying to arrange & install Modern coffee quality Testing and Sampling Facilities at our Coffee Quality Laboratory that is going to be facilitated along with our newly purchased warehouse facility at GELAN, shegger City, Oromia Region, which is very near to the the capital city, Addis Ababa. Our paln is to make our coffee laboratory to be well-equipped with state-of-the art coffee tasting technology, the lab will serve as a training site for domestic and international coffee professionals and will be available for use by our valued customers.

Our company with our partners & sister companies at site grows and processes green Arabica coffee for export to importers and roasters in North America, Europe and Asia. Our company with our partners & sister companies at site participate in the entire coffee value chain seed-to-cup – from our nursery to our consumer & common, unique & brands

Our company with our partners & sister companies at site has the capability, through our network of farms and processing sites, to source all types and grades of coffees (Yirgacheffe, Sidamo, Harar, Limu, etc.), as well as the capacity to meet large volumes required by our buyers.

Our company with our partners & sister companies at site invite you to come to our farm Stay with us at the farm and enjoy the beautiful scenery, the delicious coffee, and the delightful company of our employees and farmers.

Please advise the designer to remove the persons & other related logs/copy right issues



6) Sustainability/Safe Environment/Ecological Responsibility

Our company with our partners & sister companies at site care about the Environment. We are at the forefront in utilizing environmental protection methods in relation to coffee wastewater disposal in the wet processing stage to avoid ground or surface water pollution. Our company with our partners & sister companies at site wants to make our community happier and healthier, and we pride ourselves on implementing ethically and socially responsible practices across our company. Under our community responsibility strategy, we are planning that a portion of all profits are reinvested back into the community, going towards the building of clinics and digging wells for safe drinking water, among other initiatives. Under this strategy, we are planning also to build a local elementary school, providing students with much needed supplies and financial support.





