MARKET
Bakhresa Group, the parent company of Azam, has its operations in the whole of East Africa, Mozambique, Burundi, Kenya, Rwanda, Zambia, Uganda, Malawi and South Africa and is likely to commence its operations in South/Central Africa in the near future.

The main products under the Azam brand are:
- Wheat Flour
- Maize Flour
- Drinking Water
- Premium Drinking Water
- Coconut Cream
- Tomato Puree
- Ice Cream
- Ice Lollies
- Fruit Juices
- Carbonated Soft Drinks
- Bakery Products
- Biscuits

These products are targeted at the mass/consumer markets mainly in East and Central Africa and the brand currently enjoys an annual turnover of $800 million US Dollars.

The brand mainly targets the bottom end users of the market by producing high quality, affordable products, which accounts for roughly 90% of their turnover. They also offer premium quality products to specifically target the top end of the market. These products are Premium Water, Premium Fruit Juices and Premium Ice-Creams.

The brand is very strong in each of the market segments in which it competes with majority market share:
- Wheat Flour - 75%
- Bottled Drinking Water - 40%
- Ice Cream - 80%
- Carbonated Soft Drinks - 30%
- Fruit Juices – 60%.

The Azam brand has seen continuous growth, coupled with increased demand, focused on high quality, affordable consumer products. The Bakhresa Group foresees a growing in the consumer market with an ever-increasing need for more diversified product offerings.

The outlook over the next five to ten years for the Bakhresa Group, and the Azam brand will see exponential growth as they look to expand their presence outside of East and Central Africa and across the continent whilst diversifying their consumer portfolio in their core East and Central African Region.

ACHIEVEMENTS
Azam currently hold ISO 9001 and ISO 22000 certification. The central focus of the Bakhresa Group is to ensure that they are producing the highest quality products possible. It is this focus on quality that has allowed the Azam brand to build a solid reputation within the market, and to succeed. The consumer markets in which they operate are both quality and cost focused.

However, without quality driven products the company would not be where it is today:
- The brand has set the benchmark across multiple market segments and has often led the way in commercial development within Tanzania.
- They were the first company to take the focus on consumers’ health by fortify wheat flour, providing bottle water in Tanzania and process/package Tanzanian fruit juice in this country. They were also the first company to produce ice-cream on a commercial scale in Tanzania.

HISTORY
The Group is the proud employer of more than eight thousand people.

The Group’s investments are in the Food and Beverage Sector, Packaging, Logistics, Marine Passenger/Cargo Services, Petroleum, ICD and the broadcasting industry.

The Chairman of the Group, Mr Said Salim Awadh Bakhresa, a visionary and an industrialist, began his journey towards building this vast business empire in 1975 by taking over a modest local restaurant, formally known “Azam Restaurant”, in the business district of Dar Es Salaam and successfully managing it. Since then he never looked back and went on to create one of the largest business conglomerates in Tanzania today.
The Brand “Azam” has since become synonymous with the Group business operations and is now recognised as a symbol of quality, reliability and affordability. Bakhresa Group is one of the leading Industrial Houses in Tanzania, East Africa. Started in a humble manner with a small restaurant in the Port City of Dar Es Salaam, Tanzania, in the mid seventies, and has now emerged as one of the prominent family owned business groups in the region.

The Group now boasts of a turnover of more than eight hundred million US Dollars and is a proud employer of more than eight thousand employees associated directly.

The Bakhresa Group has several companies under its umbrella, with investments primarily in the food and beverage sector, packaging, logistics, marine passenger services, hospitality and Real Estate.

PRODUCT
Azam Products are designed to achieve customer satisfaction. They seek to make the highest quality products at the most affordable prices in the market. Enhancing the lives of their consumers and ensuring that low cost doesn’t equal low quality.

Packaging plays an integral role within their business and it is important to ensure that they have high quality packaging for high quality products.

The products and services provided by the Group are:-
• Wheat Flour
• Wheat Bran
• Maize Flour
• Maize Bran
• Biscuits and Bakery Products
• Carbonated Soft Drinks and Malt Flavoured Products
• Natural Fruit Juices
• Ice Cream
• Bottled Water
• Polypropylene Bags, including laminated bags for cement industries
• Plastic Packaging Materials including printing,
  • Paper Bags
  • Petroleum Products
  • Marine Passenger Ferry Services
  • Hotel and Hospitality
  • Inland Container Depot
  • Road Transport Services

RECENT DEVELOPMENTS

Azam Pay
Azam has introduced Azam Pay, a cutting edge payment platform for mobile application that enables its customer to shop for Azam and other registered products. Customers pay via the app then receive their delivery at the convenience of their homes/businesses.

Bagamoyo Sugar
Azam will soon be introducing Bagamoyo Sugar, a domestic sugar production plant in Bagamoyo, Coast Region, Tanzania.

Kilimanjaro 7
Azam is continuing to increase its fleet of fast ferries which operate across the East African Coast with the Addition of Kilimanjaro 7. This latest ferry will provide additional passenger services with luxurious features from Dar es Salaam to Zanzibar with an impressive one hour commute between the two.

Azam TV
Azam TV, a low cost satellite television for the mass, continues to grow with the addition of Uha TV a channel focused on delivering local news and other local content at global standards. Living to its promise to uplift sports in Tanzania, Azam TV has introduced its second sports channel in high definition dubbed Azam Sports HD. Azam luxury resort & spa (Hotel Verde) is the greenest Hotel established in Zanzibar, Tanzania. Hotel Verde hosts the biggest waterpark in East Africa.

PROMOTION

The Azam Brand is mainly promoted through the strong reputation which it has built over the years and a significant attribute that should not be undermined is word of mouth. The quality of their products and their affordable prices promote themselves. They do, however; also promote their products through radio, television, social media and point of sale advertisements. Slogans:-

“We make it Good but it’s you that makes us Great!”
“Africa’s Number 1 Choice.”
“Bizhaa Bora za Bakhresa (Quality products of Bakhresa)”

BRAND VALUES

Azam products are the highest quality products at the most affordable prices. They try to meet their consumers needs and demands by creating quality driven products and making them available to the market at the most competitive prices possible.

Quality comes first Azam ensure that when a consumer buys their products they will be buying the best quality available.

Azam are committed to making high quality products affordable to the mass markets.

The brand logo represents this through its clinical, professional and clean image.

The Azam brand ensures consistency throughout its entire supply chain. They source the highest quality inputs and ingredients to ensure that their end products are of the highest standard.

www.bakhresa.com

Things you didn’t know about Azam

Azam doesn’t just do consumer products – They also operate:-
• Marine, Ferry and passenger services off the East Coast of Africa.
• Container Clearing and Forwarding Business - Inland Container Depot.
• Commodity Trading.
• Flexographic packaging manufacturers – Omar Packaging.
• Polypropylene packaging and bags - PP woven bags.
• Plastic FET Recycling.
• Construction.
• Petroleum.
• Football - Azam Football Club.
• Hotel and Hospitality.
• Real Estate.

With nearly 250,000 units sold in just fifteen months of operation, Azam TV has achieved the fastest growth ever seen of a satellite pay-tv service in East Africa.

Azam does their own printing with (Azam Digital Print).