Fresha Dairy Brands

STOCKISTS/ DISTRIBUTORS RECRUITMENT

Introduction

Githunguri Dairy Farmers Co-operative Society Ltd (GDFCS Ltd) plays a key role in marketing its member's milk which is handled and processed in the highest standards of quality. The value addition quality products are distributed countrywide and beyond under our flagships brands **Fresha Dairy Brands** and **Zito Dairy Brands.** Our products are **100% fresh cow milk** hence our brand philosophy **Real Farm Freshness.**

Our wide range product portfolio includes **Fresh Milk, Long Life Milk, Yoghurt, Fermented milk (maziwa lala) Butter, Ghee, Cream and Purified Drinking Water.** All our products are Halal and ISO 22000:2018 certified.

Our vision is to be a **World Class Producer of Dairy Brands** with a mission to **Offer high quality brands to our consumers efficiently for stakeholder's value maximization.**

In line with our business growth, commitment to customer satisfaction, and dedication to our core values, we are seeking stockists and distributors across the country to support our expanding operations and strengthen service delivery.

Minimum Requirements:

1. **Business Registration**-Must be dully registered company with valid licenses
2. **Financial Capacity**-Evidence of strong financial base and ability to invest in stocks & logistics
3. **Experience**-Proven track record in wholesale/Distribution of FMCG or related products
4. **Infrastructure**-Availability of warehouse, vehicles and distribution staff
5. **Market Network**-Existing relationship with retailers, wholesalers and institutions
6. **Compliance**-Must comply with all statutory and tax regulations

Additional Documents Required:

1. Company profile & legal registration documents (Latest CR12 less than 6 Months, Registration certificate)
2. Details of distribution network, coverage and key clients
3. Proof of Logistics capacity(Fleet size, warehouse facility, staff)
4. A bank guarantee of Ksh 2 Million

Submission Details:

Interested firms should submit their prequalification document to freshadairy@fresha.co.ke.

Real Farm Freshness!