

COMPANY PROFILE



YOUTH COFFEE CLUB Ltd

Kigali, Rwanda

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INTRODUCTION

Youth coffee club ltd is a private limited entity which launched its operation by the year 2020 in July. It is Post harvest Agro-processing entity Founded by an enthusiastic and self-motivated Rwandan Citizen Known as **KARURANGA Eric** with a dream of having Rwanda Coffee appreciated in all ends of the world.

The managing Director has a rich experience in coffee processing, marketing and promotion, having worked for a coffee export company for 5years. Due to the above experience, I realised that it's feasible and profitable business and I started thinking how I can create my own coffee business. This has been achieved, my Business entity name is **YOUTH CLUB LTD**. In our country, majority of population are the youth. It is why I called my company this name to enable all my partners familiarize with the long-term goal of empowering the youth to work hard, develop the country's Agricultural sector most especially promoting the Coffee Crop.

Youth Coffee has a dedicated team of employees headed by its Founder at the same time Managing director, to ensure whether our customers are well being served; all business activities are performed well by starting from Critical ones; Inputs and outputs are of in good quality; Business is making profit; and others.

Mission

Youth Coffee Club Ltd is Working to expand the Coffee Export Market and Build Strong Customer relationship by Providing them with quality and reliable Coffee and service expertize on affordable prices at the right time.

Vision:

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To be the amongst the best post-harvest agro-processing company all over the world.

OUR BUSINESS AND PRODUCT OFFERING

Currently, we are dealing with **Coffee** where We buy Parchment Arabica Coffee from Local farmers in different part of our country through contracts and directly sell to the local coffee companies. We however Convert Parchment Coffee into Green Coffee in form of processed **Natural Coffee, Fully Washed Coffee** and **Coffee Experiment** for exporting to our foreign customers in South Africa, Ukraine, etc. we are looking for market in America, Asia and other rest of Europe and Africa for exporting our products.

GOALS

- Innovation and promotion of Rwanda coffee at both national and international level;
- To satisfy our local and international customers by providing quality coffee with appropriate quantity on time at the affordable price;
- Provide path to continuous development in the scope of its activities by studies and research;
- Empowering the youth to work hard, develop the country's Agricultural sector most especially promoting the Coffee Crop.

OUR CORE VALUES

➤ **Customer Intimacy**

Learning as much as possible about our local and Foreign customers (Coffee Roasters Company and Coffee Export Companies) and quickly respond to their specific needs because we Value them.

➤ **Integrity:**

Conducting business ethically with high standard of trustworthiness to our customers, among employees and shareholders

➤ **Collaboration**

We Work as one unified team from the top to the lower level division where we study about our customers collectively to respond their needs, we share ideas; Skills and company resources for company growth.

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➤ **Innovation**

Making new in all aspects of the business Especially Production, Sales and Marketing, Human and Capital resources management for strengthening our Uniqueness.

➤ **Excellence**

Strive for greatness is our Slogan, Which Indicates that everything we do, it's a muster to do it Competitively.

➤ **Efficiency and Effectiveness**

Ensuring the proper use of resources by minimising the wastage of time, effort, Money and others in manner that we will be able to meet our customers' needs and achieve our objectives.

➤ **Accountability**

We are responsible for our results and actions where we make every effort for accomplishing well our tasks with in a set time as much as possible.

OUR ADDRESS

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