



**100%**  
NAMIBIAN  
PRIDE



**FutureFresh**

# COMPANY PROFILE

**2023**





## ABOUT US

# Providing high-quality, affordable food and supporting the local agricultural industry

Established in 2017, Future Fresh is an integrated retail and food services company. Our fundamental purpose remains – to bring outstanding quality food and beverages at amazing prices, creating jobs and supporting Namibian farming and manufacturing.

### Mission Statement

To offer exceptional retail and food services. It is through caring for our clientele, that we are able to provide quality products, customer-focused service, attractive prices and innovative practices that keep our brand continuously at the forefront of the industry.

### Vision Statement

To be a globally trusted retail brand operating in line with the highest standards.





There's something different about shopping at Future Fresh, that's because we have cultivated a culture of providing a world class experience for our customers. Our slogan is a "a bag of happiness" as we focus on creating a meaningful and happy shopping experience for all.

## Our Values

Our retail food company is built on a foundation of strong values that guide our operations and inform our interactions with customers, partners, and the community.



Amaze customers



Value people



Remain ethical



Embrace change



Have a passion for winning



Remain hungry for success



Love

## SERVICES

# From express to wholesale

We operate and manage retail stores across multiple formats, from express to wholesale, including liquor under our “Happy Hour” brand name. Other services are listed below:

Supply and Delivery  
of all FMCG and  
related products

Small and Large  
Scale Catering

Retail Consulting

*if you would like us to lease retail space in your development/service station,  
please register your interest on our website: <https://future-fresh.com>*





CATERING

# Leading the way in Contract Catering

As an industrial catering company focused on providing meal services to large-scale facilities we are Namibia's number one trusted provider of contract catering, servicing all sectors ranging from healthcare to education. We offer a diverse range of catering.

With our conveniently located warehouse, top of the art logistics network and highly trained workforce, we are able to provide reliable food services to large facilities in the sectors that we operate in with aims of employing the local and benefiting the communities we operate in. Our management approach, highly skilled staff compliment and our commitment to excellence is why we are able to deliver beyond expectations. The sectors we operate in are listed below;

Healthcare

Education

Retirement

General

Corporate

Police /  
Defence force

PARTNER WITH US

# Franchise with us!



Future Fresh is glad to announce our Franchise Division 'Freshies Express!', which will solely focus on service station forecourts.

With Future Fresh you have expert advice and assistance, leading you to success! We make the load lighter by handling merchandising, promotions, new store development, revamps of existing stores and financial controls. This will apply to both planned service stations and revamps of existing service station stores. Register your interest on our website under the 'Franchise Tab' [www.future-fresh.com](http://www.future-fresh.com)

## Benefits of franchising with us:

- Private label brand development
- Advertising support
- Category management
- Engineering services
  - Store layout and design
  - Equipment purchasing
  - Energy procurement services
  - Construction management
  - Store quality assurance and inspections
- Store quality assurance and inspections
  - Data warehousing and data marketing
  - Financial support services
  - Payroll processing and labor scheduling
  - Payable/receivable services
  - Expansion financing and incentive programs
  - Financial analysis
  - Human resources consultation
  - Employment hiring and recruiting, placement, staffing, and networking services
  - Business risk management

- Health & wellness services
- Marketing
  - Marketing research
  - Consumer research
  - Merchandising
- Retail store development
  - Education and training in the fields of business and project management, customer service, career development, time management, communications, leadership, diversity, writing and grammar, labor relations, computer, software, human resources, butchering and baking.
  - Product merchandising
  - Inventory management and loss prevention
  - Customer service and customer care (call center)
  - Insurance
  - Retail IT consultation, IT systems monitoring
  - Direct store delivery and back room control
  - Order fulfillment and supply chain management
  - Providing online software for supermarket sales data report



# What is inclusive of our franchise deal?



Excellent brand and reputation  
**100% Namibian**



Layout and design



Manage stock (ordering and merchandising)



Assist with POS health  
(goods receiving and stock control)



Pricing tips and assistance



Take-Away Menu



Marketing  
(promotions and pamphlets)





GIVING BACK

# We support local!

As a 100% Namibian owned company, one of our policy's is to make use of local farmers, producers and manufacturers as much as we can. We aid them in their journey and assist them in their growth, a good example of this is the favourable payment terms we agree with them as well as understanding the issues they face with consistent supply.

Below are 3 Proudly Namibian companies we support:



Saiyan Trading is a wholly 100% disadvantaged owned Namibian trading company that trades products within the retail, mining and agricultural sectors. Amongst other products are most famous lines are our fish products (Horse Mackerel, Hake, Reds, Jacopever and Angel Fish).

Future Fresh has been a phenomenal partner to do business with and they have allowed us to increase our customer base and to be able to supply products to various new clients and to reach a larger audience.

Future Fresh has been a major role player in our business model as they have made our business processes more efficient and effective and we are extremely happy for the service and platform they have provided us with.

Silas lipumbu  
Managing Member





Shiwa | The Baker is a bakery specializing in the production of confectionary treats of all assortments and in baking training. The enterprise is owned by award-winning entrepreneur Shiwomeho Kalla. The Namibian Businesswoman of the Year Awards (2019) nominee was the first Namibian, female, black Baker to monetize her brand beyond the kitchen.

“Getting our baked goods into store shelves is a wonderful way to boost our brand reach and connect with new clientele. Whilst we were able to successfully sell our products from our kitchen and via online platforms, we realised we could get a much broader range of customers from collaborating with a pre – established retailer, and that’s where Future Fresh Namibia stepped in. I have always shied away from engaging retailers for a platform to sell my product, but when the opportunity presented itself to partner with Future Fresh I immediately jumped on it. That’s because it is owned by like-minded young, vibrant, trailblazing entrepreneurs who share the same passion to disrupt and inspire. The fact that the enterprise is 100% Namibian owned was a plus! Thanks to their flexible approach in their operations we are able to experiment with different variation of products and marketing solutions, and adapt to customers’ ever changing preferences with ease.

It was always challenging to reach new customers, increase bakery sales and create brand awareness. Thanks to Future Fresh, we’ve hit the trifecta all in one go!”

Shiwa Kalla  
Managing Director



Ontoko Poultry, is a wholly owned Namibian company. The company is headed by a strong female lead in Jane Auala. Through The leadership of the aforementioned individual, Ontoko Poultry strives to grow and provide significant and sustainable value to the Namibian poultry industry at numerous levels of the value chain.

Our journey of growth into the retail space hasn’t been the easiest but we found a home that would outlive any eggs shelf life - that home being, Future Fresh.

Future Fresh has helped us cement ourselves in the retail industry. By allowing us opportunities to stock their shelves in both of their retailers. This has given hope to the Namibian girl child - they have shown that everything is boundless and equal opportunities can be availed to everyone.

We continue to applaud and show gratitude to the amazing team work and enthusiasm Future Fresh continues to exert.

Jane Auala  
Managing Director

COMMUNITY INITIATIVES

## **Our CSR initiatives are run by our group foundation – the Future Foundation**

Future Fresh Retail is committed to integrating sustainability into our everyday business decisions to enable our associates, customers and stakeholders to create better lives, vibrant neighborhoods, and a healthier planet.

We are constantly evolving our environmental, social and governance (ESG) goals for our company and share these important changes with our stakeholders. Some of our goals and initiatives focus on giving back to our communities, while others concentrate on reducing the amount of natural resources we use.

We encourage you to continue coming back to this website to learn more about our progress and commitments to make a positive difference in the neighborhoods we serve and the planet we share.



**FutureFoundation**



## Contact us

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