

Faizi's Saffron Processing & Production Company
"FSPP"



Global Marketing Strategy
Approach to
Saffron

Company Overview



Faizi's Saffron Processing & Production Company "FSPP" is a limited Liability company legally registered under Afghan Investment Supporting Agency with its main office in the Western Region.

FSPP majorly aims to focus on production, processing, packaging, marketing of Saffron in local market and globally by introducing the finest and best quality Saffron.

FSPP is not operating in isolation, it will have full interaction with its overall business environments, and aims to produce the best quality products to our honorable customers, our effective internal control system will ensure our investors, our lenders, our suppliers and our shareholders that we are fully ready and capable to achieve the company's goals and objectives.

Our Quality Management System (QMS) will ensure that all the individual products pass the appropriate required standard inspection to win our local and global customers' tastes, as well as to ensure our sustainability in the local and global market.

Mission Statement



FSPP's Missions are:

- ❖ *To be the leading Saffron Production, Processing and Packaging company in the country*
- ❖ *To be the leading Saffron Exporter*
- ❖ *To be the top ranking production companies in terms of quality*
- ❖ *To provide employment opportunities to both professional and unprofessional women and men*
- ❖ *To possibly reduce the poppy cultivation in the country and replace it with saffron*
- ❖ *To contribute to the growth of Afghan economic market*
- ❖ *To maintain and enhance the FSPP's corporate image*
- ❖ *To improve growth and profitability goals*

Goals and Objectives



Taking the slogan of “ a name for quality “ , FSPP has the primary goals of contribution to the economic situation, being profitable to its shareholders and investors, achieve market standing through the best quality of its products, access of employment to grow household level of economy, customers and suppliers relationship, proper management style to ensure the achievement of goals and objectives.

Critical Success Factor

Our success hint is based on our high visional commitment to our best quality production, our professionalism in this field of business, our contingency plans, our strong financial management structure and proper usage of funds flow which ensures our success in the competition market.



FSPP's Core Values are:

- ❖ Renovation
- ❖ Diversity
- ❖ Continuity
- ❖ Integrity

"Your Satisfaction is our Commitment"

FSPP's Development Plan



1. *To gain registration with US – FDA & ISO*
 - (a) *In order to meet required quality standards of the international market*
 - (b) *To facilitate Exportation of the best quality Saffron to global market*

2. *Establishment of a Research Center in cooperation with US & EU Research Centers*
 - (a) *To facilitate and disseminate the updated research information to all stakeholders*

3. *Establishment of Food Quality Control Laboratory in Herat*

4. *Establishment of a Training Center to:*
 - (a) *Build capacities of those farmers engaged in production of Saffron*
 - (b) *Promote the Saffron Production range*
 - (c) *Promote and develop the standard quality requirements*

5. *General Awareness Programme*
 - (a) *To encourage & attract potential producers*
 - (b) *Publishing Guidelines, brochures and books for public information*
 - (c) *Encourage and support Saffron Production “Alternative to Poppy”*



Introduction to Marketing



In order for your business to be successful, you need to make money.
For your business to make money, you need sales.
To make or increase sales, you need to market your product or service effectively.

“Two Phases of” Marketing



Home Business Marketing



It's important to understand some basic marketing terms so you'll know how to go about finding customers and prospects and how to secure its business. Whether you personally perform all of your home business marketing tasks or have someone else perform them for you, at least you'll understand what's going on and why it may or may not be important.

Home Business Marketing Includes:

- (a) Public Relations*
- (b) Market Research (Feasibility Study)*
- (c) Press Releases*
- (d) Marketing Collateral*
- (e) Positioning (Competitive Local Market)*
- (f) Branding (Trademark)*
- (g) Distribution*
- (h) Etc*

Global Business Marketing



(a) Establishment of a memorable and unmistakable Brand

The secret to business success is determined by your ability to powerfully communicate your business with laser precision and your ability to deliver a clearly-defined and consistent experience.

In a nutshell... it's called branding, and, when done right, it ensures a thriving business with all the customers and profits you need.

The secret is to establish a powerful brand identity that sings distinction. And establish that identity before you launch any marketing activities.

(b) Follow targeted country's regulations

- i - FDA "Drug and Food Administration USA"
- ii - ISO Certification for EU countries

(c) Meet Minimum Standard Requirement of both the country and individual consumers

Continued



(d) Create a deep connection with your core target market (Current Challenges)

Who wants and needs what you have to offer? The only wrong answer is "everyone." If you're a pediatrician, you may see infants and children.

Are they your target audience? No! They are your patients, but it's the parents you need to connect with to get the kids in your door. And it's not just any parents - it's a definite group of parents.

In marketing, you get a lot more "bang for your buck" if you focus your spending on a well-defined group of people that you enjoy working with.

The better you define this group, the more effective your marketing can be.

(e) Design compelling offerings that pull customers in like a magnet.

80% of all purchase decisions are based on emotion. It's your job as a marketer to know how your customers want to feel and to get them to visualize how your services can meet their needs. People want to know, "What's in it for me?" Tap into the emotion and create offerings that touch your customers.

FSPP's Contact Details

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