



RM HOLDINGS LIMITED

Company Profile

P.o.Box 100170
DAR ES SALAAM
Email: info@rmholdings.co.tz
Website: www.rmholdings.co.tz



CEO, Mr. Raphael Muhuga

CEO MESSAGE

It gives me great pleasure to welcome you to the RM HOLDINGS LIMITED. These are exciting yet challenging times at RM HOLDINGS and I hope our portal creates an opportunity for our valued clients around the world to learn more about our leading-edge operations, financial performance, strategies, services, products, sustainability initiatives, and values.

To meet the challenges ahead, we have restructured the company's strategic initiatives embracing sustainable business practices, focusing on enhancing customer experience, operational efficiency and people development. We will continue to grow the business organically as well as inorganically, integrating and moving into adjacent businesses either through partnerships or acquisitions, all the while focusing more on Agriculture and Farming, Retail business, real es-

tate, financial services, import and export. We have identified a number of key growth areas that we intend to focus on in the coming years, and the enterprise segment is one of them.

I look forward to detailing all these and other developments at the appropriate time.

RM HOLDINGS is a success story that would not be possible without the contribution of our customers and dedicated employees who have shared our incredible journey thus far. We look forward to continuing to serve and engage with them in the future. We appreciate the ongoing support received from those who are interested in RM HOLDINGS's activities and pledge to continue in our efforts to exceed expectations.



MISSION

To increase and sustain the living standards of people by providing them with essential products and services of global quality at affordable prices. To exceed customers' expectations through innovation and harnessing technology.

VISION

To be one of the internationally respected and professionally managed companies in the African Continent. To spread our wings to the other parts of the globe.

EMPLOYEES

We treat our employees as our assets, not an expense item in Profit & Loss account. We recognize that keeping the employee morale high is the key for achieving our success. Team spirit and synergy are the hallmarks of our work culture. Our employees have a sense of ownership in what they do.

SOCIAL RESPONSIBILITY

We recognize that corporate responsibility towards society is an integral part of doing business. Thus we actively participate in community development programs.

COMMITMENT

We are conscious of our responsibilities towards all our stakeholders and discharge them in letter and spirit.

MUTUAL TRUST

We have respect for and confidence in each of our stakeholders, namely, shareholders, employees, customers, suppliers, bankers, financiers and others. We believe that mutual trust is the foundation upon which everything else rests on.

CORE VALUES

In everything we do, we live our values:

1. **Integrity & Transparency:** Our actions and operations are transparent.
2. **Networking:** Effective communication and knowledge sharing at all levels is core to our business.
3. **Team-work:** We value team spirit where everyone is important and their contribution is appreciated and recognized.
4. **Commitment & Accountability:** We are passionate in what we do and are accountable to our stakeholders.
5. **Quality Service:** Our customers get the best of our dedicated and efficient service.
6. **Professionalism:** We strive for the best in whatever we do maintaining professional ethics and business acumen.

COMPANY OVERVIEW

RM HOLDINGS LIMITED founded in 18th of August 2014 and is headquartered in Dar Es salaam, Tanzania; the company was registered and incorporated under the Company Act 2002(Tanzania) with Registration Number 119512 na TIN 128-263-454.

Since its inception the company has been steadily growing as a general merchandise company, dealing in Agriculture and Farming, Retail business, real estate, financial services, import and export.

At RM HOLDINGS LIMITED we believe in simple, sincere and straightforward work in order to construct a long term relationship with our clients. RM HOLDINGS LIMITED is synonymous with quality and innovative strategies of procurement from correct sources to delivering the right quality at economical prices.

Bringing the best to everyone we touch” by “the best”, we mean the best products, the best people and the best ideas. These three pillars has been the hallmark of our company since it was founded by Major General Raphael Muhuga. They remain the foundation upon which we continue to build our success today.

With the constant growth since from the inception now the company serves its products to various parts with its head office at Dar Es Salaam.



RM HOLDINGS ACTIVITIES

RM Holdings is an integrated end to end in business of Agriculture, Agro Processing, Real Estate and Retail Business. Our scope of products had services range from Rice farming, Rice Milling and Packaging, Fish Farming, Poultry Farming, Bees Keeping, Livestock Keeping, Real Estate and Retail Business (Supermarkets). We offer optimal and high-quality services to all our clients.

Rice Milling And Packaging

IFAKARA WHITE RICE MILLING PLANT

RM HOLDINGS is committed to quality through timely service, technology, people, and diversification of its operations. Its commitment to the rice industry reaches to farming operations, drying and storage facilities, farm land leasing, and rice milling operations. It is also cognizant of energy conservation and environmental regulations and their impact on the industry.

RM HOLDINGS is responsive to its customer needs, whether product, service or information, and takes pride in its ability to respond quickly to a rapidly changing market.

Rice Farming

RICE FARMING IN IFAKARA, MOROGORO

As part of this commitment, RM HOLDINGS manage 1,000 acres of farmland located adjacent to the milling operations. This land is primarily devoted to the production of rice.

This unique bond between the milling and farming operations, the committed tenant acreage and the company operated farming operation allows RM HOLDINGS a certain degree of flexibility to work closely with customers and marketers to develop rice products from seed to market.



Fish Farming

FISH FARMING IN VUMILIA, DAR ES SALAAM

RM HOLDINGS delivered aquaculture project development and aquaculture project management services to a greenfield Tilapia farming project in TANZANIA. Over a four year period, RM HOLDINGS managed this projects through all phases of development. Some of the areas where expertise was provided included aquaculture site analysis, feasibility analyses, tilapia market analyses, development of the fish farming system design, materials and aquaculture equipment sourcing, fish farm construction, development of the aquaculture production manual, financial analyses for aquaculture operations, training, contract fish farm management, water quality management, fish hatchery management, fish disease diagnosis, fish processing plant design and development, and long-term strategic planning for a commercial aquaculture operation.



Poultry Farming

The company manage and operates a group of rearing farms providing first class laying flocks that provide our own hatchery with first class eggs for setting and hatching, ensuring the best quality control when placing chicks in our broiler farms.

Our production starts with egg production, hatching chicks and then rearing the chickens to very high welfare standards.

We have restructured our management team with the inclusion of senior outside managers to bring new skills and valued experience as well as building overall a more capable management team. We also pride ourselves on high levels of customer service and satisfaction. In a fresh food business, time lines are very short and demand fluctuates dramatically, we manage this and get a high score in a difficult sector.



Bees Keeping

We produce pure, raw, premium Tanzanian honey as well as speciality hive products such as fresh bee pollen, comb honey and bees wax.

However, producing only honey does not fill our satisfaction yet... Because we see deep potential in hive derived products, we always seek chances to collaborate with people in various industries and create something new. Our bees are raised in Musoma, Tanzania.

Our operation is certified:

- * To refrain from using in-hive chemical treatments and antibiotics
- * To refrain from feeding high-fructose corn syrup
- * To provide ample and diverse forage
- * To leave ample honey for bees over-winter



Retail Business

FAMILY MINI SUPERMARKET IN DAR ES SALAAM

FAMILY MINI SUPERMARKET is a lifestyle supermarket catering for discerning consumers seeking fresh produce, gourmet foodstuffs, quality gourmet groceries, fine wines and top brand health and beauty products and customer-friendly service. FAMILY MINI SUPERMARKET focuses intently on the customer experience, creating a truly relaxing atmosphere designed around ease and comfort.

Trusted for freshness and quality by generations, FAMILY MINI SUPERMARKET constantly strives to make the highest quality products sourced locally and abroad available every day. Constantly challenging and innovating, it continues to beat customer expectations with specialized areas such as baby sections, make-your-own-pizza counters and in-store bakeries.

FAMILY MINI SUPERMARKET's reputation for family-friendly, community-led style is firmly centered around its promise of "great value, big variety, low prices." Offering a wide range of affordable products, Giant's stores are a family shopping destination attracting budget-conscious shoppers with fresh food, groceries, household products and general merchandise. The availability of such a broad range makes FAMILY MINI SUPERMARKET the most convenient one-stop shopping destination for consumers. FAMILY MINI SUPERMARKETS operate in TUANGOMA AND KONGOWE, MBAGALA in DAR ES SALAAM.



MANAGEMENT TEAM

RM Holdings' people values are built on three critical attributes, thought Leadership, Customer Commitment and Execution Excellence, the Sound approaches in selection, training and development, ensures that every stakeholder in RM Holdings evolves as best-of-breed export and import professional who can make a difference to clients.

The RM Holdings team is a professional and dynamic one, comprising individuals who work relentlessly using their respective areas of knowledge and experience to deliver value and quality. Our team is our single most important sustainable competitive advantage for future growth. The mission of the company lays the foundation for an incessant pursuit of excellence. Our team is passionate about maintaining high standards of professionalism in international business.



DIRECTOR

MR. RAPHAEL MUHUGA

CHEIF EXECUTIVE OFFICER

Mob: +255 754 284 974



Emergency Contact Information

RM HOLDINGS HEAD QUARTERS

Mob: +255 621 204 166

IFAKARA WHITE RICE MILLING PLANT

Mob: +255 627 828 414

[**www.rmholdings.co.tz**](http://www.rmholdings.co.tz)