



EAGLE CROWN COFFEE LTD

FINE COFFEE DEALERS

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KENYA

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2. Introduction

Eagle Crown Coffee Limited is registered and incorporated under the company's laws of Kenya. Eagle Crown Coffee Limited is licensed under the Coffee Directorate Crops Act, 2013, the Coffee (Forms) Rules, 2002 as licensed coffee dealer and exporter in Kenya.

Eagle Crown Coffee Limited was founded in June 2016 as an exporting company for coffees; promote farmers by providing advance farming technology to ensure high quality production with great values.

With well over thirty years of excellence experience in Coffee industry coupled with quality control, passionate and commitment to the service, Eagle Crown Coffee founders empower our clients by providing perfect coffees expertise that transforms their product sales through increasing demand of African Coffee worldwide.

In coffee dealings, the most common terms of shipment are: - FOB (free on board), CIF (cost insurance and freight) and C&F (Cost and Freight). The commonly used FOB is explained below:

(FOB) SHIPMENT – is a regulatory term where the seller's liability of the goods ends once the goods are received and boarded on the vessel. The following are the processes involved from purchase to boarding:

Coffee Purchase - Coffee is either purchased through Nairobi coffee auction or directly from a licensed coffee agents; which is referred to as Direct sale.

Purchase from the Nairobi coffee auction

Step # 1 - Pre-auction sample - Marketing agents present samples of each coffee lot scheduled to be auctioned at the main sample room at Wakulima house(in Nairobi) 7 days before the auction. Every dealer is allowed to purchase at least 250g of each sample at a cost in line of average auction price sale of the day.

Step # 2 - Auction days - Unless otherwise, all Coffee Auctions are held every Tuesday of the week throughout the year. Coffee dealers in this case “**Eagle crown coffee ltd**” are referred to as the buyers while **Marketing agents** are referred to as the auctioneers. The marketing Agents list to date includes:- Sasini coffee mills, Thika coffee marketing ltd, Tropical farm management Kenya ltd, Meru county coffee marketing agency, Kenya co-operative coffee exporters' ltd, Coffee management services ltd, Oakland's coffee marketing ltd, Sustainable management services and Classic coffee ltd

Step # 3 - Payment

Once Coffee has been bought through the auction, payment must be made on or before the next auction with a grace period of **seven days**. The prices are in US Dollars per 50KG. Payment is either by cash/cheque or funds wired to the marketing Agent through respective bank account as reflected on the invoice. After payment, dealer is issued with a **Coffee warehouse Tittle** referred to as (**warrant**) to show ownership transfer of the coffee to the dealer.

Step # 4 - Warehouses to Warehouse transport

With the warrant, the dealers can engage a trusted transporter to move purchased coffees from agents' warehouse to theirs; Coffee can only be moved during the day and with a valid movement permit issued by the Coffee board of Kenya (CBK). This entails:

- Make movement instructions to the warehouse in advance
- Buying of movement permit from CBK @ 1 \$(dollar)
- Present the coffee warrants for cancellation
- Collect the coffee for delivery to dealer's warehouse.

3. Strategy

Vision

To export large volumes of coffee from the region and beyond to international markets, sustain quality and help in reviving the coffee farming in Kenya and region as viable business entity.

Mission

Eagle Crown Coffee is committed to transform the lives and livelihoods of coffee farmers, socially and economically by availing modern inclusive farming technology, coffee milling, beans evaluation and ensure life shifty that maximize their opportunities

Business goals & objectives

To be the best coffee dealers and merchants in the region and beyond to reach out the whole consumer world hence promoting unique coffees and provide our clients with best quality, affordable coffee always, guarantee quality by use of our director's long and excellent experience in the industry

Our goal is focused to promote majority small scale Farmers who fell into the establishment of Co-operatives movement, where during harvest season coffee is mixed at the factory regardless of crop husbandry, plant cultivars, or farming method to target and resonate with those small determination group of farmers to market their product, to create steady gains from sale of their product, leading toward a better life and secured advancement of their dreams.

4. Business concepts

Through a business model that is set in access and convenience to our customers, Eagle Crown Coffee has evolved to become trusted coffee dealer and exporting company in all spheres including guaranteeing quality from original sourcing of Africa coffee producing Countries.

Eagle Crown Coffee team business model is visionary leadership, quality which has continued to earn global recognition in terms of coffee quality assurance, effective sales contract, and timely delivery of shipment. Since Eagle Crown Coffee existed, it has managed to ship and export considerable volumes of (FCL) FOB, Mombasa abroad.

Services

Eagle Crown Coffee provides cost effective service to the respective customers by means of mitigating price variations, inland shipping expenses, expedition shipping documents thereby hasten liquidation of cash against documents.

In order to complete a sale, we offer samples to our customers, this can either be:

- **Stock lot sample** - sample of coffees already in the warehouse
- **Type sample** - a presentation sample of what the market offers for approval of purchase.

Value additions - Once the coffee is in dealer's warehouse, they can add value as per customer's specifications by means of blending to achieve certain quality. Services in value addition processes include: Hand picking, gravity separation, re-grading, color sorting, blending & bulking.

Loading and stuffing the Container

Booking of the container -When the coffee is ready for shipping, a container is booked from a shipping line company of customer's choice.

Container Inspection – while at warehouse the container is cleaned and disinfected under the supervision of **SGS** Internationally recognized quality control Company.

Fumigation – Coffee is fumigated while in the shipping bags for a period of 24 hours before sealing the container. A certificate to this effect is issued by the government regulatory body **Kenya plant Health Inspectorate Services**.

Loading and container sealing – Coffee is stuffed into the container leaving room for air circulation in and out of the container. A special seal with a unique number is then used to seal the container and photo evidence taken. All this is done in presence of the seller, warehouse agent and **SGS** representatives.

Transportation to Mombasa port - clearing and loading to the vessel on arrival

Business competitiveness

Eagle Crown Coffee Ltd noted low performance on the international market owing to challenges with management of price risk, high transaction cost resulting from the extensive nature of the supply chain and the numerous actors and processes therein, challenges with quality control and low productivity of growers' fields. To mitigate on these factors and improve upon our export performance and ensure continuous growth in exports, prices and production, Eagle Crown Coffee has invested in yield-enhancing innovations, devising and implementation of measures to improve quality control in the supply chain, address issues with price risk, minimize transaction costs, increase and ensure continuous support to the farmers by payment of fair prices to growers and appropriately transmit future increments, motivate farmers to increase current area under cultivation to enhance efficient utilization of the abundant labor and attract more export-oriented foreign/local direct investments

Direct sale/ Auction sourcing:

Step # 1 - Identifying the Coffee

Cupping session with the seller to identify a match to customer's preference

Step # 2 - Send samples for approval

Upon identifying the samples, the seller sends the latter to the buyer for approval.

Step # 3 - Loading and stuffing the Container

Booking -When the coffee is ready for shipping, a container is booked from a shipping line company of customer's choosing.

Container Inspection - The container is brought to the warehouse cleaned and disinfected under the supervision of the SGS Company.

Fumigation – Coffee is fumigated while in the shipping bags for a period of 24 hours before sealing the container, a clearance certificate is issued by **Kenya Plant Health Inspectorate Service** a regulatory body to that effect.

Loading and container sealing – Coffee is stuffed into the container leaving room for air circulation in and out of the container. A special seal with a unique code is then used to seal the container and photo evidence taken. All this is done in presence of the seller, warehouse and SGS representatives.

Payment – done before the coffee leaves the sellers warehouse.

Transportation to Mombasa port - for clearing and loading to the vessel upon arrival.

Quality policy & objectives

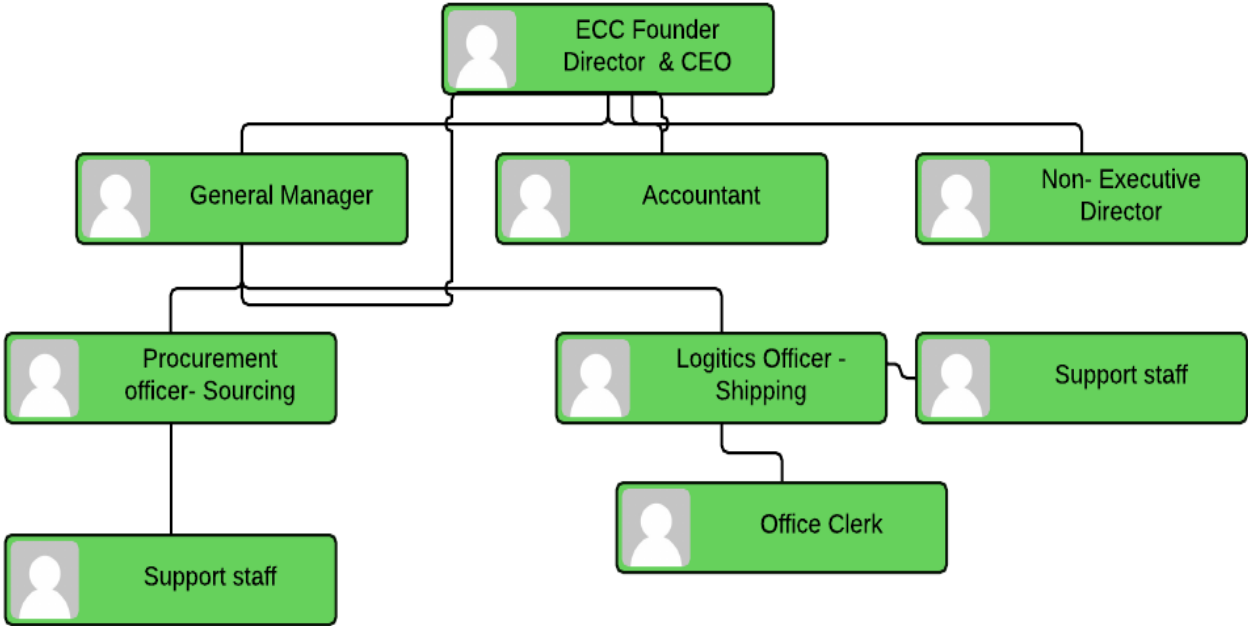
Eagle Crown Coffee Ltd continuously adopts ICO Council **Resolution 420** (May 2004) which recommends voluntary targets for the minimum quality export standards on its day to day operations. The objective is to stop export of substandard beans and thereby tightening supply lines in the expectation of higher prices.

We are in the process of introducing quality management system in our production **process** of converting the fruit of the coffee tree into exportable green bean to demonstrate the **consistent quality** of products to customers and concerned regulatory institutions. Customer satisfaction will be enhanced through continual improvement of our system, during cultivation too many variables (weather, diseases, and pests) are beyond the control of the producer, and this is why in the case of green coffee the process in the ISO system starts when the cherry is picked, and ends when the container is delivered to the ship's side.

Nevertheless, we keep good harvesting and processing standards that are essential to maintain quality, and provides own coffee for export with identification and traceability for all the coffee produced.

5. Management structure & Design

Our companys structure refelcting the functional,managment and reporting hierarchy



We have recognized and made our company’s design to be successful, and made changes as effectively and painlessly as possible which are aligned to our strategy, to invigorates human resource, builds new capabilities and makes it easier to attract customers

Share capital and ownership

Eagle Crown Coffee total share capital is 1,000 units of Ksh 1,000.00 each. The company is a limited liability wholly owned by the founder with 60% shares taken up leaving 40% available. As at 31st December 2017, Mr. Jackson N. Kanampiu held 600 shares of nominal value of Ksh 600,000.00 calculated in units of Ksh 1,000.00 each.

6. List of Customers with details:

Our clientele in the US markets and most recent making in roads to Middle East markets.

Company		Person of Contact	Email	Address
Aladdin Market	Aladdin Market	303-337-3121		10315 E. Iliff Ave, Denver, CO 80247, USA
Bodhi Leaf Coffee Traders	Bodhi Leaf Coffee Traders	(714) 633-2326	bodhileaftrading@sbcglobal.net	428 W. Katella Ave. Suite B, Orange, CA 92867, USA
Cafecito Organico	Cafecito Organico	614-208-2349	george@cafecitoorganico.com, angel@cafecitoorganico.com	2902 Gilroy st, Los Angeles, CA 90039
Dagger Mountain Coffee	Dagger Mountain Coffee	(219) 286 6287	dan@daggermountain.com	3205 Cascade Dr. Suite F., Valparaiso, IN 46383
Espresso Republic	Espresso Republic		rabih@espressorepublic.com	4300 Edison Ave, Chino, CA 91710, USA
FireCreek Coffee	FireCreek Coffee		mikefunk@firecreekcoffee.com	111 S San Francisco St,, Flagstaff, AZ 86001
Germack Coffee Roasting Co.	Germack Coffee Roasting Co.			Stephen, Germack Coffee Roasting, CO
Huckleberry Coffee Roasters	Huckleberry Coffee Roasters	720-381-2504	kevin@huckleberryroasters.com	4301 Pecos St, Denver, CO 80211, USA
International Market	International Market	(303) 695-1090		2020 South Parker Road, Denver, CO 80231
Just Coffee Cooperative	Just Coffee Cooperative	608.204.9011ext114	casey@justcoffee.coop	3701 Orun Road, Madison, WI 53704, USA
Kahawa Sales			bryan@kahawasales.com	39562 Ridgecrest, Murrieta, ca 92563, USA
Levi Rogers	Charming Beard Coffee		levi.rogersslc@gmail.com	3340 S 300 West #2, Salt Lake City, UT 84119, USA
Mt. Whitney Coffee Roaster	Mt. Whitney Coffee Roaster	(800) 873-1763	josef@mtwhitneycoffee.com	1325 Rowan Ln, Bishop, CA 93514, USA
Nazarat Grocery	Nazarat Grocery			, 9648 E. Colfax St 80010
OZO Coffee	OZO Coffee	(513) 255-7918	nolan@ozocoffee.com	1898 S. Flatiron Ct #110, Boulder, CO 80301, USA
PIASSA Ethio Mart	Ethio Mart	(720) 309-0827	piassaethiomart@yahoo.com	12028 E. Mississippi Ave, Aurora, CO 80012, USA
Qera Ethiopian Meat Market LLC	Qera Ethiopian Meat Market LLC		eatopia@hotmail.com	1030 Havana Street Unit A, Aurora, CO 80010, USA
Royal Coffee New York	Royal Coffee New York	908-756-6400	joe@royalny.com	661 Hadley Road, South Plainfield, NJ 07080
Syracuse Market	Syracuse Market	(303) 322-2080		1131 Syracuse Street, Denver, CO 80220, USA
Two Rivers Craft Coffee Co.	Two Rivers Craft Coffee Company	303-424-1313	eric@tworiverscoffee.com	7745 Wadsworth Blvd, Suite B, Arvada, CO 80003,

				USA
Uncommon Coffee Roasters	Uncommon Coffee Roasters	(269) 455-5111	casey@uncommoncoffeeroasters.com	6785 Enterprise Dr. Suite #1 Michigan, Douglas, MI 49406, USA
Vail Mountain Coffee & Tea	Vail Mountain Coffee & Tea Co	970-827-4008	craig@vailcoffee.com	23698 Hwy 24, Minturn, CO 81645, USA
Willoughby's Coffee & Tea	Willoughby's Coffee & Tea	203.488.0505	barry@willoughbyscoffee.com	550 E Main St Ste 27, Branford, CT 06405-2948
Zoe's Cafe & Events	Zoe's Cafe & Events	(970) 302-1251	benf@cccgreeley.org	715 10th Street, Greeley, CO 80631, USA

7. Directors' & Staff Profiles:

➤ Jackson N. Kanampiu

Executive Summary

Founder and Managing director with wealth of expertise gained over thirty (30+) years in the coffee industry as quality Controller, Miller, Farmers Technical Advisor on Crop Husbandry, Taster, Cup of Excellence Judge, EAFCA Pioneer Founder, Roaster, Certified Q Grader, and Certified Coffee Expert. Jackson heads up global quality control and in particular leads Elephant Coffee retail office located Denver Colorado Office(United States Of America) as well as coordination of all operations including direct FOB and auction lot consolidation containers of shipments from Africa (Mombasa port) to USA and Middle East markets. Founder is a trained analyst of RAW (unroasted green coffee beans), the ROAST (roasted coffee beans), and the CUP (brewed coffee) to ensure the consumer gets a perfect cup.

Current Position: Founder & Director Eagle Crown Coffee Ltd, Nairobi, **KENYA**

2012 to date : Founder & Chief Executive Officer Elephant Coffee Importers, LLC. Denver, Colorado **UNITED STATES OF AMERICA.**

2011 : **Kafe Magnum Opus** Director of roasting & Quality Control, Manager -green beans sourcing (**USA**)

2003 -2010 : **Pure Water Dynamics Inc. The Great American Coffee Company** Manager - Master roaster, Coffee taster and quality controller & procurement (**USA**)

1996 – 2002 : **Socfinaf Coffee Mill Co. Ltd** Chief Liquor, Quality Control Manager, Crop husbandry technical adviser.

1984 – 1995 : **KENYA PLANTERS CO-OPERATIVE UNION LTD**-Parchment and Clean Coffee Sample taker, Quality Control Supervisor, Coffee Expert, Quality Control Assistant & Coffee Taster.

1981 – 1983 : Zenneth Management Consultant - Warehousing, Production Planning and Control

Nationality : Kenyan

Education : HOFSTRA UNIVERSITY (U. S. A): Honorary Degree (Food Science) 2003, Certified Coffee Expert (1995) & Coffee Tasting and Quality Training (1986 – 1994)

Marital Status : Married

Mobile : +1 (303) 974 8424 (USA), + (254) 714 203 693(Kenya)

Email : eaglecrowncoffee@gmail.com / jackson@elephantcoffees.com

CURRICULUM VITAE:

Name : Jackson N Kanampiu

Address : P.O BOX 25762-00100 NAIROBI, KENYA | 30 Kalamath St Denver Colorado 80223 USA | **Email:** jkngochi@yahoo.com

Marital Status : Married

Date of Birth : July 21st, 1958

Religion : Christian

Nationality : Kenyan

Year	Institution	Award
2003	HOFSTRA UNIVERSITY-USA	Honorary Degree (Food Science)
1995	United States Of America	Certified Coffee Expert.
1986-1994	Coffee Research Institute Kenya	Coffee Tasting and Quality Training
1975 – 1978	Kiriani High School	East Africa Certificate of Education (E.A.C.E)
1968 – 1974	Kajiampiu primary School	Certificate of Primary Education (C.P.E)



Francis Kiambi Kiriiro

Executive Summary

Current Position : MD, Patiala Distillers (K) Ltd, Nairobi.

Nationality : Kenyan

Education : Msc, Agronomy (University of Nairobi), BSc . (2nd Class Upper Division) Honors', University of Nairobi

Marital Status : Married

Mobile : 0708787710/0708787711

Email : kiriiro@gmail.com

I am Francis Kiambi Kiriiro, currently the Managing Director of Patiala Distillers (K) Ltd and Chairman, Association of Spirit Manufacturers in Kenya (ASMAK)/Chairman, Maendeleo chap chap(MCC) ,Tharaka Nithi county. I have a Masters Degree in Agronomy from the University of Nairobi together with a second Class Honors' Bachelors Degree from University of Nairobi.

I have a span of working since 1998 where I was a Research Assistant, University of Nairobi; from 2002 July I started working with Erdemann Co. (k) Ltd where I rose from the position of Sales Representative to August 2007 where I was the Regional Sales Manager Based in DRC Congo.

I have been involved in many initiatives of community mobilization and supporting the attainment of the highest standards of educational, social and economic development and improvement of many communities in Kenya.

CURRICULUM VITAE:

Name : Francis Kiambi Kiriiro

Address : P.O. Box 3470 – 00200 Nairobi| **Email:**Kiriiro@gmail.com

Marital Status : Married

Date of Birth : 29th January 1973

ID No : 11488662

Religion : Christian

Nationality : Kenyan
Mobile Number : 0708787710

ACADEMIC BACKGROUND:

Year of study	School/ Institution	Grade Obtained
2003 - 2005	University of Nairobi	Master's Degree (Agronomy)
1994 -1997	University of Nairobi	Bachelor's Degree in Agriculture, Second Class Honors' , Upper Division
1988-1991	Miathene Secondary School	Obtained (c+) plus
1980 - 1987	Nkarini Primary, Tharaka South	B (plain)

SHORT TERM COURSE: Participated as a Trainer during a seminar organized by World Vision Kenya, Kaloleni Food Security (KFS) Project from 18th to 28th August 2000.

WORK EXPERIENCE:

2009 _ TO DATE: Managing Director, Patiala Distillers (K) Ltd and Chairman, Association of Spirit Manufacturers in Kenya (ASMAK)

2017 (Feb)-TO DATE: Chairman, Maendeleo Chap Chap (MCC) Tharaka Nithi county

2015(Oct)-2017(Feb): Member of Tana Water Services Board

2006(Jan) – August 2007: Regional Sales Manager (Based in DRC Congo) with Erdemann Co. (k) Ltd

2004(Nov) – 2006 (Jan): National Sales Manager (Erdemann Co. (k) Ltd)

2002 – 2004: Sales Representative (Erdemann Co. (k) Ltd)

2002(July) – 2007(August): Joined Erdemann Co. (K) Ltd

1998– 2002: University of Nairobi Research Assistant

HOBBIES: Nature walk, Field Events, Charity Work, Community Empowerment Programmes and projects, Patriotic and supports the African Renaissance dream

PERSONAL ATTRIBUTES: Compassionate, Team Player /Leader, Responsible, Honest, Objective, Focused and Goal Oriented, Strategist, Hard worker coupled with fiscal (Financial) Discipline

REFEREES:

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University of Nairobi
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Mr. Ze Yun Yang
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➤ **Manasseh Wachira Wambugu**

P.O Box 9592 Nairobi | Email: manassewa@gmail.com | Mobile +254 -798 867 792

Date of birth : 3th February 1991

Marital status : Single

Religion : Christian

Personal profile: Proactive, self-driven, dynamic team player with excellent skills.

Year of study	School/ Institution	Grade Obtained
2011 - 2012	Kimathi University College of technology	Diploma in Coffee Technology and cupping

May- Oct 2010	Kimathi University College of technology	Cert. in coffee technology and quality management
2006-2009	Baricho High School	B- grade
2005	Good walk Junior Academy	B (plain)

Job experiences and key Responsibilities

Key skills and Achievements - Business focused, excellent communication skills, Team work & Leadership skills

Competencies - Proficient in Microsoft package (Word, Excel, Access, PowerPoint), written and spoken English and Kiswahili.

REFEREES

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 Telephone: +254 717 435 216

Ms. Sarah Nkirote

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Mr. Simon Kiiru

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