



G-54C PUBLIC MARKETS GROUP AFRICA

PROFILE

Service beyond expectation



G-54C PUBLIC MARKETS GROUP AFRICA

G-54C PMG Africa is a consortium of investors from Africa and the world at large who aim at upgrading existing and developing new public markets in Africa. The umbrella was formed in 2011, with a major aim of sourcing and soliciting funds from all parts of the world to improve the status of public markets as well as impacting the lives of the people in these market.

The umbrella was co-founded by Mr. Kalamagi Kalim who doubles as the Chief Executive Office of the consortium to date.

This umbrella of public markets in Africa involves creating a network of public markets across different African countries to promote trade and commerce within the continent. The process involves the following components;

Market identification. G-54C PMG Africa identifies the different public markets across different African countries that can be included in the network. It conducts survey and gathers data on the different markets, including their sizes, location, product offerings and current trading practices.

Market upgrade. Once the market has been identified, the next step involves upgrading the infrastructure of the markets to make them more conducive to trade and commerce. This involves providing basic amenities such as water and electricity, constructing new stalls and improving the overall set-up of the market.

Technology integration. To make the market more efficient and accessible to a wider audience, technology is integrated in to the markets. This involves setting online platforms for trading, providing digital payment facilities, and offering training to vendors on how to use digital tools to better manage their businesses.

Capacity building. To ensure the sustainability of the project, capacity building is an important component. This involves providing training to market vendors on best practices in Business management, hygiene and customer services.

Promotion and marketing. Finally G-54C PMG Africa promotes the public markets and the products sold in them to a wider audience. This is done through launching a marketing campaign, organizing events, conferences and festivals, and partnering with local tourism bodies to promote the markets as a tourist attraction.

The scope of G-54C PMG Africa is to establish a network of public markets across different African countries that are upgraded, technologically advanced, and offer a wide range of products to customers. The project aims to promote trade and commerce within the continent and create a sustainable business model for market vendors.

Mission



The mission of G-54C Public Markets Group Africa is to provide an efficient and transparent platform for farmer, traders, and customers to buy and sell agricultural products.

Vision

The vision of G-54C Public Markets Group Africa is to establish a sustainable agricultural market that benefits all stakeholders, promotes fair trade practices, and supports the growth of the agricultural sector.

The objectives of G-54C Public Markets Group Africa

The umbrella was formed to meet the following strategic objectives;

- To provide a centralized platform for farmers to sell their produce directly to traders and consumers, eliminating intermediaries and ensuring fair prices.
- To ensure the availability of quality agricultural products to customers at reasonable prices.
- To promote transparency in pricing and transactions, reducing the risk of exploitation and fraud.
- To support the development of small and marginal farmers by providing access to market information, credit facilities, and technical support.
- To facilitate the adoption of modern agricultural practices and technologies, improving productivity and quality of produce.
- To promote the growth of the agricultural sector by providing a stable and reliable market for farmers to sell their produce.
- To encourage the processing and value addition of agricultural products, creating additional employment opportunities and generating higher income for farmers.
- To contribute to the socio-economic transformation of Africa's economy.
- To solicit funds for stranded African public markets to trigger development amongst the community.

Location and contacts

The Umbrella is headquartered on 4th floor office #4F-11, City Avenue Building (Zam Zam Al Mandi Building),

Opposite Pullman Residency Next to Deira City Center,

Port Saeed, Deira, Dubai, UAE.

P.O.BOX 62404 Dubai, UAE

+971501781194/+256788305933.

About the CEO and founder of the umbrella

A portrait of Mr. Karamagi Karim, a man with short dark hair, wearing a dark suit jacket, a light blue and white checkered shirt, and a bright orange tie. He is looking slightly to the right of the frame.

“

Successful marketing
focuses on a
targeted customer need.

Three basic
marketing concepts
involve creating
a message,
branding and
positioning.

MR. KARAMAGI KARIM

Senior Entrepreneur
UGANDA

Co-Founder. Mr. Kalamagi Kalim
P O, Box, 25391, Kampala, Uganda
Email: kamarakameke@gmail.com,
Tel: +256704729280, +256789881218, +256393248972

Professional Summary

Qualified chief executive officer with experience in overseeing the daily activities of small businesses and large corporations alike. Excellent communicator who makes every person feels as if he or she is the only one in the room. Educated in Business Administration, including current financial markets. Have an excellent command of proper English. Strong ability to solve complex company problems using excellent judgment and decision-making skills. Believe in identifying entrepreneurship opportunities and running a customer service-oriented company and have more than 15 years of experience in relevant positions. Kalamagi Kalim was born on December 14, 1979, in Kyakabuga, Kyankwanzi district, Uganda. His spirit of entrepreneurship started growing in the year 2000.

Skills

- Entrepreneurial skills; Karamagi Kalim is characterized by taking of financial risks in the hope of making profits and this has enabled him to open many successfully enterprises in the world of trade and commerce.
- Excellent personnel and human resources skills, including knowledge of procedures for providing superior customer service, productive and comfortable work environment for employees.
- Qualified communicator with proficiency in written and oral communication skills, including the ability to engage an audience and convey information in a public speaking forum.
- Social perception skills that allow for understanding others' non-verbal reactions and adjusting communication accordingly.
- Highly proficient negotiation and persuasion skills make it easy to come to agreements and persuade people, organizations, and vendors to meet the company in the middle.
- Ability to identify complex problems and use critical thinking skills to implement plans for overcoming those problems for the company's benefit.

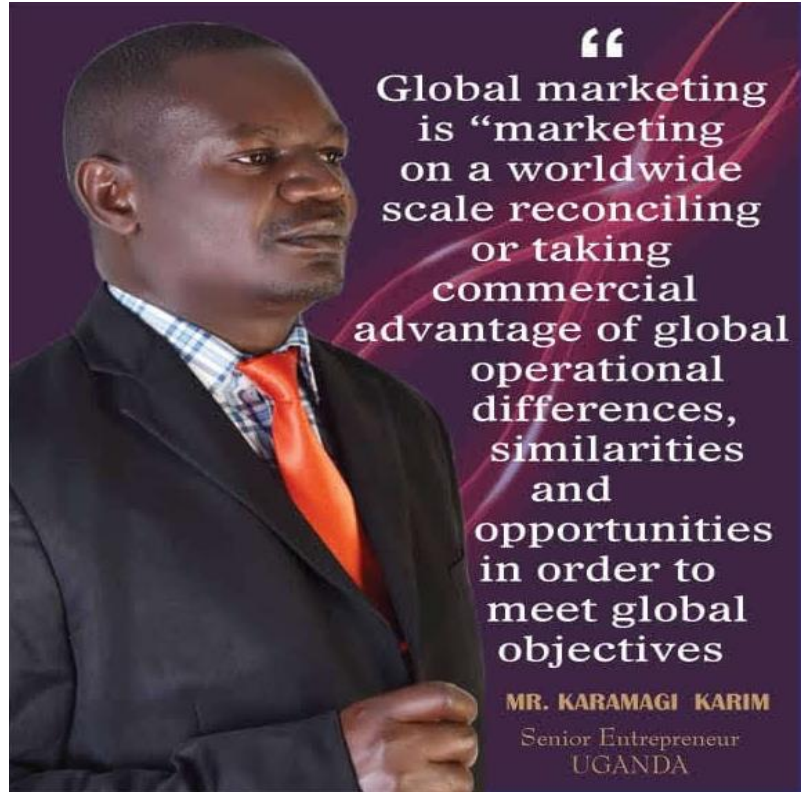
Experience

15 years successful experience in providing fiscal, strategic and operations leadership in uniquely challenging situations

Dynamic, results-oriented leader with a strong track record of performance in turnaround and high-paced companies. Utilize keen analysis and insights and team approach to drive organizational improvements and implementation of best practices. Superior interpersonal skills, capable of resolving multiple and complex (sales, human resources, legal, financial, operational) issues and motivating staff to peak performance.

Additional areas of expertise include:

- Strategy, Vision & Mission Planning
- Sales & Marketing Leadership
- Profitability & Cost Analysis
- Programs, Services & Products
- Billing, Collections & Cash Management
- Contract Negotiations & Strategic Alliances
- Finance, Budgeting & Cost Management
- Public Relations & Media Affairs
- Policy & Procedure Development
- Government Regulations & Relations
- Human Resources Management
- Team Building & Performance Improvement



Co-Founder and Chief Executive Officer, G-54C Public Markets Group Africa (February, 2011 to Present)

Works directly with appointed department heads and managers to delegate responsibilities and ensure that all aspects of the company are running efficiently.

Negotiate and approve contracts with vendors and suppliers, public and private sector agencies, and other relevant organizations in order for business to operate efficiently on a daily basis.

Oversees the conduction of market research studies to determine what customers want from the company, and then create and implement plans to provide services and products based on research findings.

Discusses issues, resolve problems, and coordinated business activities with board members, staff members, and other company officials.

Oversees programs to select new business sites, purchase the appropriate materials, and hire the appropriate contractors to build new locations for expansion.

Develops new methods of tracking expenses, controlling the company budget, and finding new ways to save money while still delivering excellent services.

Represents the company at national events and meetings to ensure that the public knows the company is involved in the community and putting their best interests first.

Establishes responsibilities for each department and assists in creating guidelines for following through on the said responsibilities.

Oversees the conduction of market research studies to determine what customers want from the company, and then create and implement plans to provide services and products based on research findings.

Education

Diploma in Business Administration in 1999, from Makerere University

Hobbies and Interests

“I enjoy identifying entrepreneurial opportunities as a CEO. In my spare time, I listen to songs, watch comedies, and enjoy reading Business and Entrepreneurship novels”.

“As the chief executive officer, I am responsible for providing the overall direction for companies or organizations in the public or private sector. I ensure a business or organization’s policies and overall operation are within the parameters set by the board of directors. They are responsible for planning and coordinating activities for high-level management and clientele alike. As Chief executive officer, I must ensure that clients, shareholders, and employees are all satisfied with their experiences with the company or organization”.

Key Skills & Core Competencies

Management & Leadership, Business Operations & Strategy, Effective Communication & Delegation , Adaptability & Determination, Forward Thinking & Calculated Risk Management , Business Strategy & Planning, Works Well Under Pressure, Business Finance, Management Operations , International Business , Business Law & Business Ethics , Sharp Attention to Detail , Accountability & Determination , Accounting & Finance Management , High-Stakes Negotiation , Risk Management , Business Analysis & Intelligence , Organizational Restructuring , Public Relations & Media Relations, Project Management Skills , Verbal and Written Communication Skills , Management Skills , Decision Making Skills , Critical Thinking Skills , Interpersonal Skills , Creative Thinking Skills , Time Management Skills , Problem Solving Skills , Technical Skills , Leadership Skills , Collaboration & Teamwork

Memberships

- Board Member, National Chamber of Commerce (2014 to Present)
- Board Member, Uganda Markets Union (2015 to Present)
- Board Member, Uganda Investment Authority (August, 2015)

Languages

English, Kiswahili, Luganda, Runyoro

CEO Responsibilities:

- Provide inspired leadership company wide.
- Make high-level decisions about policy and strategy.
- Report to the board of directors and keep them informed.
- Develop and implement operational policies and a strategic plan.
- Act as the primary spokesperson for the company.
- Develops the company's culture and overall company vision.
- Help with recruiting new staff members when necessary.
- Creates an environment that promotes great performance and positive morale.
- Oversees the company's fiscal activity, including budgeting, reporting, and auditing.
- Works with senior stakeholders, chief financial officer, chief information officer, and other executives.
- Assure all legal and regulatory documents are filed and monitor compliance with laws and regulations.
- Work with the executive board to determine values and mission, and plan for short and long term goals.
- Identify and address problems and opportunities for the company.
- Build alliances and partnerships with other organizations.
- Oversee day-to-day operation of the company.
- Work closely with the human resource department to ensure great hiring.

Projects undertaken



The umbrella sources and solicits funds for construction and management of various public markets which include;

No.	Project	Project Cost	Status
1	Mutukula Regional Market	US\$1,400,000,000.00	Not completed
2	Gulama Agri Market	US\$30,530,000.00	Not completed
3	Wakasanke Market	US\$37,695,000.00	Completed
4	Kalunga Agri public market	US\$45,690,850.00	Completed
5	Kisanja Agri Market	US\$40,175,000.00	Completed
6	Nabyewanga Agri public market	US\$39,300,000.00	Completed
7	Kakooge Agri public market	US\$42,856,000.00	Completed
8	Butemba Agri public market	US\$48,900,000.00	Completed

Project Financing



G-54C PMG Africa sources and solicits funds for projects/Markets which directly impact the lives of the people. The target development markets are all over Africa.

The umbrella partners up with different countries in and outside the African continent to raise finances for the development of public markets with an aim of improving business operation environment. The umbrella also provides financial support to private humanitarian projects at affordable interest rates.

In all the projects executed, the traders are advised with guidance from G-54C PMG Africa to open up Savings and Credit Cooperatives Organization (SACCO). The Umbrella provides these cooperatives initial capital at as low as 0.5% fixed monthly interest rate which they loan out to members in these markets. The SACCO is free to pay the accumulated interests annually and remain using the principal till raises enough operational capital to manage her own affairs. At this point, the SACCO pays back the principal with a 3% fixed interest rate on the investment.

Checklist for loan acquisition

For companies

- A letter of resolution from the company
- Means of identification either copy of international passport or national ID for local borrowers
- Proof of address that is utility bill or other proof.
- Three months Bank account statement
- Copy of the company's incorporation certificate
- Bank account where you wish to receive your loan.

- Project Executive Summary

For individuals

- Proof of identity
- Proof of address
- Proof of employment
- Work experience
- Credit history

Loan terms for companies and individuals.

No.	Description	Companies	Individuals
1	Loan amount	US\$1M to US\$5 billion	US\$ 500K to 500M
2	Interest rate	3%	3.5%
3	Loan term	10 to 15 years (For principal and interest)	5-10 years (For principal and interest)
4	Collateral	Bank guarantee or project land title	Bank guarantee or project land title
5	Fees	1% of the loan face value	0.5% of loan face value
6	Grace period	2-5 years	1-3 years

Product distribution

G-54C PMG Africa distribution center is a distributor of fast moving consumer goods and durables. We focus on marketing to entice, and attract consumers to our clients’ products. Attending to our consumers and expanding our market reach is our priority. We have ground markets where our customers can purchase the vast products that we distribute.

We have operational foot prints in almost all African countries and well connected to the world’s leading producers of almost all basic products highly demanded on African market.



Figure 1: Targeted areas

We are also worldwide recognised distributors/suppliers of agricultural products from all over Africa to the other parts of the world, dealing in fruits and vegetables, annual and perennial crops, minerals and so much more.

We provide high quality service to our customers at affordable rates enabling them to evolve and develop.

Trade fares/shows, exhibitions and conferences.

The umbrella is known for organizing trade events such as shows, exhibitions and conferences on the African continent. The biggest festival call it the Annual Trade Conference is an annual event operated in a rotational manner such that at one time, every country on the black continent will have an opportunity to host this.

The event attracts traders and revelers globally in to the host country. This is a 14 day event for sharing business ideas, transacting goods and services, partying and so much more.

In addition to the Annual Trade Conference, there are quarterly exhibitions and monthly trade fares organised at country and municipal levels respectively to pave platform for local manufacturers showcase their products.