



MARKET

Daima is a fast, young, dynamic, bold brand that seeks to fuel the energetic urban African lifestyle; it is enabling, energising and rejuvenating with its healthy elements. It caters to a cross section of consumers and is ideal for the mass market. The brand is a testament to the company's commitment to providing quality, nutritious and natural products.

The setting up of a well structured distribution channel has aided in market penetration. Having started its operation in 2009, the brand has evolved to become one of the largest milk processing brands in Kenya.

In the 2012 financial year, Daima's has a market share of around 35% in Yoghurt, 20% in Long life milk (UHT) and 11% in Milk.

Daima, as a brand, endeavours to cover 10% of the 'high-end' market with high value, image products whilst 90% of the products target the 'bottom of the pyramid' market for consumers who look for quality, pocket friendly and single coinage ideas.

The brand distributes through more than 11,000 outlets in Nairobi which include modern trade, traditional trade, Horeca, institutions and special accounts.

Being a dominant player in the competitive market Daima's vision is to grow locally, regionally and be the most admired in global wellness and nutritive agro and beverages enterprise. They are achieving this through innovative offerings which enhance the quality of life of their consumers and agro producers.

built its success by investing almost half a billion on innovations, research and development, marketing, plant and machinery and talent.

The company once only supplied Yoghurt and Fresh milk. In order to provide the market with products that meet changing consumer preferences, tastes and needs that reflect Africa's changing trends, now they produce Long life milk, have a fully automated Yoghurt Plant, Juice Plant, Portion Packs - TFA

200ml and a water plant.

This success has been due to large investments in new packaging designs and repositioning of the brand, as well as a different market approach in selling, advertising, public relations and merchandising strategy through market research.

Daima invest a considerable amount of money in brand development every year.

They support more than 40,000 farmers in Kenya through

their various initiatives such as workshops, mass meetings and personal contact, particularly in the areas of entrepreneurship development, productivity management and animal health management.

The key issues that the brand faced in 2009 were:

Wrong perception of the brand - since the brand was unknown, there was little stock up by retailers.

A disconnect with their Target group - Youth. Poor distribution and zero advertising.

All the above issues were addressed and corrected making Daima the real success that it is today.

PRODUCT

The Daima range of natural, wholesome and healthy products is loaded with highly nutritious content, backed by processes and technology that seal the nutrition and freshness in, and that connects with its users emotionally keeping him/her in tune with his/her spirit gifting them with youth, confidence and positivity.



Within the East Africa region, besides Kenya, the brand is present in Uganda, Tanzania, Rwanda, Burundi, South Sudan, DRC and Somalia.

ACHIEVEMENTS

Through expansion and upgrading of their facilities the plant has increased its processing capacity to 350,000 litres of milk per day from a mere 15,000 litres of milk in 2009 and they have been awarded the Superbrand certification.

The company has some expansion plans and intends to set up new factories in Zambia, Tanzania, Ethiopia and Rwanda.

HISTORY

Daima was acquired, in March 2009, from Adarsh Developers. As part of its growth, Sameer Agriculture and Livestock Ltd has





Daima's wide variety of products includes:

Milk:

Wholesome, filled with natural goodness. Daima milk comes in a variety of attractive packaging like Fresh Pasteurised in poly pouch, Extended Shelf Life (ESL), Bottled Milk and Long Life Milk (UHT), Fortified Low Fat Milk, Fortified Whole Milk and Flavoured Milk available in coffee kick, strawberry ripple, vanilla bliss and chocolate chuckle.

Yoghurt:

Healthy and filling. Daima is the most preferred Yoghurt brand in Kenya - thick and creamy and comes in various exciting flavours'- Fruit Yoghurt, Drinking and Thick Yoghurt. Available in cups, bottles and tetra rex. Creation and launch of 5kg Yoghurt for bulk buyers.

Juice:

Made from fresh fruits, Daima Juices are available in four different categories 100% Juice, Nectars, Fruit drinks and Blitzer's.

Refreshing and energizing these juices are full of flavour and promise wellness in every sip.

Water:

This is the closest substitute of pure natural drinking water available in a range of volumes.

Fermented milk:

Daima Lala.

Daima Butter:

Tasty and nutritious. This comes in salted and unsalted variants consumed with bread and snacks and used as a source of fat in many household.

Ghee:

Daima ghee is rich in milk fat. Source of fat in other food preparation.

Cream:

Keeping up with the values of health and freshness, Daima cream comes in two different variants - single and double cream preferred for coffee making, baking, frying and softening food.

RECENT DEVELOPMENTS

The brand recently launched its Extended Shelf Life Whole Milk (ESL), TFA 200ml, Fruit Yoghurt, Fruit Juices, Blitzer's and has now become part of the school milk programme.

The new ESL pouch comes with a shelf life of 30 days and keeps freshness intact without refrigeration, making it convenient to store, with no need for additional investment for chillers or coolers. This is an answer to quality issues and spoilage and it's highly affordable.

Fortified Low Fat Milk, Fortified Whole Milk and Pro-biotic Yoghurt were launched targeting health conscious consumers.

TFA 200ml - Portion Pack was also launched as a bottom of pyramid initiative, for customers seeking an affordable and convenient product.

In the recent months new facilities and collection of milk plants were acquired in Aberdares, Eldoret and Isiolo respectively.

Daima is constantly involved in supporting the country's economy-supporting agro-development.

Further, Daima was the platinum sponsor for the eighth East African Dairy Conference and Exhibition.

PROMOTION

Brand communication and activities are mainly via television, radio, print, billboards, wall branding, sponsorship (football, cricket, basketball, boxing, Kids festival among other key events) road shows, instore promotions, chama campaigns and door to door campaigns.

The brand is the official water supplier for the Kenya National football team - Harambee Stars.

In its campaign, the brand uses the Tag line 'Ring of energy' which is a source of energy that can be



consumed anytime and helps people lead a healthy active lifestyle.

The brand ensures the consistency of its product and maintains a quality management system that conforms to the requirements of East Africa Standards and Kenya Bureau of Standards (KEBS). They aim to achieve the highest standards of performance through supply of quality products.

BRAND VALUES

Daima brand is associated with being bold, energetic, independent, progressive, potent, edgy and sporty.

The brand is dedicated to providing satisfactory services/activities in terms of prompt delivery, quality, pocket friendly and affordable products.

Being cognisant that their business is dependent on the willingness of customers to purchase their products, it is of paramount importance that any customer purchasing their products is satisfied by their services/activities in terms of prompt delivery, quality and price.



Things you didn't know about Daima

Daima Whole milk - ESL was the first fresh milk brand to be launched with a 30 day shelf life.

Daima is among the top three milk processors in Kenya.

Daima is part of the Sameer group of companies.

Daima produces superior milk sourced from over 50,000 farmers across Kenya.

