



MARKET

The main products of Splash are Splash Mango, Splash Apple and Splash Orange. The target groups are young kids at preschool, regular school going children, students at university, adults, old people, sportsmen, disabled and people of all age groups.

Splash Lite, which was launched in December 2012, is a 100% fruit juice with no sugar added – to cater for consumers who, by health or preference, will not consume juice with sugar added.

Regular Splash one litre and Splash Lite are targeted for top end groups including high end and upper middle class and Splash 250 ml is targeted at the bottom end i.e. middle class and low income groups. 10% of sales goes to the high income group, 20% of sales to upper middle class, 20% goes to middle class and 50% of sales goes to low income group.

Splash enjoys 90% of the Tetrapak juice market share giving them an annual turnover of 15.5 million dollars for the last completed financial year.

Impact of modern retailing trends – people have become more health conscious therefore they have started preferring juices to soda; therefore there is also an increase in demand and turnover. To meet this growing demand Splash’s network distribution and delivery have also increased.

The brand sees a very bright future as turnover growth is expected to nearly double in

five years and the market share also will reach 93%. The company has a planned investment in the PET which is to be implemented in the nearest future in order to cater for the mass and economy market segment.



ACHIEVEMENTS

Splash has been consistently bagging the President Export Promotion Award for the past eight years and has been constantly getting the People’s Choice Award for their preferred juice in Uganda. This is an annual event where consumers are surveyed and in that survey they decide which Brand is their best and what satisfaction/challenges they derive from the said brand. From 2007 to date (the most recent award was on 26th April 2013) Splash has been rated as the best juice Brand in Uganda, and East Africa as a region.

In the last five years they have received many accolades including:-

- Selected for the Superbrands Award in East Africa for the second time.
- Best exhibitor in Kenya :The overall theme of the Trade fair was “Enhancing technology in agriculture and industry for food security and National growth.”The show began on 30th of September to the 7th of October. Several exhibitors showcased their products ranging from government institutes, financials service

motor vehicles, police armory vehicle, foods, drinks, planting material. The foreign countries involved were Rwanda Botswana Burundi, Tanzania, Congo, Sudan and Uganda. All these countries had their industries displaying products made with them. Britania – Splash immersed as the winner from all the foreign companies that were exhibiting. The company was awarded the trophy for being the “Best foreign private entrant stand”

- The brand has achieved ISO 9001:2008 (Standards for Quality Management Systems) and ISO 22000:23005 (For Food Safety Management Systems).
- Splash are the first tetra pak juice makers in Uganda and were the first to introduce mango juice in the country. The very concept of a fresh fruit juice to be introduced for the first time in Uganda was brought about by Britania Allied Industries Ltd. All these contributed towards the company’s recognition. The Organisation sought the concept which was then put to action; the result of which is the most recognised brand - “Splash”.

HISTORY

At the beginning of 1996 the group, led by the Founder Chairman Mr HP Dawda, saw a business opportunity in the fruit-processing sector in Uganda. This encouraged the decision to invest in a facility to manufacture fruit juices in tetra-paks. It was the first project of its kind in Uganda and the first products were launched in August 1997. In the early days, the company had to scrutinise product (fruit) supply and determine how to maintain product availability on a continuous



basis. It also undertook research on the size of the market, assessed availability of the materials to be deployed (capital) and the required packaging materials for its products. Research was also conducted on the products' shelf life and feasible technologies.

Over the years, the brand has grown steadily in production output, sales volumes and market share. Between 1997 and 2001, the company generated a turnover of six million US dollars and, to date, the brand has made sixteen million US dollars. Its initial production output of half a million

litres a month has increased to the current two million litres monthly.

When the brands started, in 1996, it employed just 100 people. Initially they had only four products viz., Black Currant, Pineapple, Passion and Orange. The factory was located in Ntinda Industrial Area, Kampala.

Initially they started only with 250 ml packs and consumers, at that time, were not health conscious or aware about health drinks or juices. At that time the conception was that tetrapak drinks/juices were meant only for the sick. Therefore their first task was to educate the general public about health drinks and juices, which are meant for all age groups and are the best alternative for carbonated drinks.

The brand started with capital of just US\$100,000 and, by 2003, they reached only US\$1,500,000. In 2007 they turned over US\$7,500,000, which increased in 2012 to US\$18,000,000.

PRODUCT

Splash is designed to cater for all categories of people – for those who are diet conscious Splash has sugar free 100% pure juice under Splash Lite Brand, and for those who are health conscious the brand has many choices of fresh fruits variants. For athletes and sports personnel Splash Enerzade and Splash Simply Hibi drinks are the most recommended. For sick and recuperating patients, Splash black currant and Enerzade are the products. For the trendy there is Splash Ice Tea.

The package is in convenient sizes, aseptically packed in tetrapaks and they provide their retailers with coolers so people can enjoy a chilled drink.

Agronomy Section:

Britania Allied Industries, which is a food manufacturing company, has several products amongst which are some fruit juices. Some of these juices are manufactured with fresh fruits available locally in Uganda. Thus the management decided to create an Agronomy Department. The main purpose of the department was to facilitate the company in any agricultural related

activities so as to further widen Britania's influence on agriculture in Uganda.

It is important to note that despite the challenges involved in fruit processing, Britania has the capacity to procure and process more



fruits to save more money by supplementing imports and strengthening the socio-economic structure of the farmers in Uganda.

The agronomy department was established in Britania in Jan 2008. Very little had been done in the line of agriculture, before 2008 all the existing activities had been done on an assumption basis i.e. fruit varieties, tastes, fruit seasons, fruit pricing, commercial fruit belts etc. With the department in existence, much work has been done from 2008 onwards. However much of this work was founded on research and introduction of different agronomic activities in several agricultural zones within the country and the results are very much evident.

RECENT DEVELOPMENTS

The company introduced Iced Tea in tetrapaks and Splash lite, a 100% pure juice, and are in the process of getting FDA approval so that they can export their products to the US and European markets.

PROMOTION

Splash are promoting their products through leading newspapers in Uganda such as The New Vision, The Monitor etc. They are also promoting their products through Broadcasting media through WBS,

NTV, UBC etc to relay before the News and during sports events as well as during prime programme hours; and also through all the leading radio stations throughout Uganda, in many local languages. They are also advertising through movie halls like Cineplex, Mutliplex etc. during screening of films.

Splash have active festive promotions during Easter, Christmas, Back to school and on other festive occasions. They also have weekend promotions in all Hypermarkets and Supermarkets, and they have been very successful.

In addition Splash use special promotional posters and banners highlighting their special promotions and they have been successful. They also have special slogans which have become very popular like.....

Splash- Pure Refreshing fruit juice

Splash Simply Hibi – Rich in Antioxidants

Splash Lite – Natural Sweetness... 100% Pure Juice

Splash Ice Tea – Keeps you Trim without Gym

Splash have also formed an exclusive road show team, travelling through the entire nooks and corners of Uganda for promoting the product.

BRAND VALUES

The essential qualities of the brand include – made from “Pure Juice”, “Natural Health Drink” and the product promise to consumers is “quality products at affordable prices”.

Britania's motto is “Leadership through Excellence”. Splash Brand lives this motto by offering pure fruit juice and

a natural health drink.

In the Splash logo it is mentioned “Pure fruit juice” or “Healthy Drink” depending on the product. Their corporate sign has the following – “A quality Product from House of Dawda – For Excellence.”

For consistency in quality they have a strict procurement policy as per ISO Standards for producing the raw materials. And for the final finished products they have a high tech, state of art laboratory within their premises with Professional Quality Controllers. Each and every batch of Splash is passed through the highest stringency measures and for double confirmation they undertake outside checking, also through UNBS. Only then is the final product is released.



Things you didn't know about Splash

The first company to launch tetrapak juices in Uganda.

The first to introduce mango juice in Uganda.

The first in the African continent to make health drink from hibiscus flower which drink is called “Simply hibi”.

The first in EAST AFRICA to introduce Ice Tea in tetrapak.

The first to introduce slim caps in our Splash one litre packs, for consumer convenience.

The Ugandan population has tasted Splash at least once.

Splash is the only juice available in all the 112 districts , 245 Counties, 1,353 Sub-Counties and 7,286 villages in Uganda.

Splash Mango, Pineapple and Passion are made out of Ugandan Fruit.

Superbrands