

# Ashanti Region Review

By: Johnson Nkansah

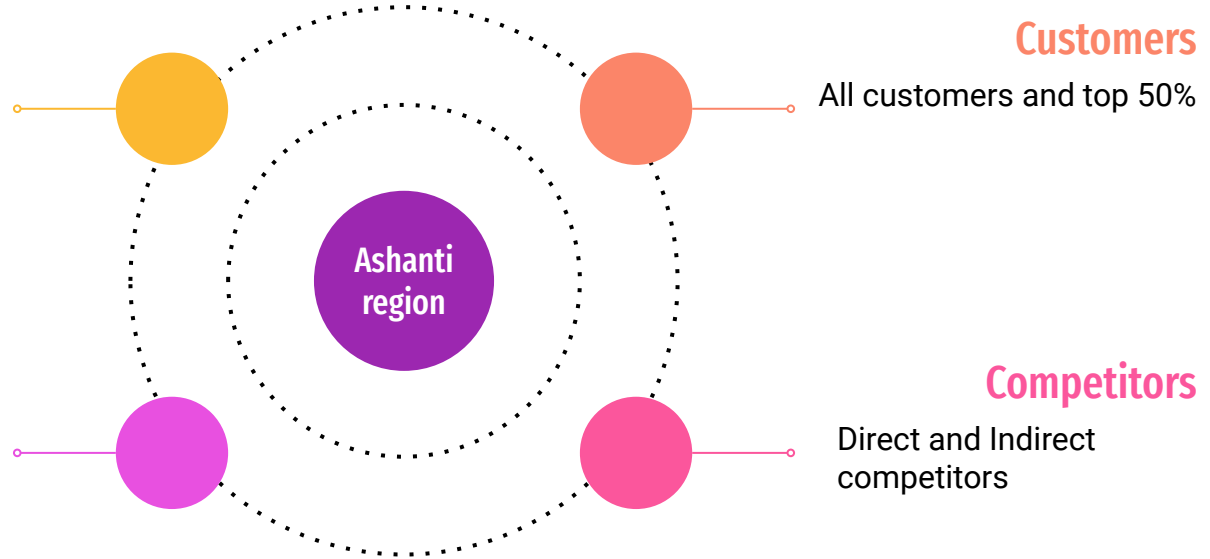
# Introduction

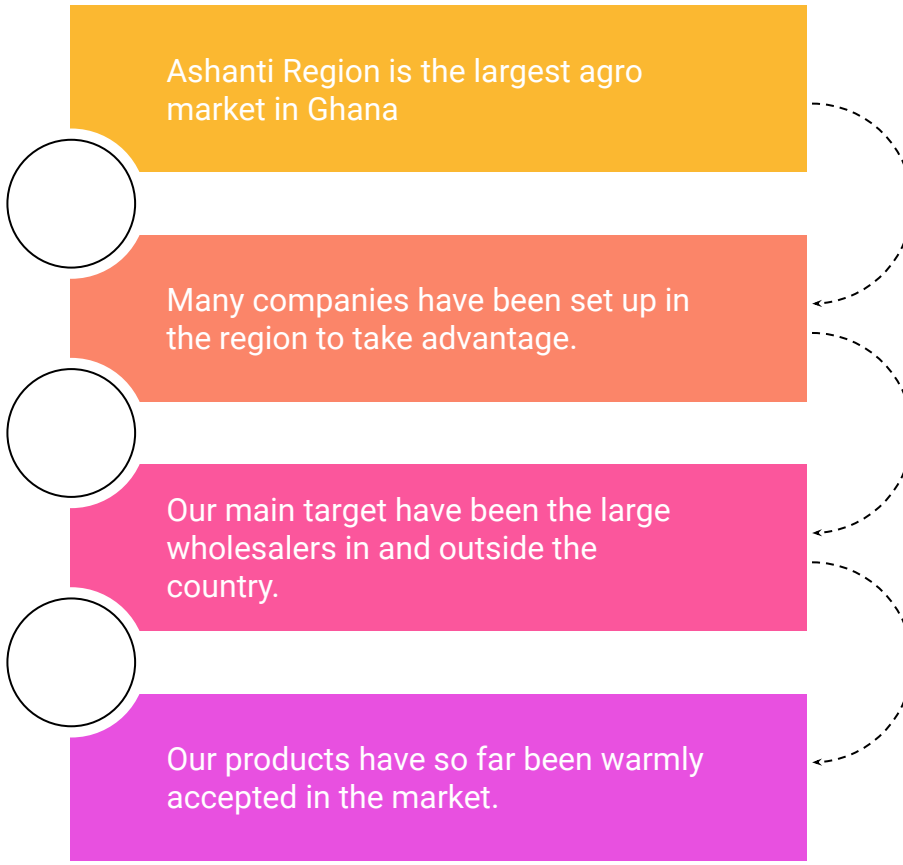
## Nature of Business

Our target and market reception

## Seasons

Major and Minor





Ashanti Region is the largest agro market in Ghana

Many companies have been set up in the region to take advantage.

Our main target have been the large wholesalers in and outside the country.

Our products have so far been warmly accepted in the market.

## Nature of Business

Our Business is to deliver to our customers the best agro inputs and competitive prices

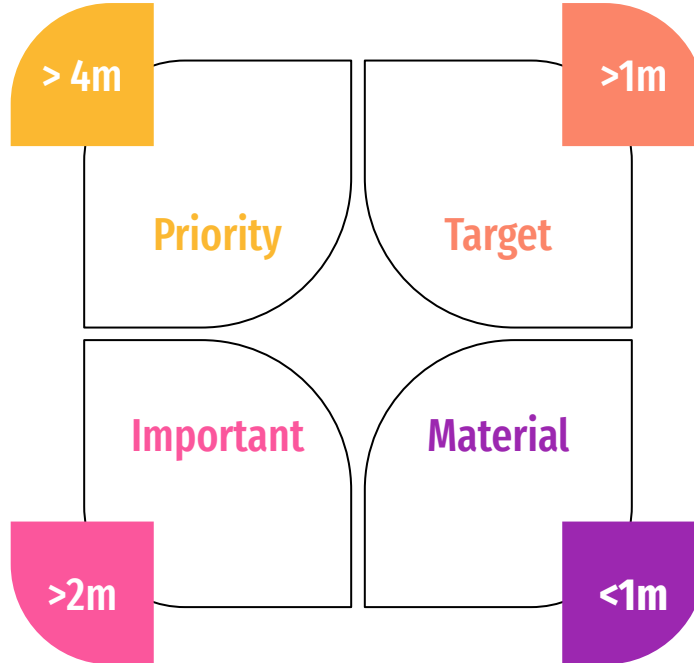
# Seasons



# Customers

K. BAAH AGRO  
KASSIM  
KWABENA BOATENG  
HARUNA

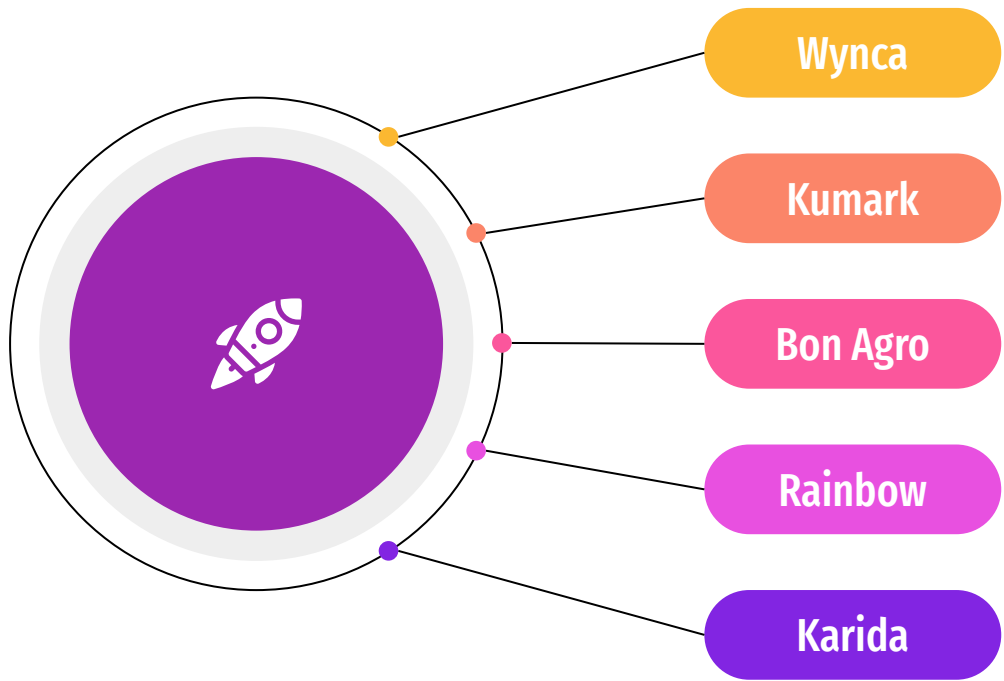
KARIM  
FOREVER AGRO  
ANTE HAWA  
RAHIM (ASHANTI)  
IDI AGRO  
SUNKY VENTURES



DRAMANI  
NANA 1 AGRO  
THERESA AGRO  
DASIMA AGROCHEMEALS  
OMARU

ESKODAN AGRO  
KYEIWAA AGRO  
COSMOS SAMBA  
ABC  
YAW ADJEI AGRO  
K. GYASI AGRO

# Major Competitors



# Sales Activities

## Total Sales

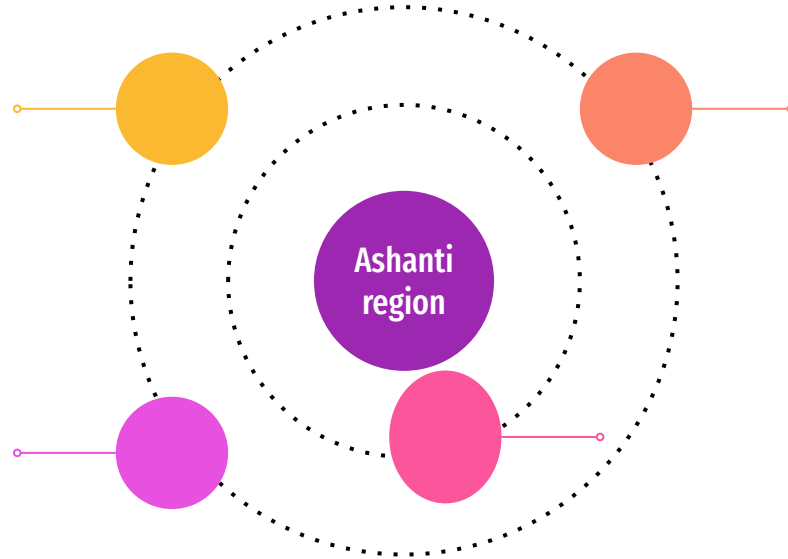
Our target and market reception

## Performance

Major and Minor

## Receivables

## Challenges and Recommendations



# Total Sales

**PARAQUAT 276G/L SL**

GHS 25.22m

**CROWNSATE 757SG**

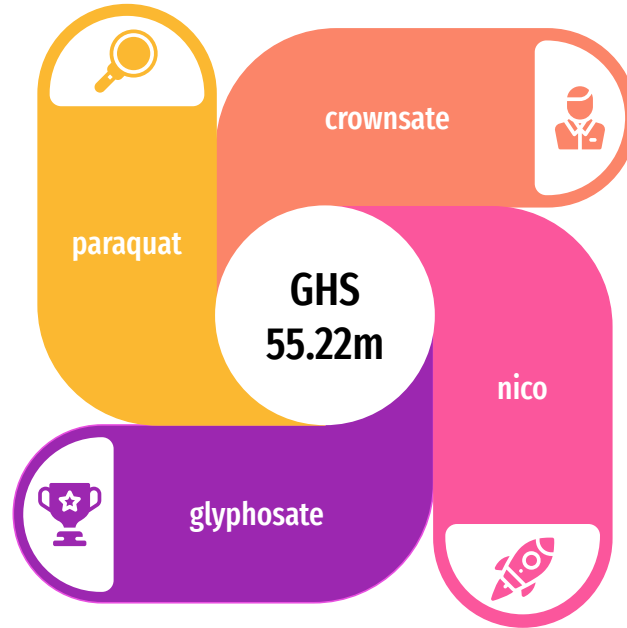
GHS 4.88m

**480G/L GLYPHOSATE SL**

GHS 19.08m

**NICOSULFURON 40 OD**

GHS 2.56m





# Total Sales

... cont'd

## SPRAYER

GHS 1.60m

720G/L 24D

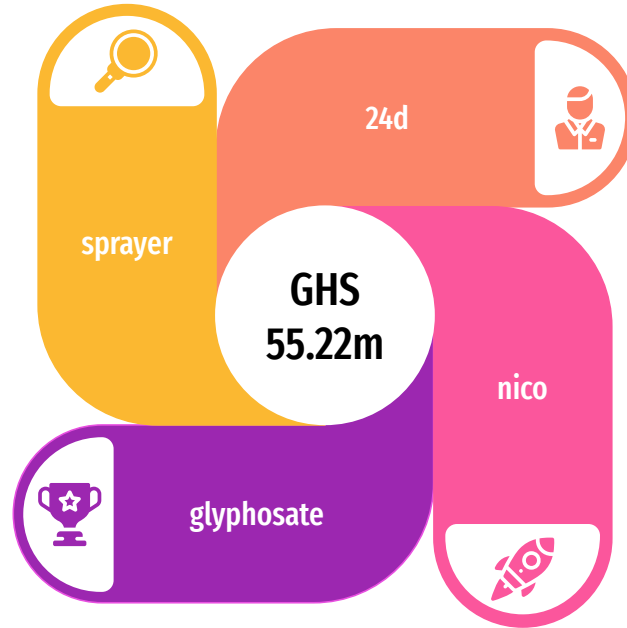
GHS 401K

## ATRAZINE 80G/KG WP

GHS 1.52m

Chlorpyrifos 360G/L EC  
250ML

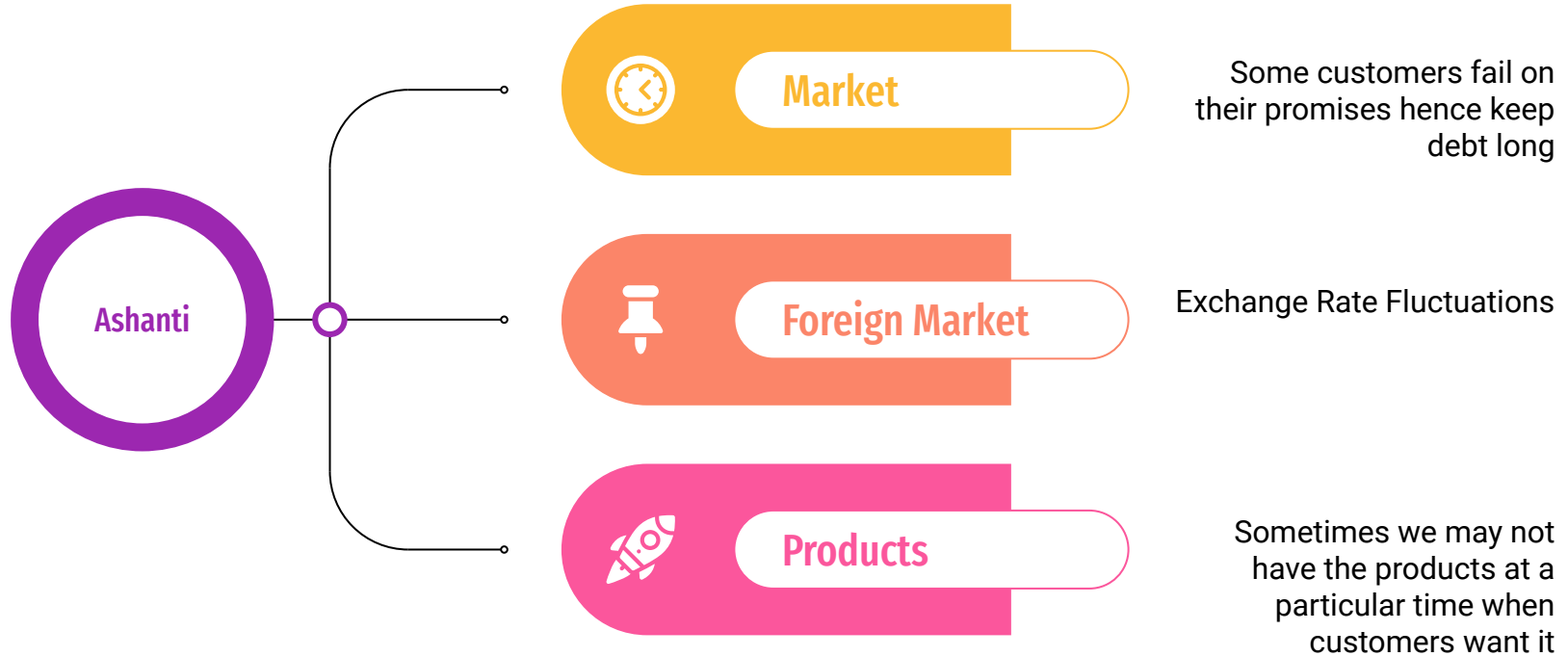
GHS 59.K



# Receivables



# Challenges



# Recommendations



## Market

Build a profile on customers to know those bigger customer who keep low receivables



## Products

Sample products of new products should be given to customers



## Products

Ensure that the products arrive on time



## Truck

We have to get a delivery truck.

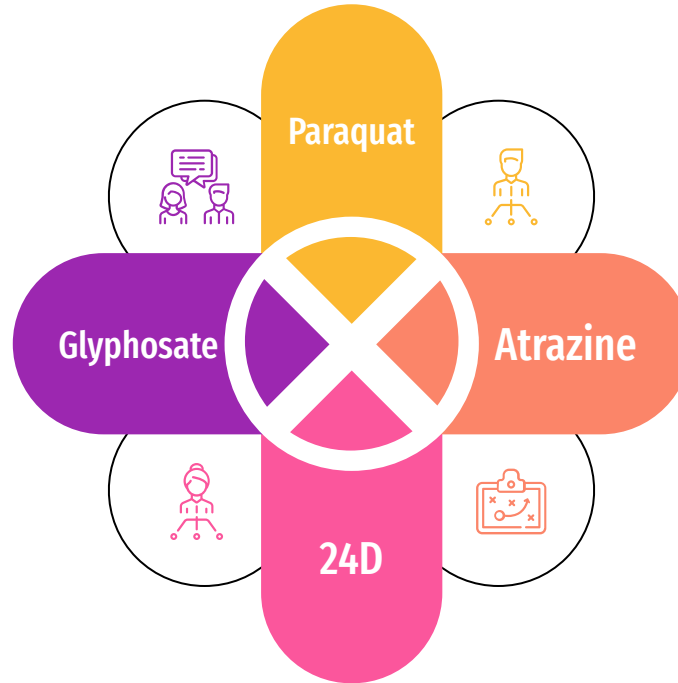
# Product Timelines

**Glyphosate**

Mar - June

**24D**

April - Jul



**Paraquat**

April - Aug

**Atrazine**

Apr - June

# Target for FY 23

## Glyphosate

154,000 CTNS

## HERBACROWN

9600 CTNS

## NICOSULFURON

13000 CTNS



## ATRACROWN

20500 CTNS

## BUTACROWN

9200 CTNS

## SPRAYER

17600 CTNS

# Target for FY 23

... cont'd

## PENDIMENTHALIN

2000 CTNS

## DIURON 1KG

500 CTNS

## DIURON 500G

500 CTNS



## BISPYRIBAC+ BENSULFURON WP

2000 CTNS

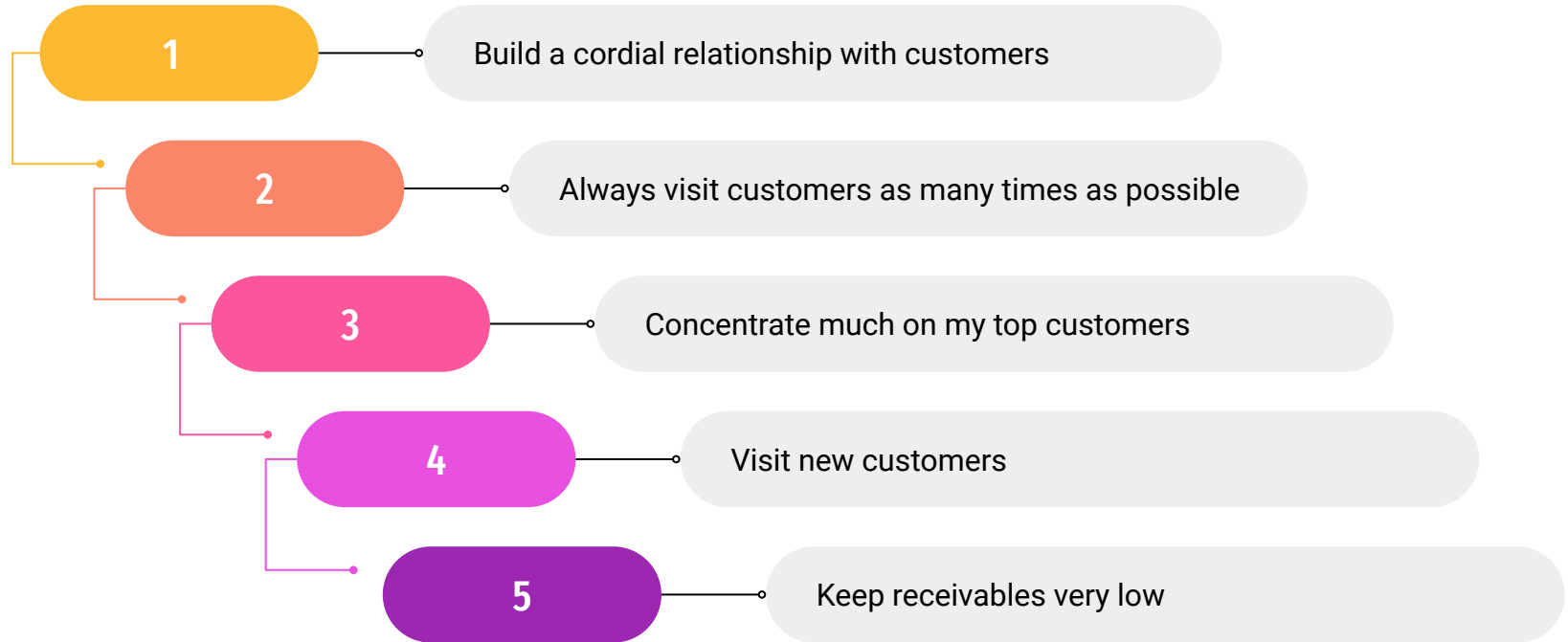
## LAMBDA+ ACETAMEPRID (K-OPTIMAL) 250ML

1000 CTNS

## CROWNPYRIFOS 1L

1000 CTNS

# Sales Strategies





# Others

