

## # coragem Product Catalog 2024

### ## Dairy Products

#### ### Cowbell Milk Powder

- \*\*Product Code:\*\* CB-001
- \*\*Pack Sizes:\*\* 400g, 900g, 1.8kg
- \*\*Price (Nigeria):\*\* ₦2,500 (400g), ₦5,200 (900g), ₦9,800 (1.8kg)
- \*\*Shelf Life:\*\* 24 months
- \*\*Target Market:\*\* Families, bulk consumers

#### ### Loya Milk

- \*\*Product Code:\*\* LY-002
- \*\*Pack Sizes:\*\* 400g, 900g
- \*\*Price (Nigeria):\*\* ₦2,200 (400g), ₦4,800 (900g)
- \*\*Shelf Life:\*\* 24 months
- \*\*Target Market:\*\* Budget-conscious families

### ## Beverages

#### ### Miksi Chocolate Drink

- \*\*Product Code:\*\* MK-003
- \*\*Pack Sizes:\*\* 400g tin
- \*\*Price (Nigeria):\*\* ₦3,500
- \*\*Shelf Life:\*\* 18 months
- \*\*Target Market:\*\* Children, teenagers

### ## Distribution Channels

- Direct retail (supermarkets, grocery stores)
- Wholesale distributors (18 countries)
- Online platforms (selected markets)

### ## Q4 2024 Promotions

- Cowbell: Buy 2 get 10% off (Oct-Dec)
- Miksi: Back-to-school promo (Sept-Nov)