



Company Profile

   *ZarkZimbabwe*



OUTSTANDING CIGARETTE!



ZAP INTO COOLNESS!



FOR THE DARING!



HALTRADE DISTRIBUTION (Pvt) Ltd manufactures, distributes and sells the **ZARK ZIMBABWE** cigarettes. **ZARK** is a Cavendish Lloyd International brand. Cavendish Lloyd has over 25years experience in the tobacco industry with operations in and outside Zimbabwe.



OUTSTANDING CIGARETTE!

ZARK was launched in December 2016 with one line, the **ZARK CLASSIC**, simple black and white pack which symbolises unity between the black and white people in the World. **ZARK CLASSIC** is 100% Natural Zimbabwean Virginia Tobacco. Due to our affordable pricing, **ZARK CLASSIC** has been widely accepted by lower and middle income earners.

-MARKET PRODUCT POSITIONING - **ZARK CLASSIC, THE OUTSTANDING CIGARETTE!**
-Recipe/Formula – 15mg Tar, 1.4mg Nicotine



In order to satisfy our menthol smokers, we introduced **ZARK ZAP** Menthol in April 2018. Lime Green, Black and white pack, associated with freshness and nature. Its 100% Virginia tobacco with a menthol flavoured capsule filter. Target market, middle to upper class menthol smokers.

-MARKETING PRODUCT POSITIONING - **ZARK ZAP, ZAP INTO COOLNESS.**
-Recipe/Formula – 12mg Tar, 1.2mg Nicotine

Our new entrant the **ZARK DARK TOASTED**, an American blend made from 100% Natural Zimbabwean Virginia and Burley Tobacco. **ZARK DARK TOASTED** was introduced in April 2019. Red and white Pack which resonates with toasted smokers. This cigarette is for those daring smokers seeking a real cigarette punch and our target market for the **ZARK DARK** are adventurous, bold, fearless smokers.

-MARKET PRODUCT POSITIONING - **ZARK DARK, FOR THE DARING.**
-Recipe/Formula – 15mg Tar, 1.2mg Nicotine



FOR THE DARING!



ZARK
ZIMBABWE

Our Story

What sets us apart from the rest of the cigarette manufacturers in the country is that, we are the 1st company to pack 100% Virginia tobacco traditionally reserved for export markets. The nation has been deprived of this premium grade, but we are offering smokers an opportunity to enjoy this 'birth right'.

Hence the ZARK tagline: THE EPITOME OF SATISFACTION

Our Vision Statement

To produce, process and pack 100% Natural Zimbabwean grown tobacco and sell in and outside Zimbabwe at affordable prices. To ensure that clientele get to experience modern cigarette production innovations.

Key Values

- ✓ PROFESSIONALISM
- ✓ INTERGRITY
- ✓ ECONOMIC GROWTH
- ✓ CONSISTENCY
- ✓ WORLDWIDE PRODUCT PROVISION

Our Promise To Clients

To provide best quality natural Zimbabwean grown tobacco at the consumer's door step, at affordable prices.



Mr Koenraad Monkau – GROUP C.E.O

Mr Monkau has over 25years experience in the tobacco and tobacco packaging industry as well as the Solar energy Industry. He is a major Shareholder of all Cavendish Lloyd entities worldwide.



Mr Kenneth Mvududu – DIRECTOR

Has over 15years extensive knowledge and experience in Banking, Petroleum Industry, Telecommunications and Tobacco Industry.



Mr Simbarashe Gotosa - SALES & MARKETING

We have a Team of over 20 Sales Representatives countrywide headed by Mr Simbarashe Gotosa. Simba has over 10 years experience in Sales and Marketing fields including the Tobacco Industry.



Ms Angeline Chauke – FINANCE

Angie has great experience in Financial Management with over 7 years experience in Finance, having worked in the Service and ICT Industry.



Ms Ellen Sithole – ADMINISTRATION

Ellen runs our Office Administration activities with over 8years experience in the Administration and Secretarial position within the production and tobacco industries. We have over 30 Merchandisers that attend to retailers and wholesalers under her supervision. Ellen also looks after our dedicated Roadshow Truck and team.




Mr Timothy Moswa – IT

Timothy has over 4years experience working as a Senior Software Developer and ICT Team Leader in Aviation and Banking Industry. He specialises in the development of our android applications and web based systems.

Our Sales and Distributon Partners

- ✓ *CHOPPIES STORES*
- ✓ *OK ZIMBABWE*
- ✓ *TM PICK n PAY*
- ✓ *SPAR ZIMBABWE*
- ✓ *BON MARCHE*
- ✓ *METRO PEECH*
- ✓ *OK MART*
- ✓ *BILCRO STORES*
- ✓ *PINTAIL WHOLESALE*
- ✓ *N RICHARDS WHOLESALE*
- ✓ *MEGASAVE*
- ✓ *PANMART*
- ✓ *AND OVER 4000 GENERAL DEALERS COUNTRYWIDE!!*

Our Contact Details

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