



Reimagining Distribution With Purpose



careX[®]

fantasy
CONDOMS



PICS
Purdue Improved Crop Storage



Cultivating Brands, Empowering Communities



Executive Summary

Red Dot Brands is a leading distributor in Zimbabwe, committed to reimagining distribution with a purpose. We go beyond simply delivering high-quality brands at accessible prices; we cultivate under-recognized brands and invest in the well-being of the communities we serve.

Our Story: Impactful Brands, Empowered Communities

A Legacy of Impact

Our story began with a commitment to public health. By securing exclusive distribution rights for Carex and Fantasy condoms, we aligned ourselves with the UN's fight against HIV/AIDS, ensuring essential reproductive health products reached communities in need.

Expanding Our Reach, Deepening Our Impact

Our commitment to well-being extends far beyond a single product line. Recognizing the critical issue of post-harvest losses faced by smallholder farmers, we pioneered the introduction of PICS (Purdue Improved Crop Storage) bags in Zimbabwe. This simple yet effective technology minimizes food waste and empowers farmers to achieve greater food security and economic stability.

Our impact however extends far beyond these brands. We strategically continue to expand our portfolio to address evolving needs, ensuring high-quality products reach communities at accessible prices.



Our mission is driven by 4 core values:

- **Nurturing Brands:** We foster the growth of under-recognized brands, helping them achieve sustainable success.
- **Accessible Essentials:** We ensure essential products reach communities, prioritizing affordability and market access.
- **Exceptional Partnership:** We provide value-added services to our partners, building strong and collaborative relationships.
- **Social Responsibility:** We are dedicated to creating thriving communities through impactful initiatives.

Our Values

We operate with integrity, fostering a collaborative environment based on teamwork, customer centricity, and ethical conduct. We prioritize safety and social responsibility, contributing to the well-being of the communities we serve.





Social Responsibility: Investing in the Future

Red Dot Brands prioritizes social responsibility through various initiatives:

- **Reproductive Health:** We partner with corporations and universities to facilitate access to essential reproductive health products at subsidized prices, reaching over 500,000 individuals.
- **Youth Empowerment:** We invest in the future by equipping young people with entrepreneurship skills and knowledge on reproductive health, fostering a culture of well-being among their peers.
- **Sustainable Agriculture:** We collaborate with NGOs and the Zimbabwe Farmers Union to disseminate information on reducing post-harvest losses amongst small-scale farmers.



Collaborative Ventures

At Red Dot Brands, collaboration is key to our success. We actively seek partnerships that align with our mission.

Do you share our commitment to creating thriving communities?

If you are a supplier, distributor, NGO, or corporation dedicated to improving community well-being, we invite you to explore potential collaborations. Together, we can create significant value for both our customers and the communities we serve.

**WORKING
TOGETHER
FOR THE
GOOD OF THE
COMMUNITY**





MEET THE TEAM

COMMITTED TO EXCELLENCE



Leadership Team:

- Cynthia Masitara – Managing Director (Experienced strategist with a proven track record)
- Lewis Dube – Finance and Admin (Over 15 years of experience across diverse sectors)
- Junior Bakasa – Sales and Marketing (Highly organized and creative marketing professional)

Our Reach

Our extensive distribution network ensures maximum impact:

- Modern Trade (Supermarket chains)
- Convenience Stores (Fuel station shops, etc.)
- Healthcare (Pharmacies, hospitals, clinics)
- Hospitality (Lodges, hotels)
- On-Premises Consumption (Liquor stores, bars)
- Informal Trade (Traditional markets, independent shops)
- Corporate Sales (Employee wellness programs)
- Agro-dealers across the country
- Student agents (Tertiary Institutions)





Join Us in Building a Brighter Future

Let's work together to empower communities, enhance well-being, and cultivate a more food-secure future.

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