

# FAIRFUL INVESTMENTS

*Inspired to feed the nation*



## COMPANY PROFILE



 0715 155 502

 [www.fairful.co.zw](http://www.fairful.co.zw)



# WHO WE ARE

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FAIRFUL INVESTMENTS

## EXECUTIVE SUMMARY

Fairful Investments (Pvt) Ltd is a wholly owned Zimbabwean Agro Business Enterprise with special interests in cattle ranching, pen fattening and goat farming amongst other horticulture and agro business endeavors. Fairful Investments was established in 2007 by Dr. Peter Manasa Mbizvo, he is the Chief Executive Officer and major shareholder.

## MISSION & VISION

### Vision

To grow the business into a household name synonymous with good quality products and unmatched service delivery.

### Mission

We at Fairful Investments (Pvt) Ltd see ourselves attaining the abovementioned vision through consistent farming and implementing of the best business practices.





# PRODUCTS & SERVICES

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Fairful Investments (Pvt) Ltd is involved in Agribusiness; specializing in cattle ranching, pen fattening, goat farming, horticulture and commercial crop production (soya beans, wheat, Butternuts, maize, sorghum, cabbages, peppers, onions, green mealies and sugar beans)

## Our Focus Areas



HORTICULTURE



CATTLE RANCHING



COMMERCIAL CROPS



GOAT FARMING



# THE MARKET

## Identification & Growth Plan

1

### ORGANIC AND POSITIVE GROWTH IN DEMAND.

The growing population of Zimbabwe and its urban migration to major cities such as Harare has resulted in a significant increase in food consumption hence creating a market for our products. Due to this development, our business has experienced an organic and positive growth in demand.

2

### REGIONAL GROWTH

We supply our meat products to abattoirs and butcheries in and around Harare with plans to expand our business regionally

3

### MARKET ESTABLISHMENT

We grow our crops according to market demands, ie; We first establish the market before a decision on the crops is made in order to avoid market challenges.

4

### VALUE CHAIN

We plan to operate at multiple levels of the value chain by investing more into the business and operating our own abattoir and retail business.



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# HUMAN RESOURCES

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## KEY PERSONNEL

### **Dr. Peter Manasa Mbizvo**

#### **Chief Executive Officer**

The major shareholder and CEO, who founded Fairful Investments in 2007 and has been working to grow the business to greater heights both in crop production and animal husbandry. He currently employs ten permanent staff members and fifty casual workers.

### **Natasha Murape**

#### **Business Development Manager**

Responsible for overseeing projects at all stages as well as general administration. She works with the team at the farm as well as the Harare office to ensure that all operations are carried out successfully. She is also involved in engaging with clients and establishing markets for the produce.

### **Dr Gilbert Jongi**

#### **Veterinary Doctor**

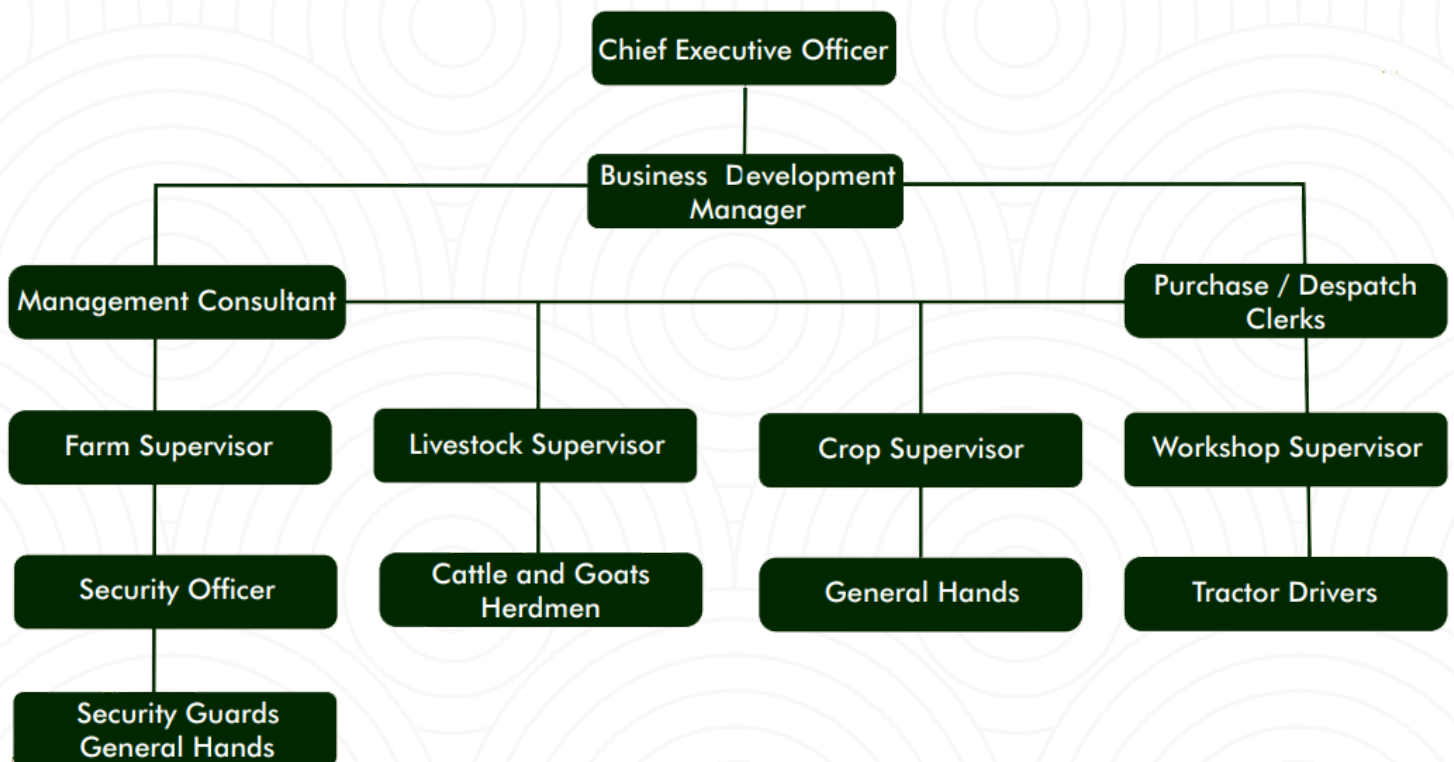
A Council of Veterinary Surgeons of Zimbabwe and the South African Veterinary Council registered veterinary doctor to aid our livestock production, laboratory diagnostics and tick borne diseases vaccine production and anything related to livestock health



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# HUMAN RESOURCES

## ORGANOGRAM



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# BANK & CONTACT DETAILS

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## BANKERS



**FBC BANK  
PRIVATE BANKING  
BRANCH**



**CBZ  
WEALTH MANAGEMENT  
BRANCH**



**AGRIBANK  
BINDURA  
BRANCH**

## CONTACTS

Phone Numbers, Email, Website & Social links

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