
ALEXANDER ALICK SINKAMBA KAZIMOTO - FZIM

Contacts: +26 0 965 / 0977 - 897722 | NRC188508/13/1 | email: aaskazimoto@gmail.com | Married
Address: House No. 5731 James Sachika Road, Kansenshi Extension Ndola, Zambia

PROFILE

With over 20 years impeccable working experience in Local, International and Global Organizations in the Fast Moving Consumer Goods, Manufacturing, Insurance and Financial Industries with Execution abilities as : Marketing and Capabilities Development Manager; Special Projects Manager; Regional Group Marketing Manager; Regional Sales Manager; Sales Team Leader; Trade Marketing Representative ; Distribution Officer ; Sales Executive ; Sales Representative, Banker and a Fellow at Zambia Institute of Marketing

SKILLS, ATTRIBUTES AND ABILITIES

- | | |
|--------------------------------------------------|---------------------------------------|
| ● Planning and coordinating Marketing activities | Interviewing and recruitment of staff |
| ● Business development | Media management |
| ● Capability development | Stakeholder management |
| ● Brand management | Information management |
| ● Marketing Research | Customers Service Management |
| ● Strategy formulation | Interpersonal management |
| ● Channel management | CSR management |
| ● Sales Operations | Power point presentations |
| ● Managing and leading teams | Government Relations |
| ● Distribution Management | Events management |
| ● Product Launches | Financial management |
| ● Brand Migration Management | Policy formulation |
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WORK HISTORY / EXPERIENCE

1. TradeKings Zambia Limited | Copperbelt Marketing and Capabilities Development Manager | February 2020 to date

One of Africa's Leading Fast Moving Consumer Goods Company (FMCG) established in 1995, In 2019 rated Africa's 10th Brand. Obtained Key Insights and Skills in Marketing Operations, Brand Strategies and implementation, Product launches, leader Consumer Complaints, Budgeting, Marketing intelligence, Market channels management, Media and Stakeholders management, Building capabilities in Salesforce Execution and Best practices, Supply Chain management, liaising with HR function and Presentations of Annual Business Plans to Directors and teams

- Responsible for Regional Marketing Operations, Brand Management, and Business development
- Mass markets, Supermarkets, Modern trade and Semi Wholesale channels management
- Preparing and Presentation of Annual Business Plans (ABPs)
- Managing Trade Fairs, Exhibitions, Events, Corporate Social Responsibilities and Roadshows
- Responsible for Government, Media and all Stakeholders engagements B2B, B2G and B2C
- Align Staff to Organisational objectives, cascading down learning and development
- Building Operational effectiveness, capacity and a culture of high performance in Sales teams
- Liaise with Head of Business and HR on Staff recruitment, Planning and development programmes

2. Marketing Manager - Sales & Special Projects | TradeKings Zambia Limited | June 2017 to January 2020

Insights in Marketing Company Brands, Sales Operations , Events management, leading and managing field force teams, Route to market strategies, Corporate Social Responsibilities activities ,Market Channels management, Projects management ,Inducting Sales Managers and Presentations of Annual Business Plans, Key responsibilities of Marketing Operations, Brand management, Managing Salesforce teams and Supply Chain management

- Sales Operations Management - Setting targets, budgeting, Motivation and Annual Business Plans
- Preparation and Presentation of Annual Business Plans (ABP)
- Creating and Implementing Distribution Strategies and Route to market best practices
- Events, Exhibitions, Consumer and Trade promotions and CSR management
- Sourcing talent, recruiting, coaching, appraising staff (PAs) and training teams

3. Group Marketing Manager | TradeKings Zambia Limited | October 2014 to May 2017

Obtained insights in Marketing Company's Group Brands, Managing the Distributor, Business development, RTM, Setting up Regional Organisation structure, Market Channels Management, Stakeholders Management, Events management, CSR activities, leading teams, Inducting Sales Managers and Presentation of Annual Business Plan

- Responsible for Regional Marketing and Sales Operations
- Business Development across Copperbelt and NorthWestern assigned territories
- Responsible for Regional Brand management and implementing 5 SBUs market strategies
- Managing Unity Distributors and Evaluating its Contribution to the business
- Managing 130 Key Accounts, General trade ,16 Modern trade outlets
- Managing reach and depth activities of Van Sales teams across assigned territories

4. Marketing and Sales Team Leader Lusaka | Madison Life Insurance Company Zambia Limited May 2013 to May 2014

One of Zambia's Leading Insurance Companies' and a member of LSA group of companies and listed on the Lusaka stock exchange providing a range of Investment portfolios. Obtained knowledge in Marketing Insurance Products, Sales strategies such as Pipelines and Call persistence, product portfolio strategies, teams management, Budgeting and Sales planning and leading teams

- Formulating Marketing and Sales Strategies / business development for the teams
- Sourcing,recruiting , coaching,and appraising (PAs) of staff
- Assigning sales targets for B2C, B2B, B2G to teams and evaluating their performance
- Budgeting , Account management and reconciliations with Underwriters
- Coaching teams on key strategies such as Sales pipelines and handling clients' complaints
- Weekly, Monthly and Annual Marketing and Sales reports

5. Trade Marketing Representative Lusaka | British American Tobacco | October 2006 to October 2012

Global Market Leader in the Tobacco Industry over a century, Operating in 90+ Countries (Opcos), Obtained Insights in Marketing International Brands (IBs), Global Drive Brands (GDBs), Brand Management, Product launches, Trade Marketing, Marketing Excellence, Working with people of different Ethnic cultures, Annual Distributors' Conferences, Managing and Leading Distributors, leading Sales teams, Business Philosophies: Enterprising Spirit; Strength through Diversity; Freedom through Responsibility and Open Minded, Budgeting, Asset and Fleet management, Consumer and Customer management

- Managing Distributor ,Stockists and Sales teams and aligning them to BAT Business Model
- Responsible for Brand Objectives, strategy management, In Store and On Store Marketing
- Ensuring Orders, Shipments, YE targets, Invoicing, ND, Payments OTIF and rebate rates are done
- Budgeting, assigning roles ,Sales targets for Sales teams and carrying out personal appraisals
- Ensuring Sales teams have appropriate skills and aligning them to BAT four business philosophies
- Information management (Weekly , Monthly and Annual reports)
- Responsible for Distribution,Trade Marketing, Sales and Supply Chain management
- Attend Cycle and Demand Plans monthly meetings and Creation of Activity recommendations
- Training Trade Marketing Representatives in the Southern African Markets (SAM)
- Key Resource person in annual Distributor Conferences and Consumer and Trade engagements
- Resource person and liaison officer at Zambia Institute of Marketing

6. Distribution Manager, Lusaka | Zambia Daily Mail Limited | October 2005 to September 2006

Print Media Industry Market Leader. Key Learnings included Creating Innovative Distribution and Sales Strategies, Brand Objectives and Strategies, Managing and Leading Staff, Policy, Management Meetings, Debt Management, Recruiting and Managing Vendors, Courier management, Newspaper Selling Points management, Budgeting and Managing staff Meetings

- Responsible for Distribution (RTM) ,Business Development Strategies and Sales Operations
- Recruiting talent, Managing and leading 17 staff and ensuring the business model is implemented
- Personal appraisals, Budgeting, Accounts management and attending management meetings
- Managing Vendors, Print Order, and distribution channels and instituted inventory control systems
- Other responsibility included executing Marketing Manager roles if bearer out of office
- Responsible for ensuring staff complied with internal processes and procedures (Policy alignment)

7. Distribution Officer | Airtel (Celtel) Lusaka Zambia Limited | August 2005 - September 2005

Renowned Telecom company locally and internationally, made to learn aggressive Distribution, Brand management, Point of Sale marketing, importance of team building

- Managing assigned territory , Business development, Selling of company range of products
- Establishing effective working relationships with both the teams and customers
- Distribution and Brand management
- Implementing route to market (RTM)

8. Sales Executive | RDS Business Machines (USA Xerox Brand) | October 2003 to July 2005

USA Office Equipment global market Leader and Obtained In sights in Franchise Management, Tender Marketing in B2B, B2C and B2G, Marketing and Sales Operations, Office Equipment and Accessories management, Working with Technical teams (Industrial Marketing), Supply Chain management

- Sole Distributors in Zambia and implementing Customer Service in line with Xerox business philosophy
- Franchise execution of Xerox Brand Objectives, Strategies and management
- Selling Xerox products and accessories to Government (B2G), Business to Business (B2B) and general customers
- Sales Planning and Budgeting
- Ensuring Sales targets are met against budget, database management, prospecting and Customer
- Sales presentations on Xerox brands, Prospecting and Relationship management
- Tender marketing / Tender submissions / opening and presentations and bidding as per Government regulation (ZPPA) Act

9. Regional Sales Manager Eastern Chipata| Coca Cola Zambia Bottlers Limited | Jan 2001 to July 2003

Made to learn The Coca Cola business philosophy of Distribution (Arms length principle), Global Brand management insights, Sales doctrine of ASMPQ (Availability, Space, Merchandising, Price and Quality) Events management, Marketing, Sales and Distribution Operations, Managing and Leading Depot team of 17 staff, Budgeting planning and execution, Stakeholders management, Trade and Consumer promotions

- Responsible for Distribution ,Sales, Marketing and Branding Operations in my assigned territory
- Ensuring Coca-Cola Arms length principle and ASMPQ as RTM Strategies are applied
- Managing and leading depot staff and carrying out personal appraisals for staff
- Managing information and competition activities
- Managing 6 key Sales Strategic Distributions in Chipata, Katete, Petauke, Lundazi, Mfuwe and Chadiza markets (SSDs) and Point of Sale management
- Responsible for Stock, Cash, Equipment, Staff management and Product launches in my territory
- Responsible for weekly, monthly , quarterly and annual marketing and sales reports
- Managing Stakeholders and Corporate Social Responsibility in line with Coca Cola business model

10. Field Sales Representative Lusaka | Zambia Bottlers Limited | March to December 2000

Obtained insights in Distribution, Effective Selling Processes, Point of Sale management, Brand and Events Management, Assets and Competition Management

- Implementing The Coca Cola International route to market strategies
- Adhering to Coca-Cola Arms length (Philosophy) and ASMPQ Strategies
- Responsible for Brand Objectives, Strategies, Implementation and management
- Marketing, Sales and Distribution (RTM)and Point of Sale management
- Carrying out promotional and brand management activities
- Managing events, trade exhibitions, product launches and trade fair activities

11. Banker | Zambia National Commercial Bank Plc, Mkushi | August 1992 to September 1996

Banking Industry Market leader and renowned brand locally, Obtained knowledge and skills in Cash management, Savings and Current Accounts management, International Banking, Loans Portfolios management, time management, Customer Service and Relationship Management and Confidentiality

- Cash and Vault Management, Honouring and Discounting Bills, Money transfers
- Managing and Paying customers, Accounts reconciliations, Managing Customer Complaints
- Worked in written analysis and tellers' entries (WASTE- The Nerve of the Bank), Teller, Savings, Current, Foreign and Customer Service departments
- Investment advisor

Other Engagements / Community Roles

12. Zambia Institute of Marketing Inspectorate Member

- Carrying out Inspections in Organisations on Practising Marketers
- Enforcing the ZIM ACT No2 of 2022
- Collaborating with Legal Representatives for Zambia Institute of Marketing
- Engaging Organisations and Individuals on Membership with Zambia Institute of Marketing

13. 1st Vice President | Zambia Institute of Marketing | 2020 to 2022

Gained Insights in Policy formulation, Setting and Evaluating Key Performance Indicators for management staff, High level Stakeholder engagements, Collaborating with other Professional

Institutions and Amendment of The Zambia Institute of Marketing Act No 2 of 2022 with Ministry of Justice

- Member of the Policy Making Body (Board Member) of the Zambia Institute of Marketing
- Ensuring Chief Executive Officer is aligned to ZIM Policies and Resolutions
- Acts Chair of the Board if the Incumbent is not in attendance
- Engaging Members and Corporate Organisations on ZIM matters as per ZIM Act 2003
- Ensuring Registrar and Chief Executive Officer(RCEO) complies with Council resolutions
- Prevailing on our Patron Ministry of Commerce, Trade and Industry on ZIM matters
- Collaborating and building relationships with other Professional bodies
- Sitting on Marketing Interviews panel by Organisations employing Marketing personnel

14. Vice Chair Person | St Anthony of Padua Parish Ndola Diocese - Zambia | 2020 to 2022

- Advising the Parish Priest
- Policy formulation and managing Church structures
- Coordinating Projects through the Finance ,Works and Projects Committee
- Chairing Parish Council meetings when chairman not present
- Ensuring Catechetical; Liturgical; Biblical Commissions; Small Christian Communities and Lay groups comply with Church guidelines

15. Finance Chairperson | St Anthony of Padua Parish Kansenshi Ndola- Zambia | 2018 - 2020

- Responsible for Parish Fundrasing ventures
- Chief advisor of finance matters to the Parish Executive
- Lead and manage finance Committee members
- In charge of Projects in the Parish

16. Parish Chair Person | St Johns The Apostle Kabanana Parish Lusaka - Zambia | 2004 - 2008

- Chair parish meetings
- Chief advisor to the Parish Priest
- Preparation of Parish annual plan and activities execution
- Chair parish Council meetings
- Liaise with Finance, Liturgical, Pastoral and Catechetical committees

16. Finance Chair Person | St Johns The Apostle Kabanana Parish Lusaka Zambia

- Responsible for Parish fundraising activities
- Chief advisor to the Parish Priest on finance ventures
- Lead and manage the finance committee
- In charge of Projects in the Parish

EDUCATIONAL ATTAINMENTS

Locally and Internationally trained

- Copperbelt Universty, Kitwe - 2020 - Master of Business Administration (MBA General)
- Zambia Centre for Accountancy Studies University (ZCAS), Lusaka , Zambia & Chartered Institute of Marketing ,United Kingdom - 2013 - CIM Post Graduate Diploma (DipM ,MCIM))
- University of Lusaka (Unilus), Lusaka, Zambia - 2013 - Bachelor Science In Marketing (BSc)
- Zambia Centre of Accountancy Studies (ZCAS), Lusaka, Zambia, & Chartered Institute of Marketing , United Kingdom - 2009 - CIM Professional Diploma (ACIM)
- Evelyn Hone College of Applied Science and Commerce, Lusaka, Zambia - 2000 - Zambia Diploma In Marketing (ZDM)

TRAINING

- Annual Business Plan (ABP) and Route To Market Strategies, TradeKings Zambia Limited - 2021
- Sales Champion, Madison Insurance Company Zambia Limited, Dawning Truth AMSCO South Africa - 2013
- British American Tobacco Corporate Philosophy and Human Resource Hand Book(Policies) - 2009
- Brand Migration and Product Launch Strategies, British American Tobacco - 2008
- Marketing Excellence Series , British American Tobacco - 2007
- Operational Brand Plan on Consulate -2006
- Coca Cola International High Five Marketing and Sales Strategies (ASMPQ)
- Coca Cola International strategies on Product Pre - Launch, Launch & Post Launch - 2000
- Professional Development , Zambia Institute of Marketing 2000 to date
- Member of Harvard Review Business group
- Member of Linked In Chief Marketing Officer & Chief Sales Officer professional groups

ACCOLADES / ACHIEVEMENTS

- Awarded Certificate of Impactful Market Insights by TradeKings Zambia Limited ,2021
- Conferred with Fellowship Member (FZIM) by Zambia Institute of Marketing, 2021
- Promoted Regional Marketing and Capabilities Development Manager, 2020
- Promoted Regional Marketing Manager - Sales and Special Projects, 2017
- Instrumental setting up TradeKings Depots in Ndola, Kitwe, Solwezi and Kasumbalesa
- Elected 1st Vice President Zambia Institute of Marketing September 2020 to 2022
- Created Kasumbalesa Market and linkages with DRC Market 2016, results resounding to date
- Grew Regional TradeKings Sales by 40% between 2014 and 2017
- Championed Kwilimuna Traditional Ceremony Sponsorship to Chieftainess Malembeka Ibenga Mpongwe District and Sales grew from K2M to K8m 2014 to date
- Awarded 4 Certificates as a Significant Contributor in Marketing TradeKings Group since 2014
- Zambia Institute of Marketing 1st Runners up Marketing Personality of the year 2019
- Managed to engage the Republican President to Flag off our Aloha Brand Launch 2018
- Part of the team that managed to build TradeKings Brand 10th Position in Africa 2019
- Part of the team Amending ZIM 2003 Act with Ministries of Justice and Commerce in August 2021
- Zambia Institute of Marketing's Copperbelt Brand Ambassador to Ministry of Education 2018
- Successfully represented TradeKings Group 2018 and 2019 Trade Expos in Kasama and Ndola
- Proposed Regional Market Strategy from Distributor to Direct 2016, resulted into business growth and 400+ Jobs creation across the functions in the region, exceptional results to date
- Developed Direct Channel Sales Operations 2014 to 2020 from 60 tonnes to 140 tonnes monthly
- North Western Province market Reduced Maq laundry Brand Competitor market share from 80% to less than 40% 2014 to date
- One of the Key resource persons Kungfu energy drink research and New Product Development 2015 results are exceptional to date
- TradeKings Group Project Manager Zambia International Trade Fair 2014 to date
- Managed Unity Distributors for TradeKings Copperbelt region 2014 to 2016, grew Sales by 40%
- Championed TradeKings CSR across Copperbelt and resounding Brand growth results to date
- Developed Mpongwe and Masaiti markets from K300,000 monthly Sales to K2m plus to date
- Managed to recruit and lead result oriented team at Madison Life Insurance Company 2013
- Part of the team to grow 98% Market Share (1 Million Stick Sales) at British American Tobacco 2006 to 2012
- Innovative Strategies in turning around non performing markets at BAT and successful market visits by EMEA President, SAM and Local leaderships 2002 to 2012
- Increased Sales Revenues by 70% by "Pay for Paper strategy" at Zambia Daily Mail Limited 2005
- Designed in Market Point of Sales Signage " Zambia Daily Mail Paper Sold here" 2005
- Second Best Salesperson Zambia Bottlers Limited (Coca Cola) 2002
- Successfully worked for Zambia National Commercial Bank 1992 -1996
- Voted Vice Council Publicity Secretary Zambia Institute of Marketing 2004 to 2008
- Parish Council Vice Chair Person St Anthony of Padua Parish Kansenshi Ndola Zambia 2019
- Parish Council Finance & Projects Committee Chairperson 2017 to 2019
- Parish Chairperson St John's Kabanana Parish Lusaka Zambia 2006 to 2008
- Part of Community mobilization team to have Water Distribution Pipelines installed in Kabanana township Lusaka 2004
- Successful Banker and Awarded yearly notches 1992 to 1996
- Part of Prosperity House team to Win Mkushi Secondary School Volleyball tournament 1990

REFEREES

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <p>1. Mr. Richard Lubiinda (+ 260 977 821 016)
Head - Capabilities and Development Manager
TradeKings Zambia imited
Po Box 30824
Lusaka
Zambia</p> | <p>3.Ms Beene Kantoolo (+260 971 201 086)
Regional Sales Manager
Po Box 33384
Lusaka
Zambia</p> |
| <p>2. Mr. Chiyuka Maseka (+260 977 780054)
Commercial Director
Zambia Daily Mail Limited
Lusaka
Zambia</p> | <p>4. Mr.Mapesa A Musongole (+260 977529 999)
Marketing Consultant In Zambia (Past RCEO)
Zambia Institute of Marketing
Lusaka
Zambia</p> |

MARKETING PERSONALITY OF THE YEAR 2023 – AUGUSTINE SEYUBA AWARD

CRITERIA	
1. Qualifications	<p style="text-align: center;">Academic (up to 5)</p> <ul style="list-style-type: none"> I. Master of Business Administration (MBA-General) Copperbelt University Kitwe II. Bachelor of Science in Marketing (BSc) University of Lusaka III. Zambia Diploma in Marketing (ZDM) Evelyn Hone College Lusaka IV. Certificate in Digital Marketing - Hellenic American Union/Zambia institute of Marketing. <p style="text-align: center;">Professional (up to 5)</p> <ul style="list-style-type: none"> I. Post Graduate Diploma Chartered Institute of Marketing (DipCIM) United Kingdom II. Professional Diploma in Marketing Chartered Institute of Marketing (ACIM) United Kingdom III. Sales Champion Growth, Dawning Truth South Africa IV. Marketing Excellence and Brand Migration– British American Tobacco V. High Five and ASMPQ Marketing and Sales Strategies - Coca-Cola International
2. Impact of Skills on Company (In Sales, Market Share and Profitability)	<p>A.</p> <ul style="list-style-type: none"> 2023 Laundry category Sales Grew by 16% 2023 Confectionery Sales Grew by 20% 2023 Household category Sales grew by 35% 2023 Personal Care category Sales grew by 8% <p>B.</p> <ul style="list-style-type: none"> 2023 TradeKings Limited Market Share 70 % <p>C.</p> <ul style="list-style-type: none"> 2023 Profitability Growth 17 %
3. Major marketing accomplishment in 2023	<p>Market Challenges in 2023</p> <p>We had Tanzanian Doffi and Niceone Laundries Brands choking our market share at cheaper prices e.g 500g selling between K11 and K12</p> <p>Local new entrants Kingdom Investment Washa, Chiico Wako, Innova Rapid and Parrogate Zambrite laundries 30% market share affected with Cheaper pricing as entry strategy e.g 1.5kg bucket K65 against K115</p> <p>Malawian Adla Brand and Zimbabwean Pops came in at Cheaper pricing and depleted almost 35 % market share Pricing at K20 against our pops K30</p> <p>Strategies to counter competition and Regained Market Share</p> <p>Through Marketing research and Intelligence:</p> <p>I enhanced Direct Sales distribution across the 5 channels through new Customer acquisitions</p> <p>Initiated Promotions across the five channels of distribution e.g buy 1 get 1 free</p>

Trained Sales staff in best practices in terms of execution and enhanced POS Marketing e.g Visibility In store and on store of our brands

Introduced new products Banja, Judo, Diamond, Hippo, Amazon Mental sweets, Amazon Bonjoy Pops to counter competition during Zambia International Trade Fairs

Initiated Store Promoters to talk to consumers and obtain data our Brands performances

Initiated new packaging for Roll gums from packet into tins, Increased grammage on Pops

Initiated CSR The Covid 19 Equipment K1.2m donation to Ndola Teaching Hospital enhanced Consumer and Stakeholders TradeKings Brand Positive perceptions

Arthur Davison Children Hospital Blankets, Confectionery Household and Personal care products K100,000 CSR enhanced TradeKings Positive perceptions in Consumers and Stakeholders minds

Have Supported most celebrated Copperbelt traditional ceremony Kwilimuna 10 years come July 2024

Have supported Zambia Institute of Marketing Regional Conferences since 2014

CSR donation to Ndola Lions School of the Blind

New Customers were found through aggressive prospecting

Internally managed to engage TradeKings Board, Management and Staff on new ZIM ACT No2 of 2022

I was a Committee member on the Repeal of ZIM 2003 ZIM ACT with Ministry of Justice

Initiated the Banja BTL Branding Campaign

Appointed Chieftainess Malembeka's Ndola town Induna

Annual Business Plans Presentation and Capabilities Development of Sales teams

Initiated Brand Influencers Yo Maps Mr Elton Mulenga and Mack 2 Mr Kaira to mention a few in providing Fun to our audience at the trade fair stands / Brand activations through Promotions

4. Impact of Goods and Services on the Community

- I. Our Brands and products have a National presence and exceeds consumer expectations on quality and affordability to meet consumer wallet segments Boom Laundry
- II. Our Super Hero Brand Hygienix Hand Sanitiser, Handwash and Chlorine fought Covid 19 and other bacterial diseases
- III. After use packaging materials used in community e.g Boom and confectionery containers and Bulk laundry bags made into Bags for carrying personal items and also roofing leaking houses.
- IV. Percentage of Sales goes to TradeKings Foundation Supports National and community programmes in Sports, Health, Education and many other social needs.
- V. Our Brands support Sports / Soccer sponsorships and Copperbelt Colour Festivals,

5. Influence on Decision Making in the Company

- I. One of the key members in New Product Development across brand categories through marketing research and intelligence, business development increased distribution,
- II. building capabilities in sales teams,
- III. One of the key resource persons in Branding,
- IV. One of the Key personnel in route to market strategies and competition management.
- V. One of the Key resource personnel inputting Information in Policy, strategy and operational data of the Organisation
- VI. One of the key members in engaging the TradeKings Directors on Marketing Act No. 2 of 2022 in Zambia

VII.	Have REKINDKLED the Standoff between TradeKings and Zambia Institute of Marketing after 5 years and Relations are now sound
6.	Membership to ZIM and Other Professional Bodies
I.	Fellow of the Zambia Institution of marketing (FZIM-No. 0701)
II.	Current Inspector of ZIM in ensuring ZIM Act is upheld
III.	ZIM Vice president 2020 - 2022
IV.	Member of Professional Social Media Linked In
V.	Member of Business on the Move (BIZOM)
7.	Professional Papers Written or presented in 2022/2023
I.	Trade Kings Annual Business Plan
II.	Radio and Television Interview Programmes 2022 – 2023 Zambia International Trade Fair
8.	Number of Years of Experience in Marketing 20 years
9.	Community Service Participation
I.	Member of Hillcrest Residential Security team
II.	Immediate Past Chairperson St. Anthony of Padua Parish Kansenshi Ndola
III.	Member of Kwilimuna Traditional Ceremony Committee
iv.	PTA Committee member of St. Francis of Kasama and Ibenga Mission Secondary Schools.
v.	Induna for Chieftainess Malebeka for Ndola town

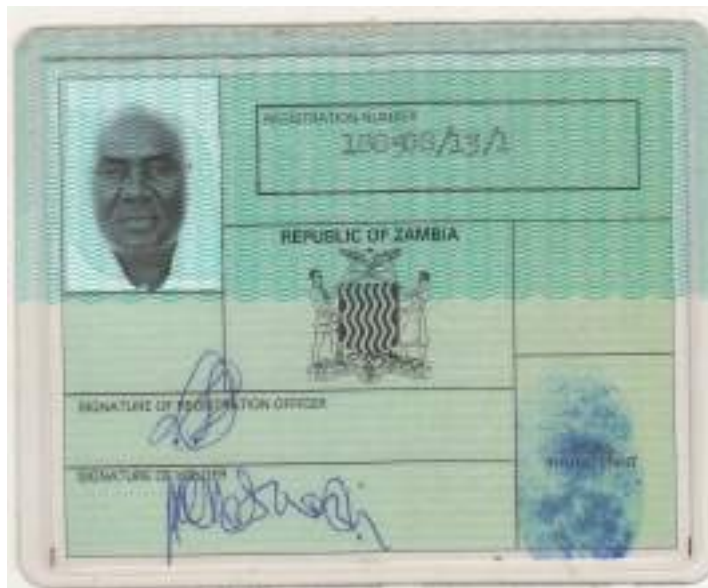
NOTE:

- Additional information can be given on a separate PDF document in line with the above criteria.
- Where advertisements are provided as evidence, please state the name of the Advertising Agency that created the advertisement.

Copperbelt Marketing Annual Business Review 2022 & 2023 A.B.P

Alick Kazimoto				
Marketing & Capabilities Development Manager				
MARKET OVERVIEW / Economical Fundamentals				
2.8 million Consumers ; 10 districts ; Ndola, Kitwe & Chingola Key markets				
27+ Stores Formal trade ; 6000 Mass market outlets ;100 compounds ; 80+ Supermarkets				
RTM : Direct distribution Kitwe 38 & Ndola 24 Vans; Supermarkets ; Formal trade ; Wholesale & Semi; Institution				
New Entrants : Chinese Malls & Stores with very good Consumer patronage, Zayan & Kingdom Invest Laundries				
Economic Outlook : Mining in Northwestern supporting Sales ; Copperbelt Mines Mopani & KCM Legal battles challenges				
Agriculture not impressive ; Civil servants Disposable Income ; US Dollar Exchange rate rising ;				
Road Infrastructure deplorable ; DRC Customers supportive				
BRAND CATEGORIES				
Laundry	We continue to be market leaders. Portfolio is wide. Challenge Judo & Blue Boom Staining Clothes			
	Hippo & Diamond in 500g SKU doing extremely well BUT not all markets			
Household	In some categories we are leaders. We need to keep maximising reach & Consumer promotions			
Personal Care	Protex & Dettol remain market leaders. However, Hygienix is melting the two brands very well			
	Romeo glycerine & Hygienix soap 90% + visibility			
Confectionery	Generally slowed down on volumes. However, Imports & lack of full range placements need addressed			
	In FT imports also affecting our volumes / Festive season Shoprites have tills with imported brands			
	Choppies pushing lots of imported Arenel & Pop & Sweets & Pin Pops However Pricing is too high			
KEY PLAYERS				
No	Distributor	Principal	Brands	RTM (Route to Market)
1	Gourock	South African	Maq ; Ariel Toss ; Britelite; Oreeze glycer	Direct, Wholesale & Formal trade channels
2	Best Brands & Aca	Unified Chemicals	Solo soap ; Butone ; Daisy Brands ; Magi	Direct & Wholesale channels
3	Spark	Kings Chemicals	Kings glycerine ; Royal glycerine	Wholesale channel
5	Gatbro International	Reckit Beckiser	Lux, Dettol	Formal trade & Wholesale
6	Spark	Zayan	Wako & Rapid laundries & Chicco toffees	Direct & Wholesale channels
7	Movit	Movit	Movit Milk 120g & Family soap 230g	Direct, Wholesale, FT & Pharmacy Stores
8	Unity	Global Industries Ltd	Classic bar ; Wonder bar	Direct & Wholesale channels
9	Kingdom Investment	Kingdom Investment	Washa laundry	Wholesale & FT channel
10	Parrogate Gineries	Parrogate Gineries	Zambrite bar soap	Direct
11	Unity	Cassons	Imperial	Direct, Wholesale & Formal trade channels
12	SoChem Industries	SoChem	HH range	Wholesale, FT & Chinese Malls & Stores
13	Oracle Industries Ltd	Oracle	Oracle glycerine	Direct & Wholesale channels
14	L & A Distributors	Unilever	Sunlight; Surf ; Omo; Protex ; Lifebouy; S	Wholesale & FT channel
14	Traders	Tanzanian	Doffi & NiceOne laundry & DR S Sabuni s	Open markets
15	Chinese, Indian, So	Chinese	Tullips glycerine	Open markets
16	Traders	SA PC Brands	Pearls & Sona	open markets & Wholesalers
17	Traders	West African	Fres, Aqualis, Dudu Osun	open markets & Wholesalers
18	Traders	Global Market	PC - Asante, Copaccabana, Carambola	open markets & Wholesalers
IN MARKET ACTIVITIES				
Gourock's Toss brand key market is DRC consumers				
Spark & Zayan had Agent - Principal challenges				
Kings Chemicals Limited Royal Brand is failing with off take				
Gatbro Pin Pop Brand has stifled by Amazon Brand				
Chinese, Indian, South African & Middle East invades Zambian Confectionery market				
Morginis scales up its product portfolios in Chocolates confectionery				
Tanzanian Doffi, NiceOne & DR S Sabuni 120g soap increases its Distribution footprint				
Gatbro PinPop SoM (Share of Market) stifled by Amazon Blue tongue painter				
Sunlight shows slight growth through massive Pull activities in Stores /				
East African Movit Brand launches Movit Milk 120g & Family 230g soaps				
L & A Distributors awarded Unilever Distribution rights & aggressive promotions & Repositioning its portfolios				
Mpongwe is an Emerging market, very impressive				
TK Heaven & Ivory Brands aggressively dehoming South African Sona & Pearls Soap Brands				
PUSH				
Promotions Slabs & Product Sampling in wholesale				
Wholesalers' Purchases Credit Limits				
Monthly CRs Incentives				
CRs distribution Reach & Width				
Supply chain Lusaka to Depots				
Retailers TShirts				
PULL				
Zambia International Trade Fair				
Above & Below the Lines Advertisements				
Ndola Teaching Hospital K1.2 billion Medical equipment Donation CSR				
Mpongwe kwilimuna traditional ceremony CSR				
Donations to government & local authorities				
Store Promoters in Wholesale & Formal Trade				
Consumer word of mouth, Brand Reputation, Brand Ambassadors				
Consumer TShirts giveaways 5				
SWOT ANALYSIS				
STRENGTH	Brands, Reputation, Cash flow, High level SH engagements, Fleet, RTM, Advertising, Distribution			
WEAKNESS	Supply chain bottlenecks / Out of Stocks, SKUs management , Breakdowns, Execution , Communication			
OPPORTUNITIES	Reach & Width, Full range Selling / Numeric Distribution , POS relationships, New Markets			
THREATS	New entrants, Imports, Cheap Brands (Blue moon DWL), Road infrastructure,			

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REPUBLIC OF ZAMBIA		CARD No.
NATIONAL REGISTRATION CARD		Z 18134753
FULL NAME KALINDO ALEXANDER ALICK		
DATE OF BIRTH 1/8/70	PLACE OF BIRTH KALINDO	SEX M
FATHER'S NAME (PLACE OF BIRTH)		
VILLAGE KALINDO	DISTRICT SIPHATHU	
CHIEF TAFUR	REGISTRATION DATE 29/4/90	
SPECIAL MARKS NIL	DATE OF RENUNCIATION	
IF THIS CARD IS FOUND, PLEASE RETURN TO NEAREST REGISTRATION OFFICE OR POLICE STATION		

THE COPPERBELT UNIVERSITY



THIS IS TO CERTIFY THAT BY THE
AUTHORITY OF SENATE

Alexander Alick Sinkamba Kazimoto

was awarded the

**DEGREE OF MASTER OF
BUSINESS ADMINISTRATION-GENERAL**

On the *30th* day of *April* in the year *2021*

Prof. Naison Ngoma
VICE CHANCELLOR

Helen Mwenya Mukumba
REGISTRAR





UNIVERSITY
OF
LUSAKA

THIS IS TO CERTIFY THAT

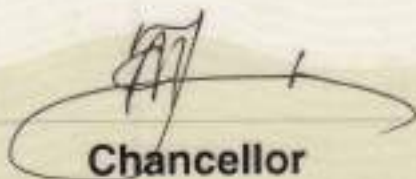
Alexander Alick Sinkamba Kazimoto

having satisfied the University requirements
for the award of the degree of


BACHELOR OF SCIENCE IN MARKETING

with merit

was admitted to the degree at a Graduation
Ceremony held on the 18th day
of October in the year 2013
with all the rights and privileges pertaining thereto


Chancellor




Vice Chancellor

BSc Mkt 000009


Registrar



Professional Postgraduate Diploma in Marketing

Awarded by
The Chartered Institute of Marketing
to

Alexander Alick Kazimoto

who has fulfilled all the assessment requirements
of the Institute's Board of Examiners in

February 2013

Anita Stubbs
Director of Education

Professor Susan Hart
Dean of Senate

Professor Phil Megicks
Chief Examiner





Level 6 Professional Diploma in Marketing

Awarded by
The Chartered Institute of Marketing
to

Alexander Alick Kazimoto

who has fulfilled all the assessment requirements
of the Institute's Board of Examiners in

July 2009

Professor Keith Fletcher
Director of Education

Professor Caroline Tyrn
Dean of Senate

Dr Ruth Ashford
Chief Examiner



PD 17224

Ofqual
REGULATED



CEA
Rewarding Learning



EXAMINATIONS COUNCIL OF ZAMBIA

Diploma

MARKETING

AWARDED TO

ALEXANDER KAZIMOTO

N.R.C. No. 188508/13/1

*for having satisfied the Diploma requirements
of the Examinations Council of Zambia
at the*

EVELYN HONE COLLEGE OF APPLIED ARTS AND COMMERCE

Chairman

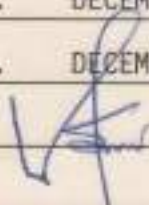
JULY, 2000

Date

BC12/379

Diploma No.



SUBJECT	RESULT/DURATION
1 FINANCIAL ACCOUNTING	PASS DECEMBER, 1997
2 MATHEMATICS AND STATISTICS	PASS DECEMBER, 1997
3 BUSINESS LAW	M. DECEMBER, 1997
4 FOUNDATIONS OF MANAGEMENT	PASS DECEMBER, 1997
5 ECONOMICS	M. DECEMBER, 1997
6 BUSINESS COMMUNICATION	PASS DECEMBER, 1997
7 PRINCIPLES OF MARKETING	PASS DECEMBER, 1998
8 CONSUMER BEHAVIOUR	PASS DECEMBER, 1998
9 DISTRIBUTION MANAGEMENT	PASS DECEMBER, 1998
10 SELLING AND SALES MANAGEMENT	PASS DECEMBER, 1998
11 MARKETING RESEARCH	M. DECEMBER, 1998
12 MANAGEMENT ACCOUNTING	D. DECEMBER, 1998
13 INTERNATIONAL MARKETING	C. DECEMBER, 1999
14 MARKETING PLANNING AND MANAGEMENT	PASS DECEMBER, 1999
15 MARKETING COMMUNICATIONS	C. DECEMBER, 1999
16 ENTERPRISE DEVELOPMENT	PASS DECEMBER, 1999
17 MANAGEMENT PRINCIPLES	M. DECEMBER, 1999
18 COMPUTING	M. DECEMBER, 1999
19 CERTIFIED CORRECT	
20 ASSISTANT DIRECTOR - TEVT DEPT	

EXAMINATIONS COUNCIL
OF ZAMBIA



This is to certify that the candidate named below
satisfied the conditions for the award of a

SCHOOL CERTIFICATE

KAZIMOTO ALICK ALEXANDER

680851184

MKUSHI SECONDARY

085

	Grade	Standard
ENGLISH LANGUAGE	THREE	MERIT
LITERATURE IN ENGLISH	FIVE	CREDIT
HISTORY	FOUR	MERIT
GEOGRAPHY	SIX	CREDIT
MATHEMATICS	FOUR	MERIT
BIOLOGY	SIX	CREDIT
SCIENCE	SIX	CREDIT
COMMERCE	FOUR	MERIT

SUBJECTS RECORDED EIGHT

SUBJECTS GRADED SIX OR BETTER EIGHT

EXAMINATION OF NOVEMBER/DECEMBER 1991

(see overleaf)

Chairman

EXAMINATIONS COUNCIL
OF ZAMBIA

S093063

Certificate No. 880851184

057835

EXAMINATIONS COUNCIL OF ZAMBIA



Grade NINE

JUNIOR SECONDARY SCHOOL LEAVING CERTIFICATE

This is to certify that
KAZIMOTO ALICK ALEXANDER

of MKUSHI SECONDARY in 19 88

completed TWO years of Junior Secondary course and studied

ENGLISH CIVICS GEOG HISTORY BEMBA

MATHS I A.S.C G.S.C T.D XXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

(Subjects)

NINE

and was successful in NINE Subjects
The candidate obtained the results and grades shown hereunder

SUBJECT	GRADE
ENGLISH	THREE
CIVICS	ONE
GEOGRAPHY	TWO
HISTORY	ONE
BEMBA	THREE
MATHEMATICS I	TWO
AGRICULTURAL SCIENCE	TWO
GENERAL SCIENCE	TWO
TECHNICAL DRAWING	FOUR
XXXXXXXXXXXXXXXXXXXX	XXXXX

Description of Grades:
Grade I 75% and above
Grade II 60% to 74%
Grade III 50% to 59%
Grade IV 40% to 49%

Chairman

EXAMINATIONS COUNCIL OF ZAMBIA



HELLENIC AMERICAN UNION
AN EDUCATIONAL PUBLIC ENTITY

In association with



CERTIFICATE

OF ATTENDANCE

This is to certify that

Alick Kazimoto

has attended the training program

Digital Marketing 101

conducted in co-operation with GrowthRocks
from March 27 to May 19, 2023 - 24 hours

Vicky Branika
Chief Executive Officer
Hellenic American Union

Lute Mwelo
Registrar & CEO
Zambia Institute of Marketing



Zambia Institute of Marketing
[Enacted by Act of Parliament No. 14 of 2003]

Membership Certificate

This is to certify that

Kazimoto Alick Alexander

is

FELLOW MEMBER

Of the Zambia Institute of Marketing
and enjoys the full benefits accorded to such status
as from... **10th February 2022**

REGISTRAR & CEO



PRESIDENT

02 - 03 - 22

DATE

In association with The Chartered Institute of Marketing, U.K.

THIS IS NOT A PRACTICING CERTIFICATE



Zambia Institute of Marketing
[Enacted by Act of Parliament No. 14 of 2003]

Certificate Of Recognition

This is to certify that

Kazimoto Alick


was awarded

*1st Runner Up - Marketing Personality
of the year 2019*

*At the 23rd Annual Marketing Awards held at the
Avani Victoria Falls Resort, Livingstone
on 8th November, 2019*




REGISTRAR & CEO


PRESIDENT



ZAMBIA INSTITUTE OF MARKETING
MARKETING - THE KEY TO PROSPERITY

This is to Certify that

Alexander Alick Kazimoto

is

MEMBER

of the Zambia Institute of Marketing
and enjoys the full benefits accorded to such status
as from 23rd October, 2003



BOARD SECRETARY

PRESIDENT

23rd October, 2003

DATE

In association with The Chartered Institute of Marketing, U.K.

Certificate Of Participation

Awarded to

Alexander Alick Sinkamba Kazimoto

For the successful completion of

How to Become a Sales Champion
Secrets of High Performing Insurance Advisors




G. E. O. Dawning Truth





CERTIFICATE OF APPRECIATION

COMMENDABLE CONTRIBUTION

This certificate of appreciation is presented to

Alick Kazimoto

For his exceptional efforts in building Trade Kings brand
by providing Best Market Intelligence



Sameer Joglekar
Chief Commercial Officer

Hussein Patel
Sales Director

UNSTOPPABLE



TRADEKINGS
GROUP



SWISS BAKE LTD.

Certificate of Appreciation



In appreciation of the commendable contribution

Mr. Alick Kazimoto

For his exceptional efforts in building Trade Kings brand
By Proving Best Market Intelligence.

We Congratulate you for keeping up the excellent performance & hope to see you continue the exceptional achievement & reach greater heights.

Sameer Joglekar
Chief Commercial Officer

Hussein Patel
Sales Director



Certificate of excellence

SIGNIFICANT CONTRIBUTOR

In appreciation of the commendable contribution

Alick Kazimoto

For his exceptional efforts in building Trade Kings brand & successfully managing marketing activities in Copper Belt

We congratulate you for keeping up the excellent performance & hope to see you continue the exceptional achievement & reach greater heights.

Sameer Joglekar

Head – Business Development

Michael Hunter
Managing Director

ORBIT SHIFT



Certificate of Excellence

Best Performance- "Focus Packs- H1 2019"

This certificate of excellence is presented to

Alick Kazimoto
Team- Direct Copperbelt

for demonstrating teamwork & collaboration to achieve extraordinary results



Sameer Joglekar

Head-Business Development



Hussein Patel

Director-Sales



Certificate of excellence

**BEST PERFORMING REGION
ALL CATEGORIES - Year 2018**

This certificate of excellence is presented to

TEAM Copperbelt

for demonstrating teamwork & collaboration to achieve extraordinary results.

Sameer Joglekar
– Business Development

Hussein Patel
Director - Sales



**BRITISH AMERICAN
TOBACCO
ZAMBIA**

CERTIFICATE OF SERVICE

NAME : **ALEXANDER ALICK KAZIMOTO**

NATIONAL REGISTRATION
CARD NUMBER : **188508/13/1**

JOB TITLE : **TRADE MARKETING REPRESENTATIVE**

DATE OF EMPLOYMENT : **20TH NOVEMBER 2006**

DATE OF SEPARATION : **21ST SEPTEMBER 2012**

EMPLOYER'S ADDRESS : **PLOT NO. PH1 IND 53 & 54, LS - MFEZ,
CHIFWEMA ROAD LUSAKA**

CONTACT DETAILS **TELEPHONE: +260968-578 814/787/671**

SIGNATURE : 
HUMAN RESOURCES

DATE : **14TH OCTOBER 2019**

THE EMPLOYMENT ACT, 1965

(Cap. 512 of the Laws of Zambia)

CERTIFICATE OF SERVICE

in respect of

ALICK A KAZIMOTO

(Full names of employee).....

188508 / 13 / 1

National Registration No.

: :

ZNPF Membership No.

Total contributions paid

109886

Employer's ZNPF A/C No.

Prior years		Current year	
Statutory	Savings	Statutory	Savings
K :	K :	K :	K :

CLERK

was employed by me as a.....

(State occupation)

from 25TH AUGUST, 1992 to 30TH SEPTEMBER, 1996

Name of employer..... ZAMBIA NATIONAL COMMERCIAL BANK Plc

Address of employer..... P O BOX 33611

..... LUSAKA

Date..... 15TH APRIL, 2005

Signature

R L CHIWISA

HEAD - HUMAN RESOURCES AND TRAINING

Designation

Zambia National Commercial Bank
Human Resource Directorate
Head Office
P.O. Box 33611,
LUSAKA

OFFICIAL STAMP



Discover the Power of *Coca-Cola* – High 5!



DearALEXANDER KAZIMOTO.....

As we begin a new year full of opportunities and challenges we thought it appropriate to convene a National Conference – a conference that will enhance our renewed sense of optimism, confidence and enthusiasm about the business.

We would like to invite you to the Coca-Cola Zambia National Sales Conference that will take place on Saturday, 18th and Sunday 19th March 2000 at Lilayi Lodge, Lusaka. All participants will be expected to be seated by 11.45am on Saturday and 07.45am on Sunday.

The main objectives of the Conference are:

- To launch a new campaign for Brand Coca-Cola
- To re-launch the Golden Path program
- To create passion, excitement and energy about our business.

We look forward to spending an exciting day with you as we open a new chapter in the history of our business. The creation of value for our Consumers and Customers will continue to be a priority for our business system and we believe this conference will reinforce that focus.

Yours Sincerely,

JOHN GRAHAM
COUNTRY SALES MANAGER

of the region and country as a whole.
Minister of Water

the river and its ecosystems.
The minister said this during the just-ended Luapula Province

multiple uses for the benefit of Zambia and DRC.
"This initiative has immense

sustainable financing resources as this is national energy infrastructure. Government has



TRADE Kings Group regional marketing manager for Copperbelt Alick Kazimoto (left) presenting a pack of disinfectants to Kitwe Teaching Hospital senior medical superintendent Abidan Chansa (centre) and senior nursing officer Nella Mwandama during a donation on Friday.

PICTURE: MATHEWS KABAMBA

REA

PRISCILLA MWI
Lusaka

RURAL Electric Authority (REA) has secured over 28,000 hours of national grid under Service Access Project exceeding the target of 20,000 houses by 2022.

REA, which started in 2017, has also connected small and medium (SMEs) to power under the initiative.

ESAP is a US\$1.5 billion five-year World Bank project aimed at increasing electricity access in rural and peri-urban country.

Chipal

MONICA KAYOMBE
Lusaka

CONSTRUCTION Mini-Hospital at Chipalace in Luwingu is completed, pending handover to Government. Lubussonshi Market

Trade Kings donates to Kitwe Teaching Hospital

MATHEWS KABAMBA
Lusaka

TRADE Kings Group has donated assorted cleaning products to Kitwe Teaching Hospital on the Copperbelt.

Group regional marketing manager for the Copperbelt Alick Kazimoto officially handed over the donated materials to the hospital on Friday.

Mr Kazimoto said Trade Kings Group's decision to donate cleaning materials to the hospital was inspired by the company's desire to supplement Government's efforts in delivering quality health services to members of the public.

"We are here to ensure that we help the institution with household and laundry care products. A healthy nation is a wealthy nation, so what we are

doing here today (Friday) is supplementing Government's efforts.

"These products are good for us because our health workers will be using them as they look after patients.

"Mind you, all of us are bound to get sick. So we felt duty-bound to supplement Government's efforts in looking after sick citizens," he said.

Mr Kazimoto said the donation included washing powders, hand sanitisers, and disinfectants.

And in receiving the donated sanitation materials, Kitwe Teaching Hospital senior medical superintendent Abidan Chansa said the items will help the health institution in its efforts to prevent infections.

Dr Chansa said the materials will also help prevent the spread of contagious diseases such as

coronavirus.

"For us, this is going to go a long way in assisting us to carry out the mandate of preventing infections.

"These cleaning materials include those for personal use like hand liquids, which nurses will use in the wards.

"Some other products will be used to clean surfaces that could be contaminated with germs," Dr Chansa said.

He said Kitwe Teaching Hospital spends huge sums of money on buying cleaning materials, and he commended Trade Kings Group for the gesture.

Dr Chansa said it is encouraging that there are corporate entities like Trade Kings Group that are willing to contribute to better operations of the hospital through donations.



Copperbelt Investment Expo

Pictures by EDDIE MWANALEZA/STATE HOUSE



listens to Mahogany Air chief executive officer Jim the ongoing Copperbelt Investment Expo at the Levy Stadium in Ndola.



•PRESIDENT Lungu at the Trade Kings stand at the Copperbelt Investment Expo.



TRADE Kings Copperbelt marketing, sales and special projects manager Alick Kazimoto (right) with show goers during the launch of the new product 'tropix' at their stand during on-going Trade Fair in Ndola.

PICTURE: STAFFRANCE ZULU

KARA COUNSELLING

'POSITIVE AND FULLY ACTIVE' ✓

TRAINING & COUNSELLING RESOURCE CENTRE, LUSAKA

This is to certify that

Alexander Alick Kazimoto
.....

has successfully completed the

PEER EDUCATION/COUNSELLING SKILLS COURSE

June 18th – 22nd, 2007
.....


.....
EXECUTIVE DIRECTOR




.....
MANAGER

No: TCRC 08030207