

MALONGO COFFEE

Case Study

Created in 1934, Mediterranean Company of Malongo Coffee, based in Carros close to Nice, is becoming quickly a roaster which is today leading in South East of France. The company is employing 320 people for a turn over amount of 60.5 millions €, 10% are export sales.

His positioning is premium on the market due to :

- constant selection of the best growths : Malongo is the first importer in Europe of Jamaican Blue Mountain, the most expensive and rare coffee worldwide
- a traditional roasting method, long but keeping all aromas
- without gas packaging : bags and metallic boxes for which Malongo is leader on the French market
- a constant innovation policy

Malongo enhances his high premium positioning as the company was engaged in fair trade development resulting in Max Havelaar range. This strategy brings Malongo to be closer of international groups as Accor considering a sustainable development in developing countries as a key point. That's the reason why Malongo coffee bearing Max Havelaar label is poured in all Sofitel hotels worldwide.

Malongo products cover two main ranges

- coffee to consume in
 - o shops (convenient stores to supermarket chains)
 - o 'essential' dedicated to hotels, bars and restaurants
 - o A range of doses for Malongo coffee machines
- Malongo espresso machines
 - o 1, 2, 3 espresso 'espresso coffee for everybody'
 - o Office 1, 2, 3 as named to be used in an office; a coffee cup is available in 20 seconds, no cleaning just to put the dose in and that's all.

United Emirates Order

Order from the U A E agent

VENDING MACHINES P.O. BOX6200 ABU DHABI-U.A.E.

TEL. : 04-3987685 FAX : 04-3987774 AROMA

Date : 03/07/2006 Ref. : XM/SS/5/2006 To : CMC MALONGO

Attn: Export department

Dear Sir,

Kindly arrange to provide us the following items as per the list below :

Item ID	Description	Unit		QTY
1,2,3 Spresso	Machine cafe Gris	1		16
1,2,3 Spresso	Machine Cappuccino	1		4
1,2,3Brasil	Spresso Brasil 3*4	Pack 12 pcs		600
1,2,3 Colombia	Spresso Colombie 3*4	Pack 12 pcs		400
1,2,3 Moka	Spresso Moka 3*4	Pack 12 pcs		400
1,2,3 Ristretto	Da Ristretto court rond4*25	Pack 12 pcs		600
1 ,2,3 Les Matins	Spresso Matins legers 1 0*4	Pack 12 pcs		600
1,2,3 Com. Equit.	Spresso Commerce equitable 4*25	Pack 12 pcs		600

QUESTION

1) Your immediate action is required as soon as possible.
Please send us Proforma invoice for above mention immediately. Your Proforma could mention the price EXW Nice and CIP Abu Dhabi in EUR and in USD.
Best Regards
For Aroma Vending Machine Self A. ElBir

- 2)** Provide relevant information needed to fill proper shipping documents requested by the letter of credit
- 3)** Give process details of customs formalities from place of shipment to ultimate place of delivery.

Transport conditions : containers are supplied by the sea company

- 40 ' Dry weight capacity 26T450 volume 11.998x2.33x2.35 m

- 20 ' Dry weight capacity 18T 300 5.900x2.35x2.38 m

OFFER

MALONGO	DESIGNATION	EXW EUR Unit price
	801057 MACHINE GRIS M 123 SPRESSO	150.00
	802318 MACHINE CAPPUCCINO 220V	200.00
	110191 123 SPRESSO BRASIL (3*4) / 16 court 7g	2.05
	110192 123 SPRESSO COLOMBffi (3*4) / 16 court 7g	2.05
	110193 123 SPRESSO MOKA (3*4) / 16 court 7g	2.05
	110210 123 DA RISTRETTO COURT ROND (4*25) 7g	2.15
	110401 123 SPRESSO MATIN LEGERES (10*4) / 8 long	2.10
	110213 123 SPRESSO COMMERCE EQUIT (4*25)	2.30

- > offer validity 1 month
- > payment by letter of credit
- > delivery after irrevocable (guarantee of the issuing bank) letter of credit is opened

Appendix 9**Packing characteristics**

Total gross weight of the shipment	610 kg
Total volume of the shipment	4,667 cbm

Authentication Result: Correct with current key ***

----- Instance Type and Transmission -----

Copy received from SWIFT

Priority: Normal

Message Output Reference: 1019 030706UBAFFRPPAXXX5719855713

Correspondent Input Reference: 1219 030706CBDUAEADAXXX4014849325

----- Message Header -----

Swift Output: FIN 700 Issue of a Documentary Credit

Sender: CBDUAEADXXX COMMERCIAL BANK OF DUBAI, THE DUBAI AE

Receiver: UBAFFRPPXXX UNION DE BANQUES ARABES ET FRANCAISES PARIS FR

MUR: 030706FSO160ITFC

----- Message Text -----

27: Sequence of Total: 1/1

40A: Form of Documentary Credit; IRREVOCABLE

20: Documentary Credit Number: 08DLC20035178

31C: Date of Issue: 060707

31D: Date and Place of Expiry: 060820 FRANCE

50: Applicant: AROMA, P.O. BOX 6200, ABU DHABI U.A.E.

59: Beneficiary - Name & Address: MALONGO, COMPAGNIE MEDITERRANEENE DES CAFES, NICE Z.I., IERE AVENUE-9EME RUE B.P121, 06513 CARROS CEDEX

32B: Currency Code, Amount: Currency : EUR (EURO) Amount: 10 079.80 MAX

41DF: Available With...By... - Name&Addr: ANY BANK IN FRANCE BY NEGOTIATION 42C:

Drafts at...: SIGHT

42D: Drawee - Name & Address: COMMERCIAL BANK OF DUBAI PSC. DUBAI, U.A.E.

43P: Partial Shipments: NOT ALLOWED

43T: Transshipment: NOT ALLOWED

44A: On Board/Disp/Taking Charge at/f: FRANCE

44B: For Transportation to...: DUBAI BY AIR

44C: Latest Date of Shipment: 060818

45A: Descriptn of Goods &/or Services: 1,2,3 SPRESSO MACHINES, SPRESSO COFFEE AS PER PERFORMA INVOICE NO. 65650 DATED 6.7.2006 AND INVOICE MUST CERTIFY TO THIS EFFECT.

DELIVERY TERMS - EX-WORKS

46A: Documents Required:

- 1) SIGNED COMMERCIAL INVOICE IN DUPLICATE CERTIFIED TO BE TRUE AND CORRECT, MENTIONING FULL NAME AND ADDRESS OF THE MANUFACTURER/PRODUCER/PROCESSOR AND DELIVERY TERMS.
- 2) CERTIFICATE OF ORIGIN STATING GOODS ARE OF FRANCE ORIGIN ISSUED OR CERTIFIED BY CHAMBER OF COMMERCE AND MENTIONING NAME AND ADDRESS OF THE MANUFACTURER/PRODUCER/PROCESSOR.
- 3) AIRWAY BILL FOR THE GOOOS SHIPPED CONSIGNED TO COMMERCIAL BANK OF DUBAI PSC., DUBAI, MARKED "FREIGHT PREPAID" AND NOTIFY APPLICANT.
- 4) PACKING LIST IN DUPLICATE.

47A: Additional Conditions/

- 1) INVOICE AND TRANSPORT DOCUMENTS MUST SHOW SHIPPING MARKS AS "AROMA"
- 2) THE NUMBER AND THE DATE OF THIS CREDIT AND NAME OF OUR BANK MUST BE QUOTED IN ALL DOCUMENTS.
- 3) ALL DOCUMENTS MUST BE ISSUED IN ENGLISH LANGUAGE.

71B: Charges: ALL BANK CHARGES ARE ON ACCOUNT OF BENEFICIARY.

49: Confirmation Instructions: WITHOUT

53A: Reimbursing Bank – BIC: UBAFFRPPXXX UNION DE BANQUES ARABES ET FRANCAISES PARIS FR

78: Instr To Payg/Acceptg/Negotg Bank:

+ DESPATCH THE FULL SET OF NEGOTIATED DOCUMENTS TO US IN ONE LOT BY COURIER SERVICE, ADDRESSED TO COMMERCIAL BANK OF DUBAI PSC., TRADE FINANCE CENTRE, P.O. BOX 2600, AL ITTIHAD AVENUE, PORT SAEED, DEIRA, DUBAI, U.A.E.

+ OUR HANDLING CHARGES ON DOCUMENTS RECEIVED WITH DISCREPANCIES/ APPROVAL BASIS ARE ON ACCOUNT OF BENEFICIARY.

+ ADVISE US BY SWIFT ON SWIFT CBDUAEADXXX, MARKED "ATTENTION FX TRADERS" OF ALL DRAWINGS, THREE WORKING DAYS IN ADVANCE PRIOR TO CLAIMING REIMBURSEMENT

57D: 'Advise Through' Bank -Name&Addr: BANQUE DE FRANCE - NICE CENTRE AFFAIRES

----- Message Trailer -----

End of Message