

YES, WE CAN GUIDE
YOU TO PROFITS !!!

From Osu
We Moved
to Spintex

Food Engineering and Food Processing



Newsletter COTTAGE ITALIA INDUSTRIES

The Newsletter Issue No 005

Oct - Nov 2009



Cottage Italia Industries Gh Ltd

Plot #43A Spinters Road, Accra
(Near Stanbic Bank)
P.O.Box KN4181-Kaneshie,
Accra-Ghana

Mob: 024 4316782, 024 4609963

TEL 021-812357, 812369

Email: ghana@cottage-industries-italia.com
mdc@cottage-industries-italia.com

Kumassi: South -Suntresu

House # JII

Tel: 051 48918

Mob: 024 3283751

Cottage Italia Industries S.r.l.

Via Procaccini, 73

20154 Milano

Italy

Tel: +39.02.33.60.0071 – 33.60.11.29

Fax: +39.02.33.60.0079 – 33.10.56.17

Email: mdc@cottage-industries-italia.com

mdc@exportmanagement.net

Cottage Italia Industries Nigeria Ltd

Lagos – Nigeria

Tel: +234.(0)80.3401 0246

Email: mdc@cottage-industries-italia.com

mdc@exportmanagement.net



For All Your
Quality Crown Cork
Hotlines: 0244316782
0244609963



Alcohol Distiller From
Cottage Italia Industries

Our New
Processing
Line
Page 2

- * Our Products.
Page 3
- * Demonstration in Nigeria.
Page 2
- * Practical Marketing Guidelines.
Page 4

*Get Your Bottles Ready Packaged In Cartons
At Cottage Italia Industries*

Hand me your Agric wastage and I will be Richer than Bill Gates - Mario De Cataldo

The quest for skill acquisition and self reliance in the country received a boost at the entrepreneur training workshop organized by SMEDAN in Abuja. Dr. Mario De Cataldo, President, Cottage Italia Industries with its African Headquarters in Ghana spoke with Sonnie Nwosu after demonstrating the company's fruit and crops processing machine at the SMEDAN headquarters, Excerpts.

Sir, we witnessed your practical demonstration of food processing, packaging and storage, may we get to know you better.

I am Mario DC Cataldo, producer and exporter of Deric Tomato paste (since 39 years and a halt) to Nigeria. And now we are in food engineering and processing in order to reduce hunger and to work along with the poverty eradication programme to reduce the colossal waste and loss that you have here in Nigeria that we can count in millions of tons every year and if given to me, I would be richer than Bill Gates

Your company is based in Ghana but you have the desire to do business in Nigeria, why the interest?

Yes, we started from Ghana with a company called Cottage Italia Industries because we received a very warm welcome from the authorities there and we are ready to start a similar operation here in Nigeria. Why we are interested in Nigeria is for one simple reason: that the problem they have in Ghana can be multiplied by 20 or 40 times so that the magnitude of problem and the Poverty Eradication Programme plus all this loss in production and the needs of the farmers and the people are of really huge magnitude. That is the problem of everybody, especially for the people that may need our proposal and an environment where our proposal can find respite. That is the reason why we are interested in setting up in Nigeria if we are welcomed.

What do you need to establish in Nigeria since you have the interest to help the farmers and the people in general through your production?

What we need is just to start our operation, which is very simple and clear. We don't sell machines; we sell and offer food processing line under the cottage level. Our food processing line is, from A-Z, to allow people to become industrialists because what we are offering is the know-how included. So we are talking about food processing line, Turn-key know how inclusive, to train people on the food processing and what to do with our equipment. We deal on food processing line not machines that is why we don't quote price, because we customize our products according to the customers need and demand in quantity, size and products. We now look at all these needs and demand critically to understand their specific problems before the price could be quoted.

Who are your target audience; is the production line meant for the wealthy and the Corporations or can the ordinary man also benefit from your experience and products?

Well, I say that our proposal is multi-purpose in a way, for the simple reason that Aimers can be involved, merchants can be involved and also individuals-especially those coming out from the University in order to add a practical knowledge in addition to what they've been caught in the institution. That would give them the opportunity to practice and implement what they have learnt from the university for the past five to six years, instead of looking for the white collar jobs. Through implementing what he has learnt from the university, the graduate is safely on his way to becoming an industrialist and in a few years to come, the business will continue to grow and grow. We also organize food processing workshops where we teach people all about our production line to enable them choose wisely, depending on what they want to do either to be private producers or industrialists and at what level.



Dr. Mario De Cataldo (3rd from right), framed by the participants at the demonstration venue

The National University Commission (NUC) directed that entrepreneurial courses be included in the curriculum of all Universities in the country for skill acquisition and self reliance. Is your company doing anything to support the initiative?

In fact, we can help people in that direction through workshops so they can see in the practical sense what they are learning in the University in order to challenge them because sometimes, they asked themselves what they are going to become after graduation. The government will have less problems after training them in the school to also provide white collar jobs, making the government pay twice instead once. Our business proposal is very simple, show the people how to fish and not give them fish just to eat for today. Considering the magnitude of the products which is available in Nigeria, we don't see any reason why they should start looking for employment. With this availability of fruits and crops, our proposal tries to convince that local raw materials can be used. Local resources, local manpower; various local market variables can also be exploited. If we assume that about five or six people may work on one production line and there are one thousand production units scattered around the country, then five or six thousand jobs must have been created. No one company, unless with fifty or sixty million dollars can employ six thousand workers at once. Basically with the eco system, which everybody is concerned, we don't move the people and product to the factory rather our idea is moving the technology to where the products, people, and markets are.

What is your advice to the Federal Government which has agricultural development as one its 7-Point Agenda to meet the Millennium Development Goal (MDG)?

If we should use our experience in Ghana, we started with the government authorities because in every country there is someone who starts so others can follow. Now in Ghana, we have two hundred lines already working. Out of these, twenty percent belongs to private investors and mainly cooperatives so with this attitude, there is no limit to what can be achieved. There is a huge market in Nigeria (or Cottage Industries basically food as we are Specialists in food processing and we don't see any limit because the magnitude of the country, the magnitude of the raw materials coupled with (the magnitude of the needs, there is opportunity for everybody. Furthermore, our technology is one that is not only approved but is used in Europe and the developed countries because it meets the requirements of international standard. We export to Australia and USA regularly which means the standard is up to US and European regulations. I think it is better to produce and supply products and equipments that are of international standard than offering sub-standard products that is why our products we made of stainless steel.

OUR NEW PROCESSING LINE

- * Drinking Water producing line
- * Cassava/cassava dough producing line
 - * Shito producing line
 - * Palm oil producing line
 - * Mayonaise producing line
 - * Peanut butter producing line

Our lines are made entirely from stainless steel and suitable for food-processing industries

SOME OF OUR PRODUCTS



Agitator



Jm500 Juice extractor



Dry & Wet Grains Miller



Dry Grains Miller



Dry Grains Miller



Pasteurizer



Pneumatic Corking Machine



bottle Washing Machine



Labeling Machine



Filling Machine



20Tonnes/hour Extractor



Stainless steel Tank

Practical marketing for self reliance

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues

CHAPTER TWO

START SMALL, GROW BIG

Why is it that certain individuals seem to achieve so much during their lives? The individuals who accomplish success of an unusual nature are often given credit and described as wizards, geniuses, or just out-and-out-lucky. But one thing, more than anything else, typifies the successful person. And that is persistence. There is a quotation: "Nothing in the world can take the place of persistence". Talent will not,,, nothing is more common. Genius will not...., unrewarded genius is almost a proverb. Education will not.... the world is full of educated derelicts Persistence and determination alone are omnipotent". Just as the person who stays with the study of medicine will become a doctor some day, the person who makes up his mind on what he wants, and who determinedly stays with it, will most certainly accomplish it. The trouble with most people people who don't seem to accomplish very much is that they don't know what they want. They try first, one thing and then another, they mark time, waiting for some unknown "opportunity" to come along. If they would make up their mind on what they want to accomplish and stay with it with persistence and determination, they could relax in the certain knowledge that, while it might take time, one day they would definitely reach the fulfillment of their dream. If you persist long enough, you must and will become qualified for what you seek. Now, talent will help, as will genius and education; the more you have working for you, the better. But the fact remains that a person can be quite short in the talent genius and education departments and still get to where he wants to go if he musters enough persistence and courage, 1 have long believe that the reason more people don't accomplish enough is that they think that achieving success is difficult and complicated involving some kind of wizardry. Consequently, they do nothing at all. On the other hand, it is quite possible for a person who knows where he or she is going, and who has the persistence to get there, to do more in a year than might otherwise be accomplished in five years, and to go farther in five years than an undetermined person would in forty years, So, make up your mind to do something and get busy now. Find a product and start taking orders from friends, neighbours, relatives and stores. Show your product to stores buyers if now is the time of year when they are ordering merchandise for holiday sales, People need products everyday of the year, so find a product and start offering it. You could be making really big profits, so... get busy now... and don't give up. You can start out with a modest home-based trading business and build it, block by block, into a full-time money maker. This way takes practically little investment, but it does call for good judgement, hours of work and most of all, a plan. While there are a number of routes that have worked well for small-investment beginners, the steps outlined here represent the one that has brought success to the many that persisted. If you have big dreams about building a mail order business-hut a small capital as a foundation- this is the surest way to get off the ground.

* **Start with one product:**

Start with a single product or with a group of closely associated products, In either case, they should be Unique and unsaturated.

* **Make a market test:**

Before you invest a large amount of money in promoting any product, give it a market test, even on a small scale. Advertisements in national publications cost too much for the beginner to use as a testing ground. Much better, in expensive local advertising, or test run in local retail outlet will do.

For an inexpensive test of its ability to sell through advertising alone, find a city newspaper that has a moderate rate. If possible, run an advert with approximately the same copy, photo, and size you plan to use later in your national advertisement.

* **Find the right advert media:**

Some beginners sell their products by direct mail, using handbills, brochures, samples, etc. Most though, find it is more practical and profitable to build their own list of buyers by advertising in publications. The crucial point: finding the right publication. Advert rates are based largely on circulation; the more readers a publication has, the higher its rates. But, numbers of readers don't necessarily tell the whole story in mail order. You should advertise your product in a special - interest magazine or other advert medium where you can get selected readership that matches the product and at a relatively low cost. Media evaluation takes plenty of comparative research, though any publication will gladly send you rate cards and sample copies on request. Naturally, write to them on your business letter-head.

* **Get free promotion:**

In order to produce a selling advert, you need strong, concise copy and a good photo. With the same ingredients, you can often get hundreds of naira worth of free promotion for your product by preparing a news release. And since advertising is likely to be the biggest single item in the mail order budget, the free type of advertising is well worth going after. Many national publications give free space to interesting new products, but for every release they use, a dozen are rejected-why,.., they're badly written.

* **Keep careful records:**

The orders you get are an end in themselves, but they are more than that. For one thing, they represent the best market research you'll ever get. To make the **most of it**, each advert you run should be carefully "marked." You can do this by including code letters or numbers in your address. For example, use Dept. A or Dept. 1, etc, use a different code for each publication and each issue, and for every variation of copy price, etc., that you use in your advertising. By keeping careful records as the orders come in, you'll soon find **out** which publications, issues, and copy pull best for you. When all the returns are in on a given advert, divide the cost of the advert by the total number of paid orders it produced. That gives you the **most important** single statistic in your business, the advertising cost of each sale. When you know that, you know where you stand and where to go next.

* **Build your mailing list:**

The orders and inquiries you get have still another use. The names and addresses become part of a priceless business asset, your own "selected" list of high potential future customers people who responded once to your product, and probably will again. As you add to your list, the names on that list will be your hottest prospects for follow-up sales.

* **Add products to your line:**

With one product established as the foundation, you are ready for the next step in the block by block building of a mail order business, the cautious addition of more products. Choose products that appeal to your kind of customers. The reasons for choosing products with a broad market are clear and compelling:

* You can advertise in the same media you tested out for the first product, thus avoiding most of the trial-and- error period;

* You can push two or more products in a single advert, for the same cost;

* You can take full direct mail advantage of your list of previous customers.

(h) **Don't be afraid to grow:**

When you have started small and come this far, you are in the same class as the * big-money beginner, only better, because you know you are on solid ground.

At this point, don't be afraid to compete, and don't be afraid to grow.



From Dr. Mario De Cataldo and Sonnie Nwosu/Nigeria

If you collect all the basic points you will have a Practical marketing pocket book at the end of our 5 issues