



**MUTUALLY CREATE ADDED VALUE**

**FORCE XPRESS**

PRÉSENTATION GLOBAL POUR EXPORT UKRAINE

## SUMMARY

**WHO ARE WE?**

**RANGE OF PRODUCTS BY FAMILY & ACCESSORIES**

**CREATION OF ADDED VALUE: DIFFERENTIATION BY CONTACT POINT**

**PRINCIPLE OF CREATING ADDED VALUE**



# WHO ARE WE

## WHO WE ARE

### **A good product is never a coincidence**

The Algerian Detergents Company, fruit of 20 years of innovation and expertise to which Customer satisfaction is at the heart of our business. Over the years, the family business has built an entrepreneurial strength by counting more than 150 employees in its workforce to refine its so-called INNOVATION Strategy.

FORCE XPRESS, the widest range of detergent products in Algeria, but not only! Our products are developed according to the most demanding standards: REACH standards and for this reason, we join forces with leading global partners in their field (packaging and raw materials) in order to offer growing markets products that make life easier for households. We are certified ISO 9001 2015, a commitment to improve our processes to offer as many effective products, useful and compliant with international standards.

We ensure that every product intended for our customers is conform, Four control points are performed daily in our factories: from the reception of our materials and packaging to the dispatch of final products to the sale point.

**the consumer is at the heart of all that we do**



# PRODUCTS

## BY FAMILY AND ACCESSORIES

# FORCE XPRESS OFFERS A RANGE OF PRODUCTS, SIMPLE AND PERFECTLY ADAPTED TO EACH SITUATION TO OFFER YOUR CUSTOMER AN EFFECTIVE EXPERIENCE FOR EVERY USE AND AT ANY TIME



range contains :

## Home care



## Laundry



## Air Care



## Hand care



## Insecticide



## Accessories





# CREATION OF ADDED VALUE



## **A good product is never a coincidence**

Force Xpress uncompromisingly pushes the Laundry throughout the process from sourcing raw materials to final products and at every step of the chain of values from the suppliers to the hands of the housewife, Force Xpress creates fun for its consumers when using its products with all the sensations of freshness of the products, the attractive colors of the packaging, the fragrances released, Force Xpress is proud of having the control and the total supervision on each step of the production of its products,

All raw materials are carefully selected and suppliers approved, Force Xpress products comply with International Standards --- REACH,

Force Xpress has achieved, thanks to the TUV certification and REACH standards in collaboration with the R & D department to have very effective formulas. Each product is packed in a specific packaging in order to optimize the storage and especially to preserve the scents & freshness to please the direct consumers of our customers.

**the consumer is at the heart of all that we do**



## THE VALUE ADDED CREATION PRINCIPLES



# THE CONSUMER FACES DAILY DIFFERENT AND COMPLEX PURCHASING DECISIONS



I need to buy a product to clean my marble without damaging it and have a good smell

I'm out of milk and detergent

Which brand of air freshener should I buy for my living room?

I want to eradicate mosquitoes but with a good fruity smell that does not bother my children

I like brands that innovate all the time

I want a big packaging that will last for 15 days

I am ready to pay more for a product for a better result

I want a strong airfresher for my living room

I have to clean my children's hands with the best liquid hand soap

I HAVE TO LEAVE NOW



THANKS TO THE CONTINUAL CONTACT WITH THE USERS & OUR SURVEYS; FORCE XPRESS OFFERS A SOLUTION TO EVERY PROBLEM IN EVERYDAY LIFE - AN OFFER CUT FOR EACH POINT OF CONTACT TO DIFFERENTIATE THE CONSUMER EXPERIENCE HERE THE APPROACH IS BY PROBLEM



**Greasse**

**Bad smell**

**Insects and crawling**

**limestone**

**Clothing care**

The principles of value creation will be an integral part of the Force Xpress partnership,

values can take many forms, ways and actions, and the goal is to create mutual values

based on 4 pillars:

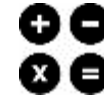
Added value  
Customer  
service



Financial added  
value

**00 EURO**

Operational  
added value



Added Value  
on Sustainability



...By offering:

**Difference of solutions  
according to the  
problem or the  
support**

**Brand Strength,  
Communication &  
Activation**

**Sales, delivery,  
training of staff who  
is facing the  
consumer**

**Innovation through  
products and services  
that generate well-being  
for the consumer while  
respecting the  
environment**



THANK YOU

**WE WISH TO COUNT YOU AMONG OUR KEY CUSTOMERS VIA A LASTING  
RELATIONSHIP**