



NSALA AFRICA (PTY) LTD



**BEAUTY & COSMETICS**

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**COMPANY  
PROFILE**

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# INTRODUCTION

SALA (A brand name under NSALA AFRICA) is a proudly South African fragrance line that is dedicated to delivering premium fine fragrances to both male and female allowing them to connect to nature because of Sala natural scent. “SALA” as Tsonga people call is a wild fruit that is produced from a strychnos spinosa tree that is indigenous to tropical Africa, when ripe the fruit gives a sweet taste which was thereafter replicated to the scent that is found in our products. Our aim is to be the best in the perfume and fragrance industry. We will put together the best strategies to ensure that our goal of becoming the best is achieved. We are aiming on employing people who are best professionals who will be able to run and grow the business, we will ensure that the team performs at its best by constantly offering training to upgrade their skills.

Keeping our customers happy is our prime objective so we have strategies in place to ensure that our customers are treated with integrity and are satisfied with our products and services. This can be achieved by employing employees who understand the value customers put in our company and are able to listen to customer complaints and feedbacks by doing so we will be able to strengthen our product and service thus making the company grow.

As a company we must insist on instilling strong values and ethics to ensure that, our foundation remains solid by remaining proactive and modifying weak strategies to make them stronger. We must be able to remain relevant to our customers.

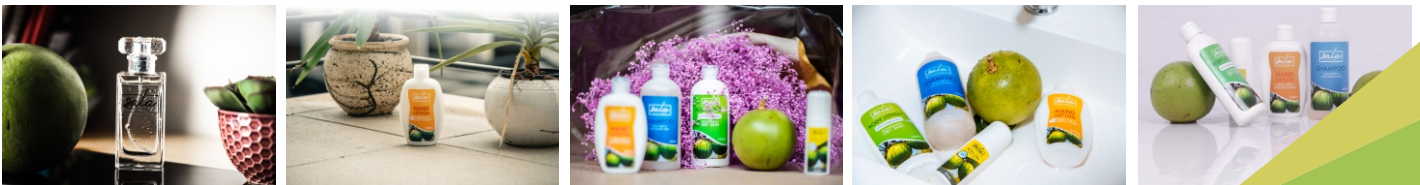
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## OUR VISION STATEMENT

To become the most sought after scent in every household in South Africa and beyond to impact and penetrate other neighboring countries

## OUR MISSION STATEMENT

Our mission is to thrive to deliver cost effective products to our customers



## OUR VALUES

- **INTEGRITY;** our moral principle is strong we stick to our word
- **DIGNITY;** our reputation is of utmost importance
- **ETHICAL;** our conduct is a pure reflection of the commitment we show to our customers and suppliers
- **QUALITY;** We invest in high quality from technology to people to bring about best quality
- **COURAGE;** willing to challenge the status quo

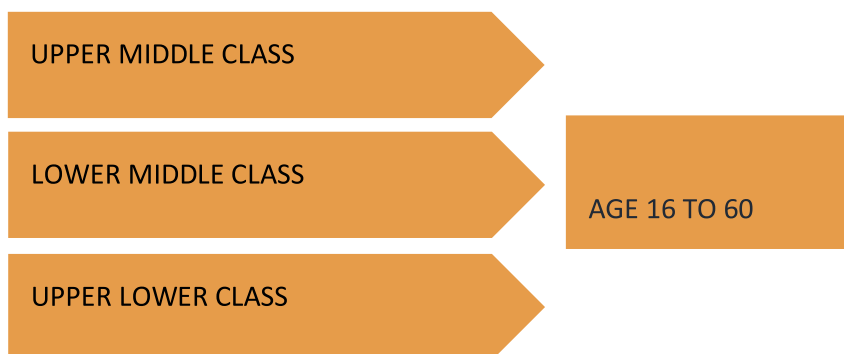
## OUR GOALS

- Position Sala perfume as a high quality perfume that customers will want to talk about
- Create an efficient online store
- Provide high level customer service at all times

## OUR OBJECTIVES

- Build and run an online store
- In-depth Market Research on our target customer
- Integrate distribution network

## TARGET MARKET



## OUR PRODUCTS



**ANTI DANDRUFF SHAMPOO**

PROBLEMS WITH DANDRUFF?  
IT ALL ENDS HERE.  
NO MORE WORRYING ABOUT DANDRUFF

IT HELPS STRENGTHEN HAIR LEAVING YOUR HAIR  
FEELING AND LOOKING HEALTHY.  
SOULP FRIENDLY "TESTED"

*sata*  
SCENT OF AFRICA



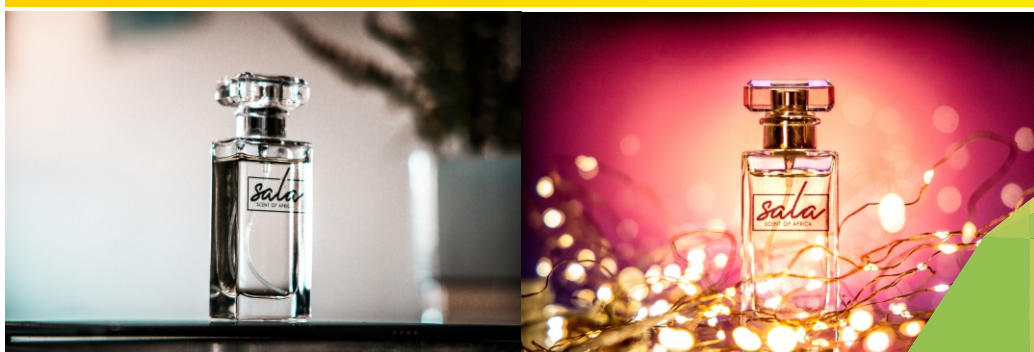
**ROLL ON**

**24HR PROTECTION**

KEEPS YOUR UNDER ARMS  
MOISTURISED AND  
SWEETLY SCENTED

GO ABOUT YOUR DAY WITH NO WORRIES!!

*sata*  
SCENT OF AFRICA







## HAND LOTION

A fresh and a smooth touch. If you wanna keep your hands feeling smooth and fresh.

- NON GREASY
- NON STICKY
- EASILY ABSORBS IN TO SKIN

*sala*  
SCENT OF AFRICA



## BODY LOTION

Want to enhance your natural look without having to worry about your skin?

TRY OUT THIS BODY LOTION. ENRICHED WITH **VITAMIN E AND A** EASILY ABSORBS INTO SKIN, EXCELLENT MOISTURIZER FOR DRY AND PATCHY SKIN.

*sala*  
SCENT OF AFRICA







## LEGAL CREDENTIALS

COUNTRY	REGISTRATION NO
South africa	K2017465761
Proudly South Africa	C04165

### Product Range

- \* Roll on 60ml > R30
- \* Hand Lotion > R40
- \* Hair Shampoo > R65
- \* Cologne 35ml > R200
- 50ml > R300
- \* Body Lotion 250ml > R50

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