

Mission, Vision & Values
(MVV)



Operated by EDLP Nigeria Limited



FOREWORD

Based on our business idea of creating and developing the JARA¹ food store chain, we defined our Mission, Vision and Values (MVV). With a well-considered MVV definition we aim to make clear to ourselves, to our clients, to the market and to our business partners “what we want” and “what we stand for”. This MVV is the origin and the DNA of our company and should be understood by all employees to operate our daily business at its best.

The MVV definitions are focused on the market and its customers, and features a commercial approach. They are the fundamentals of our strategy and our organizational set-up. These basic principles also form the fundamentals for our Corporate Responsibility Principles, our Code of Conduct and our Management Principles.

Our aim is to ensure that our customers can see and feel our MVV back in our daily operations, in our attitude, in our actions and our approach. We want to serve our customers in a friendly, professional and efficient manner.

We believe that understanding our JARA Mission, Vision & Values will help us all to serve our customers the best.

William Snollaerts

CEO

EDLP Nigeria Ltd.

Lagos, 11.2019

¹ JARA is a trademark of EDLP Nigeria Limited.



1. MISSION

1.1. Who we are

JARA is Nigeria's first discount supermarket and retail chain that is created by Nigerians, specifically for the Nigerian retail market. JARA offers customers the best value on all the core products that satisfy all their everyday needs.

JARA opened its first stores in 2019 and wants to grow to 200 stores and more for the coming years.

1.2. Mission description

We want to offer the Nigerian consumer a basic, but modern, clean, convenient and friendly store with quality goods at a low price in order to enable the consumer to save money on their basic food needs.

1.3. In short

- to offer Nigerians quality goods at a low price;
- to offer our clients a basic, modern, clean, convenient and friendly store;
- to enable our clients to save money on their basic needs;
- to operate a low cost business model to ensure low prices for our customers.

2. VISION

2.1. Vision description

We want to build a modern and sustainable multi-store organization to spread our mission across Nigeria:

- **to generate high volume sales;**
- **in order to be able to get lower purchase prices from our suppliers;**
- **to make it possible to pass on these price benefits to our customers**

and so to contribute to the Nigerian society and to become a significant and reliable partner to all our customers.

This means we aim for long term relationships with our suppliers by considering them as our business partners to make our mission successful.

All of this should lead to a sustainable business model, complying with Nigerian laws, with strong growth and balanced profits for creating value for our investors/shareholders.

2.2. In short

- to become number 1 leading Nigerian grocery retail chain across Nigeria;
- offering high quality products at the lowest prices to all Nigerian consumers;



- to make a difference and to contribute to the Nigerian society;
- to be a reliable partner to our customers, suppliers and other business partners, employees and investors;
- to create growth opportunities for our employees.

3. VALUES

3.1. Operational Values

- good quality basic needs;
- low prices;
- friendly;
- convenient (easy shopping).

3.2. Customer Value Proposition

- all consumers who seek value-for-money;
- quality goods - low pricing assortment;
- balanced assortment;
- bulk;
- especially for families; and
- for traders;
- clean stores;
- friendliest service;
- convenient;
- reliability (consistently having goods on the shelves).

3.3. People & Business

- respect for the individual;
- open & honest;
- transparent;
- what we do, we do well (quality and excellence); we do it for the customer;
- accountability and ownership.

4. LONG TERM (2021 - 2030)

5.1 Mission & Vision statement

We want to offer the Nigerian consumer groceries of a high quality at the lowest price and with a friendly smile. We aim to buy products in large volumes at the lowest prices from suppliers, so we can keep the price low and fair.

Our stores are not too big and not luxurious, but basic, modern, convenient and clean. That's what we call **'easy shopping without frills**.



Our range of basic products is not large but is balanced. Our logistics are efficient, and we don't spend our money on expensive and fancy displays, so our prices can stay low.

To succeed in our mission, we use an ambitious and purposive approach. Monitoring costs intensively and continuously working for an efficient organization are two of our main goals behind the screens.

We monitor the quality of our products, we train our employees to understand our mission, we deal with our suppliers fairly and strictly, and we are aware we need to listen to our customers to hold the right price - quality balance.

We aim to engage honestly and fairly with all our business partners and governmental authorities in the interest of our customers and other stakeholders.

Our mode of governance is based on the principle of delegation of responsibilities as low into the organization as possible in order to provide our employees a challenging job and to serve the customer at our best.

The above mentioned requires from each JARA manager dedication, open and honest communication, combined with strong leadership, and a customer-centric attitude. Getting and carrying out responsibility is necessary to create and maintain our efficient organization.

The result of this is that every employee feels involved and respected by the organization.

Through this business approach we believe we can be number 1 in the market. And the outcome of this is:

- **a more conscious organization;**
- **a stronger workforce;**
- **a balanced product range;**
- **low costs;**
- **fair prices for good quality.**

At the end it all comes down on: **People, Processes & Products.**

Good luck.

JARA EDLP management,
Lagos, 11.2019