



<h2>Business and Investment Snapshot</h2> <h3>Pulses and Oilseed Exporter</h3>	
Sector & Industry(s):	Coffee and oilseeds export, accommodation and hospitality
Location(s):	Addis Ababa, Ethiopia
Number of Employees:	The company employees 50 people.
Product Line(s):	The company has two operations: coffee and oilseeds export and a guesthouse. It exports coffee, white pea beans, Niger seeds and sesame to Europe and China. Its guesthouse offers accommodation services to local and foreigners.
Management:	The company is family owned and operated.
Opportunity:	The company is planning to expand its sesame exports, currently dominated by raw sesame seeds exports, to hulled sesame. The current domestic processing capacity is limited, presenting a significant opportunity to establish a value addition hulling facility. Since Ethiopia is losing out on the opportunity to increase sesame revenues by only exporting raw seeds, developing hulling facilities will position the country to grow its sesame market and better establish its international market position.
Market Trends:	The global sesame exports topped 1.3 million MT in 2011. With no large domestic market, Ethiopia is the 4 th largest producer of sesame and the 2 nd largest sesame exporting country in the world. Supplying 14% of the global market for raw seed. Given Ethiopia's ability to produce large volumes of high quality sesame, Ethiopia is well positioned to capitalize on the high growth in the global sesame market by expanding its downstream processing activities. Sesame is one of Ethiopia's most prominent crops, second only to coffee in annual export value.
Investment Amount:	TBD
Investment Use:	The company is looking for marketing knowledge to find customers and to establish a hulling facility to add value to its current export of raw seeds
Revenue – Previous Year:	\$2.5M
Net margin – Previous Year:	0.6%
Social Impact:	The main social impact is job creation.

DISCLAIMER: This Snapshot has been made available to the individuals to whom it is provided ("Recipients"). This document is based upon information which the Company and/or USAID AGP-AMDe consider to be reliable; however certain numbers are derived from general sources and/or may be unaudited or unverified. Consequently, such numbers may not be accurate or complete. Investment in general and in new and small businesses doing business in Ethiopia present significant risks, including the risk of total loss of amounts invested. Any discussion in the Snapshot of risks facing the Company and investment opportunities in the Company is not intended to be exhaustive. This Snapshot is provided to Recipients solely for informational purposes. It does not constitute an offer to sell, or the solicitation of an offer to buy, securities. No representation is made that this document is accurate or complete, nor should it be relied upon as such.