

Innovative Approach to Distribution

TRAILER

The United Nation's business call to action challenges the private sector to find new ways to contribute to the achievement of the Millennium Development Goals, through simple, but innovative approach to distribution in developing markets. The original concept of manual distribution centres (MDCs) was pirated in 1999. A decade later, this concept has continued to provide employment to many entrepreneurs and supported the synergies aimed at achieving the MDGs in different countries. We look at the success of the manual distribution centres in Kenya and Tanzania.

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SCRIPT

COMMENTARY

The UN business call to action challenges the private sector to find new ways to contribute to the achievement of the Millennium Development Goals, through their core business models: through simple, yet innovative approach to distribution in developing markets.

00:21 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“The business call to action is an initiative that we were invited to by the British government. It is an initiative that calls on the private sector to do their bit in helping Africa achieve the Millennium Development Goals.”

00:37 ITV, ADRIAN RISTOW, MDC Project Manager (English)

“In Africa there’s some major challenges for example around infrastructure, but there are ways to overcome that. And the way to overcome that is to harness and drop an entrepreneurial spirit on the continent, is to harness the community spirit on the continent.”

COMMENTARY

The original concept of manual distribution centres was pirated in 1999 in response to a key business need to make products more available and affordable in some hard to reach markets.

01:03 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“A lot of countries in Africa do not have the social and economic structures. People have been forced to be very innovative in the way they run their businesses. Our own MDC model is one such innovation that has come up because of the unique nature of the African market.”

01:38 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“One of the key benefits of the MDC system is that it creates employment, each MDC creates up to ten jobs and each job supports another four or five people outside, so children are going to school, eating healthy meals, and so the community is one of the biggest beneficiaries of the MDC model.”

02:19 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“There’s a key potential in employment creation, we also looking at increasing the number of women participating. In certain markets we have over 80% participation by women in the MDCs and we are looking to increase that in other countries as well.”

02:35 ITV, MARY NDUKU, MDC Entrepreneur (English)

“I have been able to maintain my family, to improve my standards of living, I have also been able to invest into other businesses.”

02:19 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“Another big reason why MDCs are successful is because it is a win-win, the company wins because we have increased sales of our products, but the owners also win because they make more money, we create entrepreneurs.”

03:11 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“We believe that the MDC model can actually help Africa achieve its Millennium Development Goal on employment by reducing unemployment and reducing poverty.”

03:29 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“We have to partner. No one organization can help solve some of the challenges we have in Africa on their own. But all working together, I think that there’s an enormous potential for us to make a difference in Africa.”

03:51 ITV, WILLIAM ASIKO, President of the Coca-Cola Africa Foundation and Public Affairs and Communications Director for Coca-Cola Africa (English)

“I see great potential in Africa, people want to get ahead and so I feel that there’s great potential for both large and small businesses in Africa.”

COMMENTARY

Coca-Cola's Manual Distribution Center model in Africa has created jobs, promoted entrepreneurship and strengthened local economies. To date, more than 2,600 small distribution businesses have been formed, creating direct employment for more than 12,000 people, and generating more than \$500 million in revenues, primarily in high-density urban areas throughout East Africa, including Ethiopia, Kenya, Mozambique, Tanzania and Uganda.

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