

**CANVAS
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WELCOME TO OUR WORLD

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"African Exports Rising"

Brief : To deliver a case study on
Canvas and Tent's successes and
challenges in the export arena in
Africa

Presented by

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SCOPE

- General Profile of Canvas and Tent
- General experience of trading in Africa
- Export successes & challenges in Africa



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Canvas and Tent product range:

- Soft Shell Shelters
 - Canvas Tents
 - PVC Shelters
 - Nylon Tents
- Hard Walled Shelters
- Camping equipment



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Canvas and Tent Highlights through the years

- 1968 – Start of business
- 1974 – Supplier to SADF
- 1979 – Development of Bow Tent
- 1981 – Introduction of Sleeping Bags
- 2002 – SANDF Camp – Burundi (Weatherhaven)
- 2004 – UK MOD Camps (Afghanistan/Iraq)
- 2010 – Field Hospital to Zambia
- 2013 – First camp to Tanzania
- 2014 – First camp to Ghana
- 2014 – **AND.....**





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Canvas and Tent manufactures products with a wide field of application

- Military
- Camping
- Mining Industry
- Disaster Management
- Tourism
- Medical
- Agriculture
- Education
- Electoral Support



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APPLICATION : MILITARY - CANVAS



APPLICATION : MILITARY – NEW GENERATION



APPLICATION : MILITARY – NEW GENERATION



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APPLICATION : CAMPING



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APPLICATION : MINING



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APPLICATION : MINING



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APPLICATION : DISASTER MANAGEMENT



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APPLICATION : TOURISM



APPLICATION : TOURISM



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APPLICATION : MEDICAL



APPLICATION : MEDICAL



APPLICATION : EDUCATION



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APPLICATION : ELECTORAL SUPPORT



APPLICATION : HARDWALLED STRUCTURES



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-45

+45

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Growth of



since 2002

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General experience of trading in Africa

- Africa – not for “sussies”
- Need knowledge before you “attack” the market
 - Who, What, Where, When and How
 - Evaluate and determine the correct point of focus
- To address the above we concentrated on 2 roads of “attack”

Focus 1 : Concentrating on WHAT WE KNOW

Military

Mining

Commercial Clients



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Military Clients



UK MOD



Tanzania
People's
Defence
Force



Zambia
Defence



Botswana
Defence



Swaziland
Defence



South African
Defence
Force



South African
Police
Services

Focus 2 : Gelling Political Environment and Product

| | Initial Independence | Democratic Development | Democratic Rule | Autocratic Rule | Political Instability |
|---------------------|----------------------|------------------------|-----------------|-----------------|-----------------------|
| Military | | | | | |
| • Build up | X | | | | |
| • Increase | | X | | X | X |
| • Peace Support | | X | X | | X |
| Mining Industry | X | X | X | X | |
| Disaster Management | X | | | X | X |
| Tourism | | X | X | | |
| Medical Support | X | X | X | | X |
| Agriculture | X | X | X | | |
| Education | X | X | X | | |
| Electoral Support | X | X | X | | |
| Camping | | X | X | | |

Export Successes & Challenges in Africa

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Challenges

China

- Counter offers

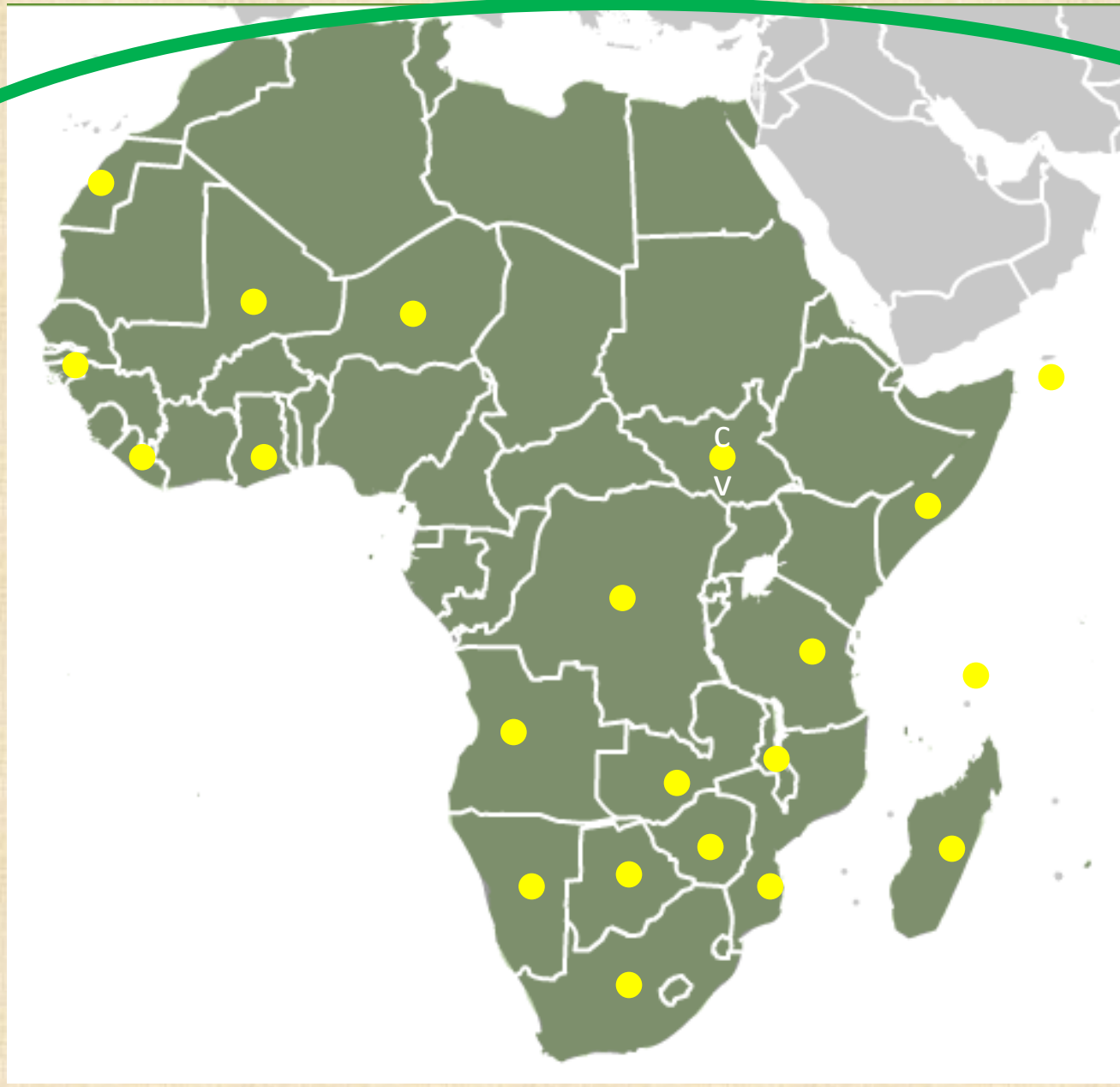
Keeping the interest – not retail market

- Maintenance
- Continuous development

Donor Funding

Africa Market Development & Successes

2004



2014

In Conclusion

Accommodation made in Africa...

For Africa



QUESTIONS



FINALLY



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