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12° SE

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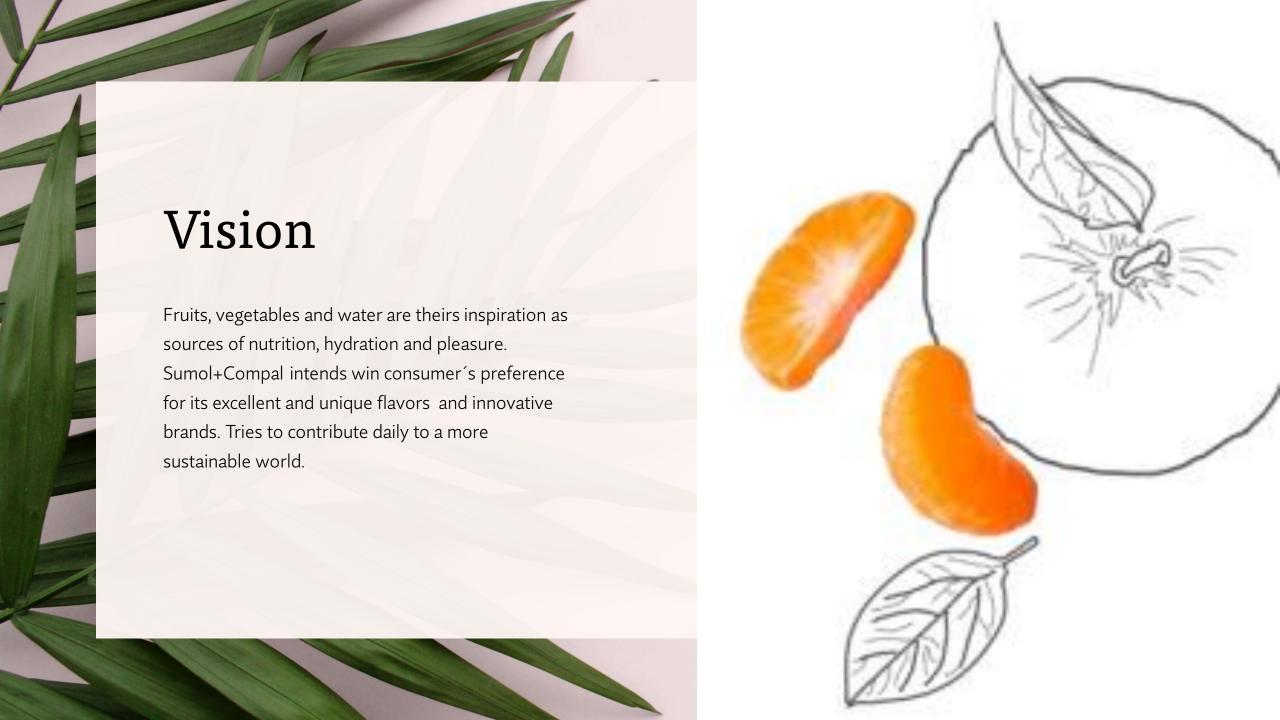
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Locations

4 factories in Portugal and 1 in Mozambique.

Its brands are also in the rest of the world, through local representatives



Almeirim where produce the Juices

Pombal where produce refreshing drinks and beers

Gouveia where capture the water Serra da Estrela

Vila Flor where the Frize water is removed



In 2012, the first factory outside Portugal was opened, in the city of **Boane** in Mozambique.





The main Sumol+Compal brands are present in more than 60 countries



SALES

Nacional Market

232 Million Euros (€)

310 Million Liters (L)



International Market

68 Million Euros (€)

Angola 26 M €



Mozambique 12 M €

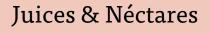


Other countries 30 M €



300 Million EUROS (€)

Large Portfolio





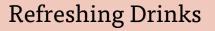






BRANDS

Large group of brands, divided into different segments















Waters

Vegetables







Beers







Nova Receita

UM BONGO

ÁGUA

80% FRUTA 20%

Juices with 80% fruit and 20% water

no added sugars*

SEM ADIÇÃO DE AÇÚCARES*

* only the fruit sugars

*contém açúcares naturalmente presentes na fruta





Fuit Snacks

Fruit shots, made with crushed fruit and nothing else.
No added sugar.

Carbonated soft drink with fruit juice

low fruit content varies from 6% to 12% of fruit







Non-carbonated soft drink with fruit juice.
Only with natural ingredients.









Carbonated soft drink with guarana extract



















Premium Beer



A Estrella Damm ainda é produzida segundo

a receita

original de

1876;

uma mistura de

malte, arroz e lúpulo

ingredientes 100% naturais

A blend of malt, rice and hops





20XX

Cheap beer

Target university parties





SWOT Analysis

- Adaptive capacity to the various markets (regional products in the formulations)
- Innovation
- Good hygiene and quality
- Balanced price with constant promotions



WEAKNESSES

THREATS



OPORTUNI TIES

- Leadership in the non-alcoholic beverage market (relevance of innovations)
- Expansion of international customers
- Reformulation of unhealthy product ranges



- Does not produce fruit concentrates for the production of beverages
- Decision process is lengthy

- Direct competition in the sector of activity
- Economic crises in the markets where the brands are sold
- Dependence on the seasonality of fruit raw materials



Innovation

Innovation supports all strategic decisions of the company

Every year, several innovations are launched in the brands

Innovation is used to create new sources of growth and value for the market and its brands.

Factory 5G







In partnership with NOS, Sumol+Compal advances in its digital transition and launches the first 5G factory.

5G technology will allow:

- Make the production operation more efficient
- Connect all production lines
- Have the information in real time, to act quickly (Ex: machine stopped because a piece of fruit fell to the wrong place)
- Maximize the use of production lines
- Preventive maintenance of machines to avoid prolonged stopping of equipment.

Thanks Gonçalo Belchior Júlio Rodrigues 12° SE