

*Presentation of synthetic
detergents plant in Shakhtinsk*



General information

- Plant was established in 1973 in the industrial area of Shakhtinsk town, Karaganda region. Railroad distance to China border (Dostyk station) – 1200 km, to Russian border (Presnogorskovskaya station, direction to Yekaterinburg) – 850 km, to Uzbekistan border (Sary Agash station)– 1355 km. Distance to Aktau sea port – 2600 km.
- Powder detergent shop modernization with installation of modern Italian equipment was completed in 2000-2001.
- Rated annual production capacity of the plant – up to 60 000 tons of powder detergent
- Program of auxiliary equipment modernization is being developed aimed to increase efficiency of production and to decrease cost of production.

General information

Description of premises

Name	Area, sq.m.
Detergents production shop	16 451,40
Soap production shop	10 298,90
Preparatory shop	839,80
Office building	3 522,30
Warehouses	4 841,60
Central distribution substation building	95,50
Garages	1 581,40
Other (dispatcher, pumps, steam generating...)	1 035,40
Total area:	38 666,30

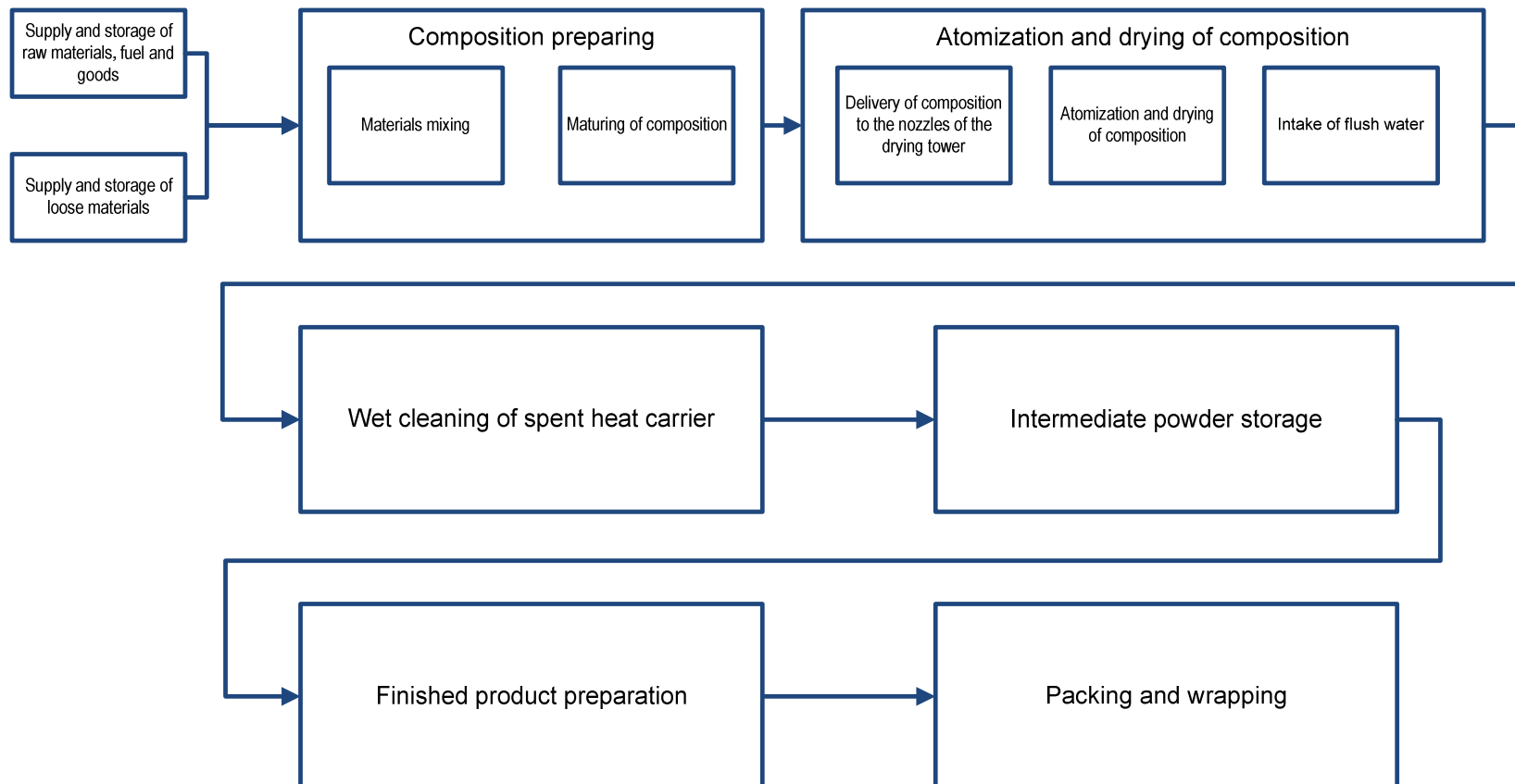
Equipment of the plant

Currently it is one of the most modern detergents plant in Kazakhstan and CIS, capable to produce all types of powder detergents at world standard level.

- Plant is equipped with machinery of Ballestra and Acma Italian companies.
- Technological process management and performed with Logosystem equipment



Technological process



Market data

- According to Statistics Committee of RoK, import of detergents to Kazakhstan exceed 120 thousand tons in 2015.
- Almost 100% of powder detergents consumed in Kazakhstan - imported. 84% of all import is delivered from Russia.
- Growth potential: If annual consumption of powder detergent in Kazakhstan is equal to 7-8 kg per capita with definite growth (10 years ago each RoK citizen consumed annually not more than 4-5 kg), annual consumption for Germany is equal to 10-12 kg, for UK – 14-15 kg, 15-16 kg for France, 27-28 kg for US and Canada.

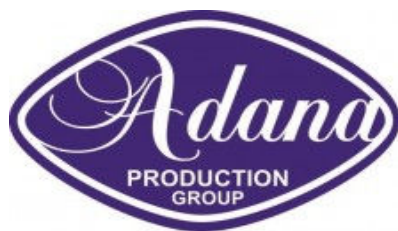
Потребители

- Social service public institutions (orphanages, retirement homes, clinics etc.);
- Large industrial enterprises of Kazakhstan (Arcelor Mittal Temirtau, Kazakhmys Corporation, ENRC and others);
- Enterprises of Samruk Kazyna (Kazakhstan Temir Zholy, Kazmunaigas, KEGOC, Kazatomprom and their branch companies);
- Institutions of the Ministry of Defense and Ministry of Internal Affairs (regiments, penitentiary centers);
- FMCG retailers and distributors.

Marketing and promotion

- Agreement with local retail chain Small on sale of plant production and on producing detergent for chain's private label;
- Agreement with one of the largest FMCG distributor in Uzbekistan – Adani Production Group on producing detergent for distributor's private label;
- Re-launch negotiations with Henkel on producing detergent in an annual volume of **20 000** tons;
- Re-launch negotiations with Procter&Gamble on producing detergent in an annual volume of **20 000** tons.

SMALL



P&G



Маркетинг и продвижение

Analysis of a state tender base zakupki.kz demonstrates monthly detergents expenses of state institutions to exceed KZT 38 million.

In average enterprises of Samruk Kazyna purchase detergents for KZT 5 million every month.

Competitive advantages

- High quality modern Italian equipment;
- Qualified and experienced personnel
- Administrative support from government, development institutions (Social-Entrepreneurship Corporation “Saryarka”, United Chemical Company)
- Logistic efficient location in central part of Kazakhstan