



Genero J. Genero

1. BROKERS

INTERMEDIARIES IN CAMEROON & SUB-SAHARAN AFRICA

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FOUNDER AND DIRECTOR OF OPERATIONS



The current trend and technological advancement in business nowadays necessitates every organization seeking to reach the forefront to allow for franchise, company representation and business expansion. Genero J Genero with its diversified and highly skilled team represents companies as Our Broker Policy gives room for the same.

BROKERS

Import

We link buyers and sellers when it comes to large quantity supply to Cameroon and CEMAC Zone and Africa. We have a range of products which we are specialized in distributing.

1. Sugar
2. Garments
3. Rice and Fluor
4. Powdered Milk.
5. Electronics of all sorts
6. Water Related Products
7. Cooking oil (Sunflower and vegetable)
8. Fermented and soft Canned Drinks.
9. Perfumes and cosmetics and beauty products

Export

Cameroon's principal exports include crude petroleum, agriculture, cocoa, coffee, timber, bananas, and cotton, and natural rubber, wood and forest products.

However, with the current trend of situations, people and economies are experiencing social and economic mobility this time around and we have to join the trend too.

Through our networks therefore, we can boost as intermediaries and brokers when it comes to exporting from Cameroon and Africa. Commodities where we serve as brokers in terms of export include but not limited to Cocoa, Coffee, Maize, Tea, Artefacts and Beads.

Through our hard earned confidence and portfolio, companies are free to use us to verify products and confirm their originality as well as genuineness.

In this sense, we kind of limit or curb the rate of scamming which is rampant in international trade nowadays. We must re-iterate that we serve as brokers here and can as well assist till delivery.



Offshore

Thanks to increased growth of communication channels we can now act as brokers between two trading companies and dealers out of Cameroon.

This mostly takes place with companies located in sub Saharan Africa, and other African companies as well as those found in the Middle East.

We continue to provide quality products and ethical services to all our stake holders as well as strive to increase our technical and professional services in this domain which is proving brighter.

However, we do not engage in all domains and will only venture as such when we are ready.

Whole Sale

Genero J Genero effectively represents companies and their interest here in Cameroon. We identify intermediate in the distribution of products to retailers here in Cameroon.

We also have our stores where we place inventory pending disbursement to other retail outlets of different establishments.

We are also strategically located in Douala where we can outsource imported goods and distribute to retailers in smaller towns like Bamenda and Buea, Yaounde, and other parts of the country.

You may also want to distribute some of the products we represent or act as an agent.

All you need to do is to contact us and after negotiation, we shall commence with supplies after a solid agreement has been reached.

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FURTHER DETAILS

Genero has a diversified and strong presence which originates from our corporate strategy aimed at creating diversity of growth anchored on our core competences.

At times, we extend to company representation, home products commodity trading and antiquities, effective supply chain management strategies backed by our unmatched distribution reach, superior brand-building capabilities, travels and tours plus an acknowledged service skills in hospitality and international commodities trading and we are still open for more business opportunities. Each of these businesses is vastly different from the others in its type, the state of its evolution and the basic nature of its activity.

We pride ourselves and enjoy and inter connectedness with many individual suppliers, companies yet, the challenge of governance for Genero therefore lies in fashioning a model that addresses the uniqueness of each of its businesses and yet strengthens the unity of purpose of the organization as a whole.

Our Operational schemes give room for investors and partners to have the chance to become involved especially in providing commodity capital or letting us distribute their products. Our commodities brokers work very closely with our clients to ensure the safety and integrity of our clients' interest at all times.

They are highly capable of servicing corporations, institutions as well as high net worth investors, offering intelligent solutions across the most dynamic and direct commodities investment platforms which we are always working on widening.

We offer a special privilege to Cameroonians and some other Africans in the Diaspora who may not own companies but have new and/or fairly used items especially electronics for sale back in Cameroon and other areas. We receive the items and ensure timely sales and payment of cash.

In line with our corporate social policy and Genero Foundation, we don't mind receiving gifts and materials not needed for free distribution for those in need.

GRAPHICAL REPRESENTATION OF OUR BROKER SERVICES

CAMEROON SUPPLIER



INTERMEDIARY



FOREIGN BUYER



EXPORT

CAMEROON BUYER



INTERMEDIARY



FOREIGN SUPPLIER



IMPORT

FOREIGN BUYER



INTERMEDIARY



FOREIGN SUPPLIER



OFF SHORE BROKERY

CAMEROON SUPPLIER



INTERMEDIARY



CAMEROON BUYER



WHOLE SALE BROKERY



VALUE ADDED BROKER SERVICES

PRESERVATION, PROMOTION AND SELLING

At times,

- We place your products at our numerous outlets and partner provision stores
- We set up and arrange appointments with the investors and business persons.
- We do press conferences, press releases, direct mail campaigns and other promotional activities.
- We help you to develop contacts with buyers / importers.
- We promote and enhance your company's image in the market.
- We provide the best platform to explore possibilities in business setup and investment.
- We make use of trade fairs to find maximum number of serious buyers/partner at one place and time.
- We also do one to one and direct sales with our sales force.
- We also have a good storage facility to secure goods and ensure better inventory.
- In partnership with some renowned organizations, we venture into off-shore trading.

We distribute and are happy to receive diverse goods from individuals and small companies from foreign countries and help reach out to our market segments in Africa for effective consumption and timely usage.



DEALING WITH LARGE COMMODITIES

We are available to send one of our staffs to travel with the buyer right to the country where the goods come from so as to ensure accuracy and better logistical channels.

Our offer prices are unbeatable in the market and we supply at competitive prices. We have key partners and associates and are always ready to provide opportunities for suppliers as well as represent products and brands.

We continually strive to improve product reliability consonant with optimal costs and commercial viability. In order to bring your products that are both affordable and of the highest quality, we refuse to cut corners, instead, we rely on our strengths – strong buying power, reduced overhead expenses and managed distribution costs.

BE REST ASSURED

Nkwain John Paul Sam is the man behind this concept and model of Business. He is the founder and Director of Operations at Genero J Genero. His profound experience both and home and in the international scene, together with a strong academic background and business trainings give him that necessary acumen to execute the above laid down platform and medium of business operations.

His strategy is unique and best in the sense that you know the intermediary in person. You don't have to pass through an automated or auto pilot system where you may blame machines when things don't go well. Nkwain and his team, are persons of unquestionable limpidity and well trusted when it comes to business.

As humans even if things don't go well, there is room for adjustment and communication which is the most essential. Lastly, Nkwain has a selected team of integral persons who will handle your tasks.

WORKING WITH US IS AN ADVANTAGE FOR YOU

- We are Skilled in Corporate Communications, Investor Relations, Public Affairs, Public Diplomacy, Media Relations, Stakeholder Relations, Sustainability and Business Intelligence.
- We have an extensive knowledge of the regional business markets - skilled in managing and motivating sales team, together with working knowledge of corporate coaching, dispensing conferences, and team building.
- We are embedded with Numerical analysis, problem solving skills, multitasking, self motivated, work well in team environment, attention to detail oriented, great interpersonal skills and an outstanding customer service professional.
- We are Enthusiastic and Dynamic and well grounded with the required pedagogical know-how of planning, coordinating, controlling, administering, evaluating and reporting on learners' progress especially with new products.
- We strive to have a continuous strong presence when it comes to commodity distribution and company representation. We rely on logistic companies for our importation meanwhile we have a firm sales and distribution team which is well grounded in Cameroon and around the CEMAC Zone, who are skilled and professional and are well versed in applying in-depth technical understanding to meet consumer expectation.
- While we outsource and continue to provide quality products and ethical services to all our stake holders, we are completely committed to safeguard their trust and confidence which is the key to repeat business, continuity, survival and growth.
- When it comes to services, banding and company representation, we too can supply based on strict non disclosure agreements and understanding. We help buyers in African to buy at east by helping them with banking instruments and provision of clearing agents to speed up the process. Kindly leave us a response for the same if you want us to discuss further.