



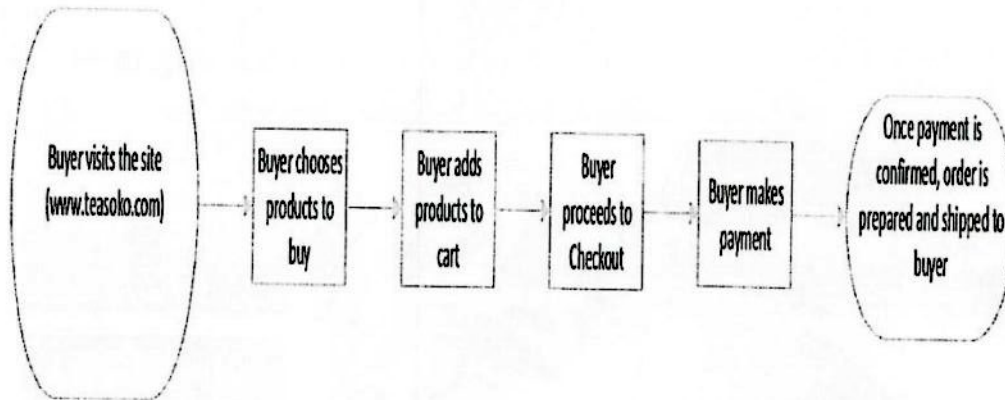
BRIEF WRITE UP ON TEA SOKO

Introduction

Tea Soko is an online e commerce platform that seeks to facilitate tea trade worldwide.



Tea Soko Online Trading Process



Objectives

- To directly link the tea consumers to tea producers resulting to a short route to market chain,
- To increase value added/specialty tea sales by providing the consumers with a variety of high value teas to choose from,
- To provide an efficient tea trading platform globally for consumer convenience,
- Provide an e-commerce platform to create brand awareness of value added teas/specialty teas.

Expected Benefits of Tea Soko

- **Increased access** of specialty teas to all markets worldwide as buyers will be able to view their packaged and bar-coded tea marks at the factory level.
- **Reduction of costs:** with reduced transaction time through automated processes, costs such as warehouse and other transaction costs will reduce on account of shorten time lengths from manufacture at the factory to shipping.
- **More earnings:** Increased per unit income to tea producers through facilitation of fair-trade arrangements, where applicable.
- **Enhanced consumer quality** confidence due to assurance of freshness and safety of all specialty teas offered for sale on the platform.
- **Reduction in turnaround time:** Thus, increased information flow between producers and brand owners through the elimination of middlemen business.
- **Secure and transparent trading** system: Remote bidding as opposed to the need for physical presence of the buyers and their agents at ordinary auctions.

