

VIA LACTIA TRADING FZCO

Presentation

The group of Via Lactia companies operates in different fields: Via Lactia Trading – Distribution in West of Africa, Le Bridge Corporation Limited – Distribution in Moldova, Le Bridge Duty Free – duty free shops, Sandriona – ice cream factory in Moldova, Hawarry Hawler – ice cream factory in Iraq. Being preminent in these economic segments of the international market, the group is constantly expanding and improving the quality of its services while satisfying the desires and needs of its customers.

With 25 years of experience and leading partners, was developed an efficient, production, commercial and logistic enterprise. Via Lactia is distinguished by its highly effective management as well as ethical business practices alongside with the highest standards. The companies success is due to its genuine principles: integrity, high quality of services, professionalism and responsibility in achieving its goals.

Via Lactia promotes continuous research activity by streamlining and pursuing business diversification in order to conquer new markets. The latter being the key factor in defining the long term development strategy.

We help our clients to design better business and product-market strategies.

Production

Our Mission

QUALITY – A key factor in the performance of our products is the excellence of raw materials that we use. From the beginning, we use quality ingredients: natural milk & cream, egg yolks, sugar, fruit, nuts. We select the best vanilla from Madagascar, Sicilian lemon, Indian mango, Ecuador banana, the passion fruit from Peru, to create combinations of unforgettable flavors and textures.

INNOVATION one of our great strengths is the continuous research aimed at developing new and original products..

Distribution

The leading companies in distribution, logistic services, marketing and sales. The company is distinguished by its effective management, constant search for improvement and expansion into new markets and businesses.

Diversification has helped us to identify paths for future development. The cornerstone of the business practice of Le Bridge is to provide high quality service that conforms to the most demanding world standards.

International transport & logistics

Deep expertise in transporting bulk commodities and finished products.

We have complete logistic solutions, endowed with International Transport department. The main goal is to provide a full range of logistic services what meets the needs of each client.

Company operates with over 25 Schmitz refrigerators. It has a wide network and experience in transportation in Europe and Middle East

Via Lactia has been able to create an international chain of distribution. This value chain is based on a direct-to-costumer business, which requires a deep understanding of consumers and what brands they want to relate to.

Therefore, Via Lactia have campaigns that aim at establishing a connection between consumers and our brands. Besides its claimed value chain, for sure the strategy of Vial Lactia is based on its ability to quickly adapt to economic scenarios, to purchase or push brands that can sell well during those periods.

To identify us



www.vialactia.com



[sandraicecream.com](https://www.instagram.com/sandraicecream)



[icecreamsandra](https://www.facebook.com/icecreamsandra)

- Our distribution channel is a network of distributors or intermediaries that ensures the delivery of products from manufacturers to end-users.
- We make direct sales to our big clients
- We offer private label services
- Our portfolio include goods for HoReCa, Take home, impulse.
- We have a very wide range of products which cater to all cost segments ranging from low price to high price.

We work with passion, with commitment to perfection, with “out-of-the-box” thinking and we get developed through innovations.

Human resources

The success and the future of any company lie in the quality, commitment and diversity of its people. Teamwork is the cornerstone of our commitment to excellence..

Physical resources

The company owns 2 modern facilities, buildings and vehicles to machines and distribution networks.

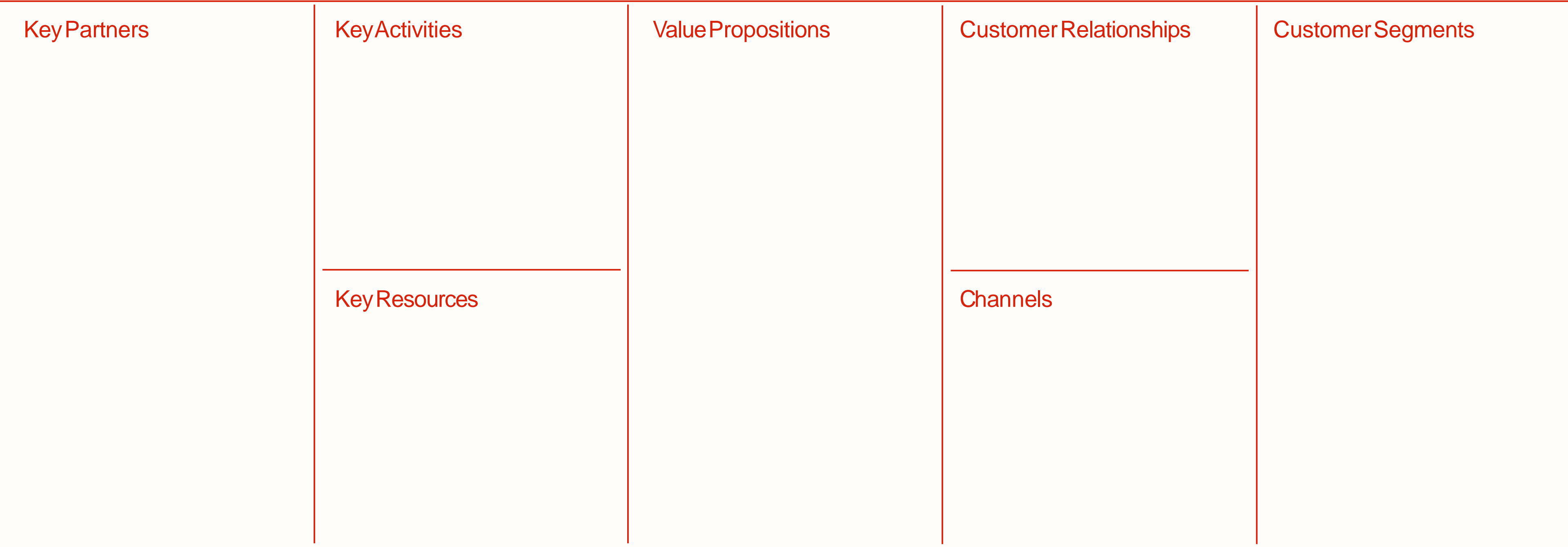
Intellectual resources

Our brand Sandra it's recognized on 3 continents and it's registered as a trade mark. The recipes are done in collaboration with 2 “Meilleur Ouvrier de France”.

Financial resources

Family own business owned, operated and managed by members of the single-family. Company collaborate with different banks for lines of credit, or any other sort of financial tools.

Business Model



Cost Structure

Revenue Streams



REUTILIZAREA aerului rece din frigidere pentru răcirea aerului din fabrică și birouri



Crearea **REȚELEI LOGISTICE** mai puțin poluante și eficiente prin înlocuirea vehiculelor vechi cu **VEHICULE NOI ECOLOGICE**

Lansarea unor **NOI DESTINAȚII** de export pentru înghețata moldovenească în **AFRICA și ORIENTUL APROPIAT**



Acordarea **ASIGURĂRII de SĂNĂTATE** suplimentară pentru toți angajații



ACHITAREA BURSELOR pentru studenții angajaților



Înlocuirea becurilor electrice cu LED-uri **MAI EFICIENTE**



Utilizarea de substanțe chimice **ECOLOGICE** (refrigeranți, detergenți)

Certificare **ISO 14001** - managementul **MEDIULUI**



Utilizarea **AMBALAJELOR BIODEGRADABILE** pentru toate produsele companiei



Distribuirea materiei prime alimentare și producerea înghețatei **CERTIFICATĂ CONFORM STANDARDELOR** de calitate și siguranță **ISO 9001, ISO 22000/FSSC 22000**



Programe de **STAGIU pentru SPECIALIȘTI** cu schimb de experiență în străinătate (Irak - Moldova)

Dezvoltarea unor **PARTENERIATE DURABILE** cu instituțiile de învățământ, filantropie și **VOLUNTARIATUL ANGAJAȚILOR**



Certificarea sistemului de management al securității informaționale **ISO 27000** și **ISO 28000** pentru securitatea lanțului de aprovizionare



Creșterea eficienței **UTILIZĂRII APEI** prin filtrarea acesteia pentru alte folosințe



Instruire anuală de **COLECTARE SELECTIVĂ a DEȘEURILOR** pentru toți angajații



Angajarea **TINERILOR și a PERSOANELOR cu DIZABILITĂȚI**, inclusiv a lucrătorilor migranți și **REMUNERAREA EGALĂ** pentru muncă



Implementarea **CODULUI de ETICĂ** și conduită profesională



VIA LACTIA TRADING FZCO

Thank You.