

INTRODUCTION

THE VIXENS INVESTMENT HOLDINGS, is a company dedicated to bringing a positive change to Lesotho and Basotho by alleviating socio-economic challenges, investing in various sectors of industries and forging and developing relationships across the business landscape. Our corporate brand is built on five pillars and such relationships will be built in accordance to them, these are namely; QUALITY, IMAGE, CONSISTENCY, INTEGRITY AND RELEVANCE.

We therefore proudly present an extension of our vision THE VIXENS MARKETING AND DISTRIBUTION, an export–import division of our company dedicated to bringing the manufacturer closer to the market and the market sustainably sourced Goods at the lowest prices possible.

OUR VISION STATEMENT

To be recognized as the leading distributor globally, in the next 5 years serving the African market and adhering to international safety standards.

We will establish a footprint across 16 member states namely; Lesotho as our Headquarters, The Republic of South Africa (all 9 provinces), Angola, Botswana, Ghana, Nigeria, Madagascar, Malawi, Mauritius, Mozambique, Namibia, Uganda, Swaziland, Tanzania, Zambia and Zimbabwe.

We will also set up collection centers in key areas namely; Turkey, United Arab Emirates, India and China. All this to ensure we fulfil all sourcing requirements on time and at the best prices.

OUR MISSION STATEMENT

To ensure each of our suppliers are market ready, get access to markets and that we partner with the world's leading distribution channels for B2B and B2C order fulfilment.

Partner with the world's leading wholesale and retail brands as part of our distribution plan.

OUR COMMITMENT

We are committed to developing lasting relationships between the market and manufacturers by offering a vast variety of products at all times.

OUR MANDATE

Our mandate is to sell our sourced products through the retail and wholesale channels using all social media platforms to create an interest in the said products.

OUR SERVICES

MARKETING- We use various forms of marketing to make your business known; from traditional forms of marketing to digital marketing. Ours is a tailor-made service offering because we believe that there is no one-size fits all approach to your business that can bring great results.

DISTRIBUTION- The FMCG industry is one of the largest industries in the world and there are several companies offering services to manufacturers and producers, yet there are some products, very well loved, that are not distributed well enough; also, many companies cut out the middlemen to curb high pricing, yet their products do not get the recognition they deserve. Another challenge companies face is that of financing; the distribution process can be costly, especially when exporting to foreign markets and many in high demand products suffer the demise of the lack of revenue generation in the said markets or poor generation of revenue thereof. We therefore offer marketing and distribution services for manufacturers and producers in the bio-sciences field, exporting and importing products to and from different parts of the world. We hope to assist suppliers by sharing the financing burden of distribution from the production floor to the shop shelf.

Our service offering is not only limited to FMCG as we saw a niche in the market particularly as a result of COVID-19 and have spread ourselves to distribute products in the following industries; Home & Décor, Automobiles, Packaging, Agribusiness and Agro-processing, Pharmaceuticals, Handicrafts and Health and Beauty.

ADVERTISING AND PROMOTION- There are several export ready products in the country and other African states, across the several industries namely but not limited to textiles, leather works, food and beverages, handicrafts, health, and beauty etc. that may not be distributed through traditional means of distribution yet are in very high demand, we will offer a platform for promotion and advertising for the said products across the SADC diaspora and ultimately Africa. This platform will have an interface for retail buyers and bulk buyers providing competitive pricing models and is currently under development and will be ready by 2026.

Our payment methods on this platform will be traditional forms of payment as well as cryptocurrency.

We will set up warehouses across the African countries as collection centers for the said products which will also serve as distribution centers.

We will partner with several logistics companies to offer our buyers an array of options for delivery as well as the option to send parcels through the post office for buyers from the undeveloped countries particularly for smaller packages.

We will also provide virtual tours of the production spaces of our manufacturers and producers, showrooms and a full “sampling processes” which includes swatches for the materials used to produce the merchandise.





WAREHOUSING-BULK AND RETAIL- Lesotho has very poor infrastructure, that makes trading near impossible. The several companies operating from the country use warehouses from South Africa and causes some inconveniences as well as financial implications that can easily be curbed with the availability of sufficient warehousing space, our offering will also include bulk and retail warehousing to service the said market.

Covid-19 prevention- Prevention is better than cure, and we believe in offering mitigation measures to ensure we make our habitations and workspaces covid-19 free. We are not certain how long we will have covid-19 in our midst, so for the duration of the pandemic we will seek innovative ways to curb the spread of the virus.


TRANSPORT AND LOGISTICS- The effects of COVID-19 has brought along with it the need for Transport and Logistics Services and as a sourcing agent, we have found a niche in the market in this area and offer transport and logistics services for companies and individuals seeking logistics services in Lesotho and The Republic of South Africa.

PRODUCTS





AMENITIES

-  Bath Soap
-  Body Lotion
-  Body Wash
-  Disposable Shower Caps




AUTOMOBILES CONSUMABLES

-  Anti-wear Hydraulic Fluid
-  Brake Fluid
-  Engine Oil
-  Gear Oil
-  Motorcycle Engine Oil
-  Motor Oil
-  Transmission Fluid
-  Ultra-Coolant

BAKERY SUPPLIES

-  Brown Bread Pre-mixed Flour
-  Soft-roll Pre-mixed Flour
-  Soft and Sweet Pre-mixed Flour
-  White Bread Premixed Flour

CLOTHING BALES

-  Amazon clear-outs
-  2ND Hand Clothing and Shoes
-  Shein Clear-Outs

COSMETICS CHEMICALS AND ADDITIVES

- ✚ Activated Charcoal
- ✚ Aloe Vera
- ✚ Base Cream
- ✚ Bees Wax
- ✚ Citric Acid
- ✚ Collagen
- ✚ Glycerin
- ✚ MSM (Methyl Sulphonyl Methane)
- ✚ Petroleum Jelly
- ✚ Perfumers for cosmetics
- ✚ Rofanol
- ✚ Silicon Dioxide (Silica)
- ✚ Sunsolv BOS
- ✚ Tatzine
- ✚ Vaseline White HP (Petroleum Jelly)
- ✚ Vitamin C (Ascorbic Acid)

FRESH PRODUCE

- ✚ Bananas
- ✚ Citrus Fruits; Grape Fruit, Naartjies, Lemons, Limes and Oranges
- ✚ Cabbage
- ✚ Kiwi Fruit
- ✚ Nectarines
- ✚ Pineapples
- ✚ Peaches
- ✚ Potatoes
- ✚ Table Eggs

FOOD AND BEVERAGES

- ✚ Black Seed & Black Tea
- ✚ Black Seed Iced Tea
- ✚ Cakes Wafers
- ✚ Fenugreek Tea
- ✚ Ginger and Turmeric Iced Tea
- ✚ Instant Green Coffee
- ✚ Instant Porridge
- ✚ Maca Root Tea
- ✚ Mineral Water
- ✚ Rice
- ✚ Roselle Drink
- ✚ Sweets
- ✚ Tasty Iced Tea

FRAGRANCES

- ✚ Alcohol Free Room Freshener
- ✚ Alcoholic Perfumes
- ✚ Arabian and French Perfumes
- ✚ Baakhoor
- ✚ Body Deodorant
- ✚ Body Mist
- ✚ Dhoop Sticks
- ✚ Leading designer brands perfumes
- ✚ Perfume Oil Non-Alcoholic Attar
- ✚ Room Freshener
- ✚ Water Based Perfumes

FOOD CHEMICALS AND ADDITIVES

- ✦ Baking Powder
- ✦ Bicarbonate of Soda
- ✦ Castor Sugar
- ✦ Cocoa Powder
- ✦ Corn Starch
- ✦ Desiccated Coconut
- ✦ Essence (assorted flavors)
- ✦ Fine Sea Salt
- ✦ Food Coloring
- ✦ Gelatin
- ✦ Golden Syrup
- ✦ Honey
- ✦ Icing Sugar
- ✦ MSM (Methyl Sulphonyl Methane)
- ✦ Potassium Sorbate
- ✦ Sodium Benzoate
- ✦ Stevia
- ✦ Xylitol

HAIR AND BEAUTY PRODUCTS

- ✦ Amla Hair Oil
- ✦ Argan Keratin Kit
- ✦ Bleaching Powder
- ✦ Chia Seed Kit
- ✦ Color Cone
- ✦ Colorizma Hair Color
- ✦ Cream Hair Color
- ✦ Eye Brow Henna Cream and Powder
- ✦ Facewash
- ✦ Flexbond Hair Range
- ✦ 100% Hair Color
- ✦ Hair Color Shampoo
- ✦ Hair Conditioner
- ✦ Hair Food
- ✦ Hair Oil
- ✦ Hair Shampoo
- ✦ Hair SPA Range
- ✦ Hair Spray
- ✦ Hair Straightener Kit
- ✦ Henna Ayuverdic Oil

- ✚ Henna Ayuverdic Shampoo
- ✚ Henna Oil
- ✚ Henna Powder
- ✚ Henna Tube
- ✚ Herbal Mehendi Powder
- ✚ Intellect Hair Oil
- ✚ Keratin Kit
- ✚ Keratin Post Treatment Shampoo and Conditioner
- ✚ Onion and Fenugreek Kit
- ✚ Premium Henna Dye
- ✚ Protein Shampoo, Conditioner and Mask
- ✚ Protein Spray
- ✚ Rapid Henna Cone
- ✚ Rapid Henna Cone Natural
- ✚ Qromatiqa Hair Color
- ✚ Shampoo Base Powder

HYGIENE PRODUCTS

- ✚ Air Sanitizer
- ✚ Dishwashing Liquid
- ✚ Gas Room Freshener
- ✚ Non-Gas Room Freshener
- ✚ Multi-Purpose Cleaner
- ✚ Pine gel
- ✚ Thin Bleach
- ✚ Thick Bleach

HANDICRAFTS

- ✚ Basotho Hat (Mokorotlo)
- ✚ Picnic Baskets, etc.
- ✚ Traditional Brooms (Lefielo la Sesotho)
- ✚ Traditional Strawhat (Ts'ets'e)

HARDWARE SUPPLIES (home improvements)

- ✚ Acetic Silicone Glass Sealant
- ✚ Acetic Silicone Sealant
- ✚ Acrylic Sealant
- ✚ Everlasting Strong Free Nails Adhesive
- ✚ Mould-proof Adhesive Polyblend
- ✚ Neutral Silicone Sealant
- ✚ Silicone Neutral
- ✚ Silicone Neutral Transparent Sealant
- ✚ Silicone Structural Sealant
- ✚ Silicone Weather-Proofing Sealant
- ✚ Two-Component Insulating Glass Silicone Sealant
- ✚ Two-Component Silicone Structural Sealant

HOME AND DÉCOR PRODUCTS

- ✚ Massage Chairs
- ✚ Massage Products
- ✚ Seaters

JEWELRY

- ✚ Beadwork Jewelry
- ✚ Copper Wire Jewelry

OFFICE CONSUMABLES

- ✚ Creamer
- ✚ Oros
- ✚ Sugar
- ✚ Sugar sticks
- ✚ Tea

ORGANIC PRODUCTS

- ✚ African Black Soap
- ✚ African Black Soap Liquid
- ✚ Bitter cola
- ✚ Kola Nut
- ✚ Raw Shea Butter
- ✚ Refined Shea Butter
- ✚ Ultra- Refined Shea Butter

OILS

- ✦ Almond Oil Pressed
- ✦ Almond Oil Refined
- ✦ Apricot Kernel Oil
- ✦ Argan Oil
- ✦ Avocado Oil
- ✦ Babassu Oil
- ✦ Baobab Oil
- ✦ Broccoli Seed Oil
- ✦ Castor Oil Pressed
- ✦ Castor Oil Refined
- ✦ Coconut Oil
- ✦ Essential Oils
- ✦ Grapeseed Oil Refined
- ✦ Hemp Oil Refined
- ✦ Hemp Oil Pressed
- ✦ Jojoba Oil Golden Pressed
- ✦ Jojoba Oil Organic Refined
- ✦ Jojoba Oil Pressed
- ✦ Jojoba Oil Refined
- ✦ Jojoba Oil White Organic Refined
- ✦ Kalahari Melon Seed Oil
- ✦ Macadamia Nut Oil Pressed
- ✦ Macadamia Nut Oil Refined
- ✦ Marula Oil
- ✦ Mealworm Oil
- ✦ Mongongo Oil
- ✦ Moringa Oil
- ✦ Neem Oil
- ✦ Olive Oil Extra Native
- ✦ Olive oil Refined
- ✦ Rapeseed Oil Refined
- ✦ Rosehip Oil
- ✦ Rosehip Seed Oil
- ✦ Safflower Oil Pressed
- ✦ Safflower Oil Refined
- ✦ Sea Buckthorn Oil Pressed
- ✦ Sesame Oil Refined
- ✦ Shea Oil
- ✦ Soybean Oil Refined GMO
- ✦ Soybean Oil Refined NGMO

- ✚ Sunflower Oil Refined
- ✚ Walnut Oil Pressed
- ✚ Walnut Oil Refined

OTHER

- ✚ Bath Salts/ Bath Soak
- ✚ Dead Sea Salts
- ✚ Epsom Salts
- ✚ Himalayan Pink Salt- Course
- ✚ Himalayan Pink Salt- Fine

PERSONAL CARE PRODUCTS

- ✚ Petroleum Jelly
- ✚ Ayuverdic Toothpaste
- ✚ Body Cream
- ✚ Body Lotion
- ✚ Body Polishing Kit
- ✚ Body Wash
- ✚ Charcoal Facewash
- ✚ Face Serum and Ubtan
- ✚ Herbal Soap
- ✚ Lanolin Oil
- ✚ Moringa Natural Soap
- ✚ Natural Black Soap
- ✚ Neem Soap
- ✚ Papaya Soap
- ✚ Skin Lightening Body Lotion
- ✚ Tissue Oil
- ✚ Vitamin C Serum

PHARMACEUTICALS

- ✚ Ashwagandha
- ✚ Bounce Aloe Vera Juice
- ✚ Bounce Clear Block
- ✚ Bounce Gynic Juice
- ✚ Bounce Immune Booster
- ✚ Bounce Karela Jamun
- ✚ Bounce Noni Juice
- ✚ Flaxseeds
- ✚ Garlic Oil
- ✚ Green Coffee
- ✚ Green Tea
- ✚ Holy Basil Leaf
- ✚ Men Power
- ✚ Omega 3
- ✚ Pain Relief Oil
- ✚ Pain Relief Rub
- ✚ Punarnava
- ✚ Shape up Shaping Gel
- ✚ Shape up Slimming Oil
- ✚ Slimming Tea
- ✚ Teatox
- ✚ Tummy Blast
- ✚ Typhoid Tea

PULSES

- ✚ Pinto Beans
- ✚ Sugar Beans

PLASTICWARE





- ✚ Plastic Cups

PACKAGING MATERIALS



Acrylic, Plastic, Glass, Paper, Box packaging for the following

- ✚ Jewelry
- ✚ Cosmetics
- ✚ Food and Beverages




SPICES AND HERBS

-  Cinnamon Sticks
-  Ground Cinnamon
-  Whole Cloves
-  Whole Star Aniseed




STATIONERY

-  Copy Paper; Mondi Rotatrim, Xerox and A plus
-  Counter books

WASTE

-  Paper waste
-  PET bottles
-  Scrap Metal

OUR PARTNERS

-  Bohloa Lano
-  Ido Beads
-  TAKEALOT

OUR SLOGAN

“Your number 1 premium brands distributor.”

CONTACT DETAILS

THE VIXENS MAKETING AND DISTRIBUTION

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COMPANY REGISTRATION INFORMATION

REGISTRATION NUMBER: 68611

BUSINESS REGISTRATION NUMBER: A2022/365

TIN NUMBER: 200093330-5

BANKING DETAILS

ACCOUNT: CURRENT ACCOUNT

ACCOUNT NUMBER: 9080008804407

BRANCH: CITY

BRANCH CODE: 060667

SWIFT ADRESS: SBICLSMX