



## TOBACCO INDUSTRY & MARKETING BOARD

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**OUR REF: TIMB RB/31/2021**

To all participating bidders

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**SUBJECT: TIMB REBRANDING ADDENDUM – REASONS FOR REBRANDING**

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TIMB recently embarked on an organisational redesigning exercise in order to align the organisation's structure with the new strategy. This was done to guarantee efficiency in achieving our mandate, meet the expectations of stakeholders as required and ensure applicability in the current environment. Since inception, changes have occurred in the business, shareholder ideologies and additional mandates have been incorporated. The external environment has also evolved impacting the regulatory operations.

It is in this regard that TIMB wishes to embark on a rebranding exercise with the aim of;

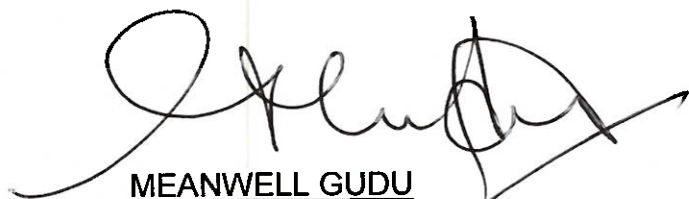
1. Communicating to its valued stakeholders its new strategic position that comes with a new vision, mission and values.
2. Repositioning TIMB as a modern, more efficient and even better company. The brand should be associated with modernity, technology and excellence in the production and marketing of Zimbabwean flavour tobacco.
3. TIMB should play a critical role towards the attainment of Vision 2030 guided by the NDS1 (2021-2025) and Agriculture and Food Systems Transformation Strategy (2020- 2025) by;
  - Increasing tobacco production to 300 million kgs from June 2021;
  - Enhancing transparency and fair tobacco sales at contract and auction sales;

- Developing a robust tobacco management system from growing units to markets, analysing trends and proffering advice on needed policy interventions for the sustained growth of the industry;
- Creating an environment for increased environmental stewardship, enhanced traceability and sustainable tobacco production and
- Improving internal capacity, capability and competencies to generate the requisite efficiencies for the delivery of seamless services.

All other information in the bid document remain the same.

We look forward to your response.

Yours faithfully



MEANWELL GUDU

**CHIEF EXECUTIVE OFFICER**



MG/kg