



Company Profile

INTRODUCTION

ROSE Business Group starts its main operation in 1995 E.C. (2002 G.C.) by delivering Solid and Liquid waste Collection & Transport Service and the Construction Machineries Rental service. As solid and liquid waste collection & transport service provider, **ROSE** is a pioneer private waste management service provider in Addis Ababa. By then ROSE allocated a startup initial capital amounting 1.2 million Ethiopian Birr and started to operate with two waste collection trucks and limited human resource. **ROSE** has now extended its services into eight major sectors including farming, construction, transport and automotive.



Each service is running under the umbrella of **ROSE** Business Group. Accordingly, the company is reorganized and reformed by completing its legal registration by fulfilling the required Business License, Investment License, Taxpayer Registration Certificate (TIN) and VAT Registration as well as the Suppliers Certificate issued by the authorized Government office.



ROSE Solid and Liquid Waste Collection and Transport Service

Established on: 15/01/1995 E.C.

Capital: 12,560,307.00 ETB



ROSE Construction Machineries Rental

Established on: 29/01/1995 E.C.

Capital :2,450,307.00 ETB



ROSE Agricultural Machineries Rental

Established on: 12/03/2005 E.C.

Capital: 3,700,000.00 ETB



ROSE Plastic and Paper Waste Recycling

Established on: 07/08/2005 E.C.

Capital: 25,000,000.00 ETB



ROSE Import of Used Cars and Transport Service

Established on: 06/05/2006 E.C.

Capital: 4,900,614.00 ETB



ROSE Cleaning Service

Established on: 30/06/2007 E.C.

Capital: 2,450,307.00 ETB



ROSE Topographic Beauty Service

Established on: 30/06/2007 E.C.

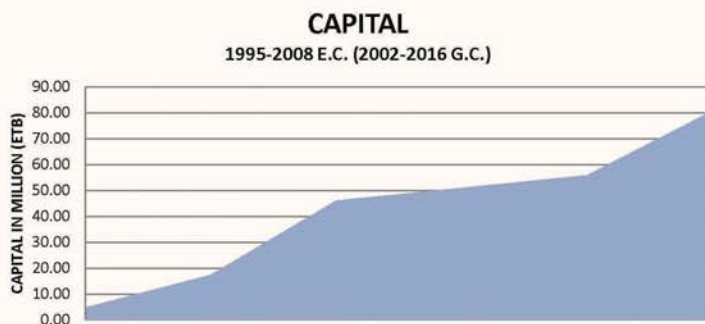
Capital: 2,450,307.00 ETB



ROSE Manufacturing of Triple Wheel Motor Vehicles

Established on: 24/03/2008

Capital: 24,900,614.00 ETB



Vision Mission & Values



To be an internationally competitive private waste Company committed to deliver high quality of waste management services to its customers.

To provide demand driven waste management services for its esteemed customers in environmentally sound and internationally acceptable Standards.

- ▶ Transparency
- ▶ Team Work
- ▶ Time Oriented
- ▶ Customer Focused
- ▶ Environmental Concerned
- ▶ High level Commitment



SERVICES AND OPERATION

ROSE delivers quality services for its wide range of customers, complying with national and international standards, such as City Government of Addis Ababa Solid Waste Management Policy, rules and regulation and Environmental standards, and has become SEDEX Member

ROSE provides the following major services:

- Solid waste collection & transport,
- Waste reuse/recycling,
- Cleaning service,
- Gardening and landscape design service,
- Providing reusable/recyclables to market/ industry,
- Waste management training and research,
- Car carrier transport service,
- Dairy farm and milk processing and
- Construction equipment and accessories rental



In line of its Integrated Waste Management Service, **ROSE** is committed to improve the low waste collection service coverage seen in most urban cities of Ethiopia, by filling the gap not yet reached by respective city administration and municipalities



Furthermore, **ROSE** has developed its Occupational Safety and Health (OSH) manual strictly focused on "Safety First" principle applicable throughout its working environment.

Accordingly workers who are engaged in waste collection and transport and waste reuse/recycling activities are provided with standard personal protective equipment (PPE) which includes safety vest, mouth masks, hand gloves, safety shoes, rain coat and plastic boots. In addition, workers have workmen insurance and 50 % medical coverage while on duty.



Each line of business at **ROSE** is actively working in line with the vision and mission set by the umbrella company; respecting its values as well. Apparently, **ROSE** Solid and Liquid Waste Collection and Transport Service in its 10+ years of service has acquired valuable experience and it has become the leading line of business setting the standards for its sister companies.

Currently, **ROSE** Solid and Liquid Waste Collection and Transport Service continued to achieve higher standard of service while maintaining environmental concern. Accordingly, it has implemented an integrated solid waste management process with the objective of reducing the landfill so as to protect the environment.

In line with, as of August 2015, **ROSE** has introduced to its customer a Loyalty Program through which customers could benefit from a package of services comprising supply of litter bins, trash bag and the regular solid waste collection and transport service.

Extending this line of service, **ROSE** is now Authorized Distributer of Glasdon products in Ethiopia as well as in:

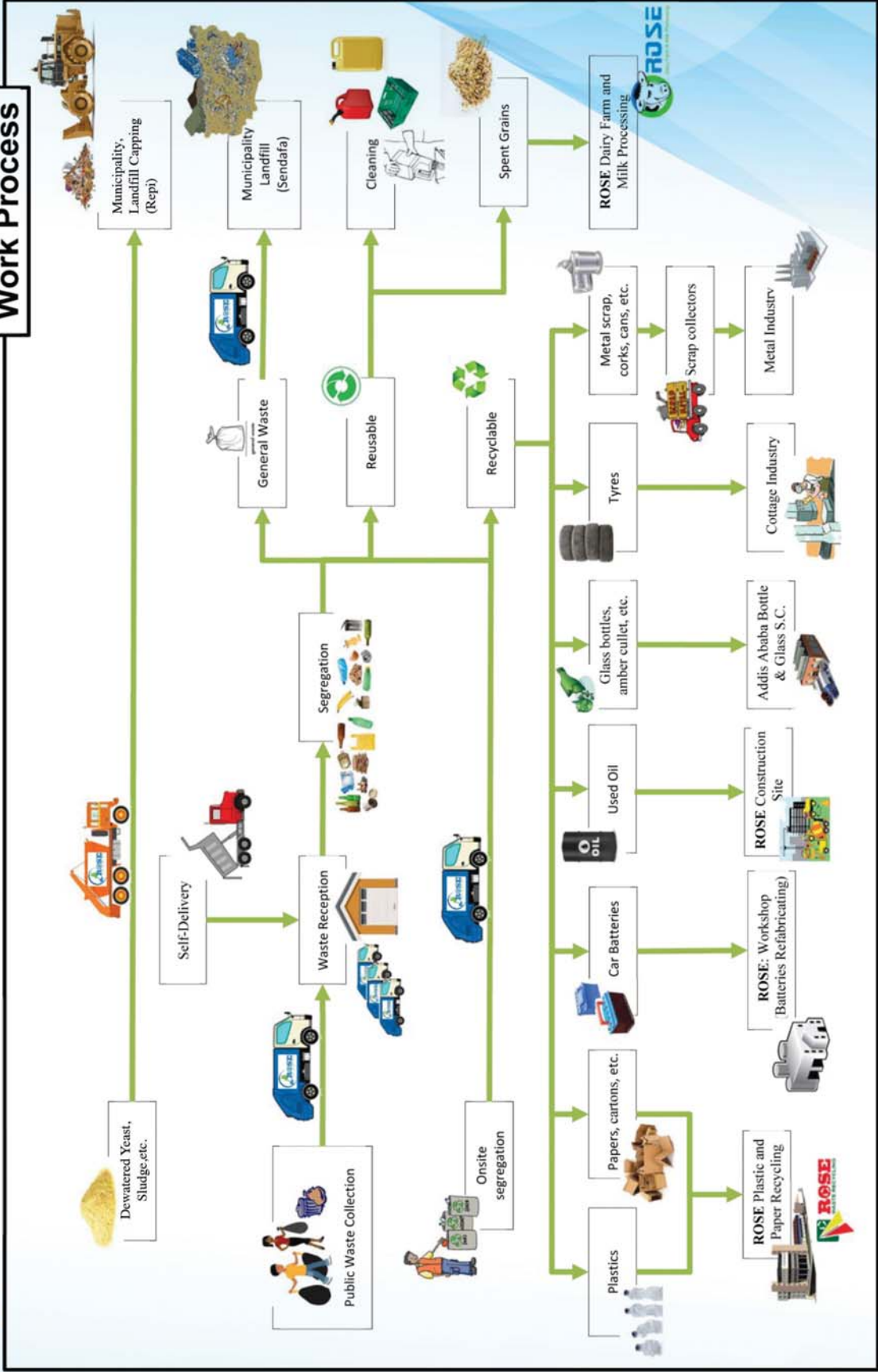
- Burundi
- Comoros
- Djibouti
- Eritrea
- Kenya
- Rwanda
- Somalia and
- Uganda



At time of this report, there are more than 70 varieties of litter bins supplied by ROSE, which are fit to different types of business and waste categories.



Work Process



In accordance to **ISWM** service, the waste collected from the 150+ customers' site transported to ROSE waste reception center will be segregated and used or recycled appropriately. In order to improve the efficiency of the segregation and recycling process, **ROSE** has commissioned a Waste Segregation and Plastic & Paper Factory Plant project – currently under construction.



In the meantime, recycling and manufacturing of plastic conduits from plastic waste is underway since 2012 in two recycling sites located in Addis Ababa around Kality and Goro-Sefera. Currently the performance of this line is producing about 3000 - 4000 plastic conduits of 3 meter length per day.

From the daily mixed solid waste collected by **ROSE**, about 48% is recovered as reusable & recyclable material in **ROSE** temporary waste materials recovery center. As the result, different types of plastics, paper, glass/cullet, metals, and aluminum cans are recovered and transferred to **ROSE** plastic waste recycling center, Addis Ababa Glass and Bottle Factory, Metal Factory, Pulp and Paper Factory, the various cottage industries, etc.





ROSE as a company who is engaged in environmental development, it has expanded its services cleaning and degraded landscape improvement works. **ROSE** Cleaning Service is now rendering a professional cleaning service to several business sectors at regular basis as well as with one time project based modality.

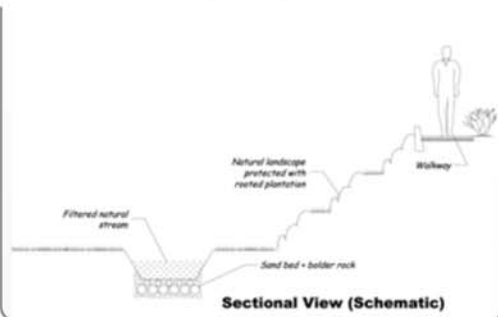
This sector provides cleaning service to shopping malls, realestates, sites, hospitals, etc.



EXISTING



PROPOSED



With its Topographic Beauty Service line, **ROSE** is delivering state-of-the-art technologies and professional works from the design to implementation phase for improving degraded landscape in compound of various governmental and non governmental organizations





ROSE Construction Machineries Rental is also one of the eldest line of business under the **ROSE** Business Group. Under this line of business, **ROSE** provides rentals of quality construction equipment for clients throughout Ethiopia. Since 1995 E.C. (2002 G.C.), **ROSE** has been helping the construction industry get the job done more efficiently with flexible rental terms and the best selection of equipment by renowned brands in the construction industry

Accordingly various types of construction machineries are available including scaffolding, excavators, jackhammers, concrete mixers, etc

Recently, **ROSE** has introduced new machineries which are convenient to perform soil and rock excavation within narrow space. These new machineries are recommended for trench excavations with high performance for cabling, drainage system, pipe laying, etc.



ROSE is committed to make sure that the rental machines deliver the power, performance and efficiency its clients expect from the service. All rental units are in excellent operating condition and the in-house technician and maintenance crew are always standby to deliver prompt maintenance and service to the equipment on-site or otherwise.





Through the Car Carrier and Transport Service, **ROSE** transports automobiles and goods from ports to the required destinations. Since its establishment in 2006.E.C (2014 G.C.) this line of business has transported more than 850 vehicles of different size from Port of Djibouti to Gelan Dry Port.

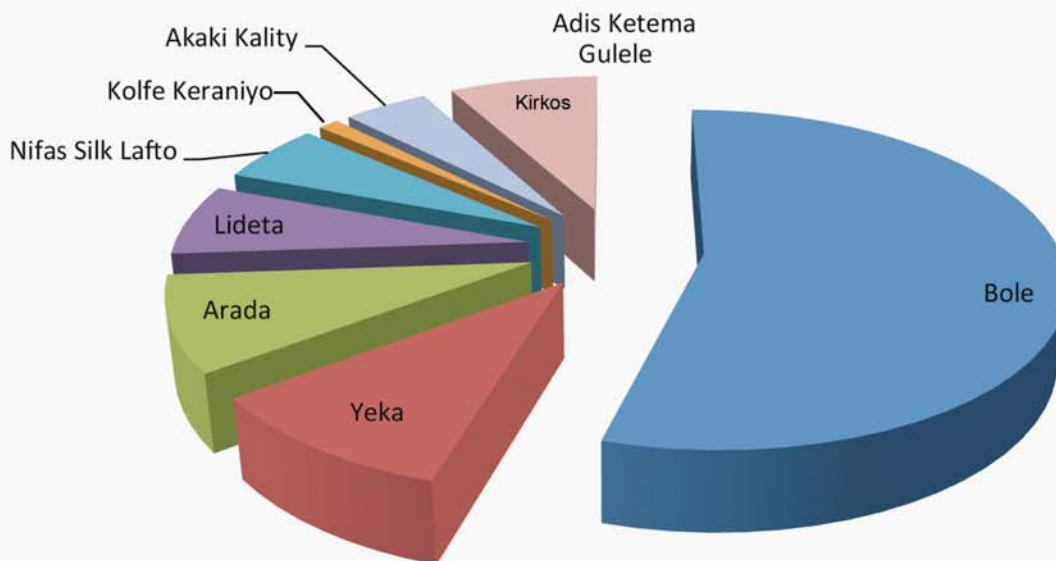
The service of transporting vehicles is mainly being provided as a service in accordance to the agreement entered with Ethiopian Shipping and Logistics Services Enterprise. Remarkably, during its service period, **ROSE** has transported all the goods and vehicles with high performance and zero damage covering a total of 201,650km.

Clients

Currently **ROSE** is serving about 250-300 customers in the city of Addis Ababa and the surrounding towns of Oromiya. **ROSE's** customers are constituted from different governmental institutions, private companies, non-governmental organizations and international organizations. In no particular order, **ROSE's** major customers include;

- Meta Abo Brewery S.C. – DIAGEO
- Ethiopian Air Lines (EAL)
- Addis Ababa City Administration / Sub-Cities Administration
- Government Housing Agency (different apartments located in Addis Ababa)
- Embassies (Germany, Italy, etc.)
- BGI Ethiopia
- Civil Service University
- Different Hotels (Harmony, Mosaic, Monarch, etc.)
- Multi- complex buildings (Zefmesh, SNAP Plaza, etc.)
- Real estates and others

Clients Distribution within Addis Ababa



Resources and Facilities

HR

120+ Employees



Facilities

2 Offices

1 showroom

2 Garage and Stores



Waste Management

3 Double Container Lifter Truck 16m³ capacity

10 Compactor Truck 24m³ capacity

5 Compactor Truck 15m³ capacity

2 Compactor Truck 10m³ capacity

4 Compactor Truck 40m³ capacity



Construction

6 Truck Mixer 2.5m³ capacity

HITACHI ZAXIS-40U Excavator

KOMATSU - PC27MR Excavator and Jackhammer

3000m² scaffolding

Transport

2 IVECO Starlis Car carriers

2 ISUZU Truck

1 Microbus

Location



ROSE Office 1

Bole Sub City
In front of Millennium Hall
Near ABH Services PLC
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ROSE Office 2

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In front of Harmony Hotel
Robel Plaza Bldg, 2nd Floor,
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Addis Ababa, Ethiopia



ROSE Showroom

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