2023



STAR SOAP AND DETERGENT INDUSTRIES PLC

COMPANY PROFILE

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Executive Summary

Star soap and Detergent industries plc. Is produced home care and personal care and laundry detergents for target to all type of customer including all Age group in Ethiopia? SSDI Emphasize for a more beautiful tomorrow for the country and the more hygiene society.

Our company recognizes the importance of hygiene in preventing the spread of diseases and maintaining overall well-being. We believe that everyone deserves access to reliable and effective cleaning solutions, which is why we are committed to producing affordable yet superior products.

In terms of product offerings, we have developed a diverse range of soaps and detergents that cater to various needs and preferences. Our products are formulated using advanced technologies and high-quality ingredients that guarantee excellent cleaning performance while being gentle on the skin and the environment. We also prioritize research and development to continuously improve our existing products and explore new solutions.



About the company

Star Soap and Detergent Industries (SSDI), a member of the MIDROC Ethiopia Group, was set up in Addis Ababa with a capital out lay of birr 80 million to produce Laundry Soap, Toilet Soap and Detergent products. It started operation in 2002. SSDI is poised to be a major player in the Ethiopia soap and detergent industry.

The plant is designed for annual production of over 15,000 tons of Laundry Soap and 6,000 tons of detergent.

Thus the company is operating profitably and able to achieve a record level of revenue by enjoying a favorable trading result, and a very good reputation.

To achieve the company's business objectives, it is well manned and organized by professionals that have earned the respect of customers. The company is proved to have a vital role in the production of soap and detergents to the domestic market.

SSDI relies on the state-of-the-art technology in the field. The highly automated computer-assisted manufacturing technology ensures the quality standard the company has envisaged. SSDI's products are produced from quality raw materials. Our products are tested by the Ethiopian Conformity assessment Enterprise and found that the qualities are in compliance with the national standards established by the Ethiopian standard agency.

SSDI manufactures the products in an environmentally friendly manner. For this, the company was awarded certificate of recognition on July 13, 2011 from the Addis Ababa city government environmental protection authority.



Vision

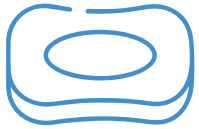
SSDI envisages for a more beautiful tomorrow for the country and the more hygiene society.

Mission

Our mission is to maintain leadership in the soap and detergent industries. SSDI will always try to explore beyond the limits of possibilities. Customer needs will be SSDI's guiding philosophy in manufacturing and marketing quality but affordable products.

Products and Service

SSDI was produced different type of products in four categories and in different Wight and Size of package.



– Laundry Soap



– Body soap



– Powder Detergent



– Liquid Detergent



Our main products



1. Vega 250gm Multi purposes soap
2. Vitrex 200gm Multipurpose soap
3. Vitrex 230gm Multipurpose soap
4. Star 2000,200&250 Laundry soap
5. Almas 200gm Laundry soap
6. Body soap MAS 75gm ,80gm, 100gm, 125gm
7. Powder and Detergent Goal and Vega Brands 5kg, 3kg,2kg,1kg,200gm ,100gm ,30gm
8. Liquid detergent 5ltr,3ltr,2ltr,1ltr and MAS 500ml Hand wash ,mas 750ml Dish wash

STAR LIME



Star Lime

Purpose

All-purpose cleaner well suited for any glass and ceramic surfaces around your house. A cleaner that is perfect for dirty plates and glasses as well as for stained toilets, sinks and bathtubs.

VEGA

Vega Powder detergent

Purpose

A dry powdered detergent for extra strong dry cleaning and removing stubborn stains. Due to its strength and its powdered nature, it's also fitting for washing machines.



VEGA

Vega Powder detergent 100g

Purpose

A dry powdered detergent having extra strength is well fit for mass dry cleaning purposes as well as for washing machine use with the additional benefit of being larger in size.



GOLD STAR

Gold star Liquid detergent

Purpose

A liquid-based detergent that is purposed for cleaning multiple clothing materials. Its soft nature makes it perfect for different capacities and different kinds of washing machines





VITREX

Vitrex Dishwashing Detergent

Purpose

A high-strength dishwasher that is a powerful and efficient appliance which makes cleaning dishes easier and faster. Perfect for removing hard stains efficiently and thoroughly.



VEGA

Vega 250gm Multipurpose soap

Purpose

A multipurpose bar of soap is used for everything from showering to laundry. It's best suited for removing dirt and stains without losing its softness.



ALMAS

Almas 200gm & 180gm

Purpose

A bar of soap that is perfectly suited for any type of laundry specifically for hand-washed items of clothing.





Vitrex 230gm, 200gm, 175gm

Purpose

A bar of soap that is perfectly suited for any type of laundry specifically for hand-washed items of clothing.

VITREX

MAS

Mas 100gm, 125gm

Purpose

A face soap specifically designed to cleanse the face and the body. It is formulated to be gentle on the skin, removing dirt, oil as well as makeup without stripping away natural oils.



GOAL

Goal Powder Detergent

Purpose

A type of laundry detergent designed to remove tough stains from any fabric. Containing powerful cleaning agents that penetrate deep into the fabric to break down and lift away dirt, grease and other stubborn stains.



STAR

Star 2000
250gm, 200gm

Purpose

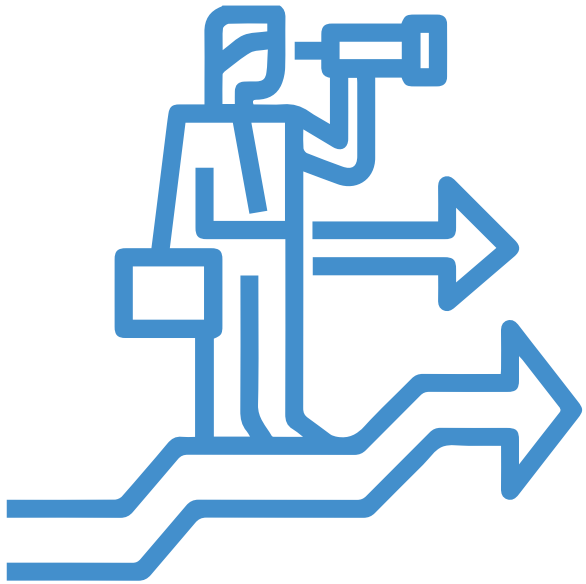
A bar of soap that is perfectly suited for any type of laundry specifically for hand-washed items of clothing.



Market Analysis

Industries back ground

SSDI was established on 2002EC The Company was performed on the sector more than 20 years' experience and contribute to industries development in the country. SSDI is continuously increase their production and expand market share, plan to lead the industries and Future wants to add new products to the market and create job opportunity to unemployment and contribute to the GDP.



STAR 2000

STAR SOAP AND DETERGENT INDUSTRIES PLC

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