Iria-ini Tea Factory Sale Auction 16 Performance Analysis & Action Plan

FUM, kindly find this attached report based on what you sent me! I may have got some items wrong, but I need your input and guide on misinterpretations and way forward!

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1. General Performance of Iria-ini Tea Factory

Metric	Value
Average Price (Ksh)	249
Sales Position	34 (lowest among peer group)
% * Ksh 250.00	60.4%
% between 230 & 250.80	39.8%
% < Ksh 230	0%

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2. Grade-wise Summary for Iria-ini

Grade	96 Contribution	Price (Ksh)
PF1	38.2%	280
PD	35.1%	230
DI	22.2%	251
FI	4.7%	130
Others	0%	

Note: No BPI or Dust was sold by Iria-ini during this auction.

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3. Comparative Weaknesses for Iria-ini

3.1 Lowest Average Price

Iria-ini fetched an average of Ksh 249, while competitors achieved:

- Chinga: 262 (+16.77 Ksh)
- Ndarugu: 256 (+9.03 Ksh)
- Weru: 253 (+5.16 Ksh)

- Thumaita: 252 (+3 .89Ksh)
- Gachege: 252 (+3.89 Ksh)

NB: KES to USD rate of 129

The figure in bracket shows the price difference of our teas with the rest of the factories, they sold higher by that indicated amount.

4. **Low Sales Position (Rank 34):**

Sales position reflects pricing strength. Iria-ini ranks last among listed factories, FUM you may kindly explain the reason these 5 factories are in the same list with us, we are in the same price floor cluster?

4.1 Do we Have High Reliance on Lower-Priced Grades:

- 4.7% of total volume is F1 at Ksh 130 – a low-price grade pulling down average.
- No Dust grade present in this sale to compensate/offset the low F1 price.

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4. Benchmarking Against Best Performer - Chinga

Metric	**Iria-ini**	Chinga	Gap
Average Price (Ksh)	249	262	-13 Ksh
Sales Position	34	29	-5 positions
% * Ksh 250.00	60.4%	95.6%	-35.2%
Weak Grades (< 230)	F1 @ 130	F1 @ 130 (4.5%)	Similar impact
Top Grades	PF1 @ 280	PF1 @ 300	-20 Ksh

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5. Such Analysis Calls for immediate action, what do we need do now as Iria-ini to see our auction performance better?

1. **Reduce F1 Volume**: Grade Optimization
   if F1 has a heavy negative impact on pricing, can we push less of F1 into auction or blend with better grades?
2. **Dust Grade**? Grade Optimization
   Gachege, for instance, had Dust at Ksh 133 and gained a stronger average price- this, however, is quite an insignificant fix.
3. **We Focus on High-Priced PF1 and D1 Grades**? Grade Optimization
   Could we improve quality and percentages of these grades that are performing well across all factories?
4. **Who about Target % over Ksh 250.00 to >90%**?
   Top-performing factories like Chinga (95.6%) and Weru (94.3%) show it is possible.
5. **I am quite green on the way forward, and I am open to getting the exact immediate actions to ensure we don’t rank poorly every week! I will be making calls to brokers tonight to remind**

them we are constantly watching as we have only option, not two, and that is two do well as the factory going forward!

FUM, Kindly call with the exact solutions, and I will update on the platform tonight for the board to consume after I get the correct position