

A Case Study on our client Umodzi Gin



OUR CLIENT: UMODZI GIN:

Umodzi Gin is a new sophisticated luxurious sugar-cane gin infused with the finest flavours from across the continent and destined for the top tables and finest company at the glittering gatherings across Africa and Europe.

Umodzi Gin is made in Africa for the world. It teems with a taste of a dozen countries – a remarkable gathering of flavours from the far-flung corners of Africa: from mangoes grown on the shores of Lake Malawi to ginger from Lake Tana in Ethiopia. The branding was designed in Ghana and it is distilled and bottled in Johannesburg, South Africa.

MAIN CONTACTS:

Dave Mountain (Founder)

www.umodzigin.com



CURRENT POSITION

Umodzi Gin is operating in 6 countries and looking to scale up from 1,540 bottles sold in year 1 to 10,000 bottles in year 2.

Employing overseas at the right cost is essential for the business with all marketing campaigns for the business taking inspiration from the continent of Africa.

STATS

- Start date: 30 July 2019.
- Countries of employment: Ghana, Malawi and South Africa.
- Sourced 5x roles:
- Marketing manager.
- Graphic Designer.
- Social Media Manager.
- Photographer.

REQUIREMENTS AND POSITIVE BUSINESS OUTCOMES

- High quality talent can successfully be implemented at managerial level in many positions, that can then effectively manage further outsourcing at junior levels, so long as this is supported by a Senior Manager, Associate Director or Director level onshore.
- Emphasise the benefits of working for an international company and be intentional and committed to those hired, it can be challenging for them to find a new role in their local market so stability of the role is a prerequisite for many overseas staff, despite the attraction of working for an international brand name.
- Full Job Descriptions and Key Competencies Provided in Advance.
- Globalisation and remote working has increased talent pool available.

HOW WILL WE MEASURE SUCCESS?

- Monthly SLA will be adhered to.
- Ability to source and present new talent as the business grows.
- Client is able to train the staff, then move on and focus on scaling other areas of the business with confidence that the outsourced talent is competent to handle the role.
- Weekly and Monthly client check ins to pick up and manage any quality issues with service.
- Effective communication - no surprises.
- Strong recruitment and HR support from our team.

CONTACT DETAILS

Contract Length:

Monthly rolling contract

FTE Employed:

3x Individuals

Contracted staff on call:

2x staff

Total Estimated CTE saving:

£50,000 p.a.

Local employment taxes and contracts:

Outple responsible

Staff replacement:

If the client is not happy for whatever reason we replace the staff free of charge

Professional Indemnity Insurance:

Up to \$1m

Payment:

Monthly in advance

Fee structure:

Fixed Fee



📍 Kemp House 152-160 City Road,
London, England,
EC1V 2NX

✉️ info@outple.com

🌐 www.outple.com