

# ACDOCOSA on acquisition trail

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Africa's first shopper-centric brand-custodian distributor, ACDOCO South Africa (ACDOCOSA), is on the acquisition trail for local and sub-Saharan African FMCG distributors in line with its new operating strategy.



*Brandon Pilling*

In terms of its targets, the company has identified South Africa, Mozambique, Ghana, Rwanda and Tanzania as key countries for investment.

The acquisition trail comes on the back of the recent successful completion of its repositioning and investment in resources, business processes, technology and infrastructure. The company is now looking to leverage its platform with key strategic acquisitions.

Brandon Pilling, Chairman of ACDOCOSA's holding company in the United Kingdom: "Our peers in the local market are facing on-going profit pressures as they continue to focus on a business model that in many respects hasn't changed in over half a century. Our new model counters this with a shopper-centric approach that benefits brands, retailers and shoppers.

There has been considerable financial, resource and time investment in the new model and we now have the methodology where complementary opportunities can plugin and benefit from better returns for all stakeholders."

Led by shopper, channel and category experts, ACDOCOSA is looking for small to medium enterprises preferably with a health and beauty orientation in formal retail channels. This is in line with ensuring channel alignment and category focus which is paramount to longer-term success.

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## ACDOCO SA



ACDOCO SA is a specialist consumer packaged goods distributor centred on the health and beauty sector. We are a subsidiary of Astley Dye Chemical Co. Ltd, founded in the UK in 1919, and have been in Southern Africa for over 20 years.

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