



COMMODITY PROFILE

MINISTRY OF COMMERCE & INDUSTRY



REPUBLIC OF LIBERIA

2013

Product	
1. Commodity/Product Name:	Cement
2. Types/Varieties:	Portland Cement (42.5R Grade Specification)
3. Production Information - (a) global production per annum (b) import volume per annum (c) average monthly consumption (d) average shelf life:	<p>a) Global Production :N/A</p> <p>b) Import Volume: 348,300MT or 6,966,000 (50Kg bags)</p> <p>c) Average Monthly Consumption : 29,025MT or 580,500 (50Kg bags)</p> <p>Average Shelf Life : 12months or 1yr</p>
Price	
4. International Prices per various sizes:	US\$3.28/Bag
5. International Price including shipment per various sizes:	US\$4.58
6. Consumer/Retail Price:	US\$8.50/Bag
7. Wholesale Price:	US\$7.65/Bag
8. Average Consumer/Retail Price in Rural Areas:	US\$11.87/Bag
9. Average price margin between international and wholesale price in US\$ and % (Line 7 – Line 5=\$; Line 9/Line 5=%) :	<p>US\$7.65-4.58 =3.07</p> <p>US\$3.07/4.58= 0.67x100% = 67%</p>
10. Average price margin between consumer/retail price and wholesale price in US\$ and % (Line 6 – Line 7=\$; Line 10/Line 7=%) :	<p>US\$8.50-7.65 =0.85</p> <p>US\$0.85/7.65= 11.11%</p>
11. Average price margin between rural consumer/retail price and consumer retail price in US\$ and % (Line 8 – Line 6=\$; Line 11/Line 6=%) :	<p>US\$11.87-8.50=3.37</p> <p>US\$3.37/8.50=39.64%</p>
12. Key factors affecting market price (cost of transportation, scarcity, impropriety such as hoarding, market demand, etc):	Duty 10% of CIF, ETL 0.5% of CIF, GST 7%, BIVAC Fees at 1.2% of FOB, L/C Charges at 3% of CIF, Protective Tariff US\$2.00/MT, APM Terminal Charges \$10.59/MT, Stevedoring Charges \$7.00/MT, Loading and Unloading \$2.50/MT, Transport to Warehouse \$4.00/MT, Breakage and Waste at 2% of CIF, Profit Margin 5% of Total Expenses, Distributor's Overhead and Transportation Cost \$25.00/MT.]

Place	
13. International Suppliers:	Goltas Goller Bolgesi Cimento Sanayi Ve Ticaret Anonim Sirketi Note: President Sirleaf issued an Executive Order suspending the Protective Tariff (US\$2.00) on imported cement.
14. Origins of Shipments:	Turkey, China and Holland
15. Importers:	Global Alliance, Fortress Liberia Ltd, Fouta Corporation and Liberia Cement Corporation
16. Wholesalers:	Fouta Corporation and Liberia Cement Corporation
17. Major Retailers:	Presently not available
18. Primary Channels of Distribution to Consumers:	Importer → Distributor → Retailers → End-Users
Promotion	
19. International Brand Names:	Portland Cement
20. Local Trademark Registration:	N/A
21. Brand Promotion Media Channels (Billboards, Radio, Television, Community Outreach, Publications, etc.):	N/A
22. Promotions challenges and issues:	N/A
Policy	
23. International Governing Laws and Policies and ISO Requirements where applicabe:	All imported cement must meet the grade specification of 42.5R.
24. National governing laws and policies and national standards requirements where applicable:	Grade Specification 42.5R The Liberianization Law requires that only indigenous citizens engage in the retail/distribution sale of cement, rice, petroleum products, etc. Cement must be placed in a closed area and on well built pallets.
25. Key policy issues:	N/A
26. Sector Oversight Ministries and Agencies:	Ministry of Commerce and Industry
People	
26. Consumer Profile – (a) Primary Consumer (ie. Women, children, youth, men), (b) Education Level (c) Average	Information not currently available.

Age, (d) Regional Distribution:	
27. Consumer Awareness and Protection Issues:	Cement must not be sold in a ventilated area and must be placed on well built pallets. Workers in the cement factory or retailed outlets must use muskets.
References	
28. Reference citations for materials used for this report:	Ministry of Commerce and Industry: Divisions of Price Analysis and Marketing and Rural Inspectorate Unit Based on market survey.
Credits	
29. Report Authors:	Consultant John Spray, Steve Flahn-Paye (Director), Stephen M. Zaizay Price Analyst, Habib Sangary (Inspectorate), Tony Matthews (Price Analysis)