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Al-Gharasi International Trading Company

Company Profile



Al-Gharasi Group Profile

Al-Gharasi International Trading Company

Company Profile

ALGHARASI INTERNATIONAL TRADING COMPANY was established in 1972, with its head office in Sana'a, and branches in major cities in Yemen of Aden, Taiz, Hodeidah, and Mukalla. Al-Gharasi Group of companies consists of several companies that are specialized in different lines of business. The Group is mainly involved in manufacturing, exporting, and importing of various kinds of consumable and non-consumable goods from U.S.A., Europe, Asia, Middle East, Far East, and Africa. The company has leverage on its distribution channel throughout Yemen.

Al Gharasi group is a well-established organization with a significant market share in its main lines of business. The organization is well respected by the public as well as the governmental sectors in Yemen, and the region. The company's annual turnover is about 80 million U.S. Dollars with a growth rate of 15%.

The Group has various Associate Companies & each company of Al-Gharasi Group has its own separate management and administration by well-experienced and qualified personnel, who work together to fulfill the organization's objectives.

BRANCHES:

- 1) AL Gharasi Int'l Trading & Cold Stores Corp.
AL Gharasi Building, Zubeiry St.
Head Office
P.O.BOX 1270, Sana'a, Yemen.
TEL: +967 1 240104/240212
FAX: +967 1 263020
Email info@algharasi.com
www.algharasi.com

- 2) Al-Gharasi Int'l Trading & Cold stores Corp.
Aden
Tel: +967 2-2571174
Fax: +967 2-259873

- 3) Gharasi Int'l Trading & Cold Stores crop
Hodeidah
Tel: +967 3-268347
Fax: +967 3-268347

- 4) Al – Gharasi Int'l Trading & Cold Stores Corp.
Taiz
Tel: +967 4-245100
Fax: +967 4-253773

- 5) Gharasi Int'l Trading & Cold Stores crop
Mukalla
Tel: +967 3-268347
Fax: +967 3-268347

CHAIN OF ALGHARASI GROUP

ALGHARASI TRADING COMPANY LTD	SANA'A
ALGHARASI COLD STORAGE	SANA'A
ALGHARASI POULTRY & EGGS FARM	SANA'A
ARWA PHARMED APPLIANCES STORES	SANA'A
NATIONAL PLASTIC INDUSTRIES CO.LTD.	SANA'A
YEMEN FOOD INDUSTRIES CO.LTD.	SANA'A
UNITED FISH EXPORT CO.	SANA'A
SKYNET WORLDWIDE EXPRESS/ GULF EXPRESS	SANA'A
ALGHARASI COLD STORAGE	HODEIDAH
ALGHARASI COLD STORAGE	MUKALLA
ALGHARASI COLD STORAGE	TAIZ
ALGHARASI COLD STORAGE	ADEN
ALGHARASI TRADING CO.	

ASSOCIATED COMPANIES

- 1) United Fish Exports Co. Ltd.
Hodeidah
Tel: +967 3-268398
Fax: +967 3-268340

- 2) Al- Gharasi Poultry & Eggs Farm
Sana'a
Tel: +967 1-692140
Fax: +967 1-263020

- 3) National Plastic Industries Co.Ltd.
Sana'a
Tel: +967 1-500863/240212
Fax: +967 1-263020

- 4) Yemen Food Industries Co. Ltd.
Sana'a
Tel: +967 1-240104/207181
Fax: +967 1-263020/203465

- 5) Yemen Hygienic Paper Co. Ltd.
Sana'a
Tel: +967 1-207181/467797
Fax: +967 1-203465

- 6) Sky Net World Wide Express
Sana'a
Tel: +967 1-202177/206949
Fax: +967 1-212698

- 7) Al – Gharasi IT & Telecom
Tel: +967 1-465000/465333
Fax: +967 1 532932/212698

- 8) Yemen Co. for Biscuits & Sweets
Tel: +967 1-207181/467797
Fax: +967 1-203465

Products imported by ALGHARASI GROUP

No.	Product	Country
1	Frozen chicken	France, Brazil, Argentina, U.S.A
2	Frozen meat	India
3	Dairy Products a) UHT Milk in Tetra Pak b) Butter (200gm,5kg,10kg, 25kg) c) Cheddar Cheese d) Portion cheese e) Feta cheese f) Milk powder g) Evaporated milk	EEC countries, U.S.A., Brazil, Argentina, Saudi Arabia, India, Tunisia, China, U.A.E.
4	Tea	Kenya, Sri Lanka
5	Materials for Tea Factory a) Cotton Thread for teabag b) Teabag Tags c) Teabag filter paper d) Teabag wire e) BOPP film for overwrapping f) Printed Laminated Alufoil Rolls g) OPP Packing Tape	Germany, India, Sri Lanka, U.K., Taiwan, Bahrain
6	Pulses (Broad beans, white beans, Green Peas etc.)	China, Ethiopia
7	Tomato paste	China
8	Jam	Greece
9	Olives & Olive oil	Spain
10	Cooking oil	Malaysia, Turkey, U.A.E., Oman
11	Confectionery products	Malaysia, Turkey, K.S.A, Egypt, Lebanon, Tunisia, Poland
12	Juice	K.S.A, Lebanon
13	Pepsi drinks	K.S.A
14	Ginger Beer	Germany

15	Fruits (apples, pears, oranges)	U.S.A, Argentina, South Africa, France, Egypt
16	Poultry Feed / Dairy feed	Holland
17	Poultry Vaccines	Holland, Argentina
18	Yellow Corn	Argentina, Brazil, U.S.A, India
19	Soyabean Meal	Argentina, Brazil, U.S.A, India
20	Wheat	Argentina, India
21	Sugar	Brazil, India
22	Sesame Seed	India
23	Baby Diaper	K.S.A, Oman
24	Plastic Raw materials (HDPE, LLDPE, LDPE, Masterbatch)	K.S.A, Belgium, Qatar
25	Printing Paper	China
26	Disposable syringe	Korea, China
27	Automobile Lubricants	Kuwait
28	Mobile Phones	Korea, Hong Kong, Singapore
29	Facial Tissue in bulk rolls	Egypt, Jordan, K.S.A
30	Biscuits w. Dates	Egypt
31	Cocoa-Coated Biscuits	Bulgaria
32	Golda cream biscuits, Golda finger biscuits	Turkey
33	Hungarian double cream with vegetable fat	Hungary
34	London Pie Cake	Malaysia
35	M&Z Choco Biscuit, M&Z Mini Choco Cup	Hong kong
36	Melka Cheese	Australia
37	Milkfudges	Poland
38	Nahool Cakes, Ajina Sambosa	Saudi arabia
39	Nutbar, Poky Bar, Poky Finger	Turkey
40	Oryx Cream Biscuits, Oryx Glucose, Sixer Cream	Oman
41	Whole Black Olives	Spain

DISTRIBUTION CHANNEL

Coverage:

Al-Gharasi International Trading company distribution channel covers the country of Yemen via its main branches in the five major cities of Sana'a, Taiz, Hodeidah, and Mukalla. The distribution network extends to main agents in the remaining large cities and governorates all over Yemen. The network reaches major wholesalers in small and medium cities in the country. Direct distribution covers major cities and main roads in Yemen.

Infrastructure:

Al-Gharasi International Trading company leverages its distribution channels via its warehouses in its branches, storage locations in branches and selected locations cross the country. The Cold Storage locations allows the effective distribution of frozen and fast moving consumer products in order to assure consumer expectations and product requirements while in transit. The network includes over 250 vans and trucks that facilitate the distribution of products.

Cold Storage:

The cold store in Hodeida has over 6,000 m/tons capacity, over 2,000 m/tons capacity in Aden, over 3,000 m/tons capacity in Taiz, over 10,000 in Sana'a, and over 1,500 m/tons capacity in Mukalla. Mainly for frozen chicken and other fast moving consumer products that require such cold storage.

Resources:

There are over 300 trained employees who operate in different shifts to assure effective sales functions, efficient delivery of products, target achievement, and dedicated distribution services. Our workforce have been able to build the required relationships in the fast moving products and other mix of products with the different market players to assure long lasting business relationships

that can enable smooth communication, reasonable expectations, and public relations. The organization has been able to provide via its workforce high standards of business, high quality services, and excellent distribution process in a socially responsible manner.

Credit Sales:

Al-Gharasi International Trading company via its wide distribution channels, mix of products in a fast moving consumer products and over forty years of business have been able to establish credit lines with major wholesales, agents, and outlets. Such financial leverage have enables the distribution channel to capitalize on the financial stability, and an established risk mitigation strategies that maximized the entire channel.

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