



TRADERSON

General Trading L.L.C

Company Profile

Introduction

Traderson is a trading company established in 2000, We are operating in the distribution & trading industry in the food and non food categories in kingdom of Saudi Arabia, UAE, Kuwait and Egypt.

Our concept and vision for the business is not just acquiring multinational brands and distribute them in LEVANT & GCC region, but also to help daily needs and requirements for our customers / Partners towards serving and satisfying the end consumer.

Our business relationship is based on a profound respect for our customers and partners, the correctness, quality and professionalism. We believe that the most valuable assets of our company are our people and of course our customers.

Traderson is a team of professional people encouraged to work in an entrepreneurial environment, free to express and pursue their ideas big free in their work, free to develop, ready to help.

We love our products and over the years we have accumulated experience in the needs of large consumer market in the food categories. Partnerships with international companies enable us to gain a new exciting experience.



Chairman's Message

- ❖ Traderson has been founded on the basic principles of integrity, accountability and transparency.
- ❖ Corporate governance is a way of life for us rather than a check mark on the compliance box. It not only forms an integral part of our core values but the ethical approach is deeply ingrained in our culture as an organizational model.
- ❖ We believe in partnership and alignment of business strategy with objectives of delivering the overall stakeholder value. Our complete coverage of the entire retail universe helps us manage risk effectively by teaming our strategies of decentralized business models and geographic diversification. We manage the challenge of robust governance in an ever-changing environment by adhering to the tenets of responsibility, accountability, fairness and transparency.
- ❖ We are entrepreneurial, adaptable, competitive and are continually guided by our philosophy that is driving performance along with accountability.



MISSION

We aim to distribute the best multinational products in the region, at the best price, with outstanding service.

VISION

To become the leading Trading Company in Middle East that provides top premium services and variety of choices. To cater diversified clients needs through our services and satisfy different requirements



Traderson Operations

Traderson main Head quarter is based in UAE market

We are operating our trading range in UAE, KSA, Egypt and Kuwait markets.

Our expansion plan will continue to in line with the company's mission.

By the end of 2024, Traderson will be expand its forces to reach an operation in most Middle East Region



Traderson GT Structure per Country



Traderson Sales Channels



Hypermarkets



Supermarkets



Groceries

Wholesalers



WHOLESALE

HORECA

Traderson Sales Channels

Traderson GT is always expanding the forces when it comes to sales channels. We are selling almost each channel in every country we operate in.

We have more than 9,000 points of sale as a total group segregated as follows

<input type="checkbox"/> Hypermarkets	256
<input type="checkbox"/> Supermarkets	150
<input type="checkbox"/> Groceries	8,000
<input type="checkbox"/> Wholesalers	35





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Country's Operational Details





Saudi Arabia



Our company opened its branch in the kingdom of Saudi in the beginning of 2003 located in the heart of the kingdom; Riyadh.

Our company operations kicked-off through out the years with the focus on food categories followed by adding non-food categories after the sustainable growth

Our warehouse facility supports the professional sales force to penetrate and distribute across the Saudi Regions touching base on more than 9000 point of Sale

Traderson GT plans is to continue in our expansion in KSA market to increase the POS and numeric distribution



Our company opened its branch in the United Arab Emirates in the beginning of 2015 located in the heart of the Emirates; Dubai.

Our company operations kicked-off through out the years with the focus on food categories followed by adding non-food categories after the sustainable growth

Our warehouse facility in Jabal Ali supports the exporting of Food & Non-food orders across middle east



Kuwait



Our company opened its branch in Kuwait in the beginning of 2007 located in the heart of the country; Shuwaikh.

Our company operations kicked-off through out the years with the focus on food categories followed by adding non-food categories after the sustainable growth

Our warehouse facility supports the professional sales force to penetrate and distribute across the Saudi Regions touching base on more than 1000 point of Sale

Traderson GT plans is to continue in our expansion in Kuwait market to increase the POS and numeric distribution



In Line with the expansion plan, Traderson will start it's first retail shop in the heart city of Kuwait; Shuwaikh by the end of third quarter of 2019

The concept is unique where it attracts different consumer segments. The supermarket operates as wholesale concept for Mega Volumes and walk-in bulk shoppers

The Supermarket will carry top selling products from Food and non-food multinational brands



Egypt



Egypt branch is the newest member of Traderson family where the operations kicked by mid of 2019 located in the heart of Egypt; Cairo.

Our company operations kicked-off through out the years with the focus on food categories followed by adding non-food categories after the sustainable growth

Our warehouse facility supports the professional sales force to penetrate and distribute across the Saudi Regions touching base on more than 20,000 point of Sale

Traderson GT plans is to continue in our expansion in Egypt market to increase the POS and numeric distribution



Traderson Warehouse

Traderson GT has two active dry warehouses; one in KSA and the second one is in Kuwait

Our professional team is actively serving our customers around the clock all year long.

Safety is the only language spoken in Traderson warehouses....

Because we care...



Product Handling

Our Professional Warehouse team has a solid foundation in managing the Dry warehouse through a professional Warehouse Management System which includes:

- Safety Standards
- FIFO Picking
- On-Line Inventory
- Inventory Management
- Receiving & Delivery Management





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Brand Offering



Brand Offering

Traderson GT provides variety brand selections from Food and non-food categories. Our customers can choose Multi-national brands to secondary brands across all the countries we're operating in.

Our objective is to cater all customer needs to ensure satisfaction



Brand Offering



Brand Offering



Brand Offering



Brand Offering



Brand Offering



Unilever



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Brand Offering

P&G



Brand Offering



Brand Offering

P&G



Brand Offering

MARS





Brand Offering

FERRERO



Brand Offering



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Brand Offering

Johnson & Johnson



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Johnson & Johnson



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Johnson & Johnson



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Brand Offering



Special Brand Offering



Special Brand Offering



For many consumers, serving their family a delicious meal is a source of accomplishment but, providing an exciting, different meal everyday is a major challenge.

Goody understands that providing a varied menu, for the family, starts with having a wider choice of quality ingredients. The high standards of quality is inherent in our products, gives our consumers confidence, while Goody's wide ranges means that consumers have more choices.

Traderson GT partnered with Goody company to distribute exclusively it's range in Turkey, Lebanon, Syria, East and West Africa...



Turkey



Syria



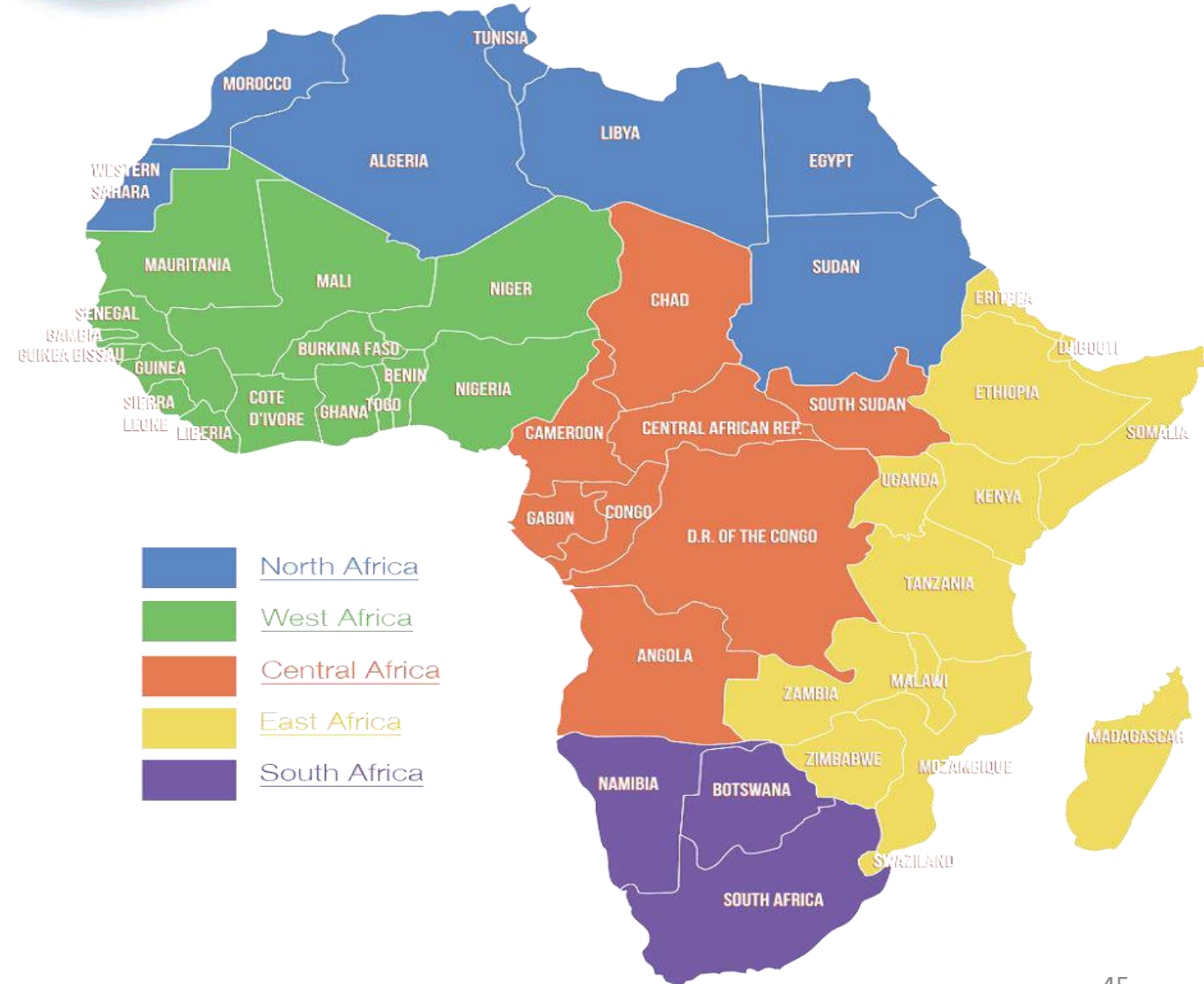
Lebanon

Special Brand Offering



East Africa is the eastern region of the African continent. The UN defines EA as the **20** countries of Burundi, Comoros, Djibouti, Eritrea, Ethiopia, **Kenya**, Madagascar, Malawi, Mauritius, Mayotte, Mozambique, Réunion, Rwanda, Seychelles, Somalia, Somaliland, South Sudan, **Tanzania** and Uganda

West Africa is the westernmost region of Africa. The UN defines WA as the **16** countries of Benin, Burkina Faso, Cape Verde, The Gambia, **Ghana**, Guinea, Guinea-Bissau, **Ivory Coast**, Liberia, Mali, Mauritania, The Niger, **Nigeria**, Senegal, Sierra Leone and Togo



Special Brand Offering



Goody Pasta is leader Pasta brand in Saudi Arabia, as Goody strives to provide the consumers with a selection of Pasta shapes, ideal to fulfill all housewives creativity.

Special Brand Offering



Goody Tuna, one of the top tuna brands in Saudi Arabia, is also the brand with the widest selection of tuna, ensuring we have a product to suit everyone's tastes. Goody Albacore contains the highest concentration of Omega 3 for a healthy heart, while Goody Tuna in Brine contains %90 less fat than regular tuna for a healthier diet.

Goody offers a wide range of condiments that perfectly complement every dish. From our delicious salad dressings, mayonnaise, ketchup, mustard and hot sauce, to natural vinegar we have everything you need to add a little flavor.

Special Brand Offering



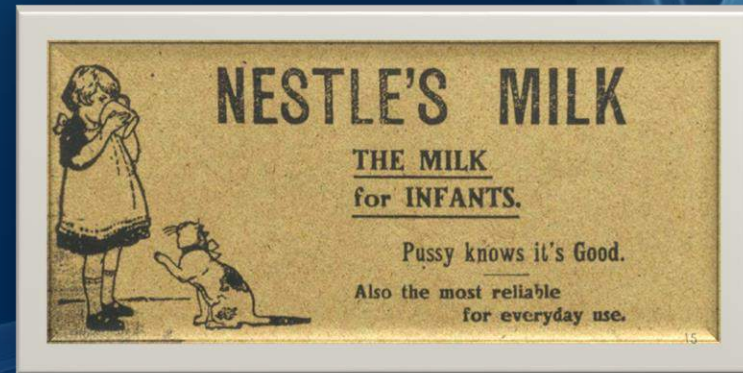
Special Brand Offering



For over 100 years, Nestlé has been nourishing Egyptian homes and sustaining healthy foundations for “Good food, Good life”.

Nestlé has earned the trust of Egyptians and has become a staple name in Egyptian homes, providing them with tasty and healthy food & beverage products for all occasions and all life stages.

Nestle will keep fortifying the foundations of healthy living and nutrition for a 100 more years to come, in a country that opened its doors to us well over 100 years ago.



Special Brand Offering



Special Brand Offering



Special Brand Offering

Nestlé
Nesquik



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Special Brand Offering



WHEN YOU NEED IT WHERE YOU NEED IT

READY TO DRINK



Aptamil 1 RTD

This formula is suitable from birth to 6 months and can be used as a breast-milk substitute or part of combination feeding.

Size 200ML



Aptamil 2 RTD

This formula is suitable from 6 months to 12 months

Size 200ML



Aptamil Junior 3 RTD

It is specially designed to tailor to your child's nutritional needs during the most intense and rapid period of growth between the ages 1 and 3.

Important Notice

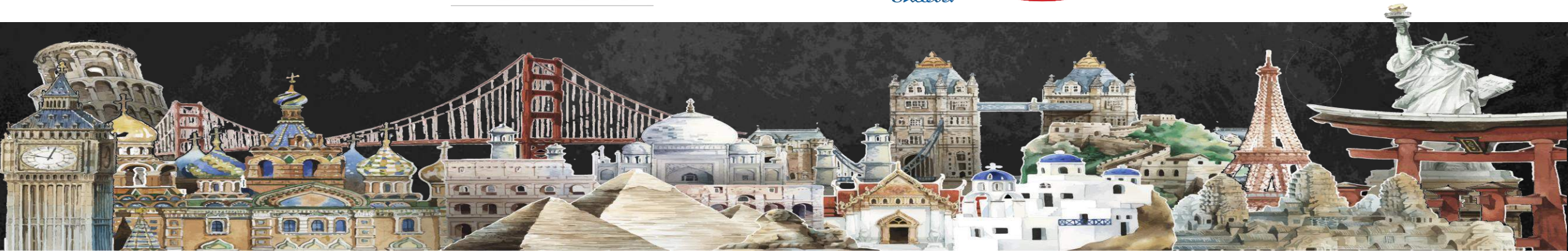
Breastfeeding is best for babies and provides many benefits. It is important that, in preparation for and during breastfeeding, you eat a healthy, balanced diet. Combined breast and bottle feeding in the first weeks of life may reduce the supply of your own breastmilk, and reversing the decision not to breastfeed is difficult. Always consult your doctor or health visitor for advice about feeding your baby. If you use an infant formula milk, you should follow manufacturer's instructions for correct bottle preparation.

We bring the FMCG world to you in one Click...



“Thousand Miles start with a single Step”

Traderson has consolidation services for food and non-food multinational brands from Europe and USA.



e-commerce



<https://www.facebook.com/TradersonGT/>



<http://www.tradersongt.com>



[Traderson](#)

Instagram



Contact Details

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