



شركة الثاقب التجارية
AL-THAQEB TRADING COMPANY

COMPANY PROFILE

INTRODUCTION

Al-Thaqeb Trading Company is a part of Al-Thaqeb Group.

In 1972, within the group, the Al-Thaqeb family decided to spin off the trading activity by establishing the Al Thaqeb Trading Company with products from different origins i.e USA, Europe & the Far East. Its scope was in marketing, sales & distribution of FMCG (Fast Moving Consumer Goods).

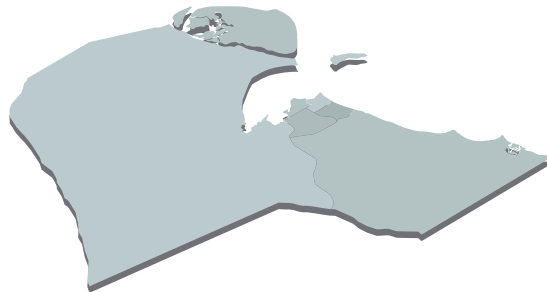
A setup of Warehousing & Distribution facilities for Dry, Chilled & Frozen products serve the Kuwaiti market in most of its segments.

An experienced sales & merchandising staff professionally support the Cooperative Societies, Wholesale & Retail businesses in Kuwait.

In a very competitive Kuwaiti market, consumers' demands are met through ABL (Above The Line Activities) & BTL (Below the line activities) by a professional marketing team.

Al-Thaqeb Trading Co., a consumer driven FMCG company, is continuously developing its ability in increasing it's market share, profitability as well as brand equity in order to have a win-win situation with consumers, suppliers, producers & manufacturers.

KUWAIT
Origin



ORGANIZATION

COOPS SALES DEPARTMENT (AREA 1)

CHANNEL MANAGER 1
AREA SUPERVISOR 1
SALES REPRESENTATIVE 7
MERCHANDISER 15

COOPS SALES DEPARTMENT (AREA 2)

CHANNEL MANAGER 1
AREA SUPERVISOR 1
SALES REPRESENTATIVE 7
MERCHANDISER 17

MODERN & TRADITIONAL TRADE

★ Sales Director

KEY ACCOUNTS & SALES DEPARTMENT

KEY ACCOUNTS SUPERVISOR
KEY ACCOUNTS EXECUTIVES 3
KEY ACCOUNT MERCHANDISER 15

E-COMMERCE

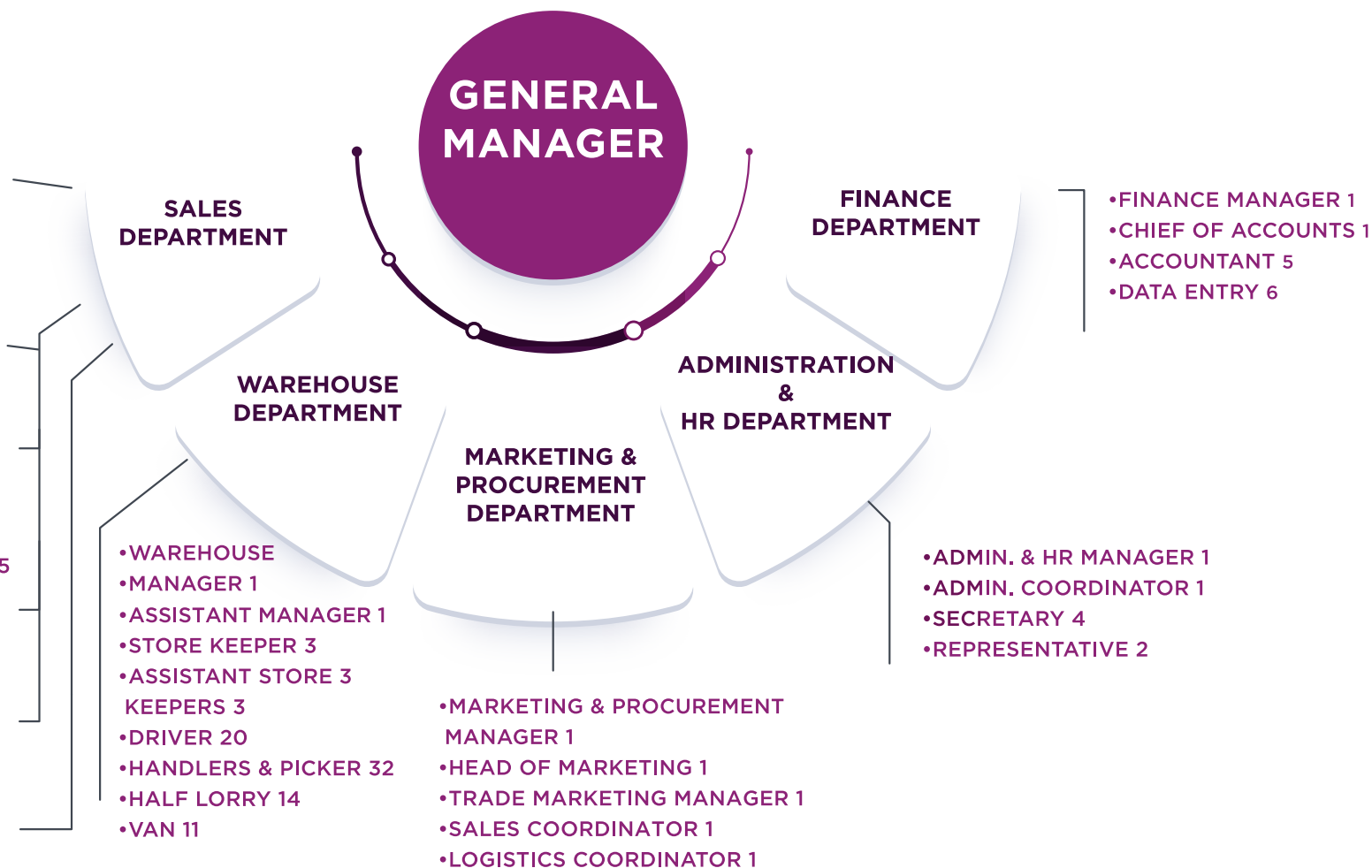
E-COM SPECIALIST

WHOLESALE & CASH VAN

SALES REPRESENTATIVES 4

FOOD SERVICE & HORECA

CHANNEL MANAGER 1
SALES REPRESENTATIVE 3



COMPANY FACILITY

The company currently has 2 store in Ardiya and Shuwaikh with a total storing capacity of

COLD STORES | **6000** Sq. Meters

FREEZER STORES | **1250** Cu. Meters

We also have 25 vehicles distributing our goods to all Kuwait areas

VANS | **11**

LORRIES | **14**



BRAND PORTFOLIO



CAMPFIRE

CATEGORY
MARSHMALLOW

ORIGIN: **USA**



CADBURY

CATEGORY
BISCUITS

ORIGIN: **UK**



MARS

CATEGORY
BISCUITS

ORIGIN: **UK**



MILKA

CATEGORY
CHOCOLATES & BISCUITS

ORIGIN: **EU**



FINI

CATEGORY
JELLIES

ORIGIN: **SPAIN**



SOUR PATCH

CATEGORY
JELLIES

ORIGIN: **AUSTRALIA**



BAZOOKA

CATEGORY
CANDY

ORIGIN: **USA**



Nasch dein Ding.

HITSCHIES

CATEGORY
JELLIES

ORIGIN: **GERMANY**



SAMBAZON

SAMBAZON

CATEGORY
ACAI

ORIGIN: **BRAZIL**



JOLLYTIME

CATEGORY
POPCORN

ORIGIN: **USA**



BRAND PORTFOLIO



FRANKS

CATEGORY
SAUCES

ORIGIN: USA



RAGU

CATEGORY
SAUCES

ORIGIN: USA



NANDOS

CATEGORY
SAUCES

ORIGIN: SOUTH AFRICA



RELKON

CATEGORY
CANDY

ORIGIN: CHINA



FRENCH'S

CATEGORY
MUSTARD

ORIGIN: USA



MC CORMICK

CATEGORY
SPICES

ORIGIN: USA



MAGIC TASTE

CATEGORY
PRIVATE LABEL

ORIGIN: INTERNATIONAL



TRIDENT

CATEGORY
GUM

ORIGIN: USA



FAGE

CATEGORY
GREEK YOGURT

ORIGIN: GREECE



FOX'S

CATEGORY
BISCUITS

ORIGIN: UK



WOM

CATEGORY
CANDY

ORIGIN: CHINA



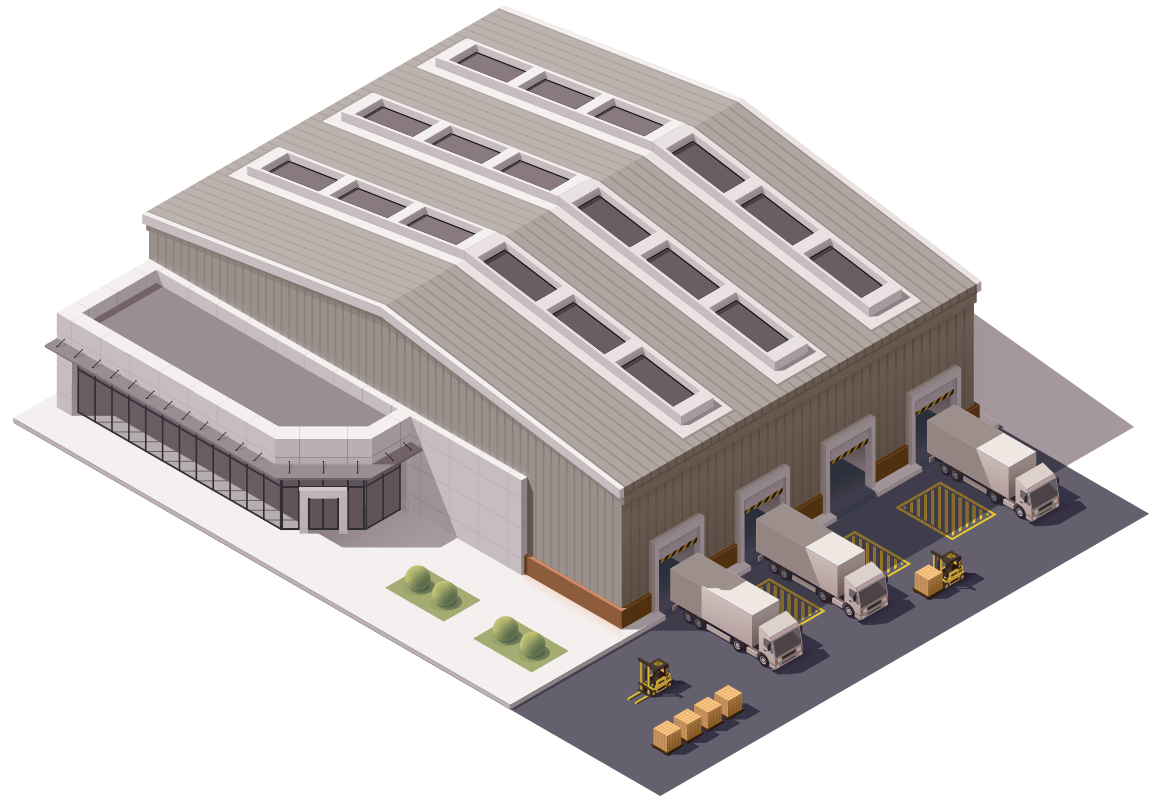
BRAND PORTFOLIO

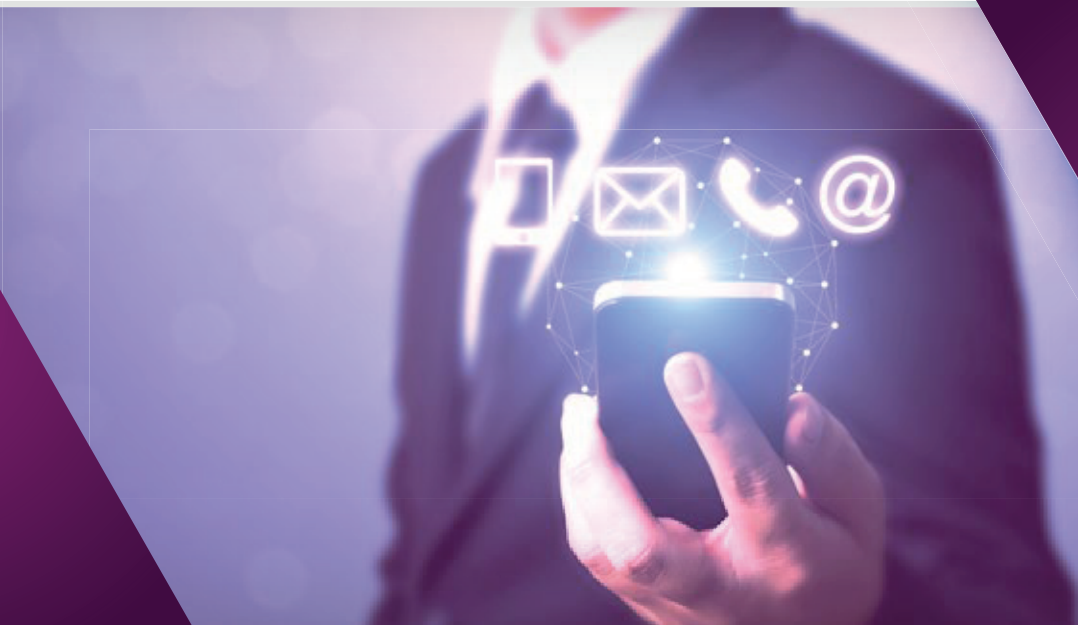


DISTRIBUTION CHANNELS

CHANNELS

- **RETAIL**
 - Coops
 - Coops branches
 - Convenience stores
 - Hypermarkets
- **E-COMMERCE**
- **WHOLESALE**
- **HORECA**





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