



شركة الشاقب 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).

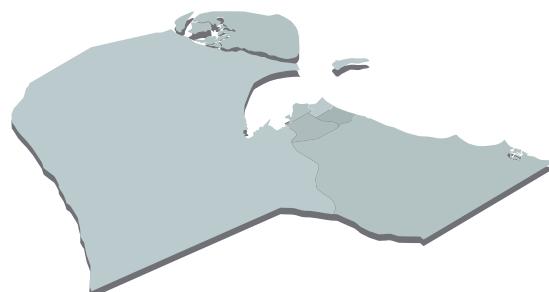
A setup of Warehousing & Distribution facilities for Dry, Chilled & Frozen products serve the Kuwaiti market in most of its segments.

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 its market share, profitability as well as brand equity in order to have a win-win situation with consumers, suppliers, producers & manufacturers.

KUWAIT
Origin



ORGANIZATION



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



BRAND PORTFOLIO



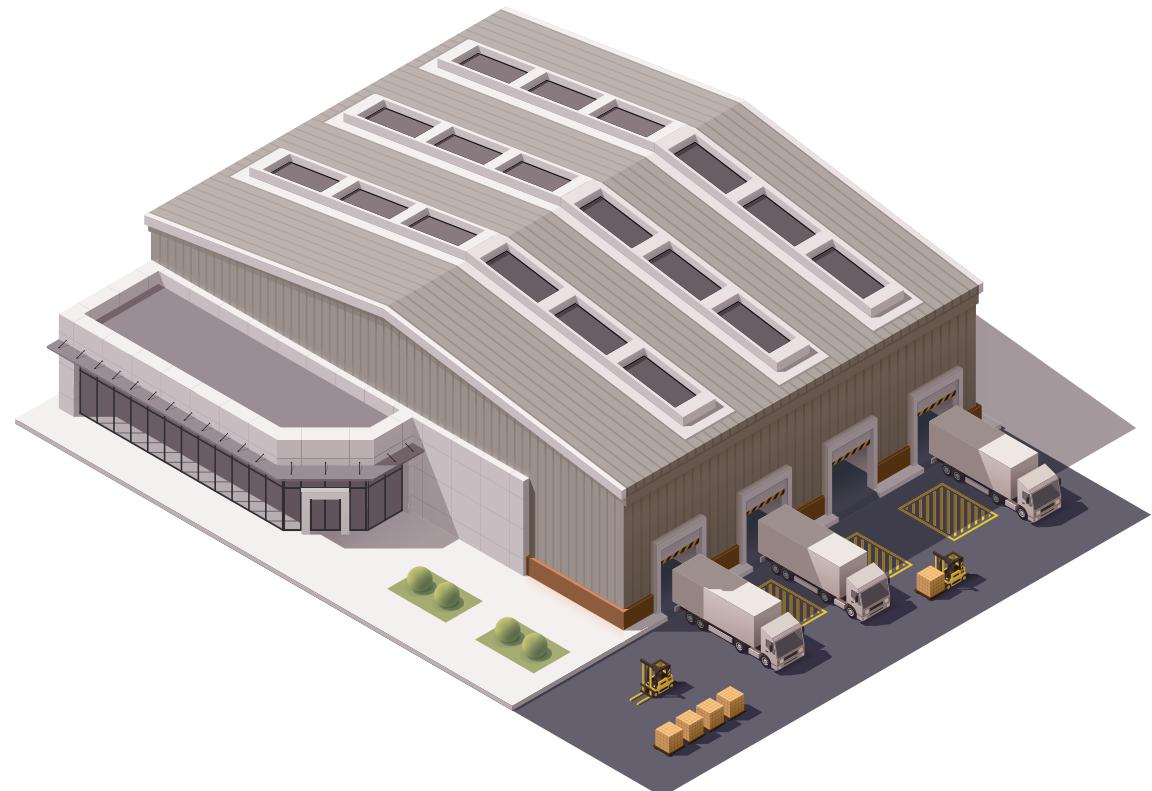
BRAND PORTFOLIO



DISTRIBUTION CHANNELS

CHANNELS

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





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