



شركة الثاقب التجارية
AL-THAQEB TRADING COMPANY

COMPANY PROFILE

www.al-thaqeb.com

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).

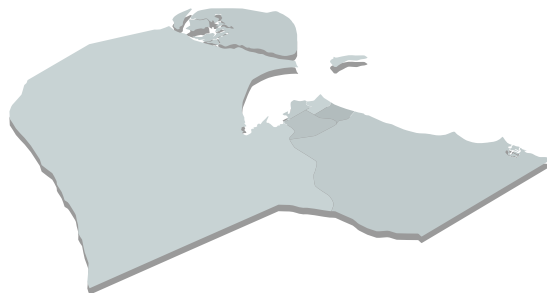
A setup of Warehousing & Distribution facilities for Dry, Chilled & Frozen products serve the Kuwaiti market in most of its segments.

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

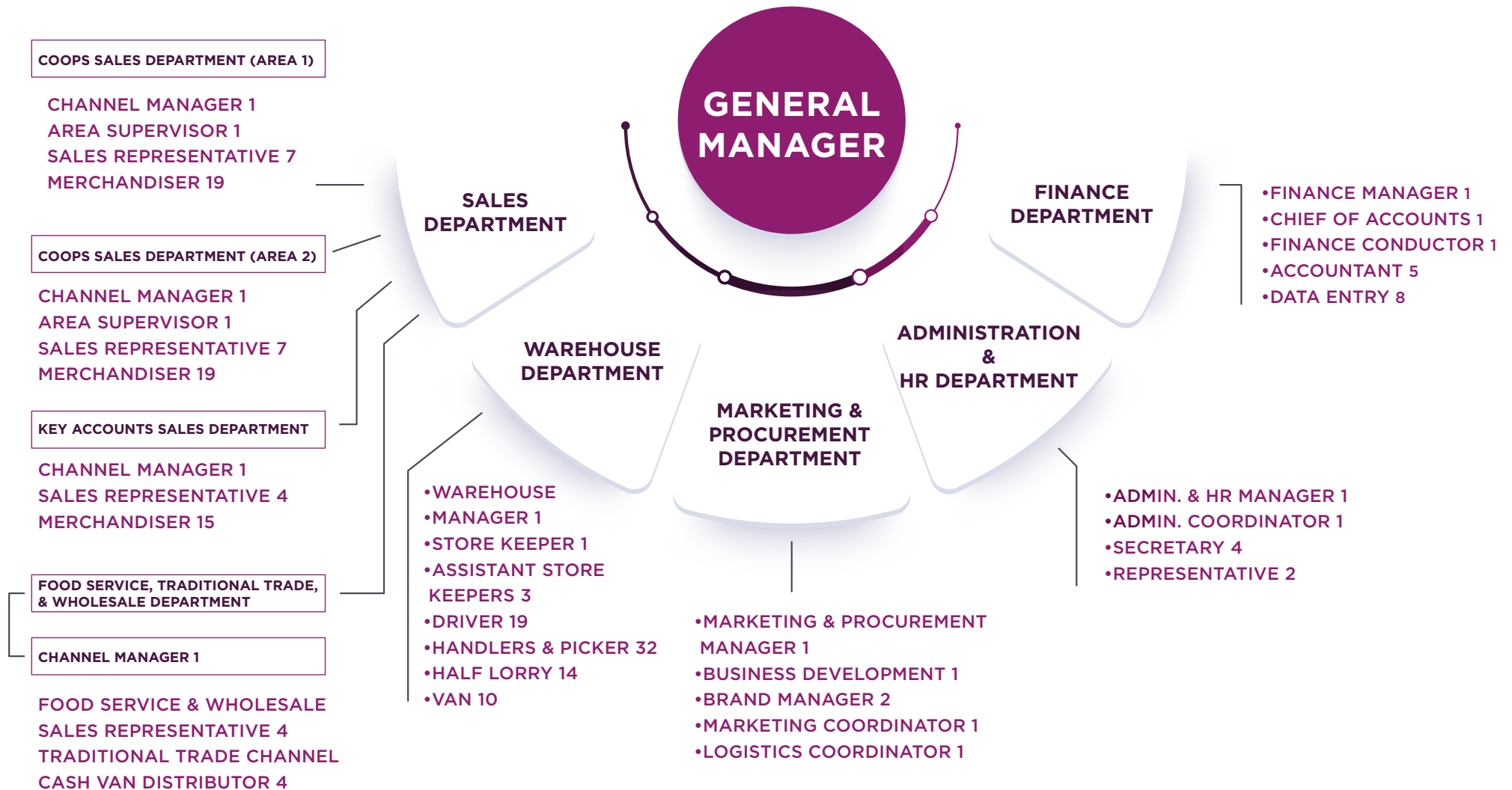
In a very competitive Kuwaiti market, consumers' demands are met through ABL (Above The Line Activities) & BTL (Below the line activities) by a professional marketing team.

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



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 24 vehicles distributing our goods to all Kuwait areas

VANS | **10**

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



DANDY

CATEGORY
ICE CREAM

ORIGIN: QATAR



FINI

CATEGORY
JELLIES

ORIGIN: SPAIN



SOUR PATCH

CATEGORY
JELLIES

ORIGIN: AUSTRALIA




BAZOOKA

CATEGORY
CANDY


ORIGIN: USA




BRAND PORTFOLIO




POPCHIPS
CATEGORY
CHIPS
ORIGIN: USA



EAT REAL
CATEGORY
CHIPS
ORIGIN: UK



JOLLYTIME
CATEGORY
POPCORN
ORIGIN: USA



NATURE'S PATH
CATEGORY
CEREAL
ORIGIN: USA



WOM
CATEGORY
CANDY
ORIGIN: CHINA



FUNTIME
CATEGORY
CANDY
ORIGIN: CHINA



RELKON
CATEGORY
CANDY
ORIGIN: CHINA



VALPIZZA
CATEGORY
FROZEN
ORIGIN: ITALY



BRAND PORTFOLIO



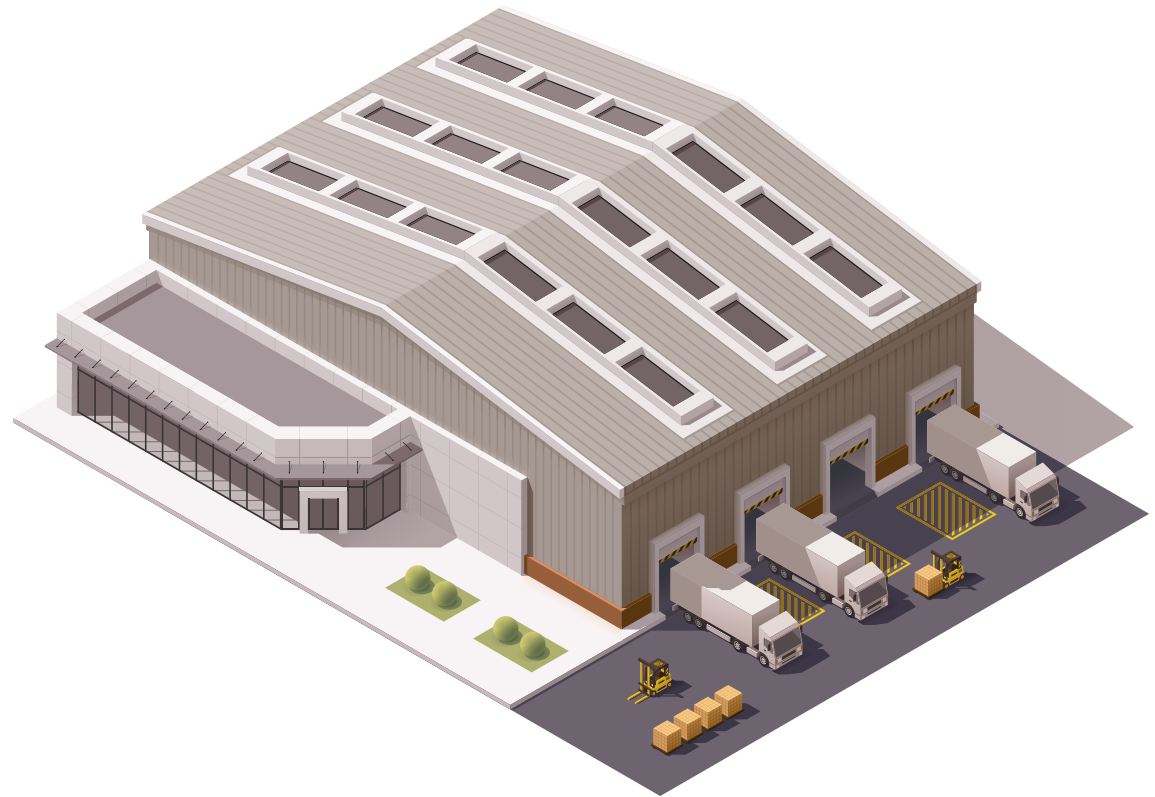
BRAND PORTFOLIO



DISTRIBUTION CHANNELS

CHANNELS

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





شركة الثاقب التجارية
AL-THAQEB TRADING COMPANY



KUWAIT - ARDIYAH INDUSTRIAL AREA,
BLOCK 2, BUILDING 90
P.O.BOX: 6429 HAWALLI 32039, KUWAIT



+965 22093555



965 22093444



INBOX@AL-THAQEB.COM



@ALTHAQEBTRADING

www.al-thaqeb.com