



شركة الثاقب التجارية
AL-THAQEB TRADING COMPANY

www.al-thaqeb.com

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.

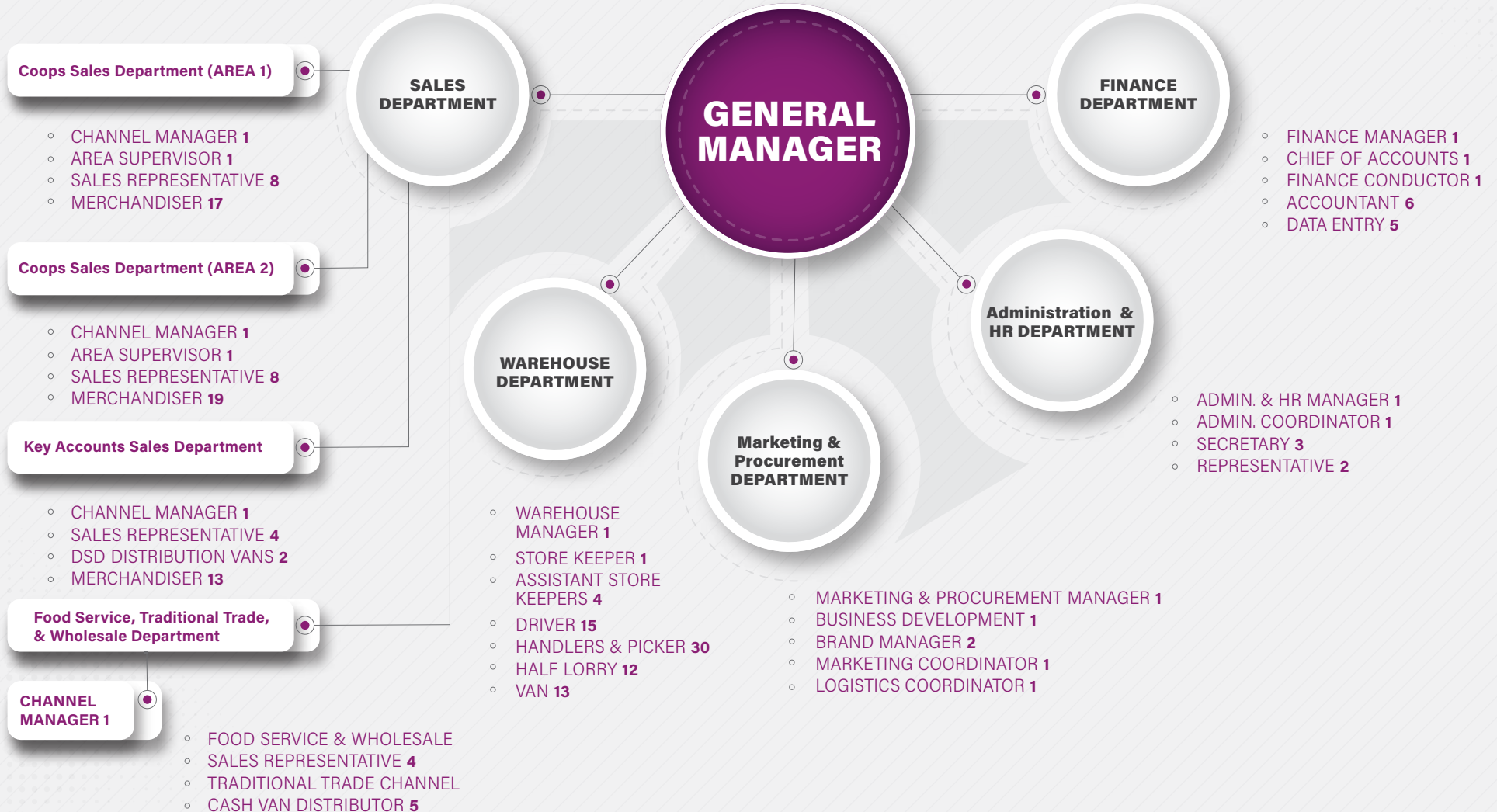
In a very competitive Kuwaiti market, consumers' demands are met through ABL (Above The Line Activities) & BTL (Below the line activities) by a professional marketing team.

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

COMPANY ORGANIZATION



COMPANY FACILITY

The company currently has 2 store in Ardiya and Salmiya (the commercial area) with a total storing capacity of

COLD STORES 4000 Sq. Meters

FREEZER STORES 300 Cu. Meters


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

13 VANS


12 LORRIES



BRAND PORTFOLIO



JOLLYTIME
CATEGORY
POPCORN
ORIGIN: USA



CADBURY
CATEGORY
BISCUITS
ORIGIN: UK



MARS
CATEGORY
BISCUITS
ORIGIN: UK




BAZOOKA
CATEGORY
CANDY
ORIGIN: USA




FINI
CATEGORY
Jellies
ORIGIN: SPAIN



CAMPFIRE
CATEGORY
MARSHMALLOW
ORIGIN: USA



SAF
CATEGORY
YEAST
ORIGIN: FRANCE



BRAND PORTFOLIO



NANDOS
CATEGORY SAUCES
ORIGIN: SOUTH AFRICA



RAGU
CATEGORY SAUCES
ORIGIN: USA




FRENCH'S
CATEGORY MUSTARD
ORIGIN: USA




FRANKS
CATEGORY SAUCES
ORIGIN: USA




MC CORMICK
CATEGORY SPICES
ORIGIN: USA




SIMPLY7
CATEGORY CHIPS
ORIGIN: USA



POPCHIPS
CATEGORY CHIPS
ORIGIN: USA




BRAND PORTFOLIO



FONZIES

CATEGORY
CHIPS


ORIGIN: MALAYSIA



BEANITOS

CATEGORY
CHIPS


ORIGIN: USA



MONTOVA

CATEGORY
OIL

ORIGIN: ITALY



CRISCO

CATEGORY
OIL

ORIGIN: USA



CROWN

CATEGORY
PEANUT BUTTER

ORIGIN: USA



AEROPLANE

CATEGORY
PICKLES

ORIGIN: INDIA



Enlightened

CATEGORY
ICE CREAM

ORIGIN: USA



BRAND PORTFOLIO



BRAND PORTFOLIO



HEALTHY BOY
CATEGORY
SAUCE
ORIGIN: THAILAND



VITAKRAFT
CATEGORY
PET FOOD
ORIGIN: GERMANY



SPARTAN
CATEGORY
CLEANING PRODUCTS
ORIGIN: LEBANON



MUMTAZ
CATEGORY
OIL
ORIGIN: UAE



MAGICTASTE
CATEGORY
PRIVATE LABEL
ORIGIN: GLOBAL



DISTRIBUTION CHANNELS

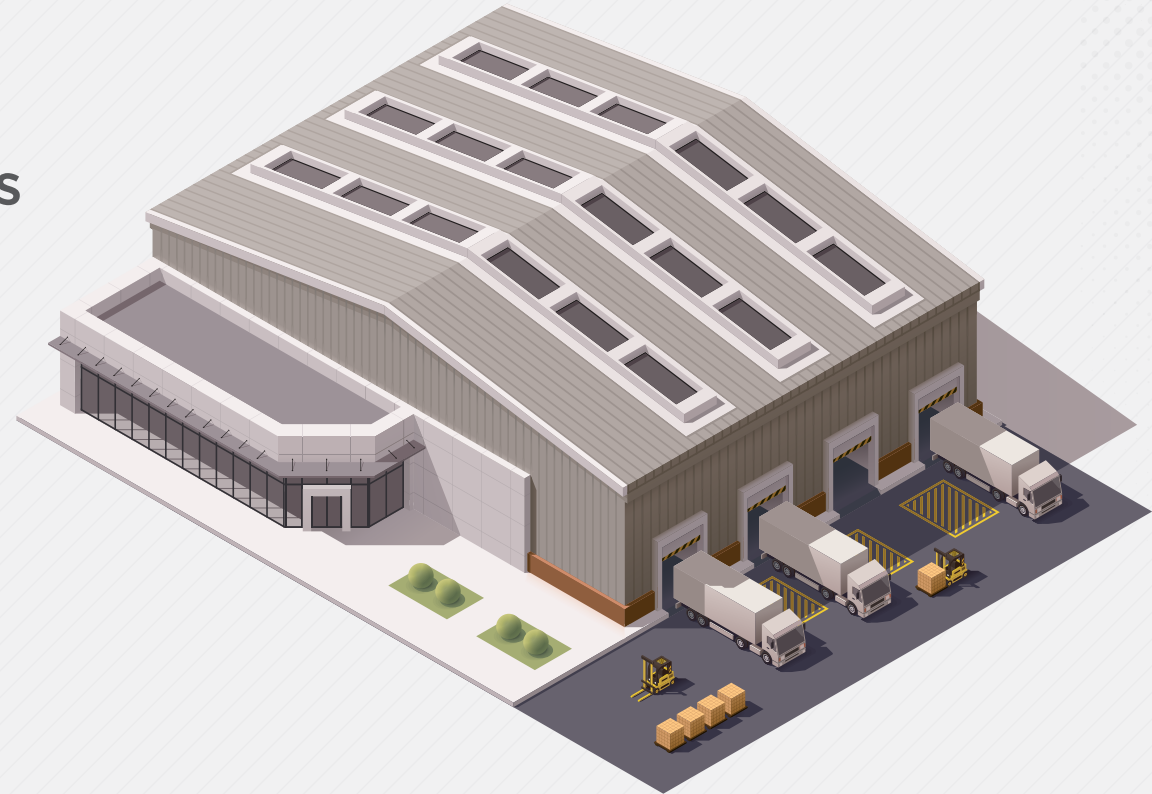
CATEGORIES

● RETAIL

- Coops
- Coops branches
- Convenience stores
- Hypermarkets

● WHOLESALE

● HORECA





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