

Consultancy and Distribution

Alameel for general trading and
marketing consultancy Ltd.



For the past 20 years, we have worked with international companies, and we developed the businesses to create their brand presence and achieve their goals. Today we started as Our startup business in 2022 to design our road map to empower your brand and outfit your business with the marketing tools needed to succeed. Talk to us today about how we can support your growth, limit your turnover, and put you on a solid track to success and profit. Our Aim to deliver FMCG distribution, marketing Management and business consultancy



DR. MUSTAFA DIZAYEE

Co-Founder

Managing Director



MAHMOOD SHEET, MBA

Co-Founder

Business Manager

OUR VISION

To become world class Program and Project Management consultant to provide Consultancy, Training and Support service to our clients and become an asset to our communities.

OUR MISSION

Our mission is to understand the unique needs of each client and offer the most comprehensive Project Management Service, Expertise, and Training using highly motivated, highly skilled management consultants to help our clients for Performance Improvement and Capability Development.

CORE VALU

- INTEGRITY

Integrity is honesty and honesty is a valuable trait. But we not only advocate honesty towards others, but to also be honest to ourselves. Being honest with ourselves is a truly powerful tool because it allows us to take responsibility for everything that happens which means we are now in control of what happens next.

- RELIABILITY

We believe a reputation is built on being reliable. We don't over promise clients and candidates and deliver on what we set out to do. We have high expectations of our role and believe that being reliable, honest and professional allows the formation of lasting business relationships.

- AMBITION

We believe our ambition only benefits our clients and candidates. Nexus strives to be the best in the consulting industry and continues to raise standards in both service delivery and lifelong employees. We feel this is reflected internally with the level, characteristics and ability of the employees we hire.

- QUALITY OF SERVICE

Constant dedication to quality is what sets us apart. Nexus is proud of the levels of service we provide to clients and candidates throughout the project. We believe that service is the core of our business ethos.

- TEAMWORK

We believe that the greatest advantage of teamwork is that it achieves what individuals can't, through the medium of simple cooperation.

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FMCG Distributorship



Marketing Consultancy and Execution



Research and Retail Audit



Manufacturer Solution And Supply Chain

Help for strategy building to Accelerate Route to market



- Horizontal “distribution network “ expansion entire Iraq
- Sales force efficiency system and measurement
- Organization chart
- Trainings
- Growth strategy management
- Cost management and efficiency
- Distribution system
- Distributor assessment
- Sales team assessment
- Competitor analyses
- Research and insight
- Data management and channel classification
- Territory planning
- Sales incentive programs
- Trade incentive programs

Building distribution system for our client and development



Our company Aim to be the Best distribution company in north Iraq with solid infrastructure with our clints and our services in distribution covering below list :

- Distributing product in North Iraq
- Distribution System in North Iraq
- Building team
- IT infrastructure
- Consultancy services

Building Effective marketing strategy



RESEARCH

- ❖ Regularly Competitor Study
- ❖ Retail audit
- ❖ Consumer insight
- ❖ Price structure study



STRATEGY AND BUSINESS PLAN

- ❖ Three Years strategy
- ❖ One year business plan
- ❖ Budgeting
- ❖ Trade strategy
- ❖ Consumer strategy
- ❖ New Product development
- ❖ Brand Management



EVENT MANAGEMENT

- ❖ Internal event
- ❖ Campaign and sampling



IMPLEMENTATION

ATL – Paid Advertising

- ❖ Creativity and media buying
- ❖ Efficient plan and low-cost management
- ❖ Social Media management

BTL – Activation

- ❖ Communication Material - POSM
- ❖ Market Execution and branding
- ❖ Incentive Program
- ❖ Merchandising and tracking the outlet KPI
- ❖ Guidelines



Team Building

- ❖ Training and Development
- ❖ Organization and Structuring
For Marketing Department

We have strong partnership with international companies



- Food and Beverage Lines New And Used
- Project Management
- Supply Chain Management
- Maintenance Lines
- Spare Parts and Other Services

Partners



Distributorship



Factory Projects and agriculture partners



Advertising and promotional material Partners





AI AMEEL
General Trading

Contact Us

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