



# OUR CORE VALUES



## MISSION

We aim to guarantee shelf availability at modern trade and retail branches, and ensure seamless fulfilment for e-commerce dark stores, making Zeed the backbone of Egypt's retail supply chain.



## VISION

We aim to be the default logistics provider for modern trade, e-commerce, and key retailers – delivering operational excellence, nationwide coverage, and cost efficiency.

# THE FOUNDERS



**OMAR DARWISH**

Brings 15+ years of supply chain leadership, with experience at Procter & Gamble, the region's first specialized supply chain consulting firm, and a proven track record in turning around FMCG operations with significant revenue growth.



**AHMED ZEIN**

Combines 13+ years of audit, risk, and telecom expertise with senior business planning leadership in leading telecom firms in KSA and a strong entrepreneurial background spanning e-commerce, F&B, and logistics ventures.

## TRACK RECORD

The founders collectively bring over 25 years of experience across supply chain, logistics, telecom, FMCG, audit, and risk management. Their backgrounds span regional supply planning at Procter & Gamble, specialized supply chain consulting serving 100+ major clients, and leading business planning, pricing, and forecasting for multi-million-dollar telecom operations in KSA. They also carry a strong entrepreneurial track record, including launching Egypt's first online grocery platform, founding Kold gelato, and building successful FMCG and distribution partnerships. This combined expertise merges deep corporate strategy with hands-on execution across complex operational environments. Together, they position Zeed as a high-performance logistics and field-operations enabler powering Egypt's modern retail and FMCG sector.

# TIMELINE



**2024**

- ZEED was founded by Omar Darwish & Ahmed Zein



**2025**

- 20+ Clients
- Average of 15,000 cases delivered per month
- Dry/Non-Food/Food/Chilled



**2026**

- Expand to frozen products
- Grow our team of industry professionals
- Acquire multiple warehouses to facilitate client experience

# MARKET PROBLEMS

High Logistics Cost per Order

Underutilized Fleet & Wasted Capacity

Limited Branch Access & Coverage Gaps

Operational Inefficiencies at Branches

Manufacturers Forced to Choose Between Cost & Sales

# ZEED'S SOLUTIONS



Destination-Based Consolidation



Asset-Light Shared Fleet Model



Extended Coverage Across Modern Trade



Streamlined Branch Operations



Cost-Effective Scalability for Manufacturers

# OUR SERVICES



## Distribution & Logistics

- Warehousing, inventory handling, order fulfillment for FMCG brands and supermarket chains.
- Distribution of products (modern trade, key accounts) with a fleet that can be managed/scaled according to volume.
- Delivery tracking, real-time visibility, cold-chain/temperature controlled distribution (if required).



## Field Force Management (FFM)

- Deployment of dedicated field teams (merchandisers, sales reps, supervisors) across modern-trade and retail.
- Route-to-market planning, territory segmentation, coverage optimization.



## Data & Performance Reporting

- Dashboards and KPIs for coverage, productivity, strike rate, execution score.
- Daily/weekly field force performance tracking.
- Analytics to identify gaps, optimize route, improve coverage, increase sales per visit.



## Consulting & Strategic Support

- Operational design of distribution networks.
- Optimization of field force models (size, deployment, workload).
- Performance improvement programs (cost/time efficiencies, execution discipline).

# VALUE PROPOSITION



## Full Convenience & End-to-End Handling

Zeed manages the entire delivery cycle on your behalf — from order preparation, documentation, and branch delivery to returns processing and proof-of-delivery verification — allowing manufacturers to stay fully focused on core operations.



## Optimized Fleet Optimization

Our shared-fleet model maximizes truck capacity, significantly reducing delivery costs, especially for smaller and more frequent orders.



## Expanded Modern-Trade Coverage:

Small and remote-branch orders are consolidated through Zeed's network, ensuring consistent availability and preventing lost sales due to limited reach.

# VALUE PROPOSITION



## Minimal Cash-Flow Impact:

Our lean operational model eliminates the need to increase inventory, helping you maintain healthy working capital with no overstocking



## Transparent Cost per Unit:

With standardized delivery processes, we remove day-to-day variability, giving you predictable, stable costing and easier pricing calculations.



## Technology-Driven Performance:

Zeed's proprietary platform enables seamless order placement, real-time fleet tracking, digital POD, and upcoming modules including digital payments, AI-driven sales insights, and embedded fintech solutions to fuel client growth.

# STRATEGIC PARTNERS





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