



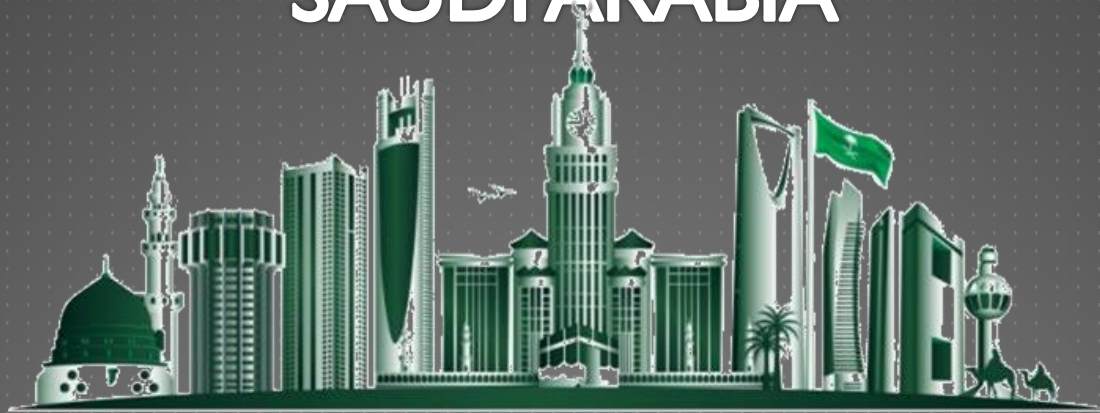
MARKETING AND DISTRIBUTION SPECIALIST

www.ramamodern.com | e-mail: info@ramamodern.com

SAUDI ARABIA

COMPANY PROFILE

RAMA MODERN INTERNATIONAL TRADING IS YOUR BEST PARTNER FOR SAUDI ARABIA



1. **Skilled and successful sales and marketing team.**
2. **The power to explore all available opportunities for your brand in Saudi market place.**
3. **Confidence in achieving your goals and objectives.**
4. **Committed to successful and long term business relationship.**
5. **Qualified and professional management and sales team.**
6. **Financially solid.**

RAMA MODERN INT'L. TRADING COMPANY

HEAD OFFICE

Madinah Road across Palestine St. Dakheel Building 9th flr. Jeddah, Saudi Arabia

COMPANY'S MAIN BRANCHES

Jeddah Branch : Dakheel Building, Jeddah, KSA | **Riyadh Branch** : Al Hayer Signal Al Dar Al Baida

Dammam Branch : Workers City neighbor, from Khaldoun st. Dammam

CONTACT US

HEAD OFFICE : +966 12 6617669

Dr. AHMED SAYED : +966 55 360 0311

Chief Executive Officer

Mr. MOHAMED HASSAN : +20 128 941 3821

General Manager

Dr. Sally Farid : +966 567070174

Consultant

Mr. MOHAMMED MOIZUDDIN : +966 58 050 7141

Business Head-Sales & Marketing

Mr. MOHAMED BAYOUMI : +966 59 431 7144

Chief Financial Officer

PHILIPPINE OFFICE

East of Galleria Tower Topaz St., ADV Avenue,
Ortigas Pasig City

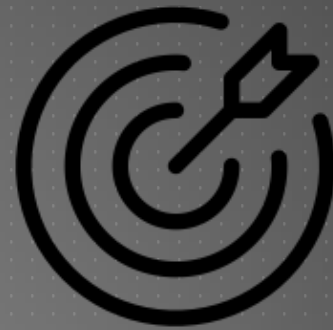
- ▶ Thailand
- ▶ Malaysia
- ▶ Egypt
- ▶ Djibouti

Website: www.ramamodern.com

E-mail: info@ramamodern.com

OUR MISSION: COMMITMENT TO LONG TERM AND GROWING BUSINESS

- ▶ Creating Sustainable Value
- ▶ “Building brands, expanding markets, and delivering value through exceptional distribution and commercial execution of effective marketing plans and continuously develop sales of our brands in the market to create long term business and value



CEO MESSAGE

It give me great pleasure to welcome you to the website RAMA MODERN INT. TRAINING.CO a leading company in the field of Marketing and Distribution of food and cosmetic products witch established in Jeddah more then 40 year's sieving the Kingdom of Saudi Arabia

Our company was founded with a singular vision: to high-quality food and cosmetic products for the very beginning, we've driven by a commitment of both the people we and commented managerial and sales team

Our dedication to creating skincare and beauty has allowed us to build lasting relationship with our partners, our customers we serve

As we continues to grow and evolve, let us keep mind the simple but powerful purpose the drives us: to make a positive difference in the Saudi Arabia Consumer live of those we served we are heae to nourish, to enhance and to inspire.

Thank you for we being part of the journey with us. Here's to this journey with us. where the possibilities are endless, and impact we can mark in immediate and immeasurable

THNK YOU

Dr.Ahmed Sayed

Chief Executive Officer



GM MESSAGE FROM THE GENERAL MANAGER

At Rama Modern, our priority is to transform strategic good and objective into consistent and measurable business performance , operations and customer service

Our focus on operational excellence , organizational efficiency customer is satisfaction and sustainable expansion Rama Modern is prepared for the opportunities of tomorrow while delivering excellence today as a trusted gateway between reliable supplier and Saudi market Rama is actually a Leading valuable Middle East org Group

Mr. Mohamed Hasssan

General manager



BUSINESS HEAD: SALES AND MARKETING OVERVIEW

► Building Brands. Expanding Markets. Delivering Value

At Rama Modern, is a successful distribution extends far beyond placing products on shelves. It is about understanding markets, developing brands, creating demand and building a longer in business in our Saudi market

Our approach combines market survey key-account development, merchandising, promotions and identification of new business opportunities. Across

Our objective is to strengthen availability, visibility and consumer reach and creating sustainable growth for the brands.

We work with our principals based on and long-term brand development. Our commitment is to, execute with excellence and convert opportunities into sustainable growth.

Mr. Mohamed Moiz

Business Head: Sales and Marketing



COMPANY HISTORY

COMPANY OWNERSHIP

The Company is fully owned by Dr. Ahmed Sayed Husain

COMPANY HISTORY

Rama Modern is one group of investment companies, The group includes diversified business in Saudi Arabia, The Group is financially solid and funds are available for immediate expansion including ELKOPTAN for car's included Rama modern SND.BHA at Kuala Lumpur ,Malaysia and Egyptian constructions

Rama Modern International Trading is a professional well organized marketing and distribution organization in the business of representing reputable international suppliers for good quality consumer products, cosmetics brand and processed food categories.

Rama Modern covers effectively the Saudi Arabia market place nation-wide directly and indirect through the relevant retail and wholesale channel and HORECA network.



COMPANY STRATEGIC PLANNING & BUSINESS OBJECTIVES

Established the long term major objective for Rama Modern and the necessary policies and strategies to be followed by different management and department levels to attain the set goals, objectives and maintain control.

- Establish long term business relationship with international suppliers.
 - Achieve the set annual rate of growth.
 - Constant increase of the distribution and coverage network.
 - Development of the company's human resources skills.
 - Professional Marketing approach for all consumer products support.
 - Strong in product knowledge, Skilled and talented sales forces.
- 

OPERATIONAL MANAGEMENT

Rama Modern Manage and operate three main branches at Jeddah, Riyadh and Dammam and two sub-branches at north & south regions covering the three Saudi regions, Eastern, Central and western though professional management team. The company director and general manager having a full managerial and financial authorities and delegate the related authorities to national sales and marketing manager, Branch managers Financial controller are authorized to fulfill own responsibilities according to the professional company's policies and procedures.

Rama's headquarters responsibilities includes planning and controlling the operation as well as annual preparation of company's budget and business plans including suppliers annual purchase forecast.

The General manager implement an effective reporting system, keeping inter-department harmony and flow of work systems operational and financial periodic reports Montan set strategic planning and objectives.

INTERNATIONAL SUPPLIERS

Rama Modern is currently represent many major international Philippines and European suppliers on an exclusive bases beside the other international brands.

They fall into two product groups:

- # Cosmetics and Toiletries (Personal Care)
- # Dry Food Products (Non-Fresh)

This diversification in the product portfolio allows for effective and stronger sales, marketing and distribution in addition to safe investment and stable of earnings

RAMA MODERN EXCLUSIVE SUPPLIERS IN SAUDI MARKETS

COSMETICS CATEGORY

1. Renew Placenta
2. Splash Corporation
3. Int'l Pharmaceuticals Inc.- IPI
4. Kojiesan
5. Bench Cosmetics
6. Rama Brands (Private labels)
7. Silka



FOOD CATEGORY

1. Republic Biscuits Corp.(Recisco)
2. Barrio Fiesta
3. DelMonte
4. Q-Phil (Fiesta Pinoy)
5. Zest-O
6. Jamla Corporation
7. KLASSNO Coffee
8. Rama Brands (Private Labels)
9. Lavina by Mega Food Industries & Products (Germany)



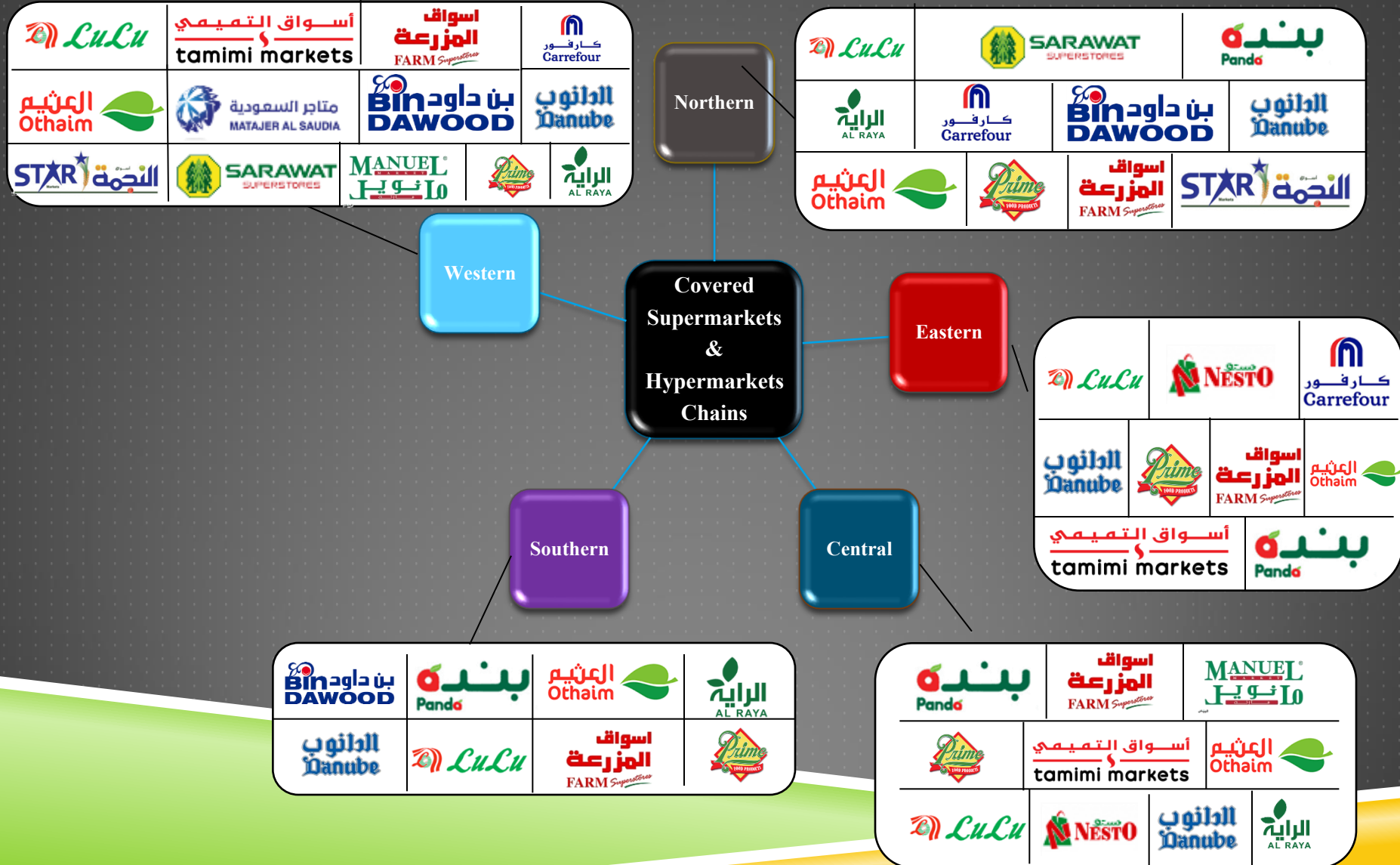
SALES COVERAGE & DISTRIBUTION CHANNELS

RAMA MODERN HAS DIRECT SALES COVERAGE AND DISTRIBUTION NATIONWIDE THROUGH THE FOLLOWING CUSTOMERS GROUPS;

- ❖ Danube Hypermarket
- ❖ Bin Dawood Hypermarket
- ❖ Carrefour
- ❖ Panda Hypermarket
- ❖ Lulu Hypermarket
- ❖ Manuel Supermarket
- ❖ Wahj Mart
- ❖ Manuel Supermarket
- ❖ Matajer Al Saudia
- ❖ Al Othaim Chain
- ❖ Tamimi Hypermarket
- ❖ Nesto Hypermarket
- ❖ Makkah Hypermarket
- ❖ Al-Jazeera Hypermarket
- ❖ Kabayan Supermarket
- ❖ Mark & Save
- ❖ Al Mawaseem Market
- ❖ Al Raya Super Market
- ❖ Al-Wafa Hypermarket
- ❖ We One Shopping Center
- ❖ Astra Hypermarket
- ❖ Sadhan & Spar

Total universe of 1052 Account/Customers

MAIN MODERN TRADE SALES COVERAGE



BRANCHES GEOGRAPHICAL ALLOCATIONS AND ADDRESSES

Western Province: JEDDAH BRANCH

Direct coverage:

Greater Jeddah City, Makkah ,Taif & madina

Central Province: RIYADH BRANCH

Direct coverage:

Greater Riyadh City, Qassim, Hail & Buraydah.

Eastern Province: DAMMAM BRANCH

Direct coverage:

Dammam City, Alkhobar, Jubail, Hufuf & Arar

Northern Branches:

Direct coverage:

Madinah City, Tabuk, Yanbu & Rabigh



South Branches:

Direct coverage:

Khamis Mushayt, Najran, Gizan & Asser

MARKETING DIVISION

The company built its philosophy based on marketing approach in order to succeed in such very competitive environment in Saudi Arabia

We believe that this approach is the only guarantee to achieve the company's objectives for sales coverage and create consumers demand and product's loyalties which lead to a short and longer term profitability.

Based on annual agreement with the suppliers the company conducts the appropriate and the most cost effective advertising and promotional campaigns.

The Main Function of the Marketing Department

- 1.Preparation of marketing plans for each supplier's product group.
 - 2.Planning and implementation of the advertising and promotional activities.
 - 3.Pricing policy, strategy and product positioning.
 - 4.Market research.
 - 5.Planning and implementation of various events and celebration.
 - 6.Product displays and demonstrations and sampling – Planning and implementation.
- 

RAMA EXPERIENCE

The company has more than Forty one years experiences in sales and distribution of dry food products and cosmetic, consumer brands in Saudi Arabia market.

We have successfully listed most of our suppliers brands in all the Modern Trade Hypermarkets and Supermarkets Chains while our sales and marketing team have succeeded in creating consumer awareness and demand for the them.

Rama Company is proud of its sales and marketing achievements with the suppliers and it's continuous support.

We have gained good experience in distributing and marketing our products portfolio in our market and are planning to extend this experience in the future to our new suppliers.



RAMA WAREHOUSE FACILITIES



Rama owns and operate eleven (11) warehouses facilities across the country. Rama warehouses are located in the main warehouses compound in a strategic locations.

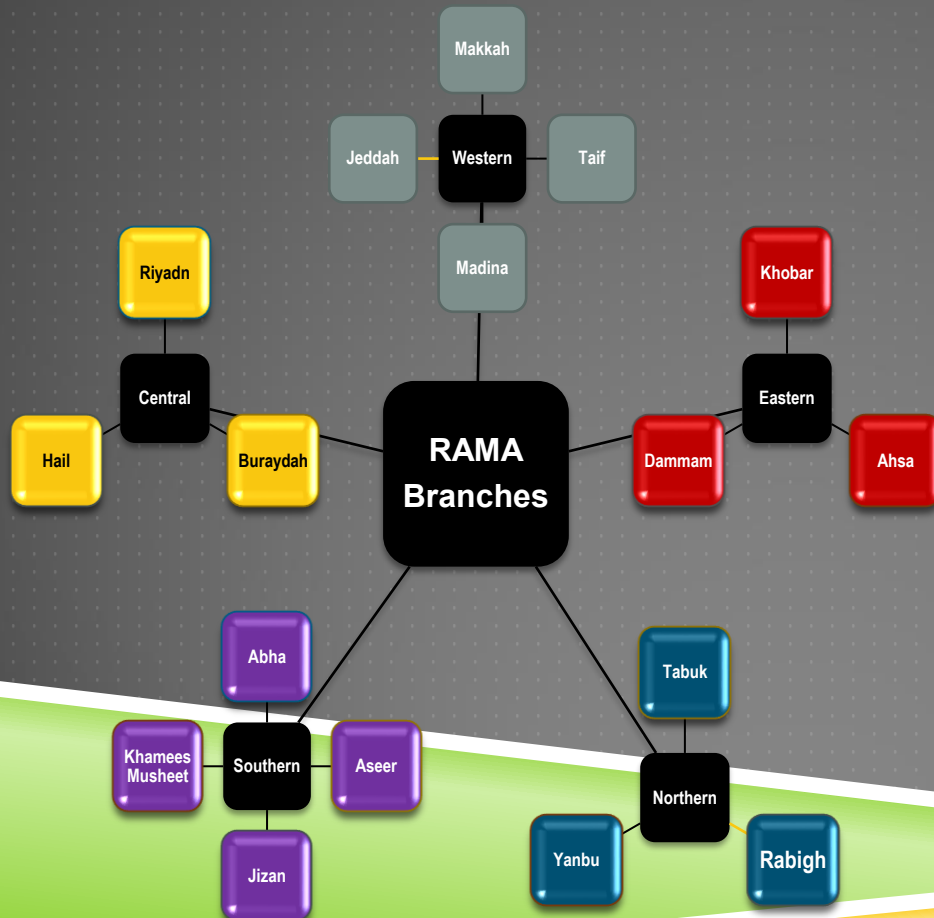
Rama warehouses are airconditioned to ensure freshness and comply with Saudi Sfda regulations and standards.



RAMA ORGANIZATION S STRUCTURE

Rama Modern is organized to meet the consumer needs and explore the distribution and marketing opportunity in all cities and towns through branch management operation and sales and marketing teams.

Rama Branches are covering directly all geographical locations:



Rama Branches are headed by a branch manager along with professional sales team supported by team of merchandisers and drivers and equipped with adequate air conditioned warehouses facilities for both food and non-food products and a fleet of delivery trucks and vans

LOGISTICAL STRUCTURE

Rama logistics department is responsible for receiving all supplier's shipments, distribute received goods among Rama different branches warehouses across the country and deliver all customers orders on time.

The logistics department manage Large number delivery trucks and Van fleet. The company owns 8 trucks and 32 delivery vans beside the salesman's cars.



RAMA'S COMPUTER SYSTEMS

A modern up to date computer software system and programs are used in fulfilling and preparing customer's orders, issuing invoices, control the Stock of each item based on shelf life and expiry date, pricing system, inventory and re-ordering points. This is applicable to each branch and also directly monitored and controlled by head office.

CREDIT FACILITIES

Rama modern offers to its customers a credit terms range between 60 to 90 days from the date of receiving/delivery of their orders, however the average actual collection period exceed 120 days, this help increasing sales and customer's coverage among the trade.

The Modern trade average credit period exceed +120 days

For all Modern Trade we pay listing fee, slap compensation based on annual purchases range between 3 to 5% in addition to other events and instore promotion and gandola rental

ELKOPTAN FOR CARS SISTER COMPANY RAMA

Is a successful car dealers in a part Rama Group

Owns branch in Jeddah and Riyadh and Other kingdom regions.

Elkoptan having more than 15 years of experience in the field of cars with growing business in Egypt, UAE & SAUDI ARABIA KORA ELKOPTAN is sourcing form South Korea luxurious car models



RAMA ON SOCIAL MEDIA



<https://www.instagram.com/ramamodern/>



<https://x.com/RamaModern>



<https://www.facebook.com/ramamoderntrading/>



<https://ramamodern.co/>

A perspective view of a supermarket aisle with a shopping cart in the foreground. The shelves are filled with various packaged snacks, primarily bags of chips and crackers. The lighting is warm and bright, typical of a supermarket. The text "RAMA INSIDE SUPERMARKETS" is overlaid in the center in a large, blue, outlined font.

RAMA INSIDE SUPERMARKETS

KLASSNO™

















Mixed Nuts
Garlic Crackers

Biscuits
Cookies









راما العصرية
RAMA MODERN





راما العصرية
RAMAMODERN

AWAT 10

ing Needs احتياجات المطبخ

& Honey مريم / عسل

Peanut Butter زبدة فول سوداني



Dole

TRIPLE
GOLD
PREMIUM
PINEAPPLE

راما العصرية
RAMA MODERN



PREMIUM
DINE & GO



splash
Linda fresh new taste

The logo is a stylized, symmetrical emblem. It features a central red field with a yellow border and a green outline. The top and bottom of the emblem are pointed, with a small green leaf-like detail at the top center. The text "Del Monte" is written in a large, white, bold, serif font across the upper half of the red field. Below it, the word "Quality" is written in a smaller, white, elegant script font.

Del Monte
Quality





DELMONTE SPAGHETTI
SWEET STYLE 1KG
18.95

DELMONTE SPAGHETTI
SWEET STYLE 100GM
11.95

DELMONTE SPAGHETTI SAUCE
SPAGHETTI 200GM
1.96

DELMONTE SPAGHETTI SWEET
STYLE 200GM
1.96

HUNAN TOMATO SAUCE
6.95





SPECIAL OFFER
DEL MONTE
PINEAPPLE JUICE 1.9L
الآن 7.95 SAR

SPECIAL OFFER
DEL MONTE
PINEAPPLE JUICE 340ml
الآن 2.50 SAR

SPECIAL OFFER
DEL MONTE
PINEAPPLE JUICE 340ml
الآن 2.50 SAR

QASAR
قصر

28661 (56269)
100% PINEAPPLE JUICE

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100% PINEAPPLE JUICE

QASAR
قصر
Hypermarket









راما العصرية
RAMA MODERN





راما العصرية
RAMAMODERN



راما العصرية
RAMA MODERN





راما الحديثة
RAMA MODERN

العرض
الترويجي
PROMOTION

العرض
الترويجي
PROMOTION

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PROMOTION

Change to
Real Coffee!
Yes Premium Instant

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12.50
SR.
LARGE CHICKEN - TUNA
SPREAD - 500 GR.

5.50
SR.
SUPER Q - GOLDEN BIHON
500g

2.75
SR.
SUPER Q - GOLDEN BIHON -
227g













ZEFO®







LONG LIFE PANCI
4.50

LONG LIFE PANCI
4.50

MAGGI 2 WIL CHEN
1.70



1.00











VivaTM

home the stars



SARAWAT SUPERSTORES 綠

٢,٩٥
ريال
2.95
SR.
MUG ROOT BEER 330ml

٢,٩٥
ريال
2.95
SR.

SARAWAT 綠
٢,٥٠
ريال
2.50
SR.
ZESTO ROOT BEER
REG 330ml

ZESTO















splash
corporation



splash
corporation







عرض خاص
SPECIAL OFFER
9.50
9.50
Imperial Leather Soap
Assorted 3x1x120 gm

عرض خاص
SPECIAL OFFER
5.50
5.50
Renew Glutathione
Soap 135 gm

عرض خاص
SPECIAL OFFER
4.50
4.50
Skinwhite Bath
Soap Classic 135 gm

splash
corporation























راما العصرية
RAMA MODERN

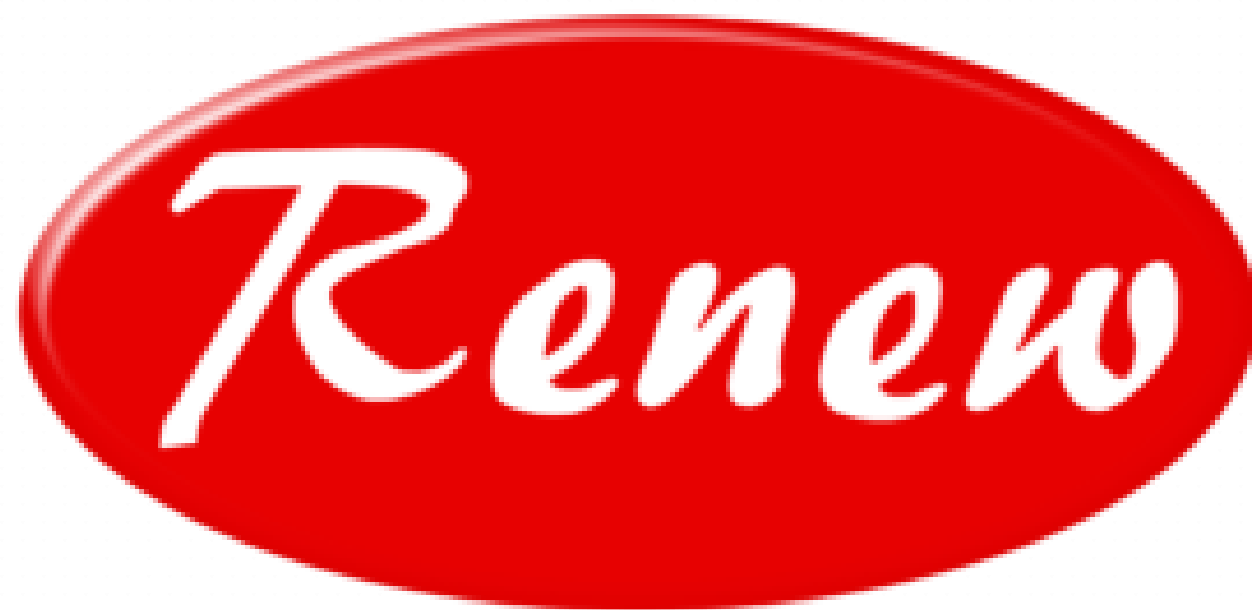
عصرية
RAMA MODERN

MoDish

دجاج مسرد
Chicken

RAMA





PLACENTA

Herbal Beauty Products











عرض خاص
SPECIAL OFFER

9.50

9.50

Imperial Leather Soap
Assorted 3x123 gm

عرض خاص
SPECIAL OFFER

5.50

5.50

Renew Glutathione
Soap 135 gm

عرض خاص
SPECIAL OFFER

4.50

4.50

SkinWhite Bath
Soap Classic 135 gm

Renew

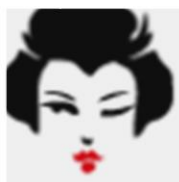
PLACENTA

Herbal Beauty Products



kojie•san®





kojie•sai



2x135gx24



2x135gx24



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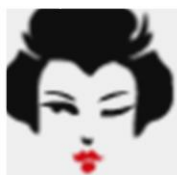
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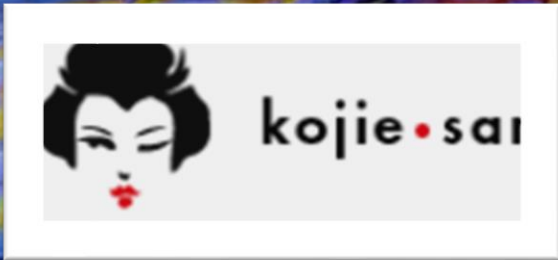
2x135gx24



19,50
ريال
19.95
SR.
KOJIE-SAN SOAP DREAM WHITE
SPECIAL OFFER 5% OFF



kojie•san





kojie • sai

راما العصرية
RAMA MODERN



kojie • san

راما العصرية
RAMAMODERN



kojie • san

راما العصرية
RAMA MODERN

WAT 10
تلفزيون امسك

ig Needs احتياجات المخبز

& Honey مربعات / عسل

زبدة فول سوداني



kojie • sar





EVENTS AND SAMPLING

DAMMAN EVENTS



DAMMAN EVENTS



FILIPINO EVENT



FILIPINO EVENT



FILIPINO EVENT



FILIPINO EVENT



FILIPINO EVENT



PHILIPPINES INDEPENDENCE DAY EVENT JUNE 12, 2024 @ MANUEL HAMRA

















THANK YOU