

# Abbar أَبَّار

## CORPORATE PROFILE



# About Us من نحن

- Established in 1955, ABBAR is a leading distributor and supplier of a diverse collection of consumer goods and foodstuffs with quality, value & wellness in mind, while maintaining a long heritage of trust with both consumers and principles
- We are strategically dispersed across the Kingdom of Saudi Arabia through:
  - Well equipped warehouses
  - Diverse market locations
  - Effective sales channels
  - Logistical capabilities
- Successfully supplying all brands to the widely distributed regions, cities, & towns by effectively integrating nationwide operations, on time deliveries thru strategic network of transport, communications, Sales Channels & Point of Sale.

*our story*

# About Us من نحن

- Trust & forming brand alliance globally are the key factor of success, they are the reason for our existence, sustainability & growth; while adopting & reinforcing global quality standards, extensive customer service training, maintaining high level of hygiene.
- Our line of business is divided into 3 major categories:
  - Aligning with STAR Super and Hyper Markets owned by Ghazi ABBAR Group
  - Distribution
  - Trading
- Though Star Super/Hypermarkets serve as a prime node of shopping & sale the various products with its fast coverage across major cities of Saudi Arabia, part of the growth strategy lies within performing continuous geographic surveys and research activities

*our story*

# Mission & Vision المهمة والرؤية

## ▪ Vision

To be the partner of choice for our business principle and our trade clients and becoming the trusted household name in consumer goods and foodstuffs, with Core Values:

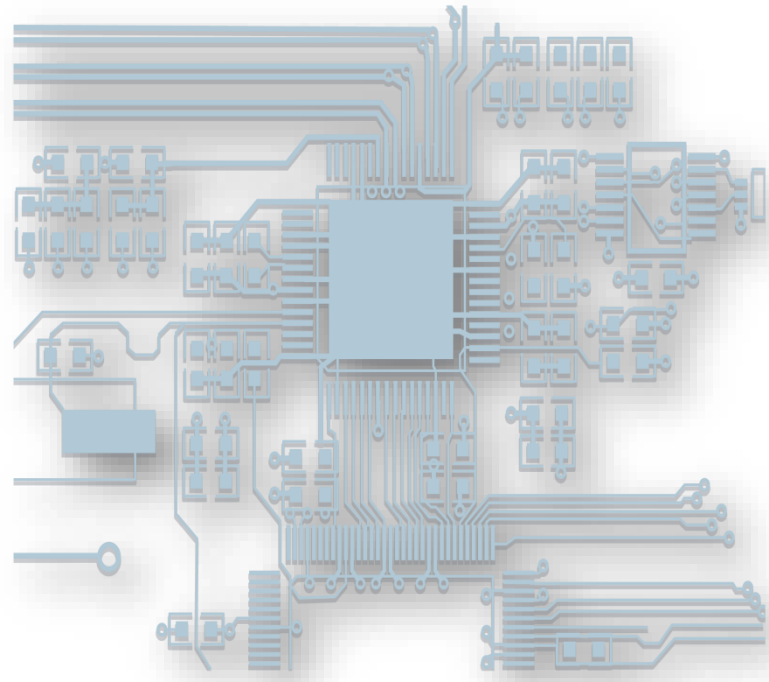
- Leadership
- Trust
- Quality

## ▪ Mission

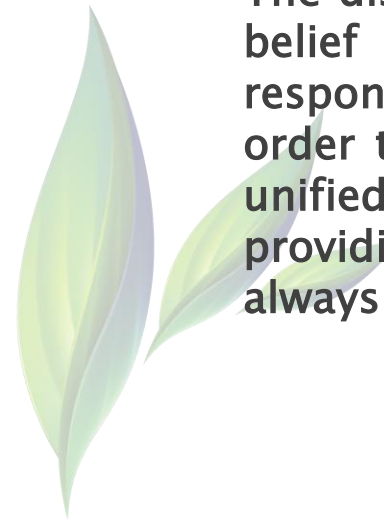
To provide the kingdom's consumer market with high quality products that yield great value, diversity, wellness, and even greater service.



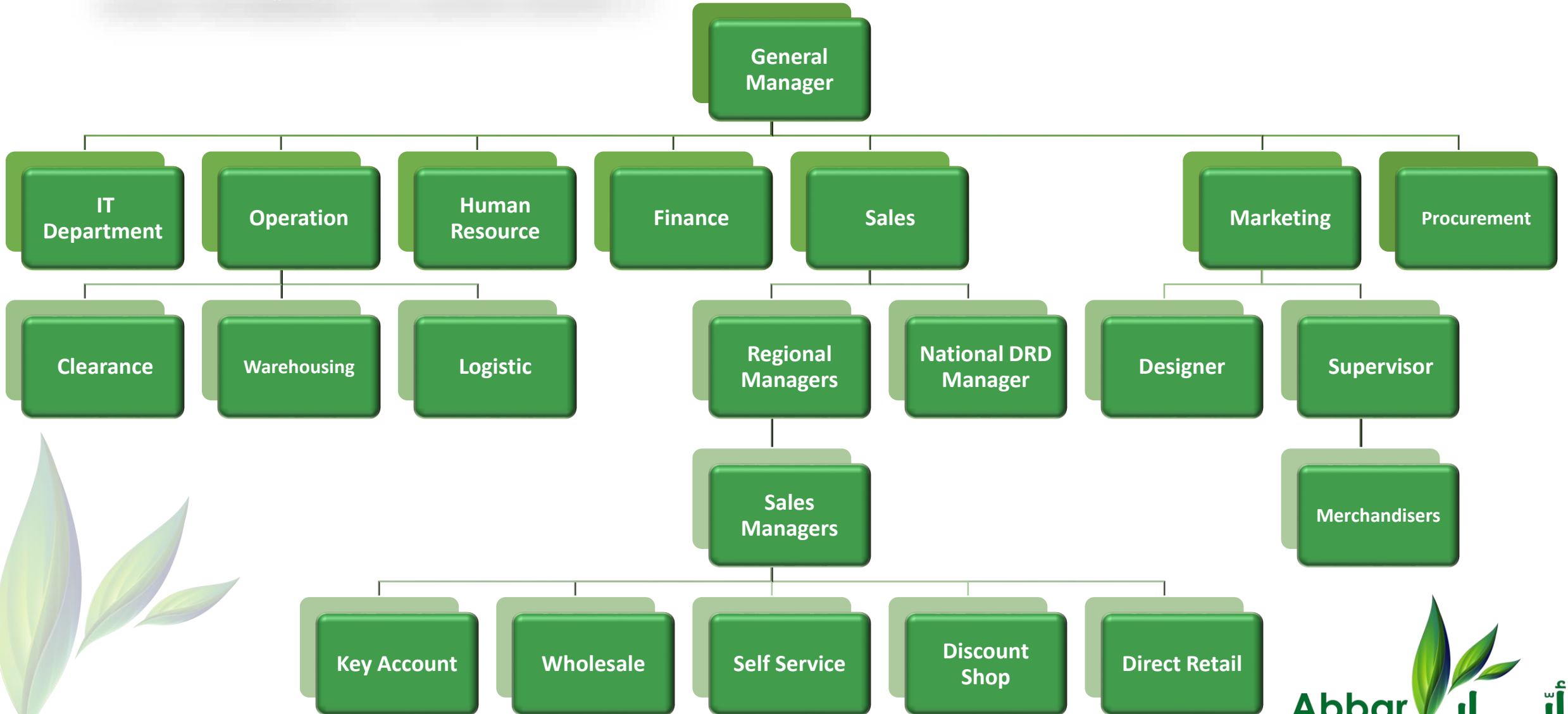
# Integrated Structure الهيكل المتكامل



- Our overall organizational structure is built to include all the needed components, activities and planning and execution efforts to bring about the ideal distribution, partnering, and scheduled on-time delivery
- We embrace the concept of Kaizen; a much-needed concept that promotes and guides continuous improvement in operations, procurement, and distribution activities.
- The distinct characteristic of our organizational structure lies within our belief that we must operate as a unified system, where we take responsibility on a vertical and horizontal level. We help one another in order to improve ourselves and our work. This greatly contributes to a unified entity, and where we promote organizational involvement by providing functional suggestions, advice, and a set of war rooms to always come up with the best solutions wherever needed.



# Organization Structure الهيكل التنظيمي



# Geographic Coverage **التغطية الجغرافية**

**6500+**  
Retail Coverage

**450**  
Dedicated members  
in the trade and  
distribution market sector

**10**  
Main branches  
across major cities  
in Saudi Arabia

**10**  
Fully equipped warehouse facilities pan  
KSA

**8500+**  
Retail Coverage

**72**  
Merchandisers

**50**  
Vans

## **SALES FORCE**

Sales Director, National Van Sales Manager,  
Regional Sales Manager 5, Branch Sales Managers  
3, KA Manager, Wholesale manager 2, Cash Van  
Supervisor 5, Direct Van Sales 50, Key-account 22,  
Wholesale 20, Combo Supervisor 5 & Self-service 8

# Geographic Coverage التغطية الجغرافية

## Main Branches with warehouses:

- Jeddah
- Riyadh
- Madina
- Abha
- Dammam
- Qassim
- Makkah
- Hassa



## Sales Coverage

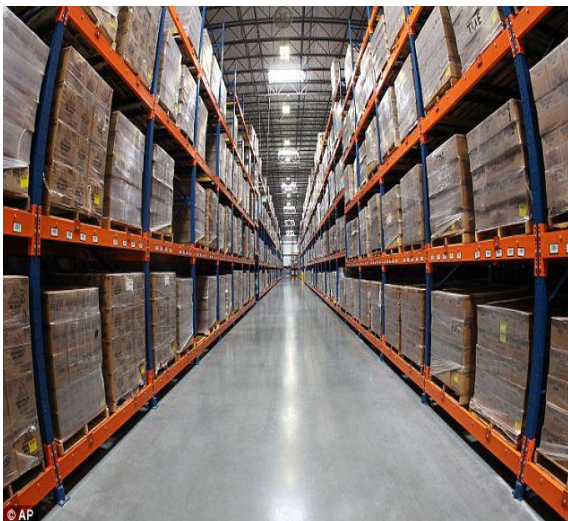
- Taif
- Baha
- Jizan
- Hafr Al Baten
- Sakaka / Arar
- Qurayat
- Tabuk
- Yanbu
- Najran



# Warehouse Facilities المستودعات

Expansion of our logistical coverage around the kingdom by adding a 15,000 m<sup>2</sup> (main warehouse in Jeddah), a state of the art temperature controlled warehouse to provide our suppliers with the service they deserve

Facts & Figures									
Branch	Jeddah	Riyadh	Madina	Abha	Dammam	Al Qassim	Makkah	Al Ahsaa	Total KSA
Warehouse Space m <sup>2</sup>	15,000	3,000	2,450	1,500	2,000	800	2,000	2000	28,750
Pallets capacity	9,300	2,000	1,200	1,000	1,800	600	800	500	17,200
Employee numbers	33	22	12	9	8	6	6	5	101
Delivery trucks	12	15	4	3	3	3	3	2	45



# Abbar Foods – Channels classification

Sales Channel	Customer Category	Customer Sub-category
<b>Key Account</b>	Modern Trade	Hypermarket
		Supermarket
<b>DRD</b>	Self-Service Stores	Self Service Stores
	Lower Trade	Large Grocery
		Small Grocery
<b>HORECA</b>	HORECA	Hotel
		Hospital
		Catering
		Pastry & Sweet shop
		Fast Food Chains
		Cafeteria
		Bukhari, Shawarma & Grill
		Full Service Restaurant
<b>Wholesale</b>	Wholesale	Wholesale
		Semi Wholesale
		Discount Shops



# Product Diversity تنوع المنتج

- We have harnessed an attire of efforts in market research, sales experts, and a wide insight into the Saudi local markets in order to strategically define the market needs on many products and continues to do so. This has resulted in being able to define the gaps and expectations that the consumers seek when procuring products to satisfy their household needs, and with quality and satisfaction



# Product Diversity تنوع المنتج

- We have worked on putting in place and implementing great diversity in their products that range from :

- Baking and sweets
- Ready mix sweets
- Olive Oil
- Spices & Sauces
- Rice
- Confectionary
- Dairy Products
- Cosmetics
- A diverse array of Pasta's
- Canned & processed food
- Personal care



# Our Partners شركاؤنا

- ABBAR foods has worked on putting in place and implementing great diversity in their products, whether they were imported global brands or manufactured ones, from baking and sweets to household disinfectants.

- Our Local and international brands include:

- Desserts – Green's & Sweetbox
- Olive Oil – SASSO
- Pasta – Pezzullo
- Cosmetics – SASSO moisturizing cream
- Sauce – Crystal
- Canned Food – Chtaura & Freshco
- Rice – Hafel
- Confectionary – Hafel
- Tuna – Freshco & Hafel
- Powdered milk – Freshco
- Condiments – Freshco





# Why Partnering with us لماذا الشراكة معنا

- We value partnership
- Well established vision and insights into the Saudi Market.
- We are distinct; our dynamic presence on the ground gives us ability to instantly define market requirements.
- Well equipped and conveniently located warehouses
- Main and regional branches extend across the nation
- Strong infrastructure of logistical operations
- Strong communication network



# How are we distinct كيف نتميز

- We stand out among other competitors due to many factors that constitute our distinction
- Our dynamic presence on the ground on a regular basis gives the ability to instantly define market requirements and customer preferences, making us adaptable to the market in any given situation
- We are known for,
  - Heritage: More than 60 years in the market
  - Principles: Solid business ethics, transparency & honesty

Unique

# How are we distinct كيف نتميز

- We are known for (cont'd),
  - Professional Culture:
    - Plan-Do-Check-Act cycle
    - Continuous periodic training for labour force
    - Regular workshops and seminars for managers and leaders
  - Investing with Passion: we do not consider our business a source of profiting and conventional commercial matters, the proprietor-to-organization relation has flourished to consider our business a being that needs to be nurtured, developed and improved continuously, generating a sense of great pride and as a life accomplishment and milestone
  - Functional Empowerment: For the purpose of functional sustainability and continuous development, we strongly believe that functional and professional development are essential forces on every level. With the embracement of growing and rapidly evolving technologies, our employees are exposed to periodic training on handling and maintaining the operation of all technologies housed within our facilities.

Unique



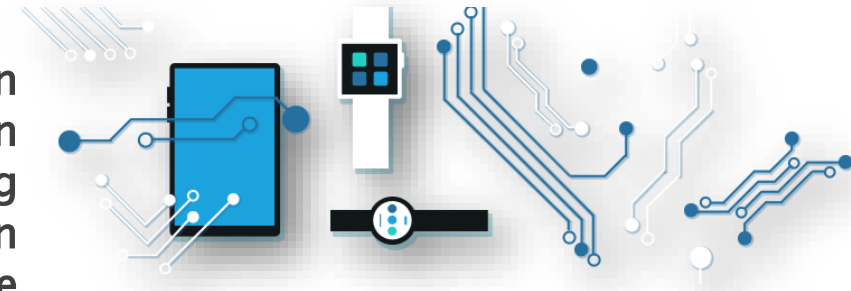
# Our Clientele عملائنا

- Our ambitions have led us to partnering with clients that reach out to the conventional wholesale sector, whereby through the years, we have proudly partnered with chains of restaurants, and retail stores located throughout the Kingdom, and who are local establishments, in addition to globally popular supermarket chains and franchises
- Additional coverage across Discount shops, Toy shops (Toys R Us, Toyland, Baby Story etc.) and e-commerce platforms (Noon, Amazon, SARY etc.)



# Investing in Technology الاستثمار في التكنولوجيا

- To enable our operations, strategic planning, and forecasting on a continuous quest, we have planned for, implemented, and trained our employees to work on cutting-edge technology that roots throughout our company, and has become the necessary trend, common practice and cultural discipline to ensure corporate success on every level
- Our sales operations, warehouses, and distribution facilities have been integrated with award-winning technologies that coordinate and align our growing sales activities, operations and quality control, monitoring of activities, and remains to expand along with our strategic vision through its scalability and ultimately resilient platform, ensuring the adaptation to our growth and expansion plans and strategy.
- We have been capable of unifying quality control, multilateral communication and logistics operations into a complete massive network system with a global as well as nationwide network.



# Quality & Value الجودة والقيمة

- We have established powerfully integrated
  - Communication and distribution systems
  - Human Resources
  - Finance practices
  - with prime-quality equipment, machinery, logistics and computerized systems that ensure continuous proper order management, inventory control, supply efficiency, and communication, focusing greatly on Quality measures
- We further ensure our End-to-End Quality Control is continuously evolving to cope with rapid changes and consumer and Supply Chain demands and expectations. From supply and inspection, to distribution, and communication, our Globally certified Quality Control Strategy is intended to attend to market demands and management to a great level.

CORE  
VALUES

# Quality & Value الجودة والقيمة

- Our sales and marketing channels are only surpassed by our dedicated team of well-trained Customer Support representatives and experts who work tirelessly to make sure that all nodes of the Supply Chain, from Supplier to Consumer to Partner, are well accommodated and are heard at all times
- Value is another impacting element in our operations and sales, we interpret the meaning of value in two dimensions:
  - Value as commonly interpreted into monetary matters and defining reasonably priced raw materials and ready-for-consumption products
  - Another worthy dimension lies within quantities and quality of such materials and are reflected well to the consumer and where this proves customers realize value for money in our products, in terms of reasonable pricing, diversity of products, and a better choice for wellness and quality, the best of both worlds

CORE  
VALUES

# Growth Strategy استراتيجية النمو

- Through years of experience, we have grown to become the leading distributor of quality foodstuffs and related material & thriving to never stop
- Consumer market is growing and ever-changing accordingly there is a need to keep evolving and growing to satisfy the market
- We develop annual objective that yields a sustainable & lucrative growth, and it's based on three dimensions:
  - Market reach enhancement & expansion strategy
  - Operations and distribution optimization
  - Greater product expansion & development



# Marketing Activities

نشاطات تسويقية



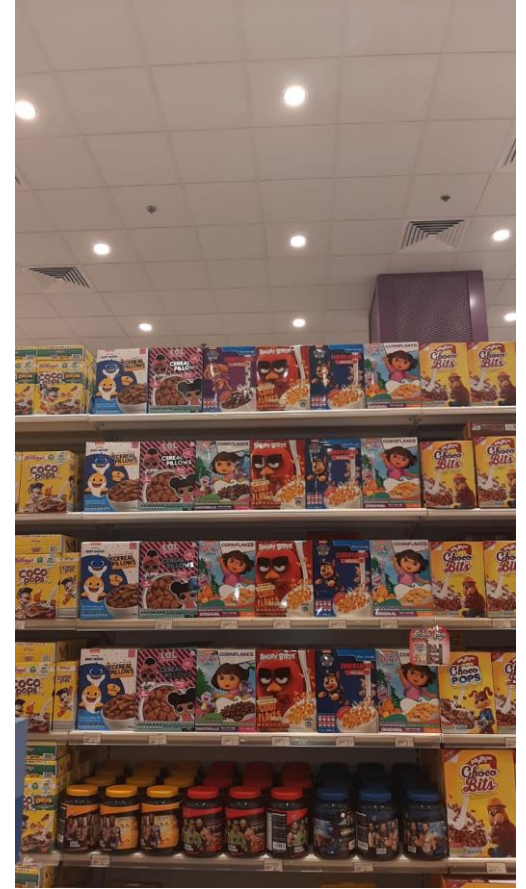
























abbarfoods

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381 posts 4,340 followers 23 following

أبار الغذائية | Abbar Foods

Product/Service

خمسة وستون عاماً من النجاح  
منتجات غذائية من علامات تجارية عالمية ومحلية  
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أتحدي الوصفة

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**Check our Corporate Video:**

[https://www.youtube.com/watch?v=KaWpInE\\_ZaA&t=2s](https://www.youtube.com/watch?v=KaWpInE_ZaA&t=2s)

**Abbar Foods Distribution:**

<https://www.youtube.com/watch?v=VawOf1AnYYA&t=1s>



# Thank You

