



GENERAL TRADING LLC

COMPANY PROFILE

2017



More than 25 years of general trading experience bridging gaps between Europe and MENA Region.

BRIDGING MULTI- CULTURAL MARKETS

Irshadat is a high-end business development specialist leading the client in focusing the target, elaborating the strategy and therefore achieving the best possible penetration of the market and positioning of the product/service.

ASSOCIATIONS

Belgium, Netherlands, Luxemburg, Italy, Greece, France

BRANCHES

Morocco, Lebanon, United Arab Emirates, Malaysia



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THE COMPANY

At Irshadat, we are specialized in bridging the gap between European and Middle Eastern business cultures, with our comfortable familiarity with both Europe and the Middle East. This is with regard to culture, language and most of all the resources to help businesses come together.



OUR VISION & VALUES

We listen to the client's needs and we empathize with the client: this is why we can tailor the proper solution providing the best business opportunity in the market. By matching the needs with our expertise we want to create a professional partnership, with the aim to influence key factors of existing and new businesses.

Our values and principles (commitment, ethics and integrity) always secure our business relationships, based on trust and loyalty, and allow us to develop more quality opportunities.

MISSION

To identify continuously business opportunities for existing and potential clients, by reinforcing relationships, partnerships and networks and therefore by providing and improving trustable, effective and efficient solutions for the long term profitability of the clients.

CLIENTS

Irshadat clients range from local and regional companies to multinational corporations, located mainly in European countries, GCC and MENA Region.

EVOLUTION

Irshadat exerts leverage on its unique advantage: the deep knowledge of both the European and the Middle Eastern countries and cultures.

Irshadat, headquartered in Dubai was established in 2000 to follow the needs of European companies that continuously requested proper support for their business in the Arabic markets.

Deep knowledge of the Arabic culture and language, business partnerships and collaborations, international and local networking, valuable clients allover the world, are its keys to globalize markets and to go into the details of the business of companies.

This is why Irshadat has developed a reputation for delivering high quality, efficient and customized services, as a proactive business advisor.

And this why Irshadat is yet evolving and developing, to better understand business opportunities and to the economical dynamics of different markets.

There is only something that never changes: the firm values that inspire the daily activities. Irshadat strongly believes in commitment to the client, integrity, loyalty, trust and professionalism.

The search for business opportunities in today's economy often requires crossing national borders and moving into new and unfamiliar but promising territories. With the Middle East expressing a steadily growing demand for European goods and services, and with its considerable purchasing power, strong economies and among the highest per capita GDP figures in the world, this is an opportune time for European entrepreneurs to get into these markets.

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Irshadat is more than a support: it's guidance to success!

SERVICES

Global Business Development

Market Feasibility and Risk Management

Corporate Matching

Corporate Representation & Promotion of Interest

Mergers & Acquisitions

Financial Re-engineering

Product Development

Product Sourcing

Manufacturer Sourcing

GLOBAL BUSINESS DEVELOPMENT

In Business Development, knowledge is power; from this point of view Irshadat always starts developing business with market researches and studies.

Irshadat focuses both on customer research (corporate image research, market size estimation, demand potential studies, communication development, brand positioning, etc) and on business research (trade surveys, competitor analysis, customer satisfaction, market potential, etc.).

But it's more than a simple "market research": Irshadat is looking for market trends, analysis, forecasts and relationships with valuable people experienced in the same field of the client, to have the best possible 360 degrees overview of the present and of the future situation.

Eye for details and proactive attitude lead always Irshadat to identify the best possible cost-effective opportunity for developing existing and new businesses.

Market Feasibility & Risk Management

Proper understanding of investment implications, marketing efforts and estimation of demand are just examples of the critical analysis needed to start-up a new company, launch a new service, product diversification or enter a new market.

Irshadat evaluates the business concept with the present market conditions, by making also simulations and assumptions for the future, so to assess if and how the investment can have the highest possible Return on Investment.

With the contribution of experts in the relevant field involved in the risk evaluation, the detailed report presented to the client is the most trustable document to understand how you can succeed and if you have even just one chance to fail.

Oh yes, sometimes a good analyst has even the role to predict bad news; but Irshadat believes always in honesty, because it's too easy to predict a success but it's too hard to communicate a failure.

Corporate Matching

Corporate matchmaking is Irshadat's strength. We are proficient in discovering the Who, What, When, Where and How of dealers, distributors, manufacturers or business associates that your business, product or service needs.

A complete database is elaborated, useful to match the same type of business in any region to secure you for specified business ventures, following strict confidentiality rules in conducting customized investigations and giving pertinent recommendations.

Corporate Representation & Promotion of Interest

Irshadat even goes further to follow up on promising developments on your behalf, and can act as your representative in the region.

Building your image and your reputation it's an everyday business for Irshadat that first emphasizes with you, gaining information about impressions, desires, drives and motivations and then represents you in different situations, taking care of every single detail and every single marketing activity that can promote your interests.

PRODUCT DEVELOPMENT

New product innovation must be supported by excellence and efficiency in the product development and sourcing processes. Engaging key manufacturing parties early allows for parallel development and production ramp processes—helping our clients achieve greater flexibility and speed-to-market.

Develop cost-effective prototypes and mock-ups of your product quickly for design, marketing, and development purposes. We provide your company with access to prototype experts and cutting-edge technologies to build effective representations of your product in this critical phase of the development process.



PRODUCT SOURCING

Already have a product you want but can't find the manufacturer or supplier? Irshadat has a broad connection with different industry leading manufacturers and supplier that can provide you with the required product. Just let Irshadat know of your requirement and we do the rest.

TO COMPLETE OUR TURNKEY OFFERING, IRSHADAT CAN PROVIDE FREIGHT FORWARDING AND CUSTOMS CLEARANCE FOR EACH ORDER TO THE LOCATION OF YOUR CHOICE.

MARKETING

Work in a fast growing economy and a challenging environment is what our Middle East office in Dubai is offering. We will provide you with new territories and challenges to discover.

Irshadat specializes in marketing solutions: market entry, marketing planning and market development strategies. We support international and local companies with strategic inputs for the development of new projects well as with existing products. Having worked in a diverse range of industries, our consultants have the experience and expertise to assist businesses in all aspects of market development, especially from a marketing point of view.

Whether you need to develop a marketing plan, conduct sales and marketing audits, elaborate a strategic marketing research or need new products and services consulting, you can contact us for professional assistance.



MANUFACTURER SOURCING

Sourcing reliable, cost-competitive manufacturers to support your company's supply chain can be an incredibly important and challenging task. How do you go about sourcing to reduce your overall costs? How do you assure consistent quality with the manufacturers you've sourced?

Leverage our experience and ability to locate, qualify, and manage manufacturers that are appropriate for your product and company. Irshadat's sourcing methodology takes risk out of the sourcing process by employing cutting-edge best practices. Receive manufacturing quotations, Bill of Materials analyses, and product samples from manufacturers before you make critical factory sourcing decisions. Irshadat visits every factory that we work with to ensure that your company and product are on track for successful manufacturing.

Sourcing the right suppliers is only the beginning. On behalf of our clients, Irshadat leads the selected manufacturers through a development process that is integral for new and innovative products. This is a key phase of development in the process that will establish the foundation for quality manufacturing and a mutually beneficial relationship going forward. Be it strict adherence to a phase-gate development process, or bringing a critical eye to manufacturing issues which arise during the process, Irshadat works to ensure that the subtleties of the product concept and design are maintained, and often improved upon, when getting suppliers ready to manufacture new products.

Irshadat helps you negotiate from a position of power in the sourcing process. Our knowledge of industry and cultural norms, manufacturing expertise, and 3rd party status, give you an advantage of numerous negotiating tactics to help you secure the best relationship terms with your newly sourced vendor.

The suppliers you've sourced must be managed for quality and efficiency. Irshadat can be your presence on the ground at factories, allowing you to maintain oversight over the production process. We can oversee pilot productions runs, production ramp, and streamline the production process for greater efficiency and quality control.

Do you want your product to look great on the retail shelf? Developing and sourcing the best packaging solution may be the key advantage in improving your sell-thru and catching the eye of buyers. Through Irshadat, receive assessments and quotations for multiple packaging options. Irshadat will coordinate packaging art creation, approval, and production. Whether sourcing from one or multiple vendors, Irshadat coordinates final assembly, packaging, and packing for shipping to provide clients efficiency in a retail-ready shipment of goods.

During the sourcing process, we inspect manufacturers' incoming, in-line production, and outgoing quality control processes. 3rd party quality audits are performed for each order, prior to shipment from the factory. Irshadat can also assist with the development and documentation of quality specifications, as well as third party testing labs and certifications if necessary.

BUILDING MATERIALS **TRADING AND SUPPLY**

Irshadat General Trading LLC trades with complete solutions for building materials, construction supplies, industrial consumables and general items. The company has a vast network of suppliers offering the highest quality of products. Through these, Irshadat is able to cater to many segments of Building Materials and Construction products.



WHY US?

PRODUCTS

We ensure the products we offer are among the best in the industry. We work with some of the most well known brands and all of our products are certified and comply with the highest standards.

PRICE

We have exclusive agreements with manufactures of most of our products. We do not need to pay for warehousing of the materials and there is no middle man. This enables us to offer you prices lower than the competition.

SUPPLY CHAIN

Our products are sourced globally from various manufacturers. We use the latest and most efficient methods of supply chain in order to bring products to the hands of our customers rapidly.

CLIENTS & PARTNERS*



Gulf Holdings



مؤسسة سري الدين للتجارة
SARIEDDINE TRADING EST.



PROVIDING BEST SOLUTIONS



*Non Exhaustive List



GENERAL TRADING LLC

CONTACT US

Please feel free to contact us if you have any inquiries, comments or suggestions.



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