

AL AMRI PROFILE



AL AMRI GROUP OF COMPANIES

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AL AMRI GROUP OF COMPANIES



MD's Message

"It is our constant endeavor to offer good quality & best services to highest level of customer satisfaction, with reference to the Company's mission, vision, values, ethics, enhanced social values and code of business principles

I am very proud to mention that we are the first Omani company to introduce hypermarket concept in Oman, successfully made our inroads in the quality conscious Omani market

We are committed to achieving and maintaining Values through continuous improvement and respect for people.

Our approach to business involves providing world-class service to our customers. Our relationship with the Customers and with suppliers does not end with a sale but a journey just starts with it and building a huge network across the world.

As always, we will continue to conduct business transparently, ethically and to the highest standards

Our highly motivated, experienced and hardworking team of people from diverse backgrounds and experience, providing our customers the best possible services. Which helped us to be successful and continuously growing?"

Khalfan Hamad Hamood Al Amri

Managing Director



Brief History / Company Background:

WHO ARE WE?

The Al Amri family began as a single company with the name Hamed Hamood Al Amri & Sons Trading Co.LLC dealing with both wholesale and Retail of FMCG goods.

Today we have branched into a group holding 6 separate legal entities dealing with FMCG products, Chrome mining and Export, Technical assistance and catering services.

The company was founded by the visionary trader Mr. Hamad Bin Hamood Al Amri in 1964. The present Managing Directors of the company are

- Mr. Sulaiman Bin Hamed Bin Hamood Al Amri
- Mr Khalfan Bin Hamed Bin Hamood Al Amri
- Mr. Ibrahim Bin Hamed Bin Hamood Al Amri.

OUR VISION:

The Al Amri Group has in the past years has and will in the future years work keeping in minds the very essence which drives us towards our goal.

“Reaching people with honesty, quality and practicality”

OUR MISSION:

Year After year we work towards the betterment of our Goals which have been the pillar of our motivation.

“A future for Customer, Company and Country”

- To provide our customers with the best quality at the most reasonable prices.
- To grow not only as a company but also to push and achieve the growth of every employee, entity and member associated with our group.
- To be a positive contributor to Oman’s economy by developing job opportunities and independency in business operations.
- To walk with changing trends, build professionalism and strongly participate in cutting edge industry competitiveness.

THE BOARD:

MR. SULAIMAN BIN
HAMAD BIN HAMOOD AL
AMRI



MR. KHALFAN BIN HAMAD
BIN HAMOOD AL AMRI



MR. IBRAHIM BIN HAMAD
BIN HAMOOD AL AMRI

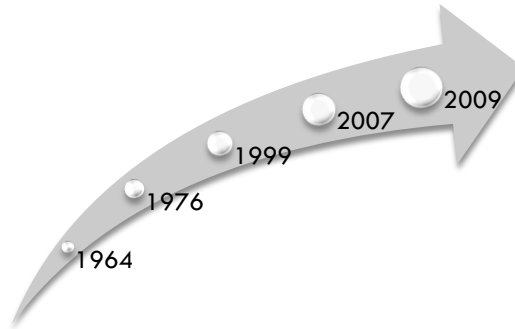




OUR MILE STONES:

“One small step for a man a giant leap for mankind”_ Neil Armstrong

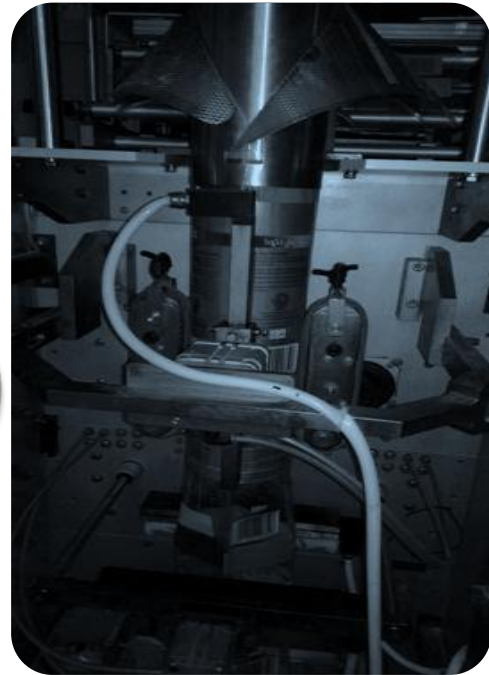
In the past years we did leave behind explicit footprints, which remain our proud moments, just looking back at them.

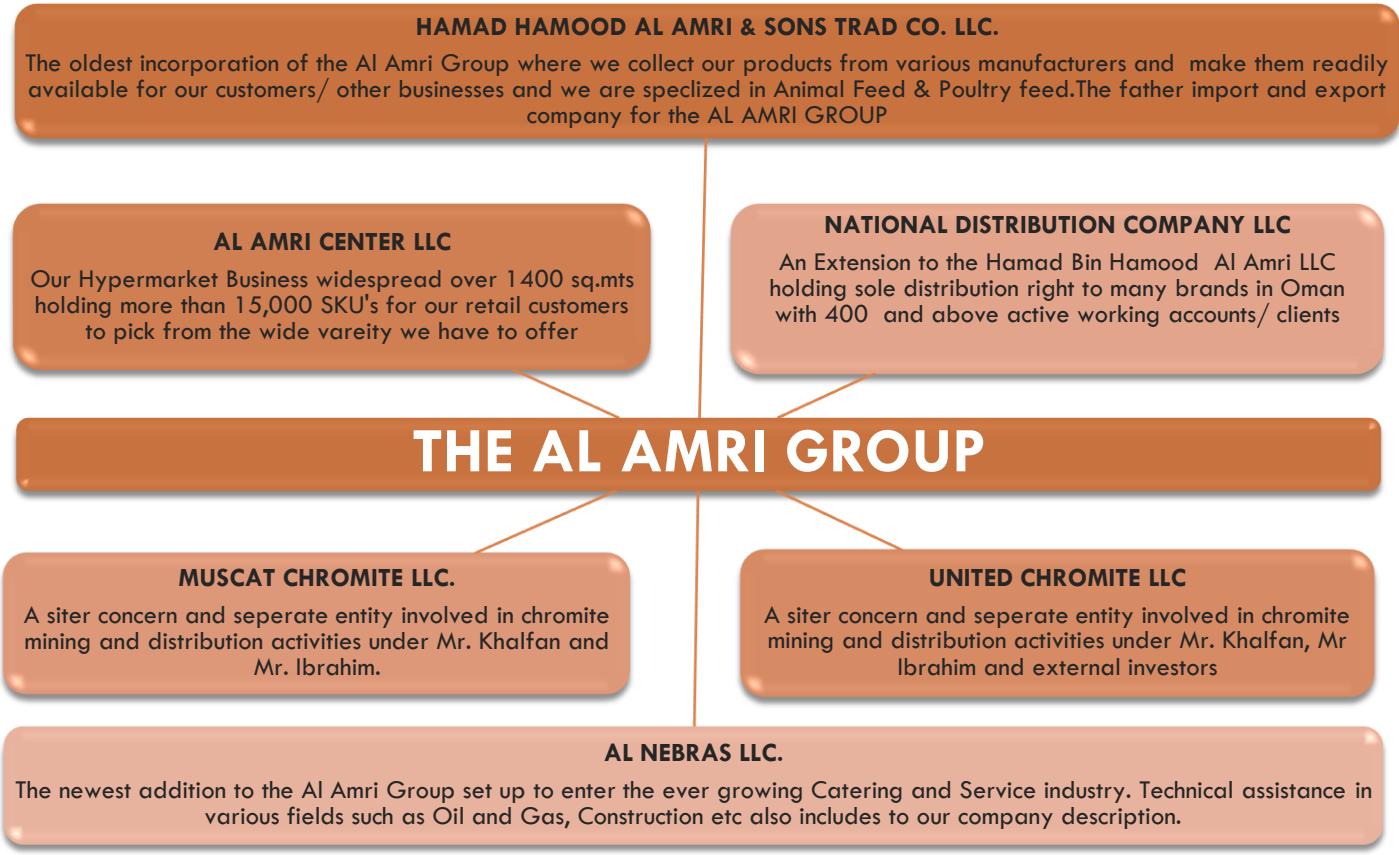


YEAR	EVENT
1964	Plan laid for Hamad Hamood Al Amri & Sons Trading Co.LLC. Thought Process, Inception and Market Study were formulated.
1976	The official Registration of Hamad Hamood Al Amri & Sons Trading Co.LLC as a separate legal entity with authorization of Imports and Exports in Oman for FMCG Products.
1999	The ever-growing customer requirements in Hamad Hamood Al Amri & Sons Trading Co.LLC pushed us to open a separate retail outlet to be in direct touch with our retail customers. To enable smooth retailing of products our retail Outlet was established under a separate entity named “ Al Amri Centre LLC. Our 1 400 Sq Mts. hypermarket was opened for operations of Direct B2C sales.
2007	Holding command of the retail and wholesale business in Oman the family plunged into other aspects of business including the catering, technical skill supply in IT, providing Technical help for Oil and Petroleum Agencies etc by registering Al Nebras Company as a new addition to the family.
2007	Plunged into the Chromite Market by establishing Muscat Chromite LLC. And United Chromite LLC
2009	To match with our wholesale customer demands a whole new FMCG wholesale company was registered under the title National Distribution Company. The main Activity includes providing wholesale buyers with timely availability of stocks imported and packed in Hamad Hamood Al Amri & Sons Trading Co.LLC.



OUR BUSINESS:





HAMAD HAMOOD AL AMRI & SONS TRAD CO. LLC.

This is the parent company dealing with import, packaging and distribution of FMCG products to National Distribution Company LLC and Al Amri Centre LLC.

AL AMRI CENTRE LLC

The Al Amri Centre LLC, is supported by our retail sales team which is responsible for the direct B2C (Business to Customer) relations through our Al Amri Centre hypermarket in Seeb, Sultanate of Oman.

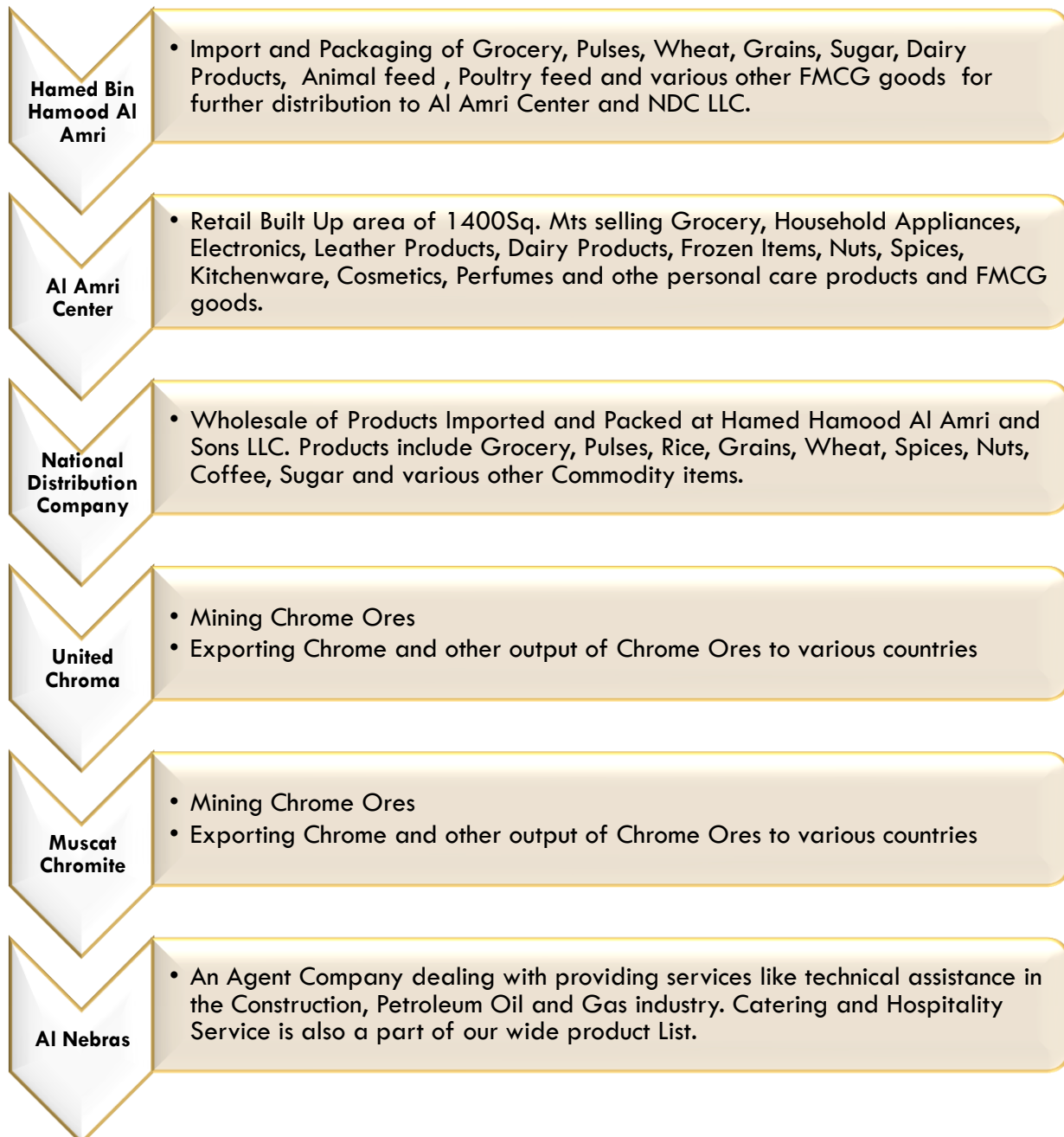
NATIONAL DISTRIBUTION COMPANY:

The National Distribution Company was established for the purposes of coordinating with our bulk purchasers. The company currently is involved with over 400 prestigious accounts in Oman for wholesale of FMCG Goods.



PRODUCTS AND SERVICES:

Below is an overview of the diverse products and services provided by Al Amri Group.





Achievements / Awards / Recognition:

As a team we have been awarded by various institutions for our contribution to our country and the profession. We have been recognized a number of times for our honesty and dedication towards our customers. Al Amri Group is dedicated to improving the social fabric and increasing the cooperation and knowledge base of the local economy.

During our period of operations we have been active participants in various social activities and community work in Oman. One of our guiding principles is the continual involvement in the social and community aspects of our local markets. We endeavor to provide the support required for a diverse array of social and community related events and activities.

We strongly believe in supporting the very community that contributes to our continued operations and success.

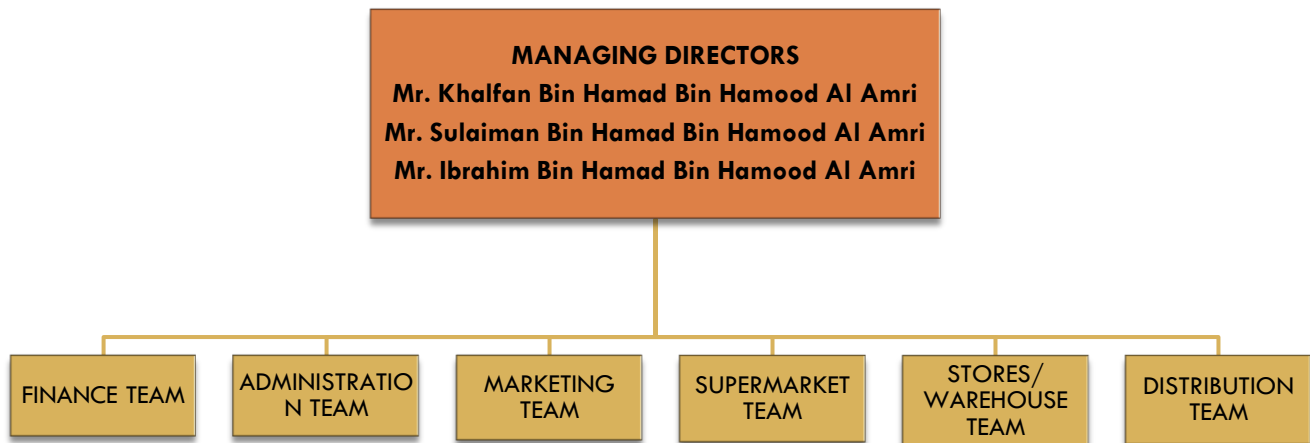
Below are a few Awards/ Recognitions we are proud of holding:

- **Awarded in Muscat health Festival for withdrawing the sale of Tobacco in our organisation**
- **His Majesty Cup for Best 5 Factories in Oman**
- **Recognition Award for Ministry of Social Development**
- **Memorial Award for Seeb Sports and Cultural Activities**
- **Recognition Award for Seeb Sports and Cultural Activities**
- **Sultan Qaboos University Recognition Award for participation in the INSHAAD FESTIVAL**



Organisation Structure

The Al Amri Group is comprised of six separate divisions and supervised by an executive branch consisting of three managing directors. Below is an overview of the strategic organization of the Al Amri Group.





Value Proposition/Competitive Edge:

The Al Amri Group of companies brings together over 40 years of experience in the retail industry. Al Amri Centre LLC, the hypermarket enterprise of over 1,400 square metres, has been operating since 1999 was opened in direct response to the growing demand for hypermarkets in Oman. The continued operation of the hypermarket and trading has allowed the Al Amri Group of companies to continually diversify into the petrochemicals, chromite and IT industries.

As one of the first prominent local grocery and supermarket operators in Oman, Al Amri Group of companies has had the ability to mature and grow alongside the growing Oman retail market. The parallel growth and evolution of Al Amri and the Oman retail market is an important element that has allowed the Al Amri Group of companies to act as a both an actor in and catalyst of the growth in the Oman retail sector. As a locally owned and operated group, the cultural experience and knowledge are essential to ensuring the delivery of goods and services to the local customer base.

Current Portfolio and Experience

As a locally owned and operated group, we specialize in the sale, storage, wholesale and operation of retail oriented enterprises. Our experience and growth ever since 1964 and the subsequent official registration of Hamad Hamood Al Amri & Sons Trading Co LLC in 1974, has been consistent with our eventual diversification into the chromite market in 2007 with two separate enterprises (Muscat Chromite LLC and United Chromite LLC). In 2009, continued demand and growth for our products and services resulted in our expansion into the wholesale retail market and resulted in the opening of a new FMCG wholesale company registered under the title of National Distribution Company. The National Distribution Company currently provides local distributors with wholesales goods that have been imported and package for distribution in Oman by Hamad Hamood Al Amri & Sons Trading Co LLC (The overarching parent company of Al Amri group).



Our clients are diverse and include a number of notable Oman sectors and government offices as follows:

HAMED HAMOOD AL AMRI AND SONS LLC (Parent Company)

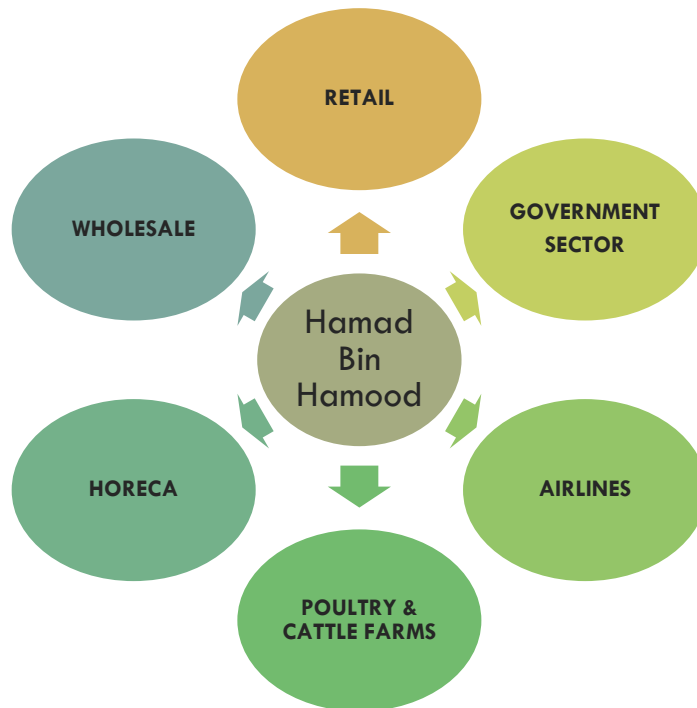
Al Amri Center L.L.C

National Distribution Company L.L.C

Family Food Manufacturing & Packing Co. L.L.C



HAMED HAMOOD AL AMRI AND SONS LLC - Client Sectors



- Specialized Products In:
- Condiments & Chocolates, Pantry Items
 - Sugar, Milk, Dairy Products
 - Grocery, Pulses, Wheat, Grains & Spices
 - Bakery, Oil & Derivatives
 - Frozen & Chiller Products
 - Animal & Poultry Feeds
 - Consumables & Disposable Products



AL AMRI CENTRE LLC Clients:

GOVERNMENT SECTOR

The Royal Office
The Sultan Special Force
The Sultan School

COMPANIES

Global Reconstruction Trad. and Cont. Co LLC
Retaj Muscat International LLC
Dhura Al Majd International. LLC

CATERING COMPANIES

Directorate General Of Catering
Al Athnain Co. LLC
Al Maida Al Arbia LLC

HOTEL SECTOR

Ramada Hotel
Rotana Hotel
Waves International Hotel Muscat



AL-AMRI CENTER L.L.C



NATIONAL DISTRIBUTION COMPANY Clients:



الشركة الوطنية للتوزيع ش.م.م.
NATIONAL DISTRIBUTION COMPANY L.L.C

We mention with great pride that we have more than 400 companies who are dealing with us currently. Some of them are mentioned below.

GOVERNMENT SECTOR

Diwan
Ministry Of Defense
Royal Court Affairs, Royal Opera

COMPANIES

Al Qula
ISS
Civil Aviation

CATERING COMPANIES

Tawoos L.L.C
Socat L.L.C
Trading and Catering L.L.C
SJ Abedh L.L.C

HOTEL SECTOR

Chedi
Seven Seasons



CONTACT

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