

YesBuy

YesBuy General Trading LLC



The Business

- YesBuy General Trading LLC established in 2019 in Dubai, UAE as a hub for regional wholesale and later retail business
- We started the business in Dubai as it has the greatest potential within GCC region
- The company is within a holding currently active in IT industry yet expanding to other fields such as real estate, retail, etc.
- The field of operation of YesBuy General Trading is currently packaged items- primarily FMCG.
- The platforms of operation is both online and offline
- The scope of the business is planned to expand in many aspects: product range, country, industry, etc.
- #1 in “ease of doing business” in MENA
- # 13 in PPP ranking in the world and #2 in the ME
- No income tax + low VAT at 5% rate
- Ranking #9 in economic freedom
- Very low unemployment rate at 2%

Our competencies

- We have expertise in **IT business** for more than 25 years in many countries.
- We have a team of IT experts for more than **200 people**.
- We have more than **20 years of experience** in FMCG industry- ranging from brand acquisition, retailing, logistics to manufacturing
- We have worked with nearly **30 international brands** throughout these years.
- We have a large network of suppliers of **high quality products**.
- We have the knowledge and expertise of handling a large scale distribution and retails business.

IFYB Holding

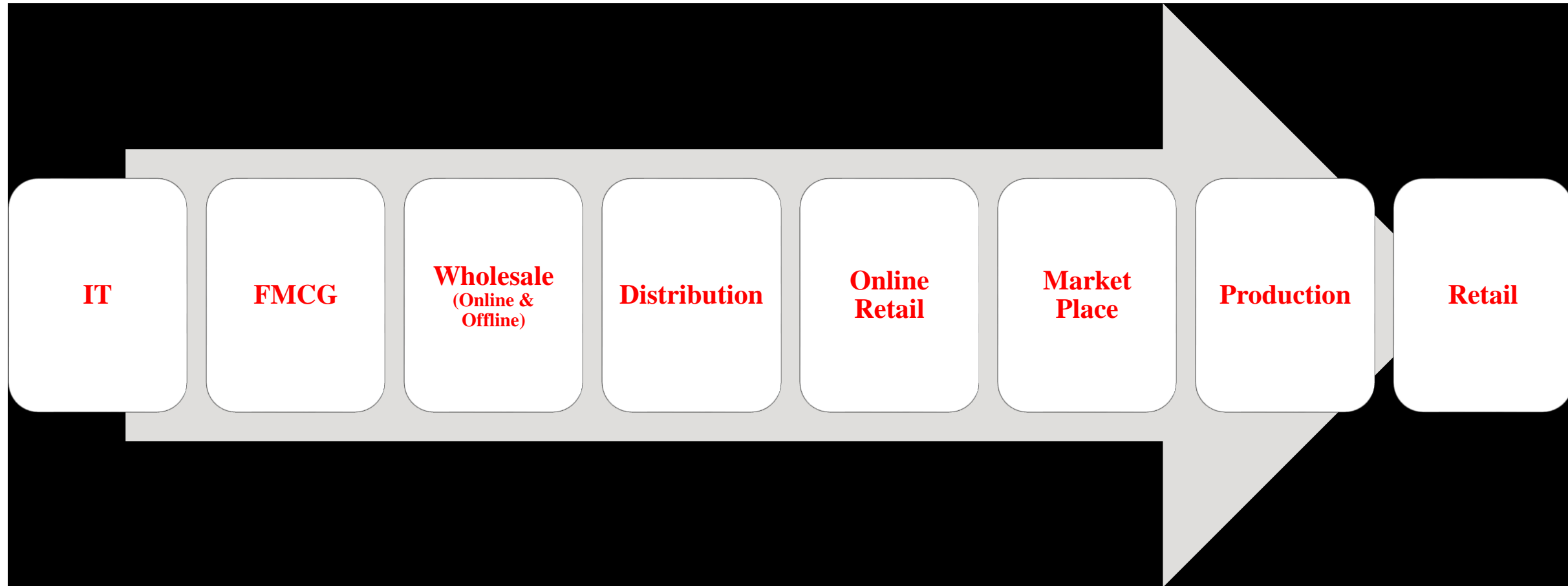
INFINITE 

YesBuy



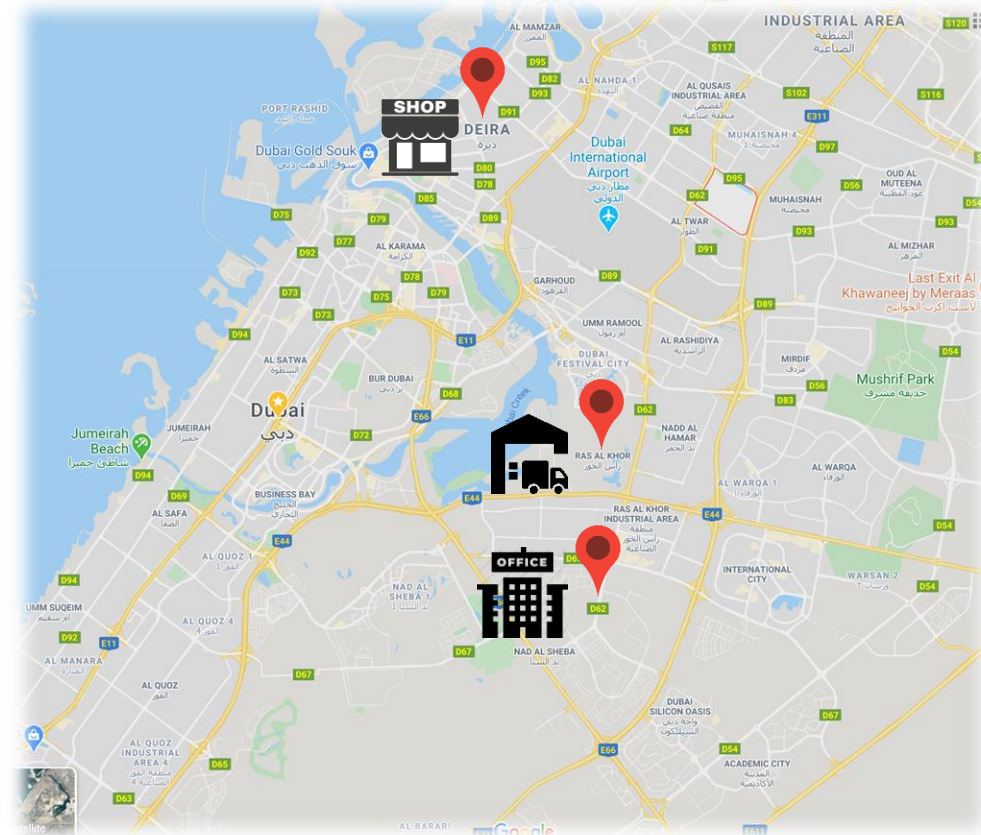
Business Development Plan

From **2019 - 2024**



Established in Dubai in **2016** in the field of IT
And established on FMCG **Dec-2019**

- ✓ **Main Office**
Dubai Silicon Oasis
- ✓ **Showroom**
Alras , Deira
- ✓ **Warehouse**
Ras Al Khor



Our Brands

The main strategy has been to develop our own line of products and to distribute high quality brands in different market of MENA region .

We developed two products category by our own company

- MAZZEX (Healthy snacks)
- EXPRESSO (Coffee category)



We have great partners from different product category :

We always try our best to corporate with our partners to take care of their brands and we proud that we today we have top level of suppliers from different part of world with us .

PRENDI

chaizop



We also import many top brands that supply to different markets :



NESPRESSO





WHO IS MAZZEX ?

Products:

We try our best to provide the best quality food products called “Mazzex”

Variety :

We focus to provide healthy food and snacks

Goal :

Produce good and healthy products that can be good for society .

www.mazzex.ae





Disturbution

Distribution Strategy

At YesBuy, the plans, values and yet, the strategies of choice are developed by strategic thinkers and planners. we focus and believe on team working .

We cover **7 Emirates** markets with **2 Vehicles** & **6 sales persons**

- Abu Dhabi
- Dubai
- Sharjah
- Ajman
- Umm al- Quwain
- Ras al-Khaimah
- Fujairah



We AIM ...

To take up the business challenges ethically and professionally to maintain a sustainable top 5 position in Iran food market.

Local Business Partners

These are some of our business partners in UAE MARKET that we believe with a proper business corporation ,we can achieve more our goals .

WE REALLY APPRICIATE ALL OF THEM FOR THEIR ALWAYS SUPPORT .



Offline platform

- ✓ Wholesale showroom is located in the main traditional market of Dubai on Al-Abra ,Al Ras, Deira
- ✓ This is main market for re-export business.

Almost 155 SKUS
More than 10 Brands



Online sales Platroms

*Our company operates in **TWO IMPORTANT** target customers online platforms:

-B2B

www.yesbuy-wholesale.com

www.tradling.com

www.alibab.com

-B2C

www.mazzex.ae

www.yesbuy.ae

www.amazon.ae

www.noon.ae



YesBuy General Trading LLC



Marketing

One of the most important advantage of our team is , we have an IN HOUSE marketing team that they manage all our brands activity in both part , we believe these two parts together can make **success**

-OFFLINE

In offline we are so active on filed by

- Sampling
- Event
- Promotion
- Different campaign

-ONLINE

In online our team are focus on all social media

- Instagram
- Facebook
- Tik tok
- LinkedIn
- Youtube

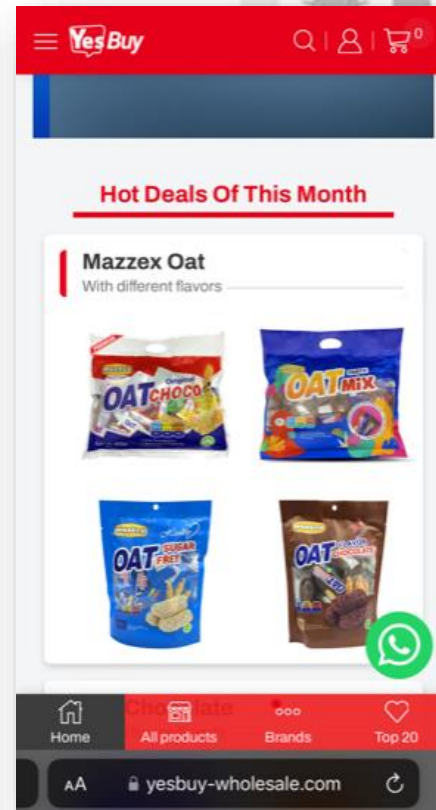


In-store promotion



Sampling





Event



We believe on customer service and we try our best to do the best !





thanks for your attention