



YesBuy General Trading LLC



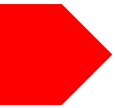
October, 2023



OUR 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 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.

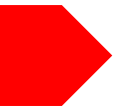




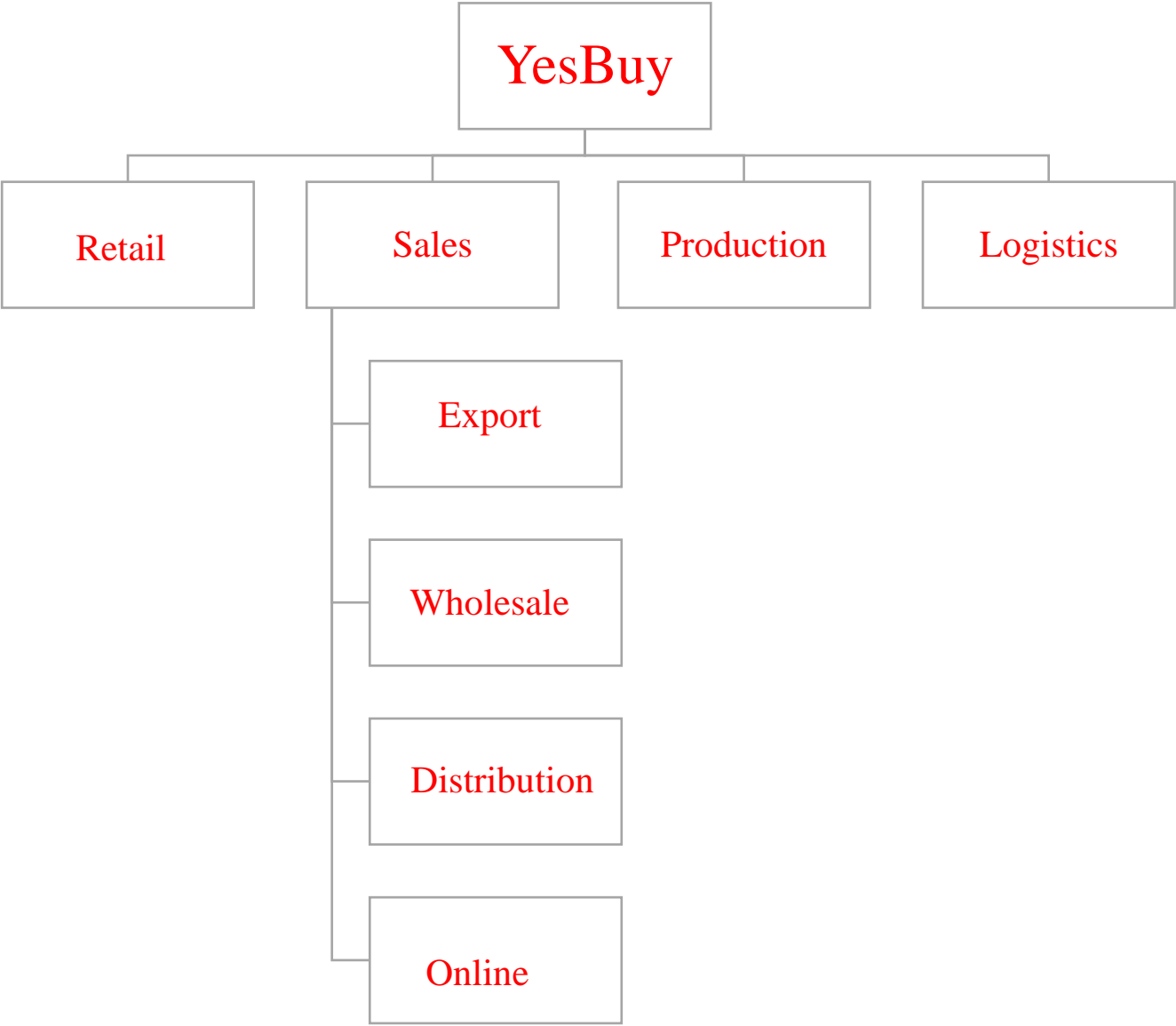
OUR COMPETENCIES

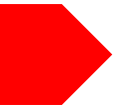
- With the **20 years of management team experience** in FMCG industry- ranging from brand acquisition, retailing, logistics to manufacturing
- We have worked with nearly **10 international brands** throughout these years.
- We have a large network of suppliers of **high quality products**.
- We have the knowledge and expertise of handling a large scale distribution and retails business.





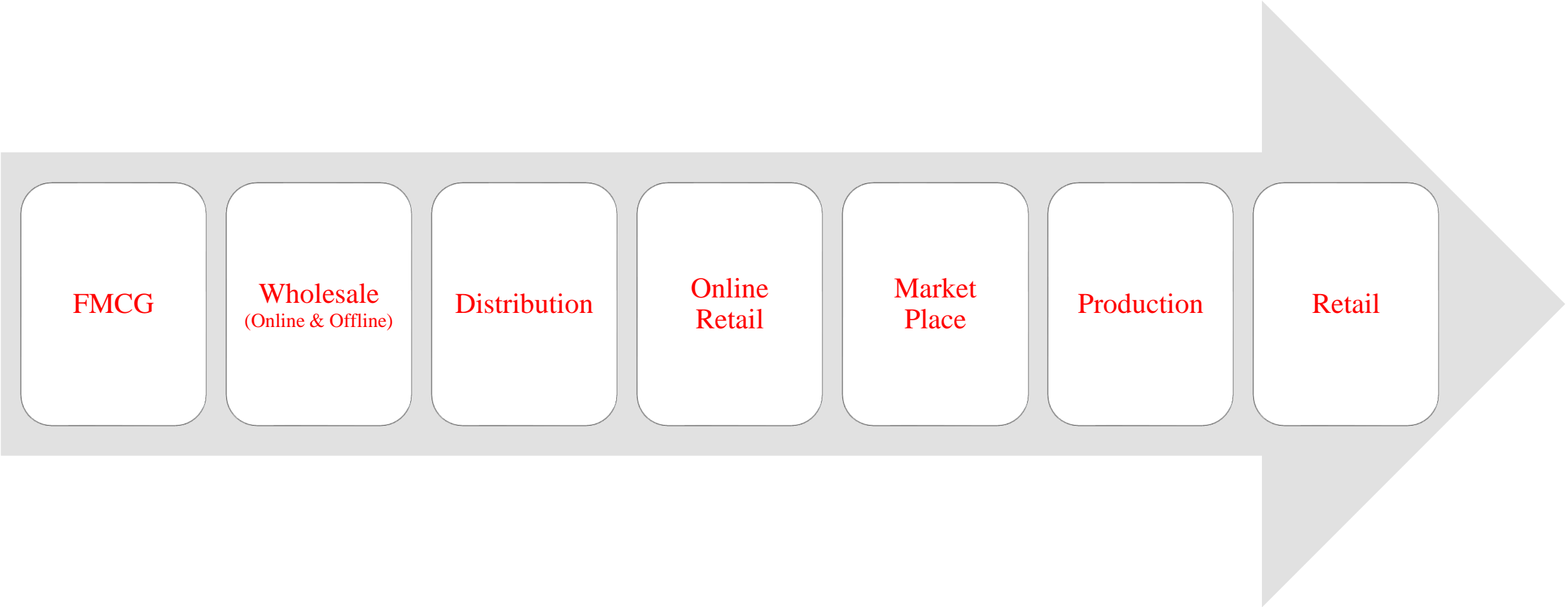
COMPANY STRUCTURE





BUSINESS DEVELOPMENT PLAN

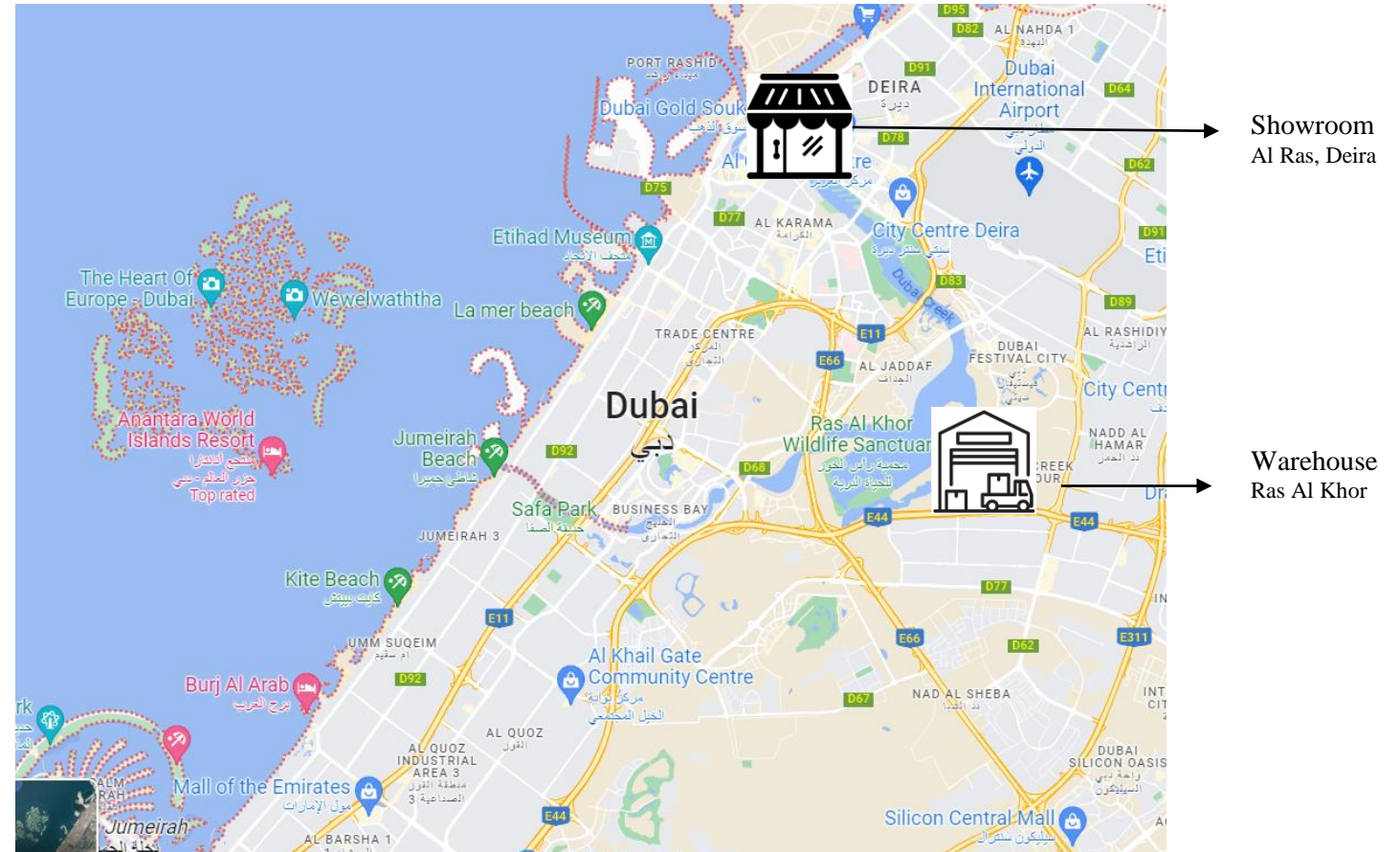
From 2019 until end of 2024



OVERVIEW

Stablished on FMCG **Dec – 2019**

- **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 .

Own Brands



Exclusive Agency



Trading



DeLonghi



WHO IS MAZZEX?

Products: Private labeling sweet and salty healthy snacks

Variety : Currently only Oat snacks later adding corn and cookies

Target : Younger generation with more healthy lifestyle



www.mazzex.ae



Mazzex Product Development

- Development of new flavor as Coffee
- Produce of Limited edition product for special occasion
- Development Original 400 g with new packaging
- Development Chocolate 400g

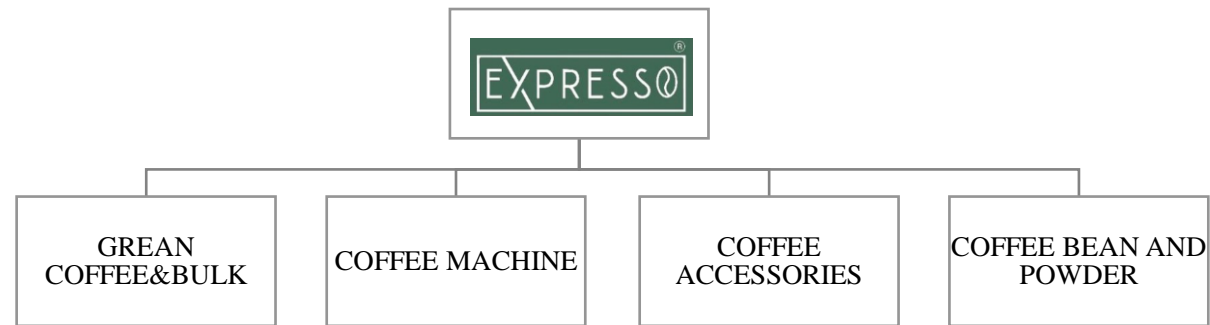


www.mazzex.ae



Expresso

Frist of Started with coffee accessories, next step starting with coffee machine and we are planning to have a full range of all coffee related products from beans to capsules.



EM 3102



EM 3203A



EM 3212



AM7301



Green been bulk



Powder



Roasted bean

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



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

LOCAL BUSINESS PARTNER

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 .

دي نو دي
DAY TO DAY

جمعية أسواق عجمان التعاونية
AJMAN MARKETS Cooperative Society

gate
WAREHOUSE PRICE

GRAND EMIRATES MARKET
جرائد الإمارات للتسوق ذ.م.م

baqer mohebi
supermarket

AZHAR
AL MADINA
HYPERMARKET

تعاونية الاتحاد
UNION COOP

DELTA
CENTRE

Sharaf DG

AL MADINA
GROUP

ABRAJ AL MADINA
HYPERMARKET

اسواق الإمارات
EM
EMIRATES MARKETS

إمارات غالايري
EG
EMIRATES GALLERY

ام سيتي مارت
M-CITY MART
HYPERMARKET

MS MAX

Yes Buy

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 PLATFORM

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

www.yesbuy-wholesale.com

www.mazzex.ae

www.yesbuy.ae

www.amazon.ae

www.noon.ae

www.carrefour.com

www.dubaistore.com





Marketing

One of the most important advantage of our team is that we have an IN HOUSE marketing team that they manage all our brands activity on both online and offline platform.

- OFFLINE

In offline we are so active on filed by

- Sampling
- Event
- Promotion
- Different Campaign

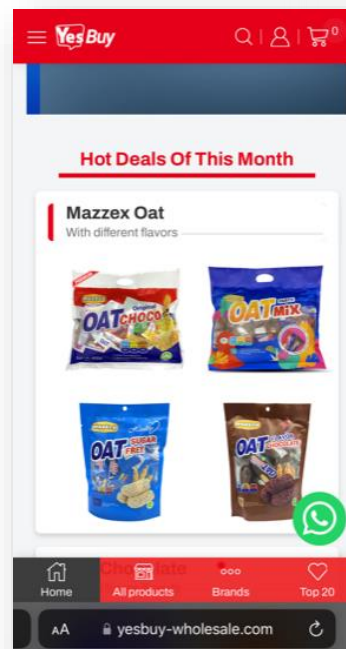
- ONLINE

In online our team are focus on all social media

- Instagram
- Facebook
- LinkedIn
- Tik tok



SOCIAL MEDIA



SAMPLING



IN-STORE PROMOTION



WE BELIEVE ON CUSTOMER SERVICE AND WE TRY OUR BEST TO DO THE BEST!



Merchandising



EVENT



THANK YOU

