

YesBuy

YesBuy General Trading LLC



Aug, 2024



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.

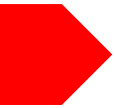




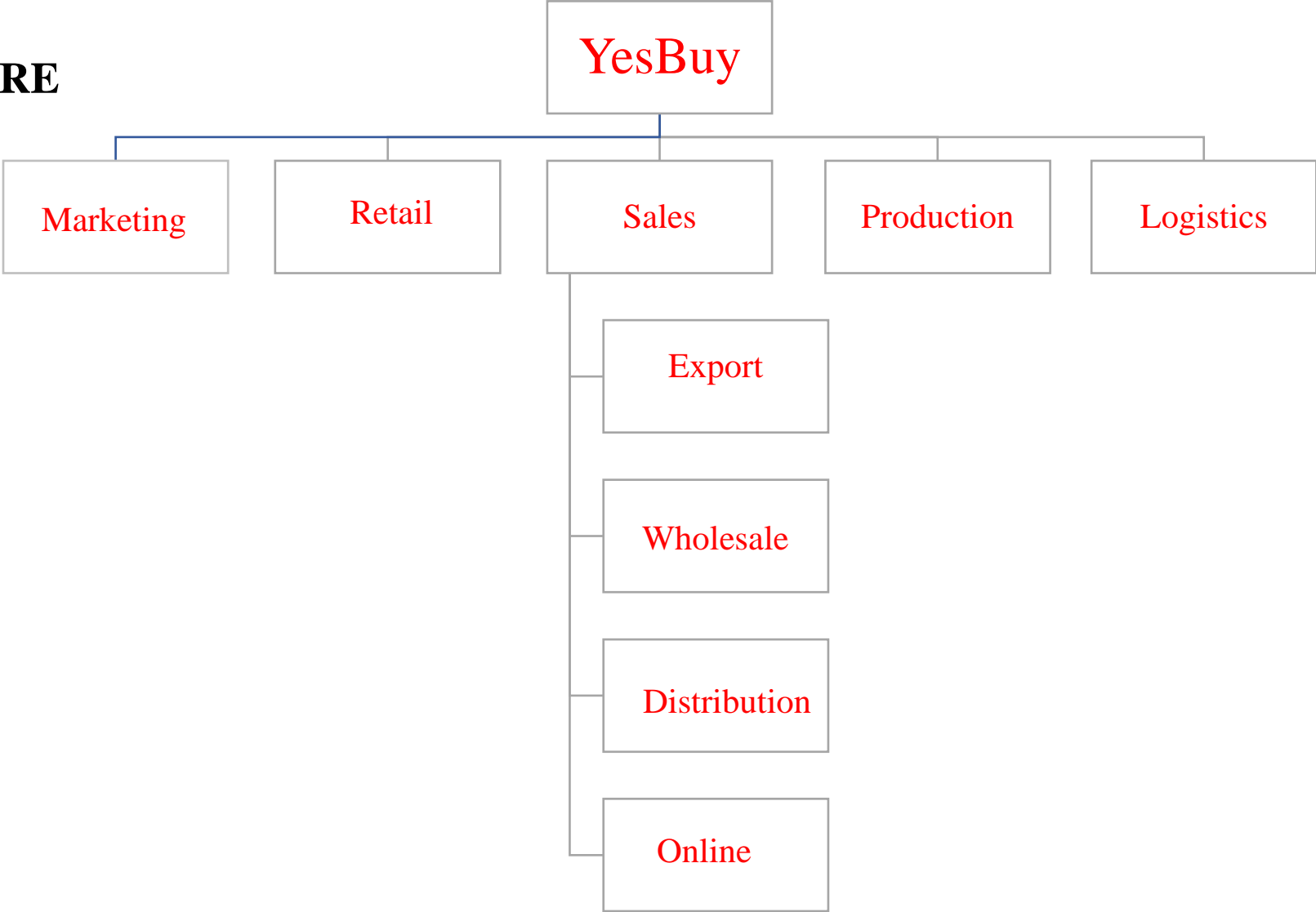
OUR COMPETENCIES

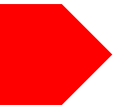
- With the **20 years of management team experience** in FMCG industry- ranging from brand acquisition, retailing, logistics to manufacturing
- We have worked with nearly **10 international brands** throughout these years.
- We have a large network of suppliers of **high quality products**.
- We have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





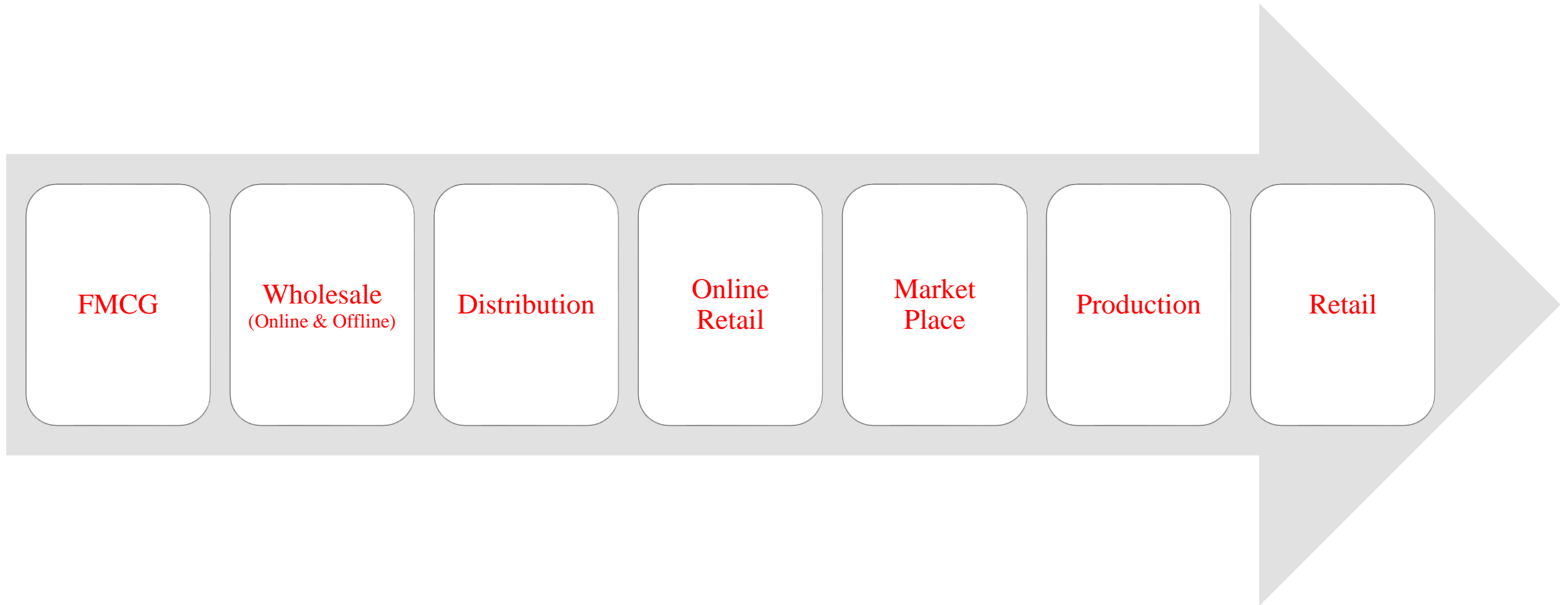
COMPANY STRUCTURE

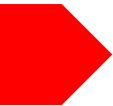




BUSINESS DEVELOPMENT PLAN

From 2019 until end of 2024

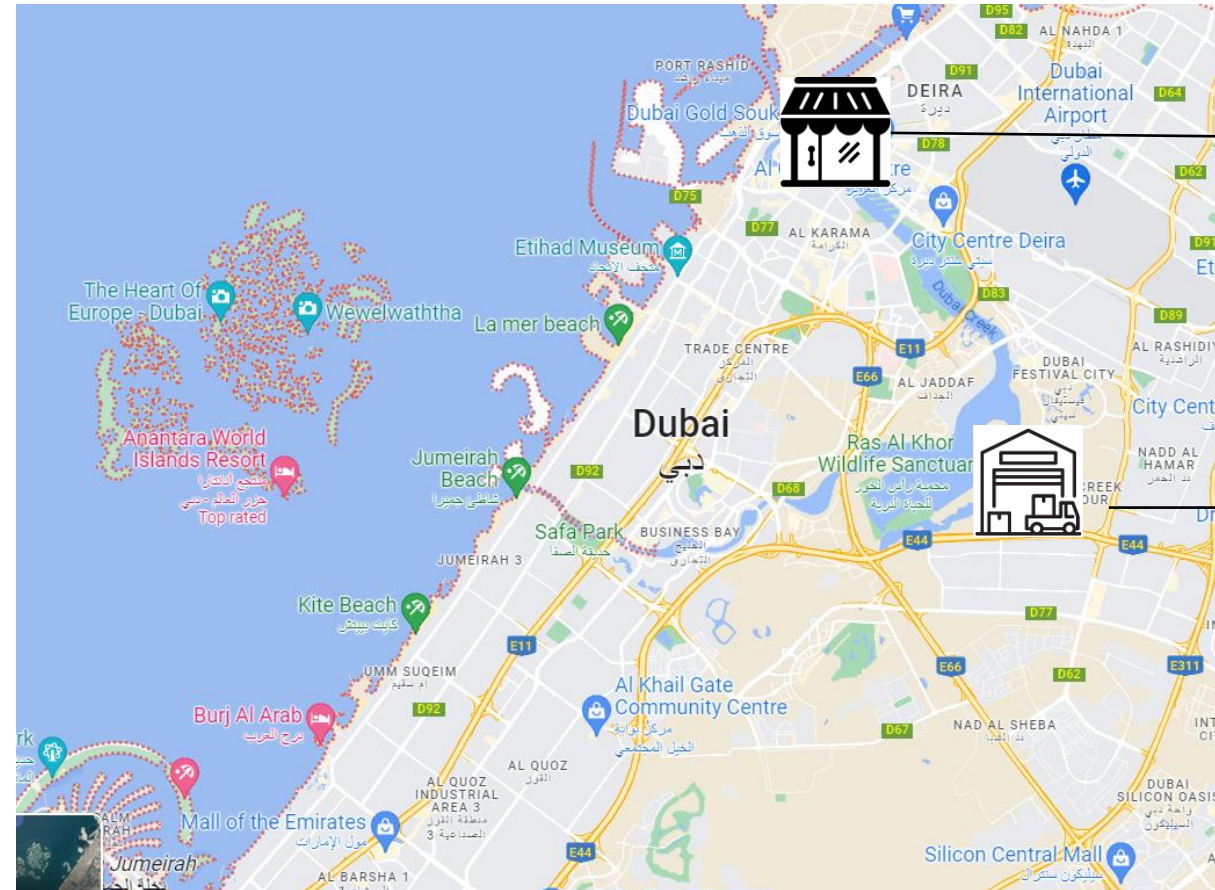




OVERVIEW

Stablished on FMCG **Dec – 2019**

- **Showroom**
Alras, Deira
- **Warehouse**
Ras Al Khor



Showroom
Al Ras, 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



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
- Development OAT Instant drink 450g

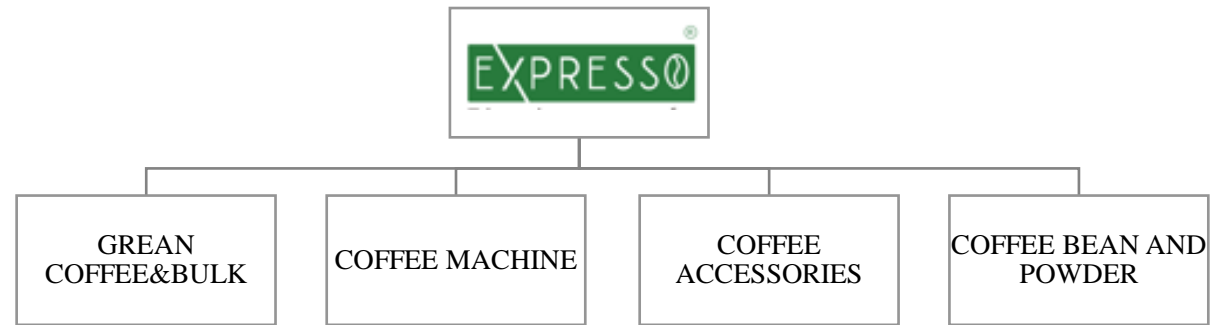


www.mazzex.ae



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.



CLASSIOCO



ART



AROMA



BARISTA



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.

OFFLINE SALES CHANNEL

No. of active customers in Dubai, Ajman and Sharjah: More than 150 customers mainly B class chain stores and discount markets.

These are some of our business partners in UAE MARKET:

- Day to Day Group (More than 20 Branches)
- Grand Emirates Group
- Emirates Discount Market group
- Al Kabayel Group
- M. City Mart Group
- Delta Group
- Ms Max Group
- Grand Barsha Group, ...



دي تو دي
DAY TO DAY



gate
WAREHOUSE PRICE



ام سيتي مارت
M-CITY MART
HYPERMARKET



MS MAX



AZHAR
AL MADINA
HYPERMARKET



AL MADINA
GROUP



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



HOW TO DEVELOP BUSINESS

Based on our accumulated experiences, we have decided to adopt a focus strategy aimed at increasing our market share in a planned and continuous manner.

Our strategy involves a combined approach of market penetration and market development. By leveraging market penetration, we aim to strengthen our presence in existing markets. Simultaneously, through market development, we plan to enter potential markets by utilizing new distribution channels.

We believe this dual approach will position Yes Bay for sustained growth and success.

DISTRIBUTION MODEL

#	Category	Channel	% of total sales
1	Offline	Wholesale	35%
2	Offline	Retail	55%
3	Online	Amazon, Carrefour, noon	10%





HOW TO DEVELOP BUSINESS / OFFLINE

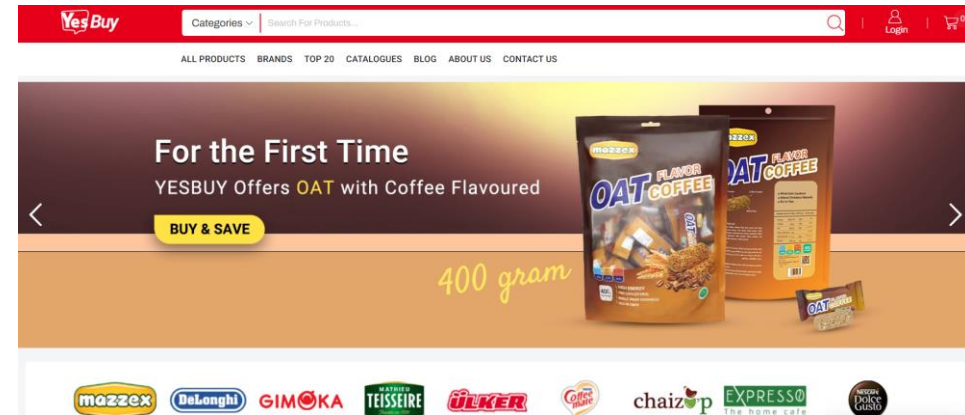
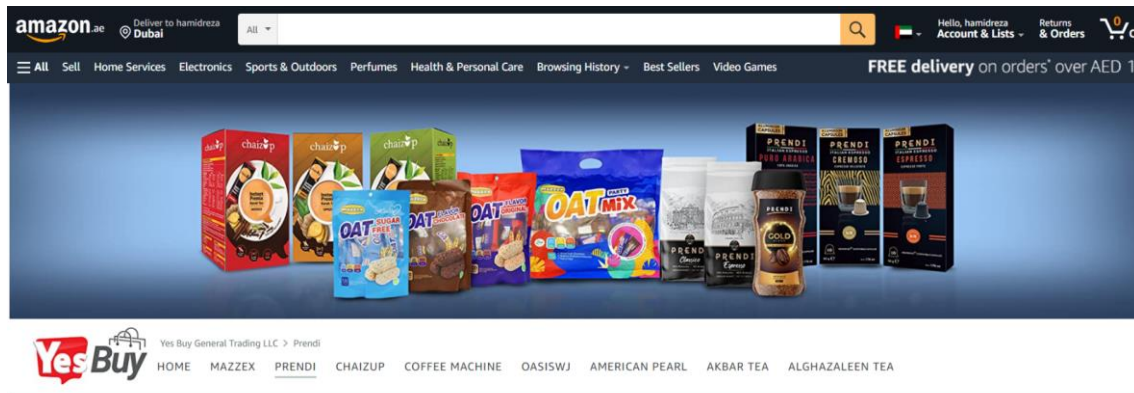
In 2025 Year we suggest to start with these outlets in attach, and Union Coop branches, these are all good discounter and A & B GRADE supermarket that really active to sale local and tourist in different area.

Below is the table outlining the number of sales point planned per each year:

Year	No. Of Sales Point
2025	120 Outlets
2026	180 Outlets
2027	250 Outlets

HOW TO DEVELOP BUSINESS / ONLINE PLATFORM

We have good agreement contract with most of UAE online platforms such as Amazon, noon,... and with good plan of action and marketing budget we can have good sales achievement in this category.



MARKETING STRATEGY

One of the most important part of our development part is our marketing plan, this group of product is new in this market and need proper plan of action, we believe online and offline marketing together can make **success**

-OFFLINE

In offline we are so active on filed by

- Sampling
- Event
- Promotion
- Merchandising

-ONLINE

In online our team are focus on all social media

- Instagram
- Facebook
- Tik tok

* All activities done by YesBuy inhouse team





MARKETING PLAN

It is suggested to **firstly** run a thorough **market research** to determine the setup of the channel to plan further activities.





OUR EXPERIENCE

Our team at Yes Buy has successfully initiated and executed strategies to introduce and sell various products from different brands in this region.

Our approach involves a thorough understanding of consumer needs and behaviors through meticulous market research. The sales team activates products in stores, while the marketing team aligns with organizational goals to ensure products are effectively removed from shelves, thereby increasing market share incrementally.

We have several examples of our successful activities that we would like to share with you in the next slides.



SAMPLING WE HAVE DONE FOR OTHER BRANDS



EVENT WE HAVE DONE FOR OTHER BRANDS



IN-STORE SHELF



ONLINE ADS WE HAVE DONE FOR OTHER BRANDS



De'Longhi Nescafe Dolce Gusto Automatic Capsule Coffee Machine

INFINISSIMA

AED 536
AED 399



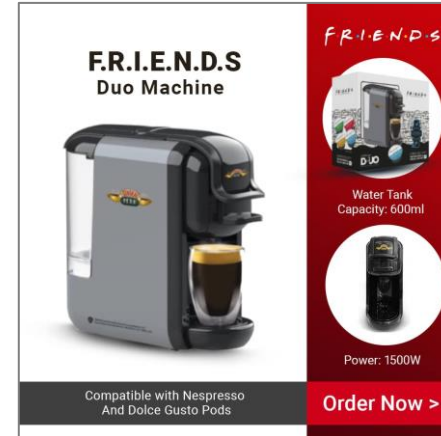
F.R.I.E.N.D.S Coffee Machine + Gimoka Capsules

Compatible with Nespresso & Dolce Gusto Capsules

X4 Piece of Gimoka Nespresso Capsules

X4 Piece of Gimoka Dolce Gusto Capsules

510 AED
359 AED



F.R.I.E.N.D.S Duo Machine

Water Tank Capacity: 600ml

Power: 1500W

Compatible with Nespresso And Dolce Gusto Pods

Order Now >



RAMADAN DEAL

chaizop Instant Premix

mas habib dubai

INSTANT PREMIX TEA

CARDAMOM | GINGER | MASALA | MILK TEA | SAFFRON



NESPRESSO

De'Longhi Nespresso Automatic Capsule Coffee Machine

INISSIA

AED 599
AED 466



RAMADAN DEAL OAT PROMOTION

mozzex YesBuy

Sugar Free Original Chocolate

120 gram

THANK YOU

