Tarweej Company Profile

Tarweej - a company of Mohamed Yousuf Naghi

FMCG Services Sector

- Arabian Trading Supplies
- Sanabel United Trading
- Mosanada Logistics Services
- **Tarweej**

Automotive Services Sector

- BMW
- Rolls Royce
- Land Rover
- Mini Cooper
- Jaguar
- Hyundai
- TATA
- Ford
- Nissan

Transportation Services Sector

- Hafil

We are honored and proud to have gained the trust of some of the top world-class FMCG brands as the last-mile partner to the Saudi market. We are also proud of the warm family spirit displayed by our team. We and our partners aim to attract, develop, empower talents & retain them in our family.

Our joyful partnership is not limited to executing effective and cost-efficient route to market services and solutions. We also share the same values and noble principles, and together, we put them into action.

2022 marked 111 years of import and distribution services for our four generation's family businesses.

Agility, innovation, and adapting to changes have been rewarding to us and promoted a one-team working relationship with our Partners.

Mohamed Yousuf Naghi

President

Instore Execution

REPORT

Image Recognition

AI

EXECUTE

RECRUIT

PLAN

COACH

MANAGE

Asset Management

- Asset Sales
- Installation
- Preventive Maintenance
- Repairs
- Refurbishment
- Reporting
- Warehousing

Market Intelligence

Mint+

Price Surveys

In Store Audit

Share of Shelf

Share of Assets

Category Analysis

Image Recognition

On Shelf Availability

Competition Analysis

Brand Activation

- In-house Production
- Leaflets Distribution
- Door to Door Activities
- Mystery Shopper
- Road Shows
- Sampling
- Product Demonstration

Tarweej Partners

In-Store Execution & Merchandising Solutions

Brand Activation

Asset Management

Market Intelligence

Tarweej Footprint

Employees
(> 2,100)

Head Office

Regional
Offices (6)

Training
Academies (6)

Warehouse
Facilities (5)

MT & TT
(> 2,000)

Pharmacies
(< 2,000)

Mint+

Core Pillars

Control & Perform

Field Force Control

- Better Planning
- Eye on Attendance
- Route Plan Compliance
- Presence for Deliveries

Operational Analysis

- Time Spent In-Store
- Performance Monitoring
- Efficiency Analysis

Measure & Report

Measure Execution

- On Shelf Availability
- Share of Shelf
- Planogram Implementation
- Promotional Deployment
- In-Market Freshness

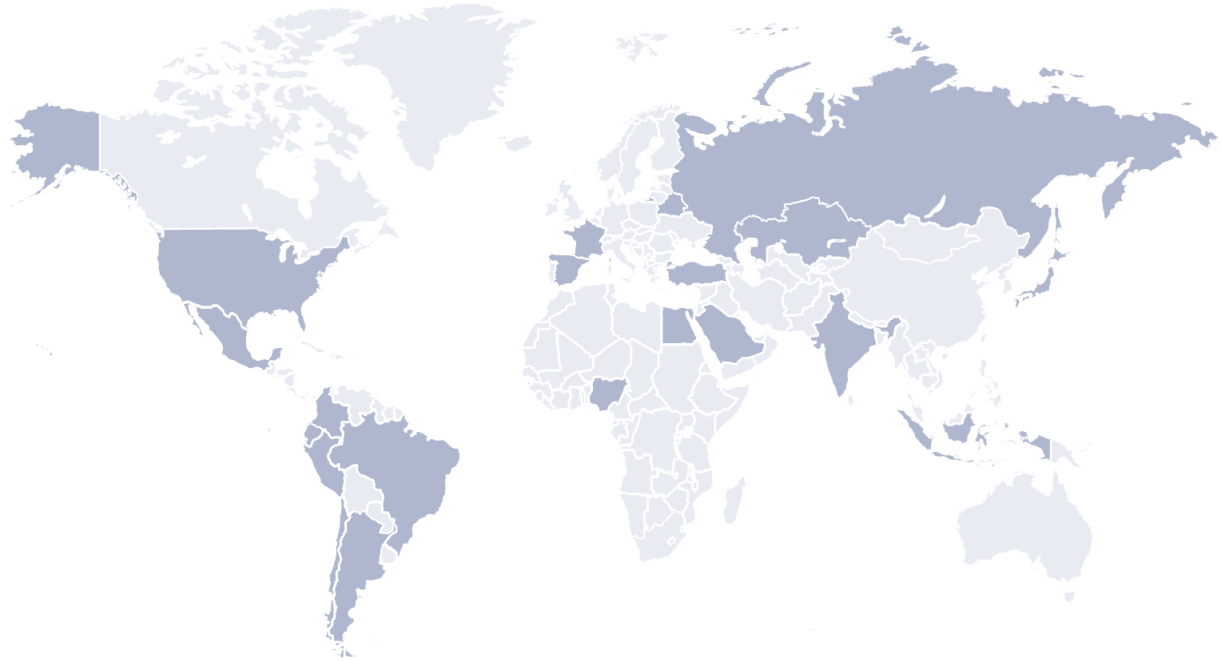
Market Insights

- Customized Dashboards
- Competitive Tracking
- Critical Market Data

Image Recognition

Ailet Profile

- More than **30** clients Worldwide
- Success stories In more than **25** countries
- **5** offices EUROPE, LATAM AND NORTH AMERICA
- Power of **AI** Latest technology inside



- Global provider of shelf execution for FMCG companies
- Extensive experience in shelf recognition
- Embedded BI. Accurate, consistent and reliable insights into shelf operations.

POSM Production & BRAND ACTIVATION

Collaboration with a Regional Leader

Adsells Tarweej Arabia
A JV Between Adsells and Tarweej

A strategic partnership to produce in Kingdom of Saudi Arabia for markets in GCC & MENA Region

ADSELLS and **MOHAMED YOUSUF NAGHI GROUP** signed a JV for a strategic partnership leveraging on their **CORE EXPERTISE** in uplifting **RETAIL LANDSCAPE** For GCC & MENA Region

ADSELLS TARWEEJ to service as a **REGIONAL MANUFACTURER** with local production presence in Kingdom of Saudi Arabia

KINGDOM OF SAUDI ARABIA is the future hub to service across region. Synchronization of expertise between both companies can lead to promised potential in achieving new heights.

GROUP COMPANIES

- Adsells – Group Company
- REBRAND – Promotional Giveaways
- spot on – Brand activation
- adaxiom – Digital Company
- enter – Hardware Company
- OMM – Outdoor Media Management Company
- DIGIX – Digital Signage

STRATEGIC PARTNERS

Unilever, Coca-Cola, pepsi, Nestlé, P&G, L'ORÉAL, i'm lovin' it, Reckitt Benckiser, Johnson's, Kellogg's, BAT, Total, PSO, KIA, Peugeot, Toyota, Honda, Hyundai

- **POP DISPLAYS (DESIGN, DEPLOYMENT & MAINTENANCE)**
- **PETROLEUM SERVICES**
- **BRAND ACTIVATIONS**

Why Tarweej

Partners	Brands	People	Cities
25+	150+	2,100+	39+

SKUs	Vehicles	Coverage	Systems
6,200+	15+	3,000+	5

- ***Nationwide*** Coverage
- ***Enormous*** Pool of ***Resources***
- Management ***Expertise*** and ***Customer Service*** Approach
- ***Fully Managed*** Yet Integrated Solution
- ***100%*** of the employees are under ***Tarweej Sponsorship***
- ***Online Reporting*** providing ***Insightful*** market ***Visibility***
- ***Professional Appearance***, Proactive ***Attitude***
- ***Strong Experience*** across most FMCG categories
- ***Solid Reputation*** with Clients and Retailers
- ***Brand Activation*** Expertise & Production
- Unique ***Asset Management*** Capabilities
- ***Planogram*** Development and ***Deployment***
- ***Measurable Return On Investment***

Thank You