

# نـدك السـعادة

# NADA HAPPINESS®

- C O R P O R A T E P R O F I L E 2 0 2 3 -



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## From a small roastery outlet. Now we've Grown in to Multinational FMCG Distribution, Wholesale & retail company.

**Nada Happiness Trading LLC** is an Oman based Retail & Wholesale, Distribution and Trading company. Our management has several years of experience in the field of importing, distributing and retailing business. The prime function of the company is to source, market & distribute foodstuffs & Non-food-stuffs, beverages, pulses, nuts, spices and candies from domestic and overseas markets.

The company started with a small Confectionery and Nuts outlet in 2010, when the core business of the company was to import foodstuffs for retailing and wholesaling at our outlet in Seeb Souq. Our competitive pricing and quality of service enabled us to move into distribution servicing, groceries & Small retail units across the provinces of oman.

The company have grown rapidly since then and now employs over 470 people, 2 Hypermarkets 20 Retail & wholesale outlets, 3 warehouses and a whole fleet of logistic department and mobile shops. Now, we are well established with a highly professional sales, marketing, warehousing and distribution operations to manage over 300 plus market renowned products. We are the sole agent for some of the most reputed brands. Subsequently, we managed to deal with all the major retail chains, independent retail outlets, Catering companies and HORECA. We are continuously sourcing products, which we feel have the potential to impact Oman market. We have been able to introduce wide range of products to the market and build up the brands with high market share.

The company has robust network sales and distribution team including outdoor sales and van sales, distributing our products to the hypermarkets, co-operatives, supermarkets, mini markets, grocery stores, Petrol Stations and wholesalers food services/restaurants. We constantly remind the customers of our brands by effective advertising & Promotional modes. We will continue to upgrade, improve and achieve the excellence and serve FMCG industry with new and innovative products.

We are growing too..

2  
COMPANIES  
& 6 DIVISIONS

20  
OUTLETS

30,000+  
PRODUCTS

470+  
EMPLOYEES

10,000 Sqft  
WAREHOUSING  
FACILITY

STRONG  
DISTRIBUTION  
NETWORK

SATISFIED  
CUSTOMERS





المهمة والرؤية

## Mission & Vision

The company's mission is to identify and evolve as per market and effectively utilize opportunities by collaboratively working with our suppliers and clients. We endeavor to provide excellent marketing service that is supported by our experienced sales team. Our continued growth and accomplishments are based on our experience and strategy over the Oman market and our ability to enhance value to leading brands. We extend our continuous support and collaboration with existing brands and accommodate potential strategic acquisitions.

**We ensure customer satisfaction with value added products and maintain trust with suppliers as a genuine partner.**

The three main measures about the organizations are - employee engagement, customer satisfaction, and cash flow. No company, can be successful in the long run without energizing employees who believe in the mission and know how to achieve it.

As one of the leading FMCG distribution and wholesale and retailers in Oman it is our duty to provide the customer with the best quality products at a most effective and competitive price.

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### WHY CHOSE US?

We are determined to provide the best possible service and advice to all our customers. You will be able to speak to a member of our experienced team who will understand you're Problems and the Queries that you face every day.

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## Our objectives.

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Provide the highest quality of services to the customers.

Provide the items with the most affordable price.

Provide a very friendly work environment for our team.

To be leaders in the distribution and FMCG industry.





## المديرين The Directors

### MR. ABDUL SALAM

Chairman

—

“It has been my immense pleasure to have such a wonderful team who truly understand the nature of our business and work with full heart.”

### MR. ABDUL ASIF

Managing Director

—

“Our aim is to provide the best quality products and to serve the customers in the best possible manner. We never compromise on the quality and customer satisfaction.”

### MR. ABDUL SALEEM

Director

—

“The success of a business depends on the hard work of all the team members. I believe that we have the best from general staff to the director board.”

“

**We believe “Right Ability is the power to achieve a right business”**

We started with a small retail outlet and grew into this multinational FMCG Retail, Wholesale and Distribution company. We consistently integrate sustainability into our business, such as maintaining high standards of services to our Customers, continuous development of our Personnel, implementing experience and knowledge for the betterment of our Team and the Company.

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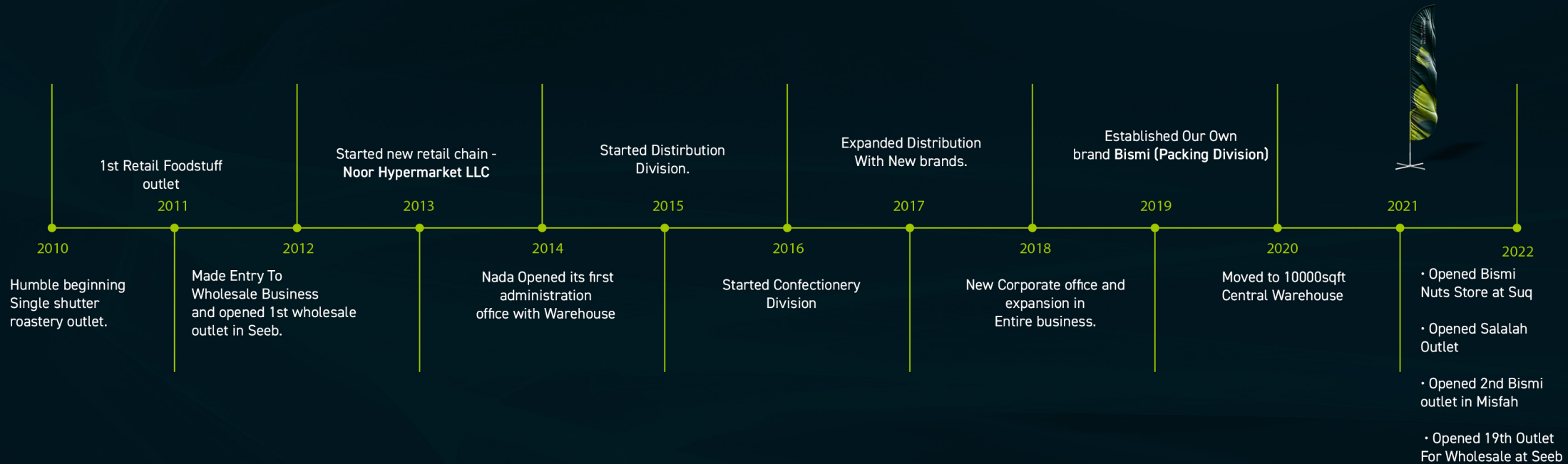


تاريخ الشركة

## Company History

### 12 YEARS OF EXCELLENCE

WE STARTED WITH A SMALL RETAIL OUTLET AND GREW INTO THIS MULTINATIONAL FMCG DISTRIBUTION & WHOLESALE AND RETAIL COMPANY.



We consistently integrate sustainability in our business, such as maintaining high standards of our services, continuous development of our personnel, implementing our experience and knowledge for the betterment of our team, our customers and the betterment of the company.





## الذي نفعله What we do

### Retail & Wholesale

Being one of the largest wholesalers in Oman, Nada Happiness is a brand name for consumers and shoppers to reckon with. We offer a wide range of food and non food products distributed through our various outlets spread over the length and breadth of Oman. We offer the whole solution and requirements of a Hypermaker, Groceries and Supermarket, Catering companies, Cold store and Restaurants . In other words we offer one stop shop all. The outlets are located at easily accessible points for the public to drop in and enjoy over 22 ,000 SKUs made as per the market requirements and preferences of our customers.

In 2012, we made our entry to the wholesale business. Today Nada Happiness has Seventeen outlets offering opportunities for customers to walk-in and to feel our ambience and merchandise in a relaxed and friendly environment.

### Consumer Division (Distribution)

As part of our wide distribution network and area of key focus for our business development, we cover more than 2500 outlets. We actively cover retail, wholesale, groceries, convenient stores, HORECA and van sales outlets. We do have strong structure of van operations covering more than 1500 outlets. We currently represent more than 40 brands in food and non-food FMCG domain.

Our logistics infrastructure includes state of art warehousing facility of more than 10,000 SQM, more than 50 fleet vehicles, modern material handling equipment's etc.

We have strong systems and ERP environment. Our business operations across the areas are well connected with our central ERP system at Head Office. We are able to conduct detailed as well as dashboard management with the help of real time business information on sales, stock, market receivables, market promotions etc. Our IT platform is enabling excellent controls over all facets of our operation. We have qualified and experienced management team for each function.





## Roastery Division

We are one of the leading distributors and wholesalers in world class Nuts, Coffee, Dry fruits, pulses and spices in Oman. To make sure we provide the best available quality products we do our imports from genuine and authentic suppliers across the world. This is what made us stand out the most as our quality is unbeatable and our prices are very affordable.

For the last 7 years, we have been responsive to our food industry customer's needs, and we continue to help them grow their business by sharing our product and market expertise

## Logistics

Our reach is powered by a large and well-maintained fleet, including vans for spot sales, trucks for delivery and cars to book orders. Based on the requirements of specific products we employ refrigerated and ambient temperature trucks. Our accomplished fleet management team closely monitors all movements to ensure prompt and continuous movement of goods.

Warehousing: Nada Happiness Distribution has purpose-built warehousing at strategic locations. We offer palletized, shelved and bulk storage stacking solutions. They cover temperature requirements ranging from ambient to chill to freeze.





عن فريقنا

## About our team

Behind a great job there is  
always a great team

We are very proud of our team, whome we consider as family have the finest and the best staff who are all well qualified for the task that they are assigned to. Are strict in recruitment policies as we believe that the best staff can offer the best service. This is the driving force of our business.





# العلامات التجارية Brands

Distributors



**hutesa**

**Rasna**

جاردنيا  
**Gardenia**  
freshness on the go.

**tayaş**

Pagariya's  
**Kwality**  
Goodness Inside

American  
**KITCHEN**

**Galina**

**star  
Leo**

**STAR  
FRIES**  
PURE TASTE OF KERALA

**LOV**  
لوى

**vigos**

بسم  
**BISMI**

**SWAD**  
Distinctly Different...

سوباجيا  
**Soubhagya**

**SHIP BRAND**

**VINTAGE**

العربي  
**al arabi**

**KOTTACKAL**

**NimNim**

Kottackal  
**Mayil**  
Taste of Quality

**CYCLE  
BRAND**

Hassan Gold  
حسن جولد

**Hassan**

**Rabiyah**

**Zoyas**

حواء  
**Hawwa**

**ABEER**  
LONG GRAIN BASMATI RICE

**Lamar**  
Basmati rice

বাংলা সোনার  
**BANGLA GOLD**  
সোনা মুসুরি ধান

**Tiger**

**KINGSLEY**

**ABU ZOYA**  
GRADE "A"  
LONG GRAIN BASMATI RICE

**Sando**

**SUNRISE  
GOLD**



Thank you





نَدَى السَّعَادَة  
NADA HAPPINESS

## Corporate Profile 2023

NADA HAPPINESS TRADING L.L.C  
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Sultanate of Oman

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**Happiness**  
matters.

