

2024 Corporate Profile

# COMPANY PROFILE

**OMNI**  
TRADE  
شركة أومني تراد المحدودة  
OMNI TRADE CO. LTD

[www.omnitrade.co.com](http://www.omnitrade.co.com)

## Brief Company Profile

Since its foundation in 2003, our mission is to provide best products and services that will contribute to the needs and economic development of Yemen.

Omni Trade always seeks to represent and introduce the most successful and innovative companies from all around the world to the Yemeni Market based on the Market needs.

Our success in all our divisions is attributed to our qualified and specialized team who always strives for excellence. Our team members dedicate their efforts to provide best quality of products and services that always come beyond the expectations of our customers.



Through our diverse international representation, we strive to meet the current and future demands of our country development; and have always been able to perform and achieve tasks and missions professionally through our comprehensive planning, which has become the main source of our well-earned reputation with our partners; internationally and with our customers domestically, whether with the government or non-government authorities, public or private sectors.



## Food & Beverage Division of Omni Trade Company



Omni Trade Company is a leading Yemeni company with a strong presence in the Food & Beverage sector. Our Food & Beverage Division is dedicated to delivering high-quality products and services to our customers. With our extensive experience and commitment to excellence, we have established ourselves as a trusted partner for businesses seeking to expand their operations in Yemen.

## Product Range:

Our Food & Beverage Division offers a diverse range of products to cater to various consumer needs. We specialize in the following categories:

- 1 Food Products:** We source and distribute a wide array of food items, including grains, pulses, dairy products, canned goods, spices, and condiments. Our emphasis on quality ensures that our customers receive safe and nutritious food products.
- 2 Beverages:** We offer a comprehensive selection of beverages, including soft drinks, juices, mineral water, coffee, and tea. Our portfolio includes both local and international brands, providing our customers with a wide range of options to choose from.
- 3 Snacks and Confectionery:** We supply a variety of snacks and confectionery items, including chocolates, chips, biscuits, and sweets. Our focus on taste, freshness, and packaging makes our products stand out in the market.

## Quality Assurance:

At Omni Trade Company, we prioritize quality assurance throughout our operations. We have implemented stringent quality control measures to ensure that all our products meet international standards and regulations. We work closely with reputable suppliers and conduct regular inspections to maintain the highest levels of quality and safety.



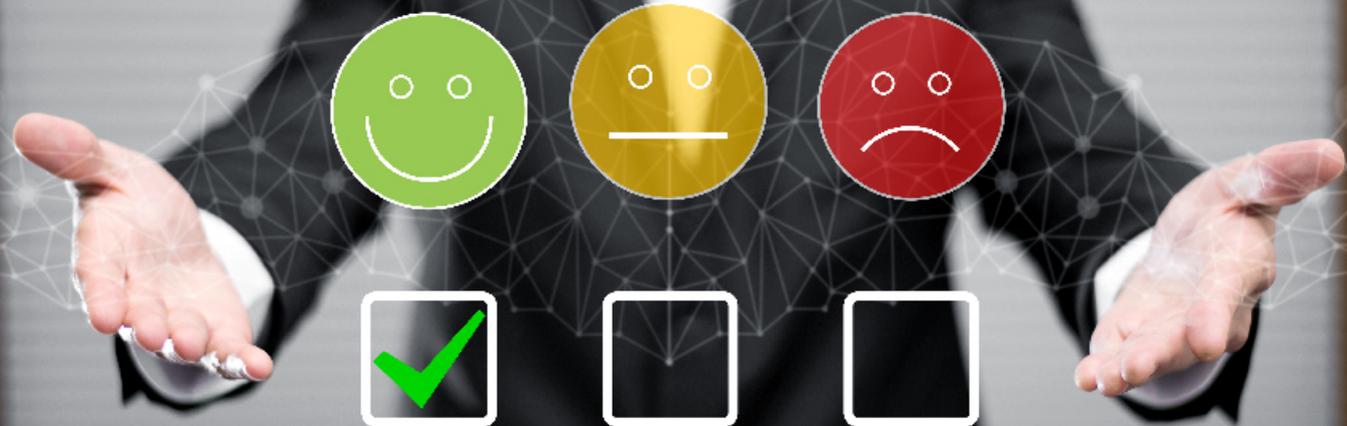
## Distribution Network:



Our well-established distribution network enables us to efficiently deliver products to customers across Yemen. We have strategically located warehouses and a fleet of reliable transportation vehicles to ensure timely and secure deliveries. Additionally, we have the capability to handle export requirements, making us an ideal partner for international businesses seeking to enter the Yemeni market.

## Customer Satisfaction:

Customer satisfaction is at the core of our business philosophy. We strive to understand our customers' unique requirements and provide tailored solutions to meet their needs. Our dedicated customer service team is committed to providing prompt assistance and addressing any queries or concerns that arise.

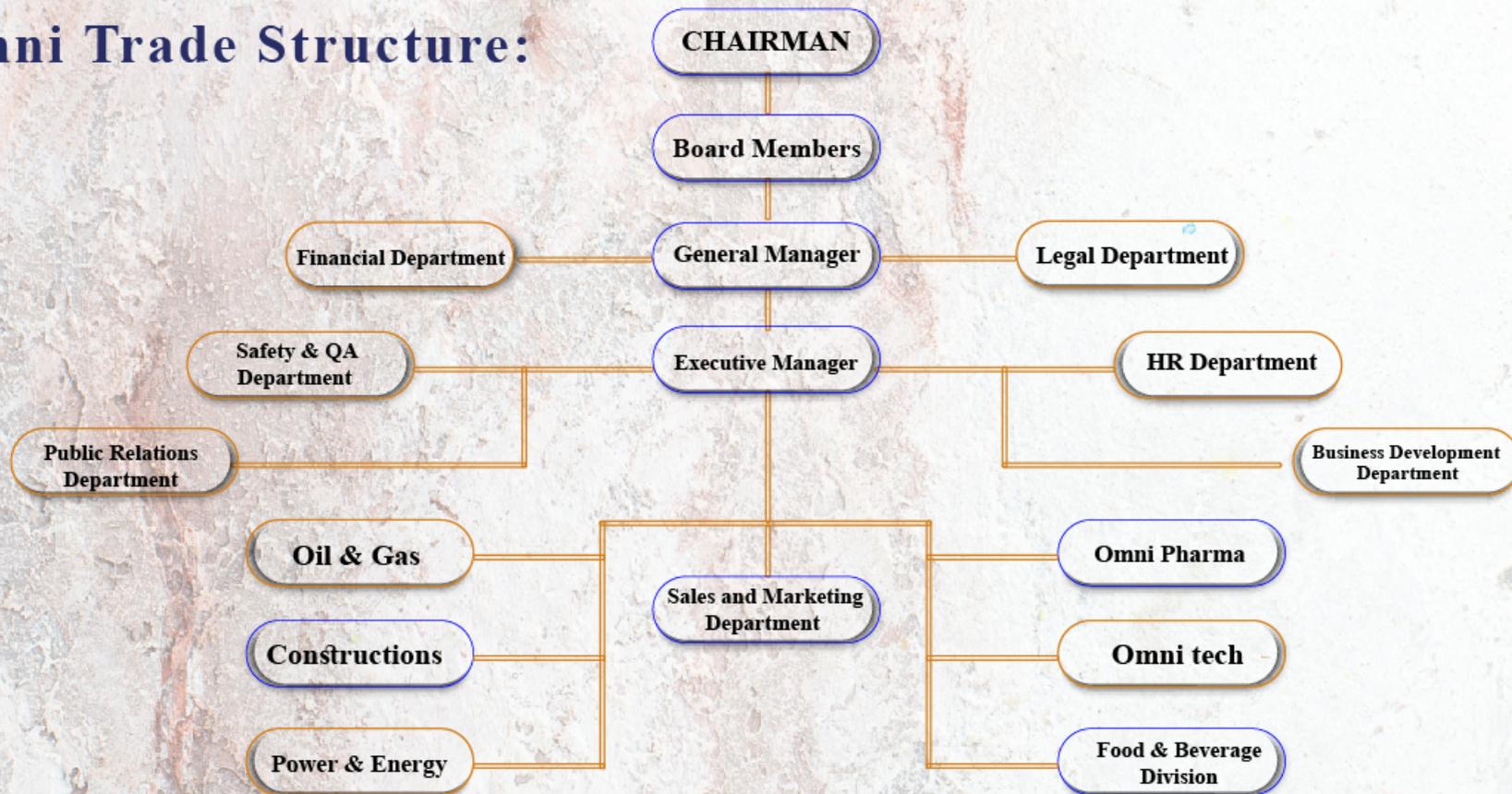


## Partnership Opportunities:

Omni Trade Company's Food & Beverage Division is actively seeking collaboration with foreign companies interested in expanding their presence and enter the Yemeni market. By partnering with us, companies can leverage our extensive market knowledge, distribution network, and expertise to establish a strong foothold in Yemen's Food & Beverage sector.

With our extensive product range, commitment to quality, reliable distribution network, and customer-centric approach, Omni Trade Company's Food & Beverage Division is well-positioned to be the ideal partner for foreign companies seeking to enter the Yemeni market. We invite you to explore the possibilities of collaboration and look forward to forging mutually beneficial business relationship.

# Omni Trade Structure:



## **Our operations in both Retail and Foodservice/HORECA segments.**

We have been working in distributing for many years, practicing both kinds: retail and wholesale. We devote a team of experienced distributors and representatives who are in continuous contact with the major malls, centers and major merchants. And we are always present in commercial exhibitions and events to market our brands and introduce them to people. In addition, we make our own commercial events and testing exhibitions to introduce and promote our brand names.

## **Our sales and distribution structure.**

Omni Trade has branches in all major cities, and each branch has sub-channels to distribute the products to all nearby cities, towns and villages. Our representatives and distributors cover almost the whole country and focus on centers of cities from where the product can reach the outskirts, suburbs and villages.



## 1 Sales and Distribution Department:

- 1 Sales Manager:** oversees the sales team and sets sales targets, develops strategies to promote and sell products in Yemen, and builds and maintains relationships with key clients and customers.
- 2 key Account Manager:** Manages and nurtures relationships with key clients, including stores, malls, hotels, restaurant, cafes and supermarkets; identifies new business opportunities and negotiates contracts and agreements; and monitors sales performance and ensures customer satisfaction.
- 3 Representatives:** responsible for direct sales and distribution activities within assigned territories in Yemen; visit potential customers, present product offerings, and closes sales deals; and provide product training and support to customers.

## 1 Sales and Distribution Department:

- 4 Sales Support Coordinator:** Assists the sales team with administrative tasks, order processing and customer inquiries; coordinates with the logistics team for timely product deliveries; prepares sales reports and analyzes sales data to identify trends and opportunities.
- 5 Trade Marketing Specialist:** Develops and executes marketing strategies to promote products in the Yemeni market; conducts market research to identify target segments and consumer preferences; plans and implements trade promotions, advertising campaigns, and product displays.

## 2 Logistics and Supply Chain Department:

- 1 Supply Chain Manager:** coordinates the overall supply chain activities, including procurement, inventory management, and logistics; ensures efficient and timely delivery of products to customers; manages relationships with suppliers and logistics partners.
- 2 Import Coordinator:** handles all import documentation and compliance requirements; coordinates with customs and shipping agents to ensure smooth transportation of products; monitors shipment status and resolves any logistics issues.
- 3 Warehouse Supervisor:** Manages the storage and inventory of products in the Company's warehouse; oversees proper handling, labeling, and packaging of Products; implements inventory control measures and conducts regular stock audits.

### 3 Marketing and Branding Department:

- 1 Marketing Manager:** Develops marketing strategies to create awareness and demand of the products in Yemen; manages advertising campaigns, PR activities, and digital marketing initiatives; and conducts market research to understand consumer preferences and competitors' activities.
- 2 Brand Manager:** Develops and maintains the brand identity and positioning for the products; develops brand guidelines and ensures consistent brand messaging across all marketing channels; and collaborates with the marketing team to create compelling marketing materials and packaging designs.
- 3 Digital Marketing Specialist:** manages the company's online presence, including the website, social media platforms, and e-commerce channels; develops and implements digital marketing campaigns to drive online sales and engagement; and analyzes digital marketing metrics and optimizes strategies based on performance.

#### 4 Customer Service Department:

- 1 Customer Service Manager:** manages the customer service team and ensures high level of customer satisfaction; handles customer inquiries, complaints, and escalations; and monitors customer feedback and implements improvements in service processes.
- 2 Customer Service Representatives:** provide prompt and professional assistance to customers regarding product inquiries, orders, and after-sales support; maintain accurate customer records and communicate with other departments to address customer needs.

Thank you for browsing  
our company profile!



شركة أومني ترید المحدودة  
OMNITRADE CO. LTD

### Get in Touch



+967 1 68 31 68



info@omnitrade.co.com  
www.omnitrade.co.com



Sana'a - Yemen