

IMAGO

TRADING FZE

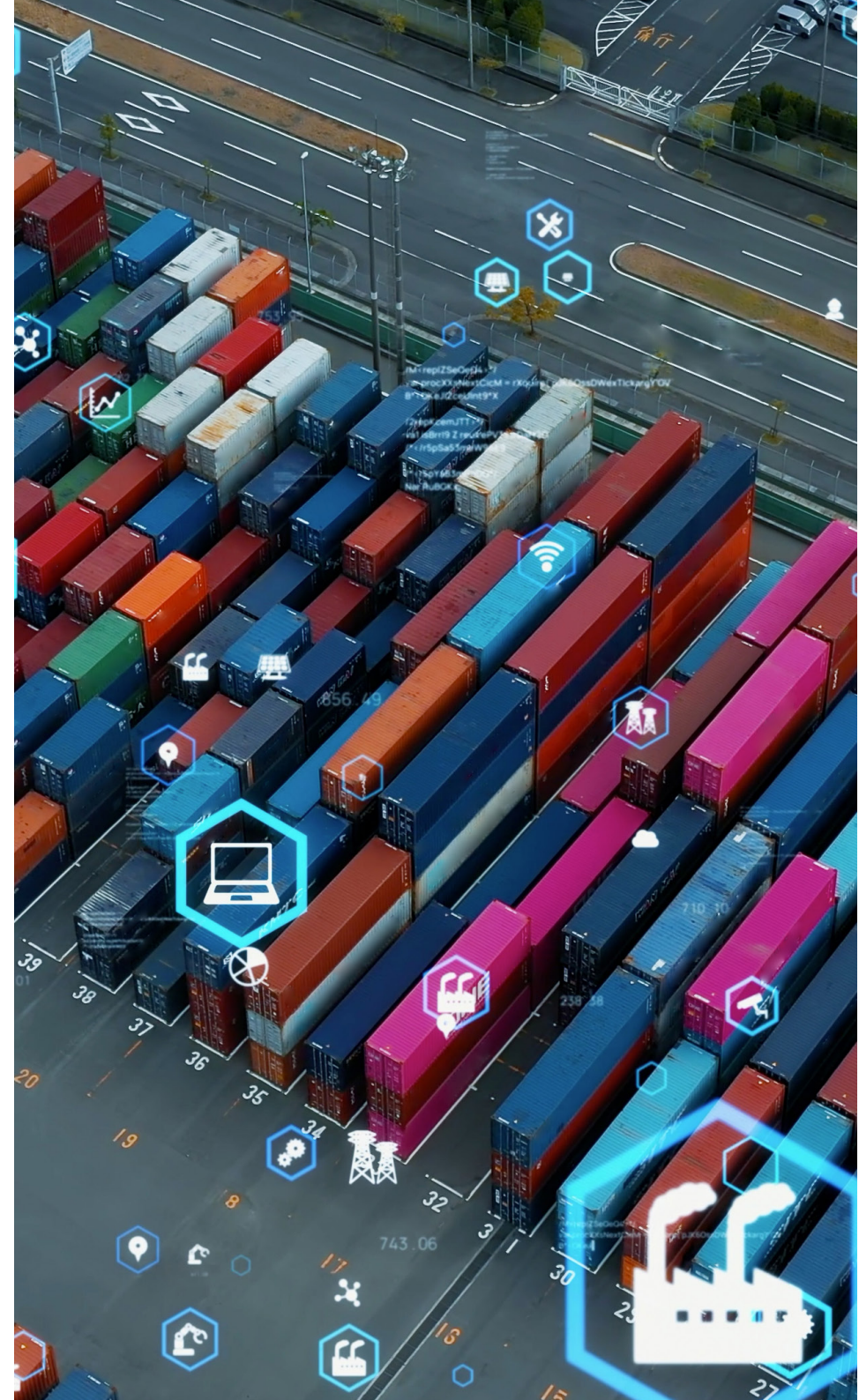


What we continuously aspire for...

To be a preferred business provider to our clients and associates and be a long term partner in their success by enhancing their performance and setting a benchmark of excellence

To be a successful and reliable **FMCG Distributor** in the **Middle East & African regions**

To always remember, the human mind, once stretched by new ideas, never returns to its original state, it keeps growing





Your experiences will not only ensure that you don't repeat your mistakes, but it will also make you trust your own judgment over the others



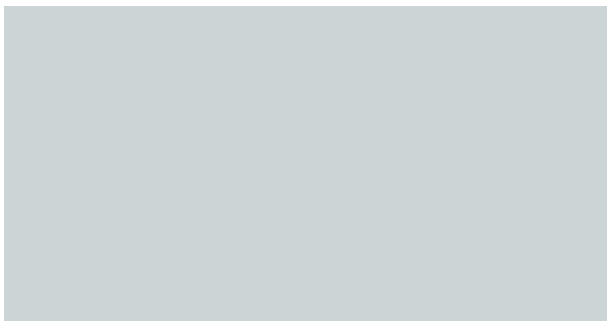
About Us

Established in the year 2003 as a trading company started its main business activity in **textile materials** from Europe & Fareast into West Africa.

After years of dedication and hard work, **Imago Trading** has made a foray into branded consumer products ranging from **cosmetics, toiletries** including **soaps, baby lotion, shampoo, men's shaving items** and **food & confectionery** products.

Most of our products are for the export market covering **Saudi Arabia, United Arab Emirates, Mali, Mauritius, West, Central & North Africa.**

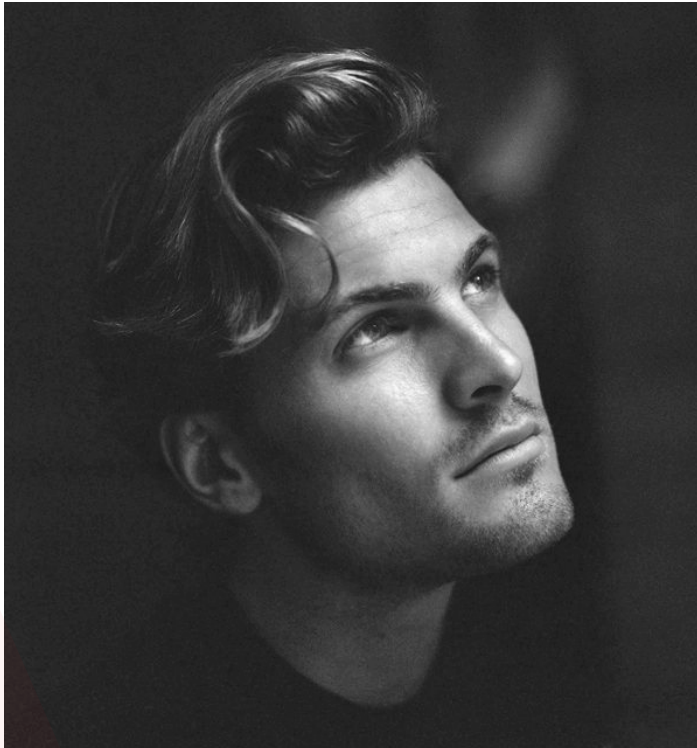
We also specialize in the supply to the **duty free shops** in this region actively and are looking for new partners to expand our range of products.





Message From CEO

Imago's ability to rapidly adapt to change has made all the difference.



My attempt to enter the FMGC industry is nothing less than a dream that I and the team of Imago have brimmed with tremendous incessant endeavors to come true. And as the world recognizes the need for good quality products, we see ourselves reaching new heights.

We cater to some ever-growing segments of the market with an ardent desire to employ 15 years of rich experience to offer flawless service to all our clients.

The constant endeavors of team Imago encourage and anticipate prosperity for those who partner with us.

Imago's highly qualified and

reliable personnel are skilled at fast-tracking contracts in liaison with clients. With the help of efficient supply chain management,

Imago caters to small to medium-sized businesses, and even large enterprises.

Our trade people are experts in ensuring all facets of the operations are carried out smoothly, making your dealings with us a lot more effective.



Mr. Kumar
Founder/CEO



One-Stop Shop



Vast Experience



White Label



Profitable Partnership



Robust Warehouse

Our Presence in Middle East & African

Imago is one of the well-established entity in FMCG distribution in Sub Continent across main markets with an annual turnover of nearly US\$ 40 Million & growing

Imago with its strong sales and market team is capable of meeting the business targets, travelling throughout the region to service local business.

At Imago our endeavour is to introduce variety of well known international FMCG brands in this fastest growing cities and become the -'Best and most recognized distributor of the region.





\$50M
Annual Sales



\$50M
Annual Sales



\$50M
Annual Sales

We have our head office & consolidations in Jebel Ali to cater our customer.



West African Territories:

**Senegal, Gabon, Gambia, Angola, Mali,
Guinea, Mauritius, Guinea Bissau & The
Central African Republic**

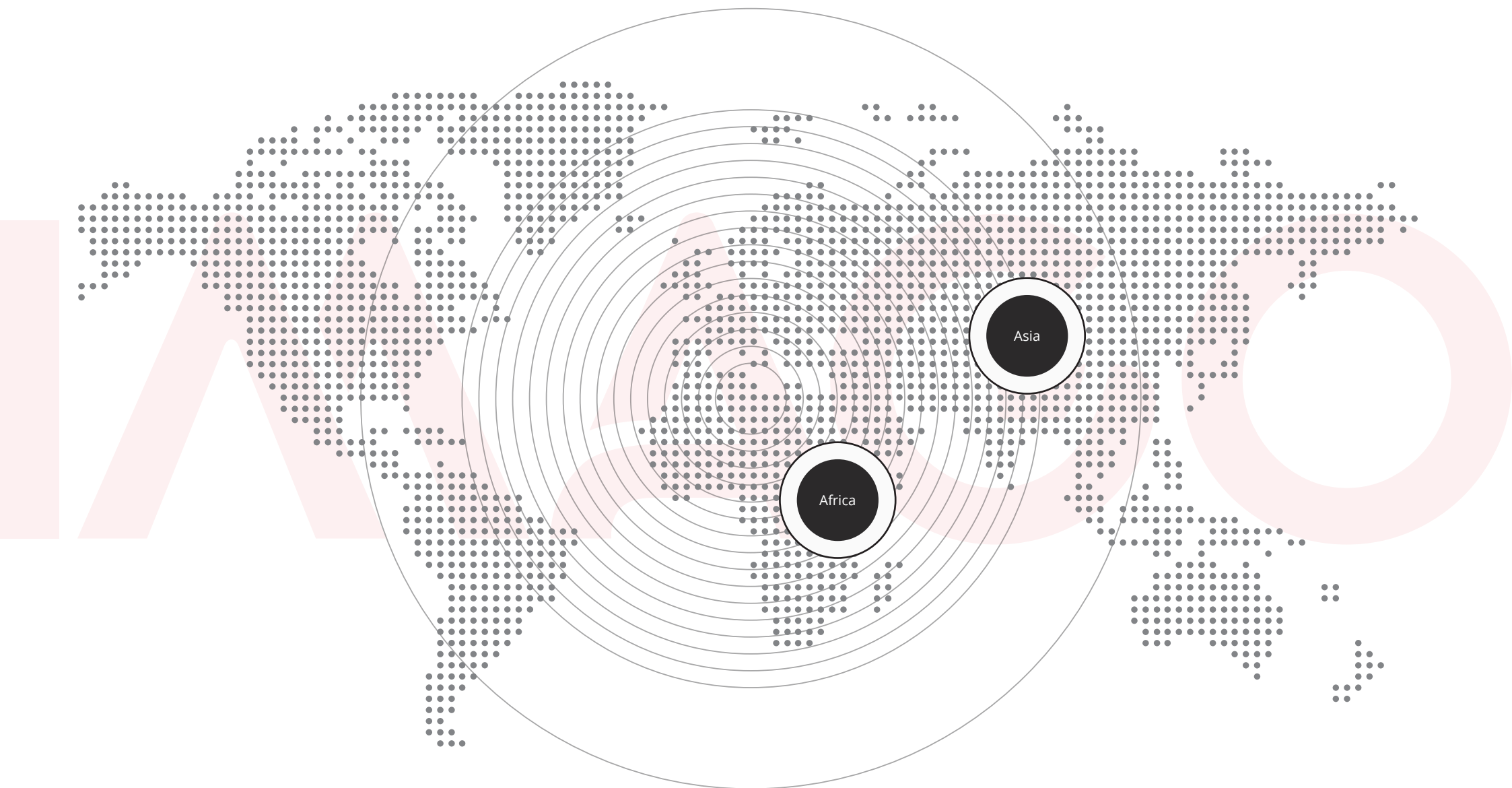
East African Territories:

Uganda, Ethiopia

Asia:

Pakistan, Afghanistan & Bangladesh

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Our Strategy



Sales

To ensure company success, our result oriented sales team is powered by integrated working to achieve the best outcomes for the business. Key role includes account management, field sales and planning strategies



Marketing

Our local and global marketing teams work to gather to ensure FMCG's portfolio of international and local big names is well promoted



Research and Development

Imago recognizes the importance of R&D in FMCG business, ensuring the constant innovation to secure the top position for powerful brands



Supply Chain

This department looks after every aspects of the supply journey, ensuring goods are delivery as per the schedule to thekey markets within the region

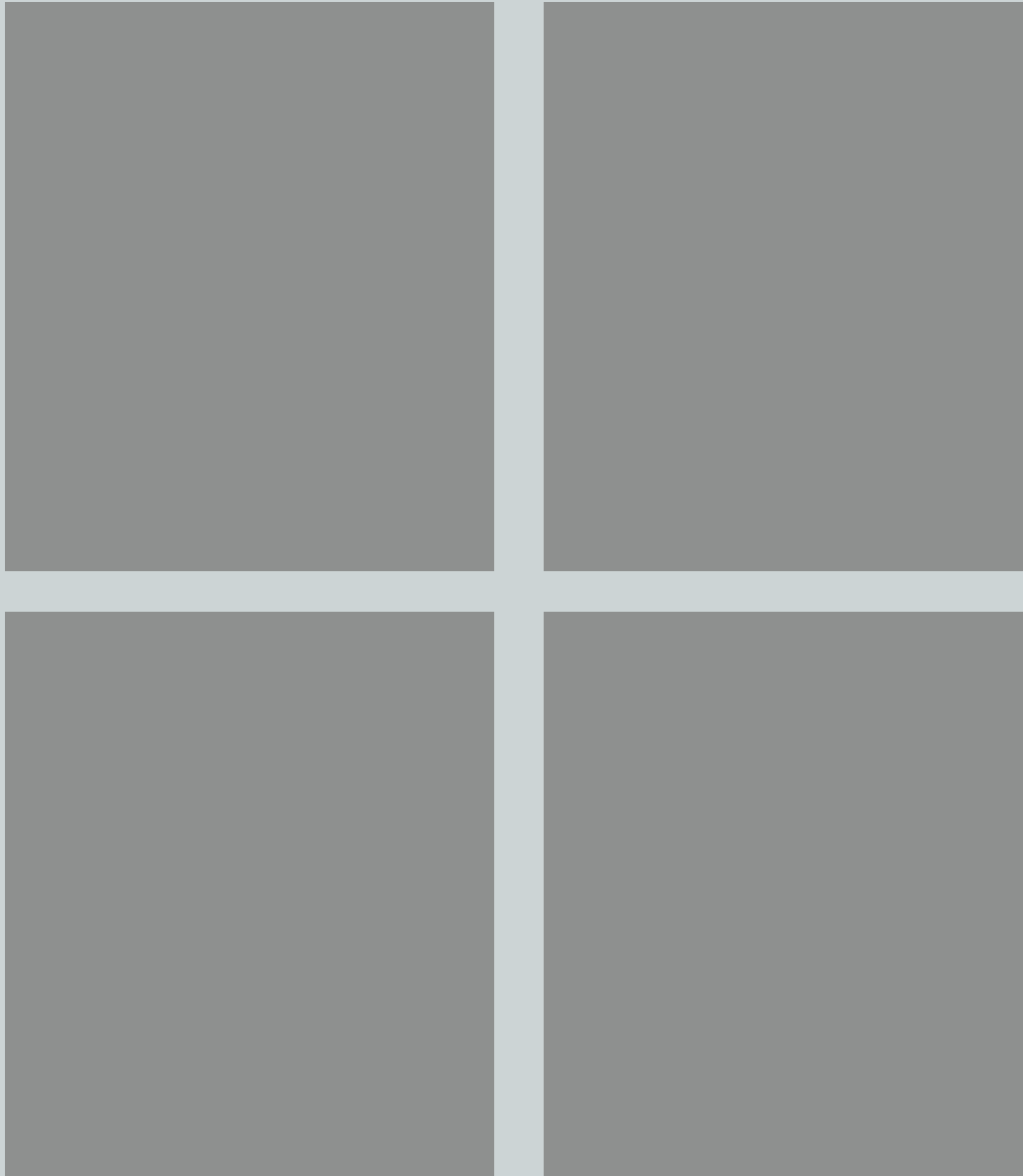


Finance

Fully controlled & Financed by Imago Trading- Dubai, U.A.E, finance team work on all aspect of financial management, influencing and measuring performance to deliver maximum value and results. Key roles include advising on brand development and pricing; tax planning, and budgeting



Focus on Expansion & Growth



Our aim to acquire more ethical distributorship for the region in order to serve the large population/consumer base by providing them the right choice of brands/products on affordable price point.

We intend to operate on a true retail business model, by managing all operations directly and staffing all of our shops with our own employees. This gives us direct and in-depth understanding of our customers' behavior and preferences.

We have a niche desire to structure the relationships with the facility owners as mutually beneficial, long-term partnerships.

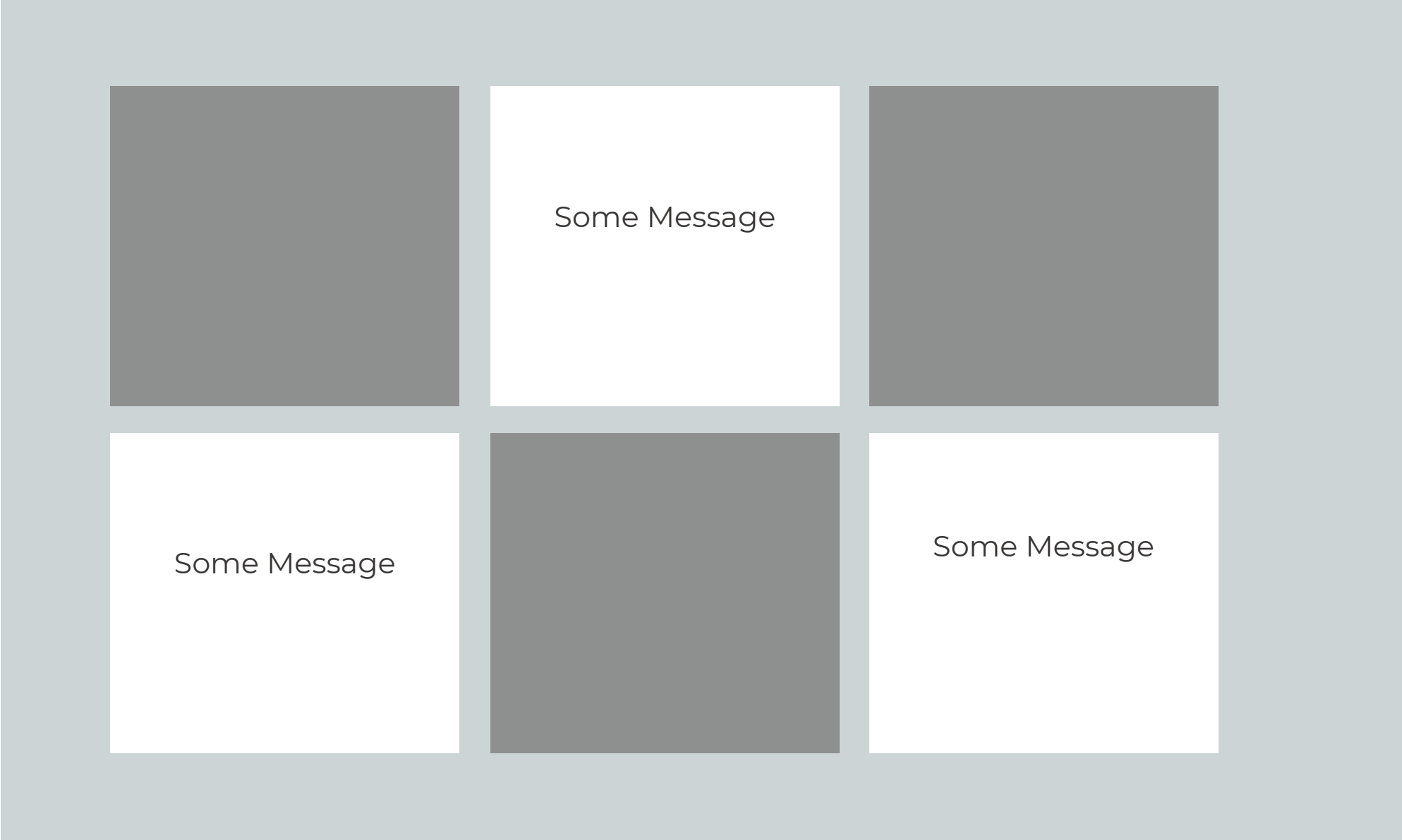
Our goal is to have a comprehensive supplies of various branded products, within our core assortment, comprising tobacco, beverage, food & confectionary, and perfumes & cosmetics, with an adequate balance of brands exposure and price levels.

When assessing new opportunities, we strictly apply our financially disciplined approach.



Some
Stats
here

Brands We Deal In



Johnson & Johnson

reckitt®

pepsi®

HERSHEY'S
The Hershey Company

Beiersdorf

Henkel

Kellogg's®

COLGATE-PALMOLIVE

FERRERO

GLYSOLID

KaO

Unilever

Contact

