



Strive to achieve





AHDAF GROUP FOR INVESTMENT AND DISTRIBUTION

Regional Company Profile

History

Founded in 2013 ,  was an integrated Company which specializes in providing field marketing/Sales service for the professional market , Being a market leader in the world of advanced Distribution industry .

 was founded by highly experienced sales professional who worked in leading global FMCG (Gillette & PG) The Company managed by **Mr. Reda Ali** to constantly developing unique methodologies and techniques to Strive in such fast growing world with frequent changing trends and concepts to keep up with the ever changing market demands.

On 2013  paid up capital of **3 Million EGP** and turnover **+50 Million EGP** , increasing the investment fund to **52 Million EGP** with a total Manpower of **10 People**

Now A days  Has achieved a Turnover more than **+450 Million EGP** and a total Mnpowr of **146 people by 2019**

“Still More to come to our ambitions as we are targeting Middle East Retail , Wholesale and B2B markets “



AHDAF AT GLANCE

Ahdaf was founded in Egypt in 2013 to provide field marketing/Sales service with paid up capital of 3 LE Million and turnover +50MM, increasing the investment fund to 52mm

The company was founded by highly experienced sales professional who worked in leading global FMCG (Gillette & PG) in coordination with 10 people increased to 146 by 2019 and turnover +450MM

The company is targeting Middle East Retail , Wholesale and B2B markets

VISION

Be recognized as the region leading company in providing products and services of superior quality and values that touches and improves lives

Mission Objectives

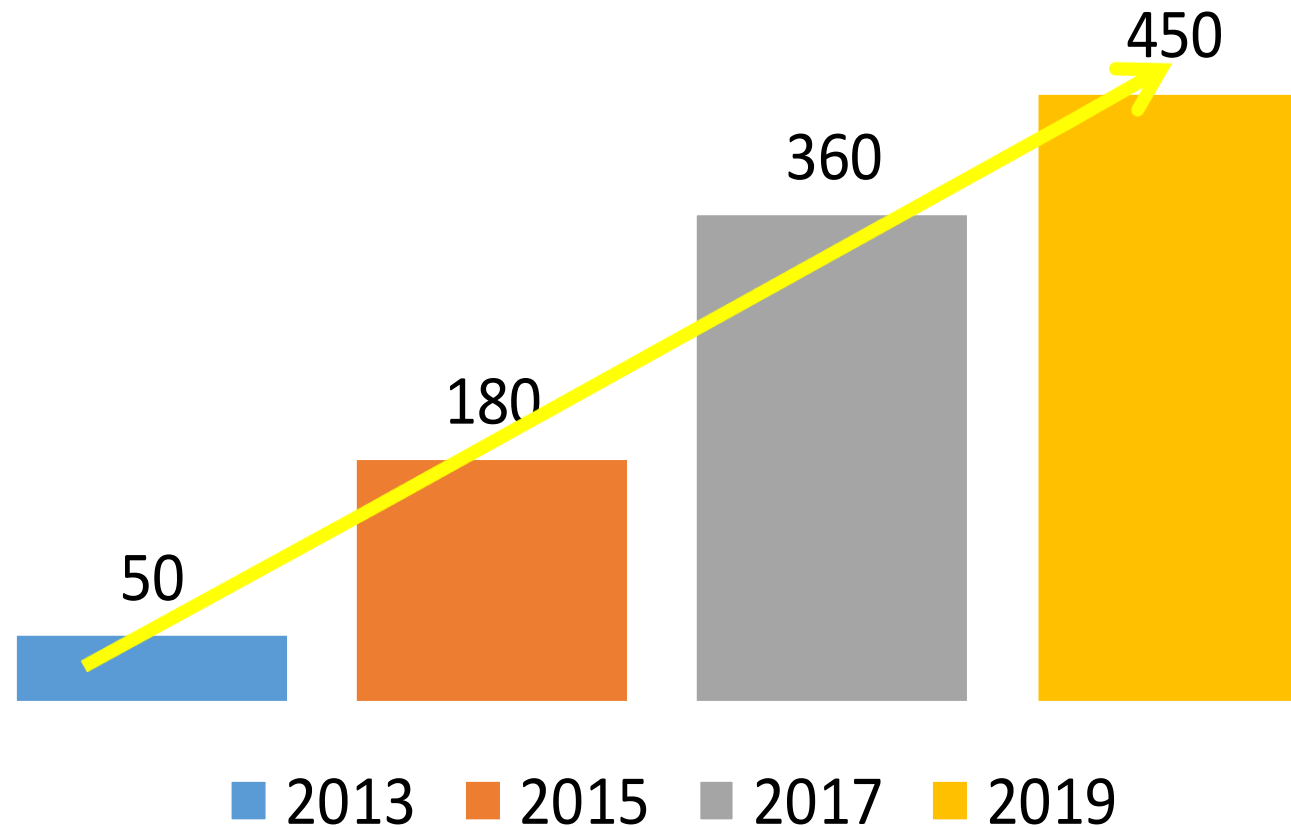
We strive to be the best in class agency at in store availability / visibility and other aspects of point of sales management , will executing this with excellence through superior knowledge and understanding of the local market dynamic maintaining sustainable win-win situation with our clients

Core Values

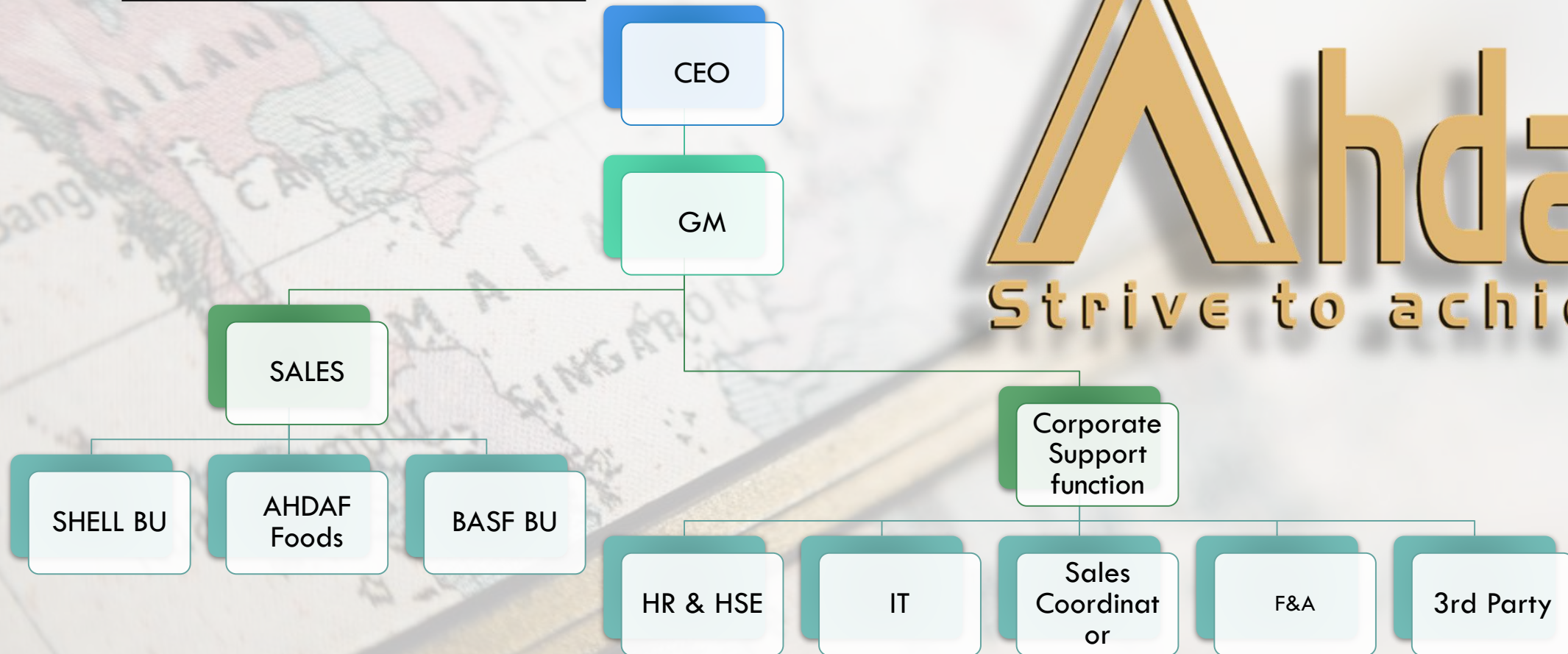
Excelling in our field
Team Work Recognition
Customer Satisfaction
Human resources Development
Caring about our Communities & Our Environment
Creating ongoing win-win partnerships with our suppliers
Highest Ethical Behaviours

AHDAF BUSINESS DEVELOPMENT 2013-2019

Total Turover by Million EGP



AHDAF STRUCTURE



AHDAF HEAD OFFICE & DISTRIBUTION CENTERS



Main Office , Maddi
Cairo



Distribution Center &
Warehouses

AHDAF FLEET

 is proudly operating one of the largest Distribution Fleet for Several Assortments of Goods all over Egyptian territory

Where we operate Steady Rotational lines covering :

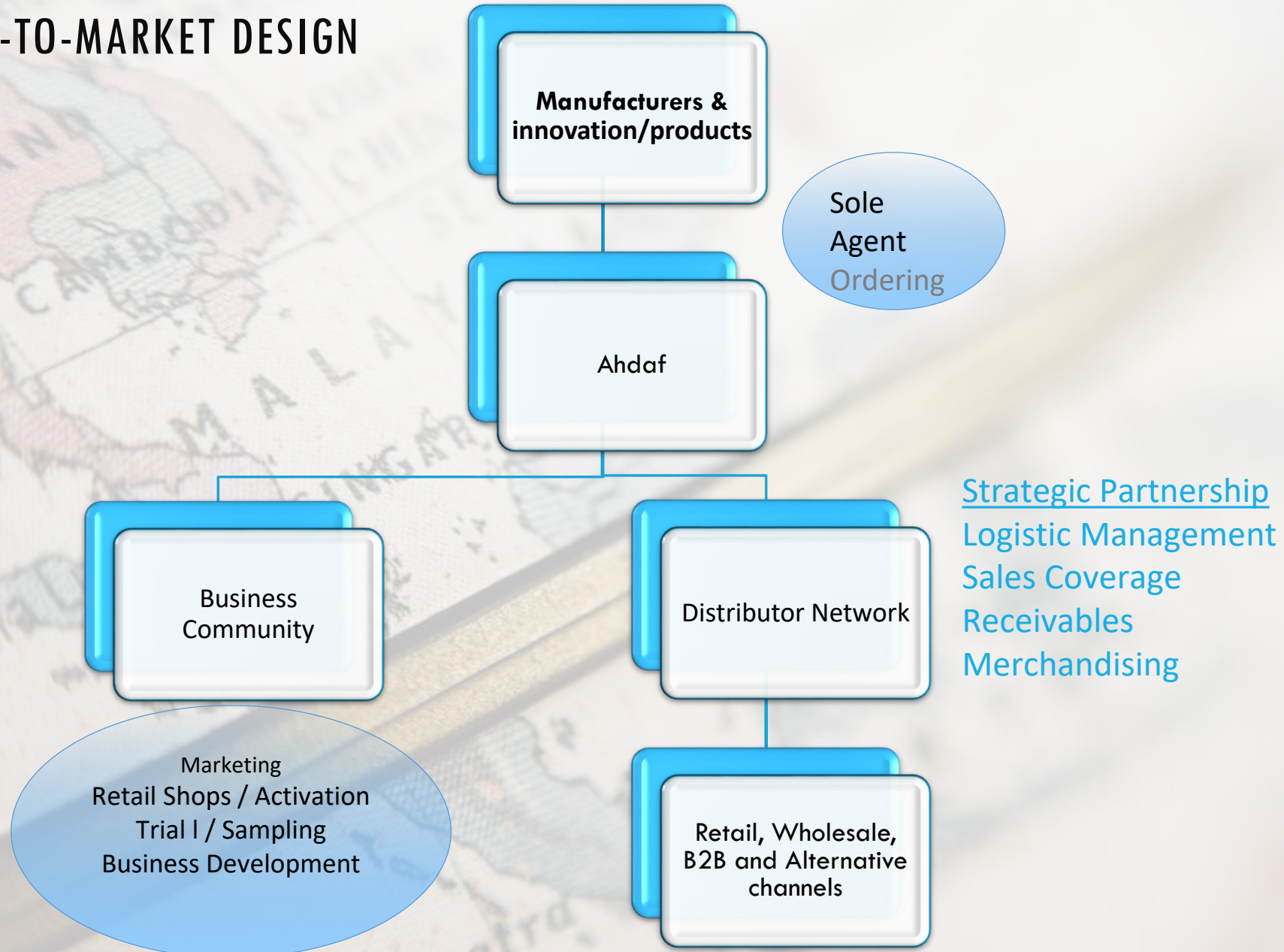
- Delta Region
- North Coast
- Nile Valley
- Sahran areas (New Reclaimed lands & Mega Projects)

Where Our fleet Consist over than **15** Pickup trucks , **5** Jumbo trucks heavy loads , **5** lorry 40" trucks



way we operating

OUR GO-TO-MARKET DESIGN

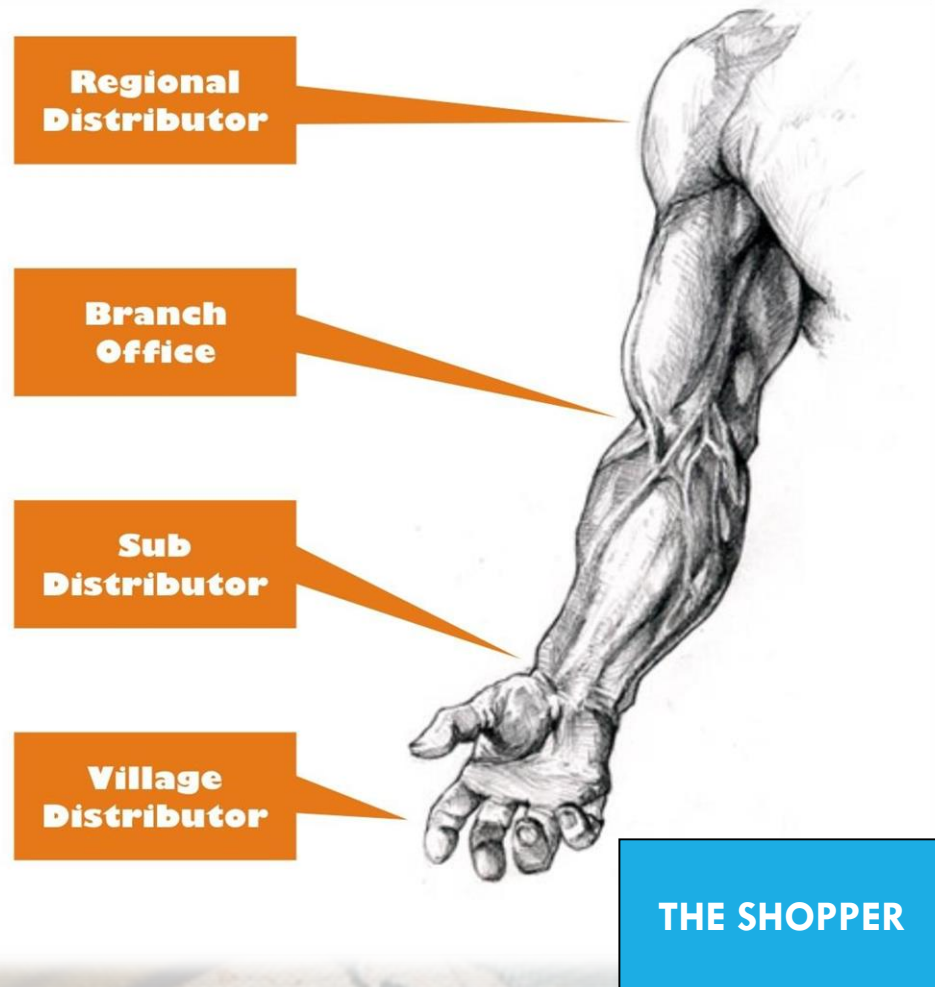


Win Wherever People Shop



Execute Perfectly

DISTRIBUTION FOR US



Create and establish
complete distribution system from
producer (the body) all the way
through our
Regional office ,then branches and
our Sub-D network, down to
Village Ds, and ultimately to the
Shopper

BUSINESS PLAN INCLUDES :

Where to play

Grow brands leadership in core categories and :drive sales functional excellence

(Targets/SKUs, Avr. Calls, frequency, and productivity)

Exploit coverage opportunity and moving to direct coverage

(Routing , Branches , Supply, classification and recommend)strong plan to win with weighted customers

Maximize product visibility/ availability and initiative deployment with excellences across customers

- Drive shelf discipline / display solution to use the store as a media
- Drive forecast accuracy
- Simple performance base trade terms.
- Drive core brands and then extend portfolio with power SKUs

How to Win

▪ Leverage Principal capabilities to win where ever people shop

▪ Go To Market Strategy reinvention to consistently win with our customers

Demand: Distribution Extension

Supply: Optimize Supply Chain

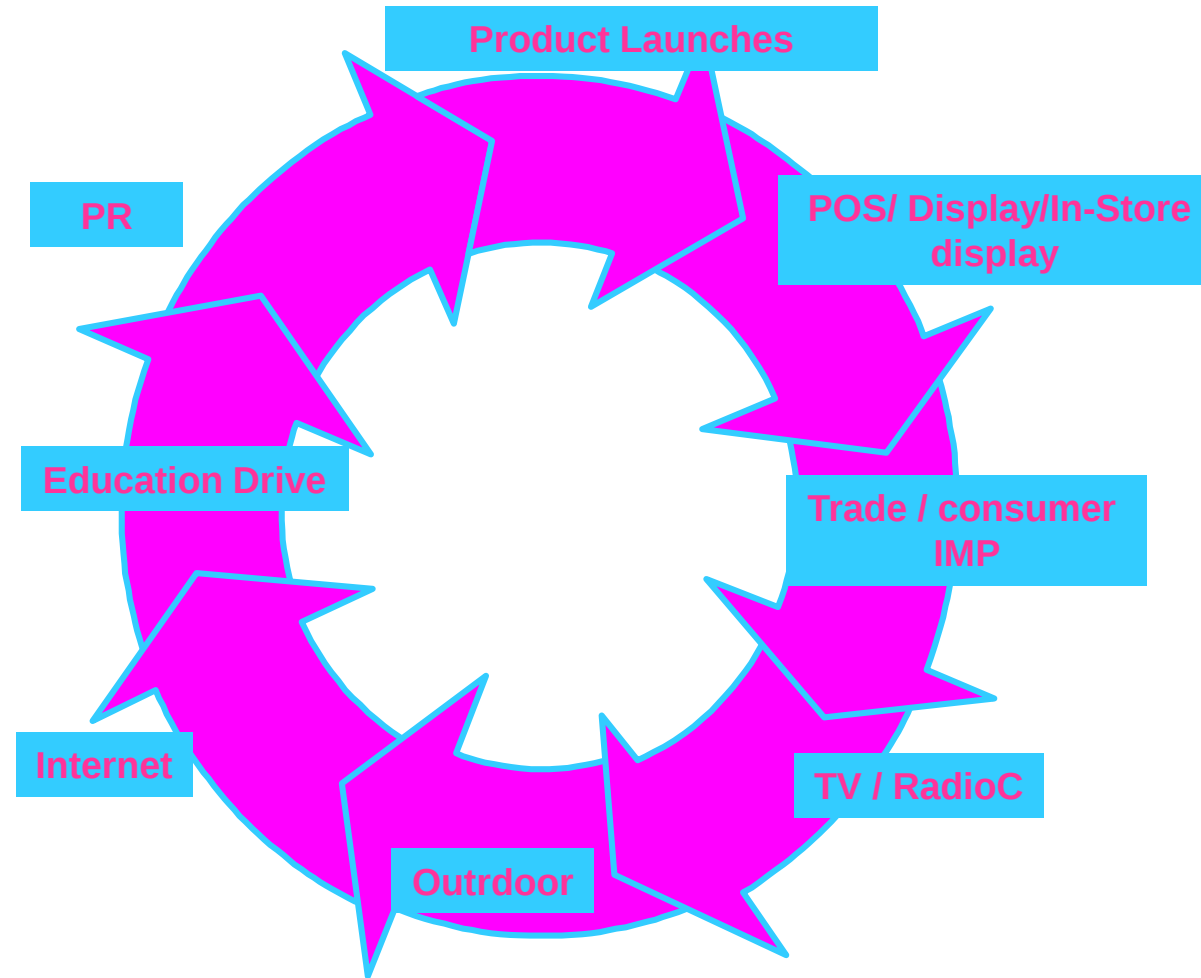
Capability building : Make our G2M capabilities a competitive advantage

▪ Develop higher margin categories, with proven potential

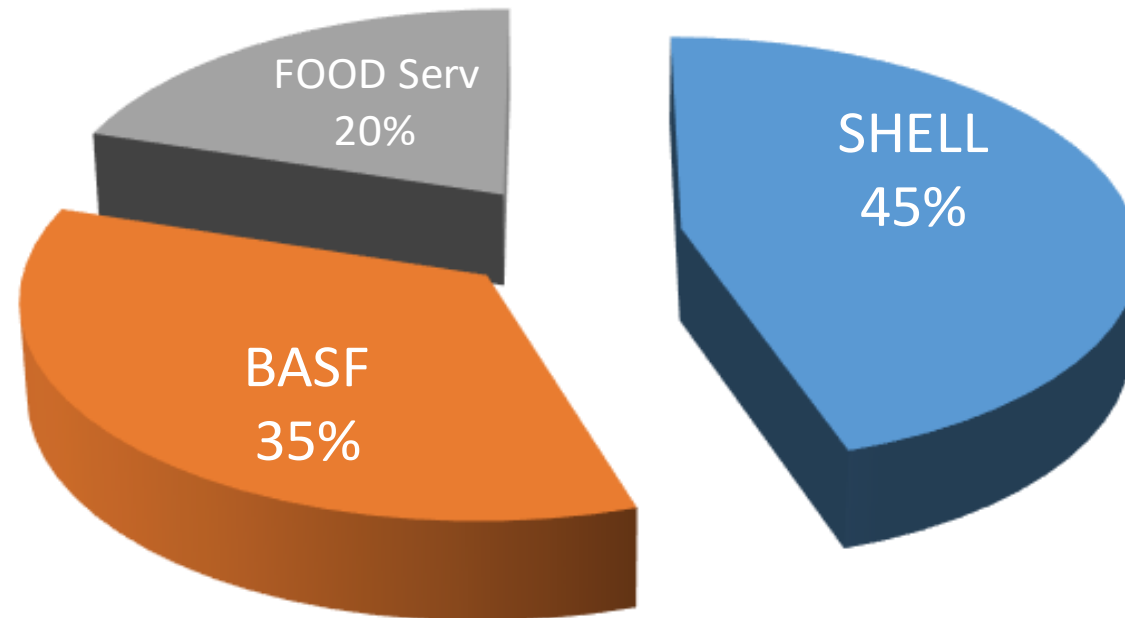
▪ Drive Stewardship

▪ Building team capabilities

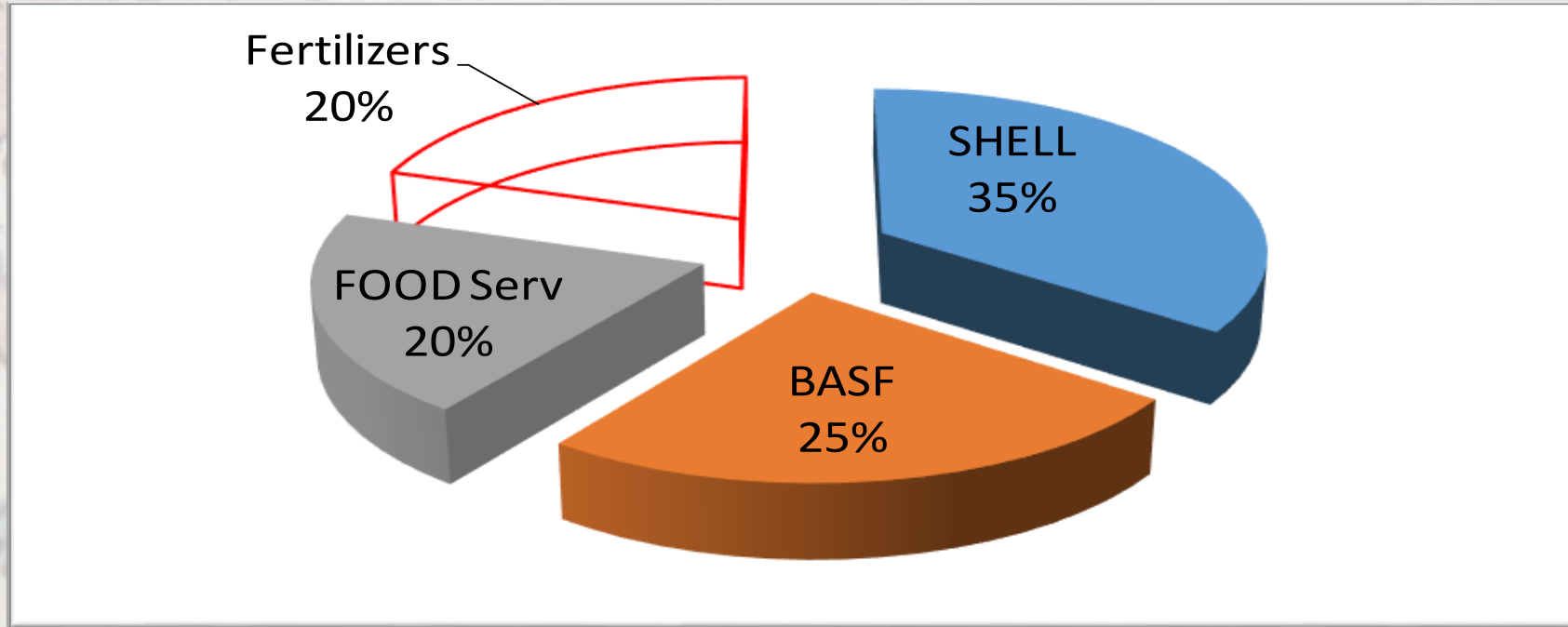
360° MARKETING PROGRAM (Critical enablers)



Departments Segmentations to the business volume



Departments Segmentations to the business volume



Our Aim is to Boost our Agrochemicals fertilizers Dep. to reach 20% of the total Business

Ahdaf Activities

Field Sales Service

(Certified distributor)

Food Manufacturing



Lubricants Dep :



Shell Royal Dutch Shell PLC, commonly known as Shell, is an Anglo-Dutch oil and gas company headquartered in the Netherlands and incorporated in the United Kingdom. It is one of the oil and gas "supermajors" and the third-largest company in the world.

We create chemistry

Shell is the number one global lubricant supplier, delivering market-leading lubricants to consumers in over 100 countries. Shell Lubricants brings world-class technological insights to its products, offering you the best formulations for your vehicle.

<https://www.shell.eg/>

Agrochemicals Dep :



BASF is a German chemical company and the largest chemical producer in the world. The BASF Group comprises subsidiaries and joint ventures in more than 80 countries and operates six integrated production sites and 390 other production sites in Europe, Asia, Australia, the Americas and Africa

We create chemistry

The Agricultural Solutions segment aims to further strengthen our market position as an integrated provider of crop protection products and seeds. Its portfolio comprises fungicides, herbicides, insecticides and biological crop protection products, as well as seeds and seed treatment products.

<https://www.agro.basf.com.eg/ar/>

Food Manufacturing Dep :



Ahdaf Foods is a Local Egyptian company for premier Quality Snack manufacturing companies , that manufacture and Distribute all over Egypt for Hyprmarkets , whole sale & Retail shops , under the brand name “ Karkash - BRAVO – EBO “

We Strive for Quality

The Company started with a small production capacity and progressively enhanced its production capacity over the years, and the company has managed to establish itself a wide network of satisfied Clients and growth in the snacks Industry .



Agrochemicals Dep :



Specialty Fertilizers

Ahdaf has Grown over the years and gained the deep experience of the Egyptian Market agrochemicals *Dynamics* with its ups and downs and Adverse conditions .

Ahdaf will be boosting our Portfolio with Selected Specialty fertilizers to Serve the needs and demands of the Egyptian Growers on all levels (Large scale progressive growers / Small holders farms)

AHDAF IN PICTURES

AHDAF FIELD ACTIVITIES



Technical & Professional training
Staff & Clients



Mega Seminars & group meetings



Retail Shops Setup

AHDAF IN PICTURES

AHDAF MARKETING PIONEERS



Retailers & Whole sellers Recognition

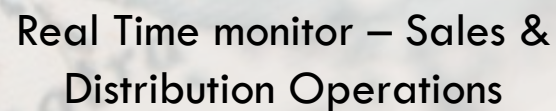
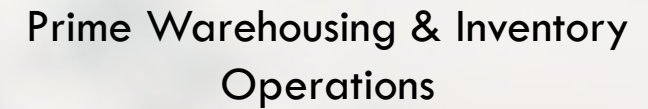


Field Visits & Monitors



Retail Outlets Tech Support

AHDAF MARKETING PIONEERS



AHDAF IN PICTURES

AHDAF MARKETING PIONEERS



Farmers training



Social Events



In Field Mobile Crops Clinic

AHDAF IN PICTURES

AHDAF MARKETING PIONEERS



Agro exhibitions



Team recognition



Team Building

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Thank You

