

# PITCH DECK

2021



**We First**  
Trading Co. WLL

**An ISO 9001: 2015 Certified Co.**

**IMPORTING SOLUTIONS, MADE SIMPLE!**



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# OUR PURPOSE

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**BETTER STRATEGY  
WITH QUALITY  
BUSINESS**

**SINCE 2017**

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# ABOUT US

## BASIC INFORMATION

We First, set up as a broad platform for various trading activities, mainly aim to bridge the manufacturer and the customer gap. As the exclusive distributor of different internationally reputed brands in the GCC market, we always ensure the best quality, unique and affordable products for our customers. Sustainable inventory and ample infrastructure, professional and dedicated team, etc. are our additional resources to ensure uninterrupted supply.





**Since its commencement in 2017, We First soon established itself as one of the most successful in the baby care and Mothercare business world and is now a renowned name in the GCC region. Emerging as the trusted source in trading and distributing world-class baby products was the result of unparalleled expertise. Sourcing products from highly reputed brands, ensuring their availability, and catering to customer demands will be the primary focus even in the most challenging market conditions.**

## **ABOUT US**

**"On a mission to provide maximum comfort to every mom and baby"**



# COUNTRIES OF OPERATION



**Bahrain**



**Kuwait**



**Oman**



**Qatar**



**Saudi Arabia**



**UAE**

# OUR STORY



## HOW IT STARTED

**Two enthusiastic and ambitious friends dream of starting a business together and their dream came into reality in 2017. Their confidence about the future of entrepreneurship leads them to select the name of the business as "WE FIRST".**


**Our strat was really humble but the perception about success was rich. When we look back at this stage, we can see we proved that our decisions were right. Our success is an outcome of our business values, experience, hard work, effective utilization of the resources & relationships.**





# OUR VISION


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**"We First" has a clear vision to be 'one of the most recognized Distribution Companies in the Gulf Region'. We want to ease our parenting difficulties especially for mothers in the mother and child niche in the Gulf Region. All our efforts are only concentrated on this sole aim. We want to revolutionize and organize the mother and child care product sector in the Gulf.**

# OUR MISSION

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**We know you only want the best for yourself & your child. We understand you and hence, we are committed to providing you only with products that are perfect for you & your child but are also 100% safe & secure. Our mission is simple; we are "on a mission to provide maximum comfort to every mom and baby."**





# TARGET MARKET

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## TARGET MARKET 1

PARENTS/ MOTHERS

## TARGET MARKET 2

BABIES



# OUR EXPERIENCE



**We believe that resources and genuine efforts lead to success. We believe in putting the needs and requirements of our customers first. We define strategies that create an ecstatic experience for mother and child through our products. We believe in making better strategies that lead to quality business. Our experience and research in understanding the needs of mother and child have encouraged us to design our business to become the one point solution to every need of a nursing mother and her child. We aim and have become a bridge between world-class brands that, like us, care for child and mother's betterment. We have designed our services to close the manufacturer and the customer by being the gel that binds them.**

# OUR BUSINESS MODEL

**Brand Selection Process**



**Strong B2B Relation**

**Brand Positioning & Launching**



**Strong Distribution Network**

**Target Customer Identification**



**Diverse & Innovative Marketing**





# OUR SPECIALITIES

## IMPORTING SOLUTIONS MADE SIMPLE!

We specialized in importing the right and quality solutions for our customers across the Gulf market through our strong global networks.





# OUR SPECIALITIES

## **ENSURING QUALITY COMPLIANCE AS PER LOCAL REQUIREMENTS.**

Apart from the Quality Assurance from Reputed testing Laboratories, we ensure making the conformity as per the local authorities' compliance and requirements.

**1**

## **BEST IN CLASS LOGISTICS FACILITIES.**

We ensure the best storage and supply chain management through in-house & well-reputed third-party logistics partners with great care and workmanship.

**2**



**2017**

**Importing  
Solutions since  
2017**



**6**

**6 Exceptional  
Brands**



**30**

**30 Different  
Products**



**"Get exceptional service  
For Growth"**

**REMARKABLE  
NUMBERS**



# OUR BRANDS



SIMPLE, CLEVER IDEAS



brother  
max®

YEARS OF UNBEATEN & TRUST OF CUSTOMERS AROUND THE WORLD

MAKE PARENTING EASIER, AND A LOT MORE STYLISH!



BEBE AU LAIT®

BREASTFEEDING, BABY NURSERY & ON-THE-GO PRODUCTS

SIMPLIFYING PARENTHOOD



puj®  
simplifying parenthood.™

PASSIONATE ABOUT THE PUJ MINDSET

MADE BETTER. MADE SAFER.



made of

SAFE, SIMPLE, ORGANIC-FIRST & TRANSPARENT

A GREENER, KINDER WORLD FOR BABY.



CHARLIE BANANA®

COMMITMENT TO SUSTAINABLE DEVELOPMENT

GET THE BEST FOR YOUR LOVED ONE!



Oh Baby.me

ONE STOP SOLUTION FOR BABY & MOM CARE NEEDS.

# OUR PRODUCTS



**BM**

**Anti-Colic-feeding  
Bottles  
Weaning  
Accessories  
Nursing  
Accessories**

**BAL**

Nursing Covers  
Nursing  
Scarves  
Bibs  
Nursing Pillows  
Other  
Accessories

**P**

Bathing Tubs  
Bathing Flytes  
Hooded Towels  
Toilet Trainer  
Bath Tub Grip

**MO**

Skincare  
Products  
Bathing  
Products  
Soaps &  
Shampoos  
Diapers &  
Wipes

**CB**

Reusable Cloth  
Diapers  
Swim Diapers  
Swim Suits  
Training Pants  
Feminin  
Reusable Pads

**OBM**

Variety of  
Options  
Great Deals  
Quality  
Assurance  
Trusted Brands  
Easy Payment  
Options



# OUR CLIENTS



"We are proud to be partnered with major retailers and online stores across G.C.C. with a robust B2B relationship."



**RATINGS**

**97%**

**SATISFIED USERS AND CUSTOMERS**

# COMPETITIVE ADVANTAGES

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1. Customised  
Business Model

2. Strong Distribution  
Network

3. Value-Based  
Relationships

4. Diversified and  
Innovative Marketing

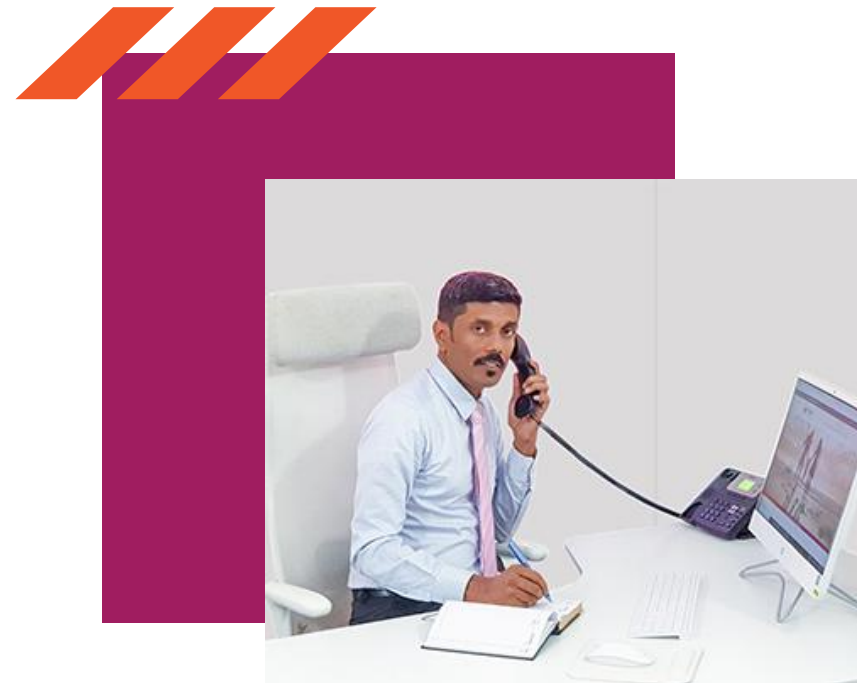


# MEET THE CORE TEAM



**Khalid Juma**

**Founder /  
Managing Director**



**Shibu Surendran**

**Founder /  
Brand Development  
Director**



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**Chief Accountant**



# CONTACT US

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