



## **AlJaafari Group...**

Is a leading Group in importing, distributing and marketing of several internationally recognized products and trademarks in Libya.

Considered as one of the largest distributing companies in Libya.

It has an experience of more than 40 years in the Libyan market.

Ownership of the Group is fully private. No governmental shareholding or subsidy.

Annual Growth Rate Average is ~16%.

Total number of employees is about 115.

Our Group has the largest distribution network in Libya, which operates through **35** branches in the **35** different largest cities in the country, each branch covers a defined area in its vicinity.

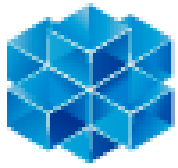
History:-

Through the last 40 years, the Group has worked to import and distribute variety of products, such as:

- Hygiene and household products from Spain and others countries
- Baby hygiene and soap from Algeria and Turkey...
- Detergent products from Henkel Company.
- All Unilever Products.
- Oil and soap from the Egyptian company ARMA.
- Chocolates and Biscuits from IFFCO group.
- Pasta "Al-Warda Al-Beda" from Tunisia.
- Baby diapers, women pads and tissues from Tunis – sancella company
- Products of Hayat Kimya Turkish company – molfix baby diapers, papai&famillia tissues...
- Elderly diapers
- Black tea from Srilanka
- Green tea from china

- Juice from Spain  
The Group consists of several daughter companies to cover wide variety of products, which are:

Al-Orban Company Specialized in importing of mother and babies requirements.



# Aljaafari Group

## Import and Distribution

Al-Remal Company Specialized in importing of mother and babies requirements.

Dana Al-Ebdaa Company Also Specialized in importing of mother and babies requirements.

Al-Masa Company Specialized in importing of food products.

Al-Jawhara Company Specialized in importing of detergents and cleaning products.

Tarseen Company

Errahik Company for international trading An offshore company localized in Tunisia for exporting Libyan products and International activities.

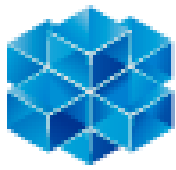
Asseil Company for international trading Also an offshore company localized in Tunisia for exporting Libyan products and International activities.

### 1- Branches all over the state:

Our company has the largest distribution network in Libya. We operate through **35** branches in the **35** different largest cities in the country. Each branch covers a defined area in its vicinity, some of them are

Al-Jmail – Ajailat – Zawia – Tripoli – Zentan – Gharian – Gasr Akhiar – Zletin – Musrata – Bani Walid – Sirte – Edjdabia – Benghazi – El-Marej - Baida – Tobrouq – Houn and Sebha.

The image below indicates the location of some branches within Libya.



# Aljaafari Group

## Import and Distribution

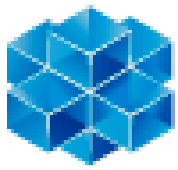


## 2- Storage capacity

In our company headquarter storage facility, which also works as the storage facility for Tripoli branch, we have ~17,000 square meters of state of the art storing facilities that are adequately equipped and very spacious, making loading-unloading- storing and dispatching an easy, safe and industrious process.

One of these storing facilities is a refrigerated one that consists of 3 huge ad spacious chambers, which were built to handle the cold chain products.

These storing facilities are used to receive all goods that are imported from outside the country and then distributed to the different branches.

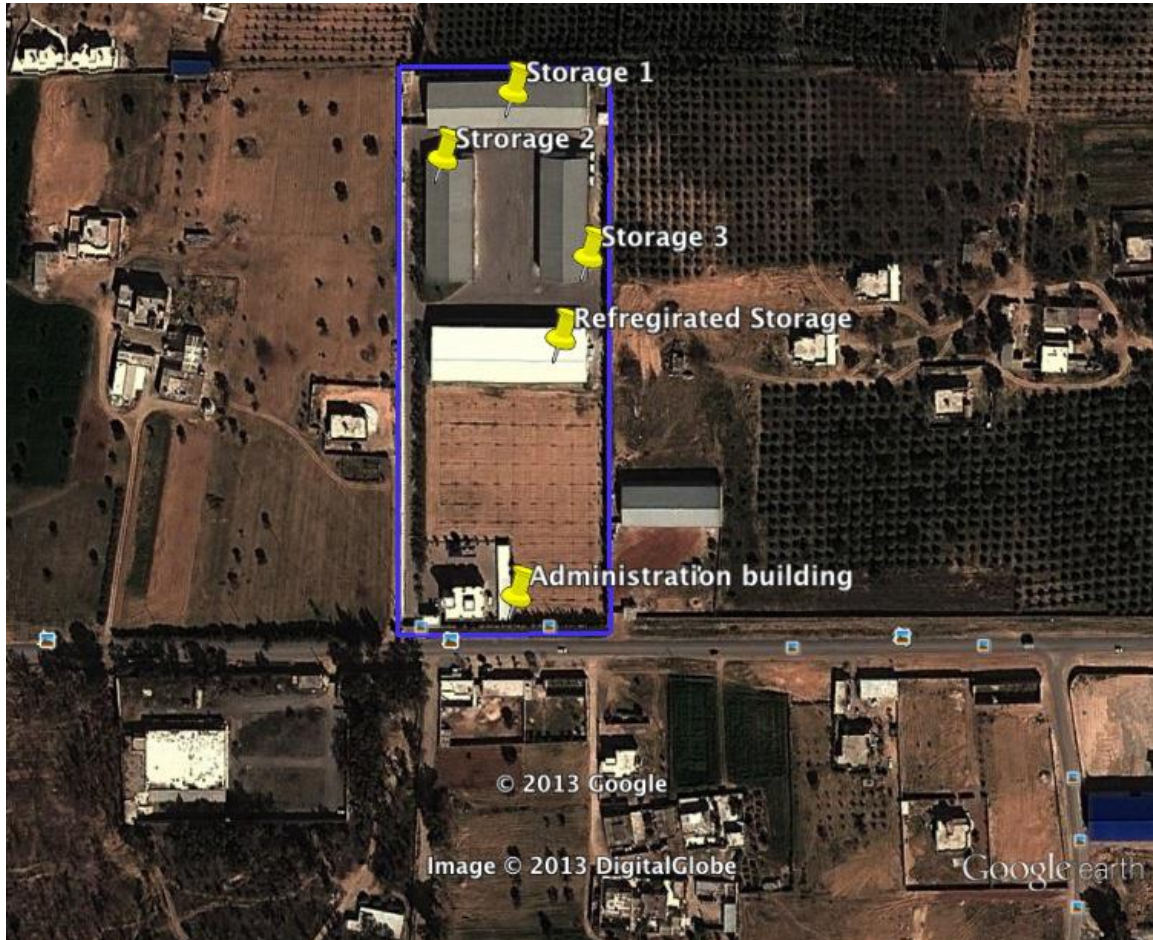


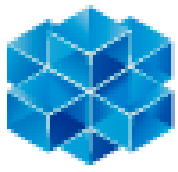
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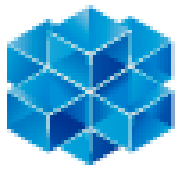
Import and Distribution

Besides this, every branch has its own storing facilities, which vary according to the size and activity of the branch.

Below are snapshot pictures for the headquarter storing facilities.



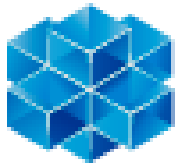




### 3- Sales/Distribution Hierarchy

We have designed our sale strategy in a way in which we gain simplicity and productivity. It is basically designed as follow:

- We have a general sales manager, who is located at the headquarter of the company in Tripoli.
- We also have sales managers in each branch all over the country.
- The general sales manager is in charge of distributing goods (all types) that arrive to the headquarter storage facilities to the sales mangers of all branches according to their needs and request.
- The general sales manger is also acting as a sales manager for the Tripoli branch.
- The branches sales mangers have (in most branches) specialized sales distributors for the different categories of products (example; one for diapers and personal care products, one for household cleaning products and one for food products).
- Each sale distributor in every branch deals with the different distributing channels within his distribution area (wholesalers – supermarkets and corner shops).



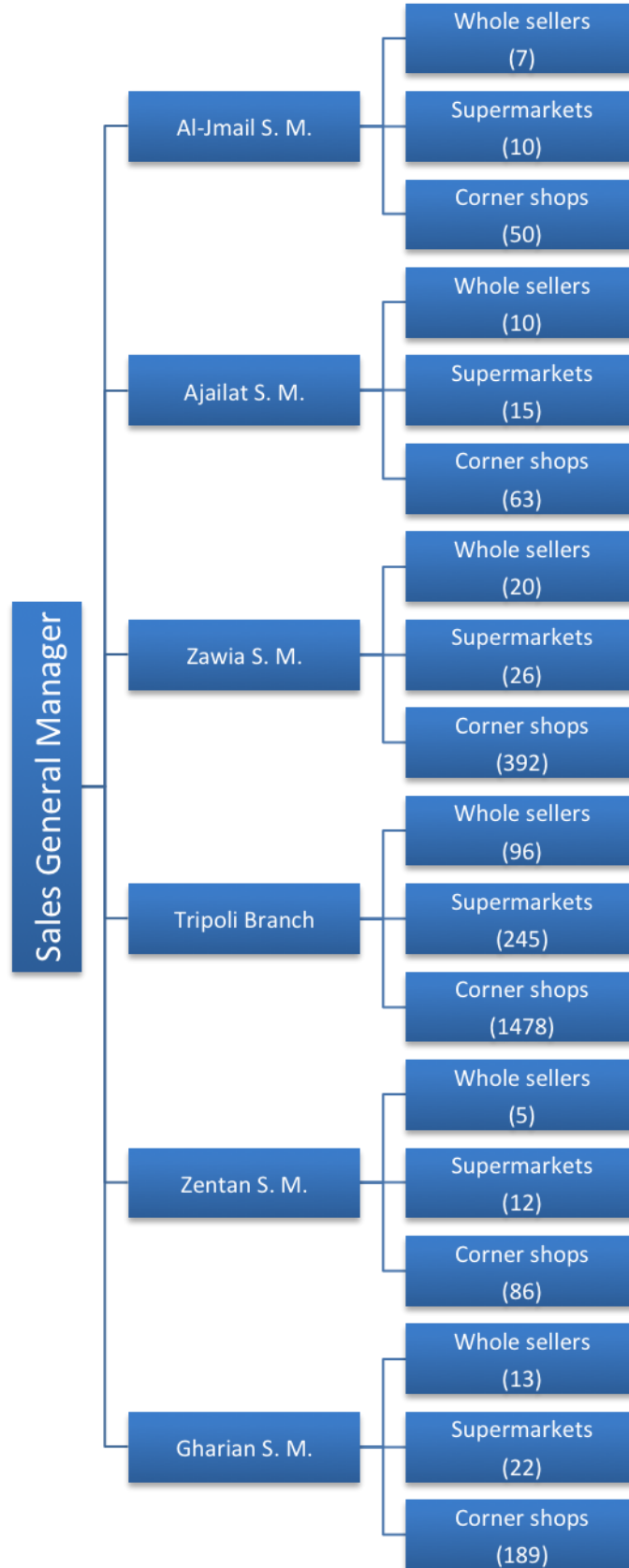
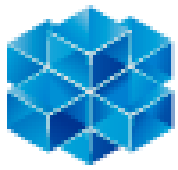
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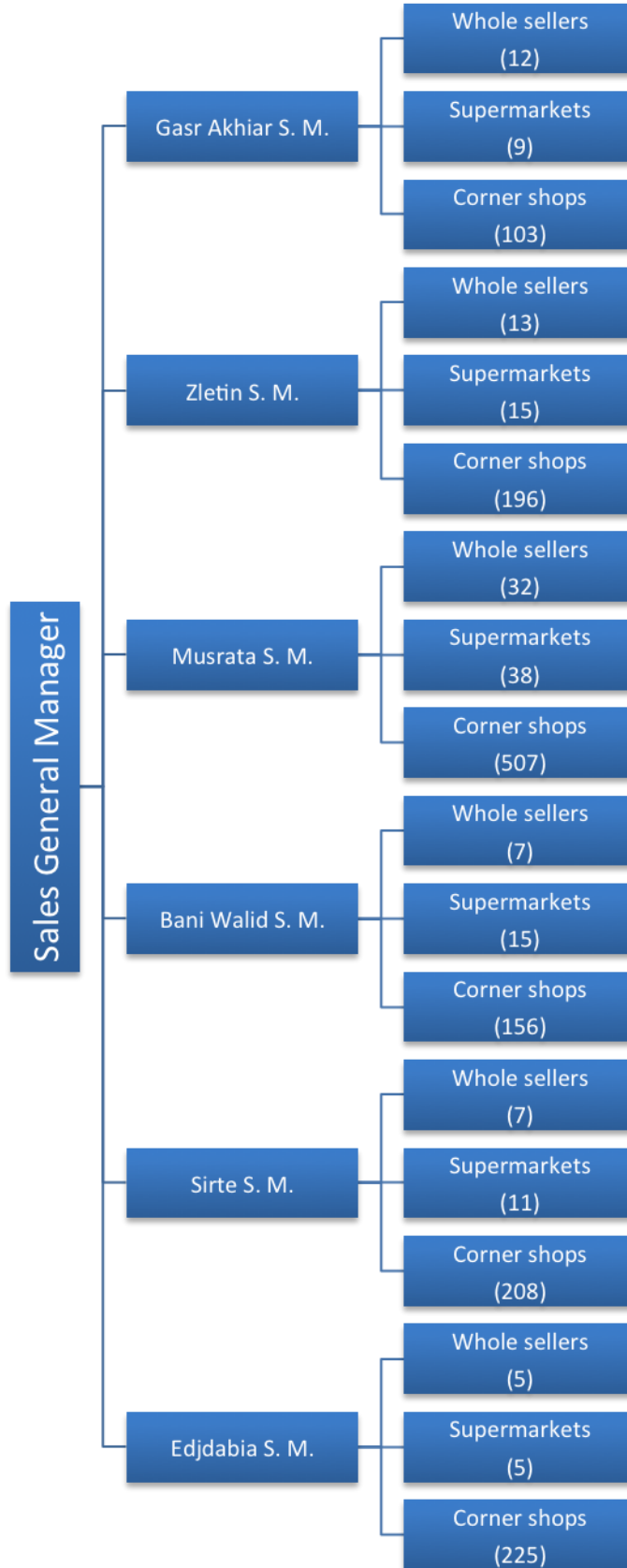
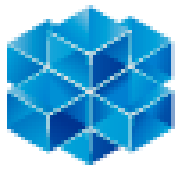
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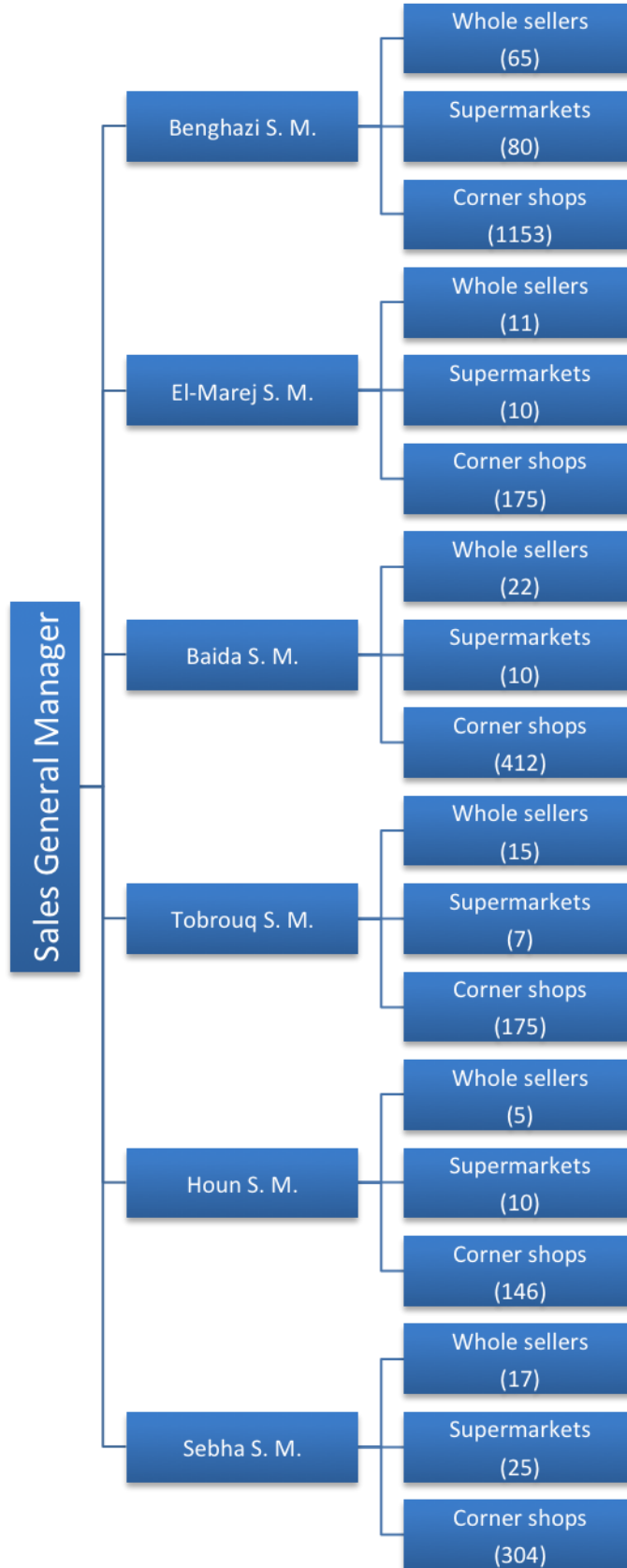
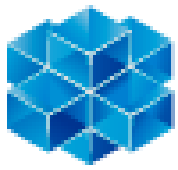
- Each branch, depending on its size, deals with different numbers of wholesalers, supermarkets or corner shops.

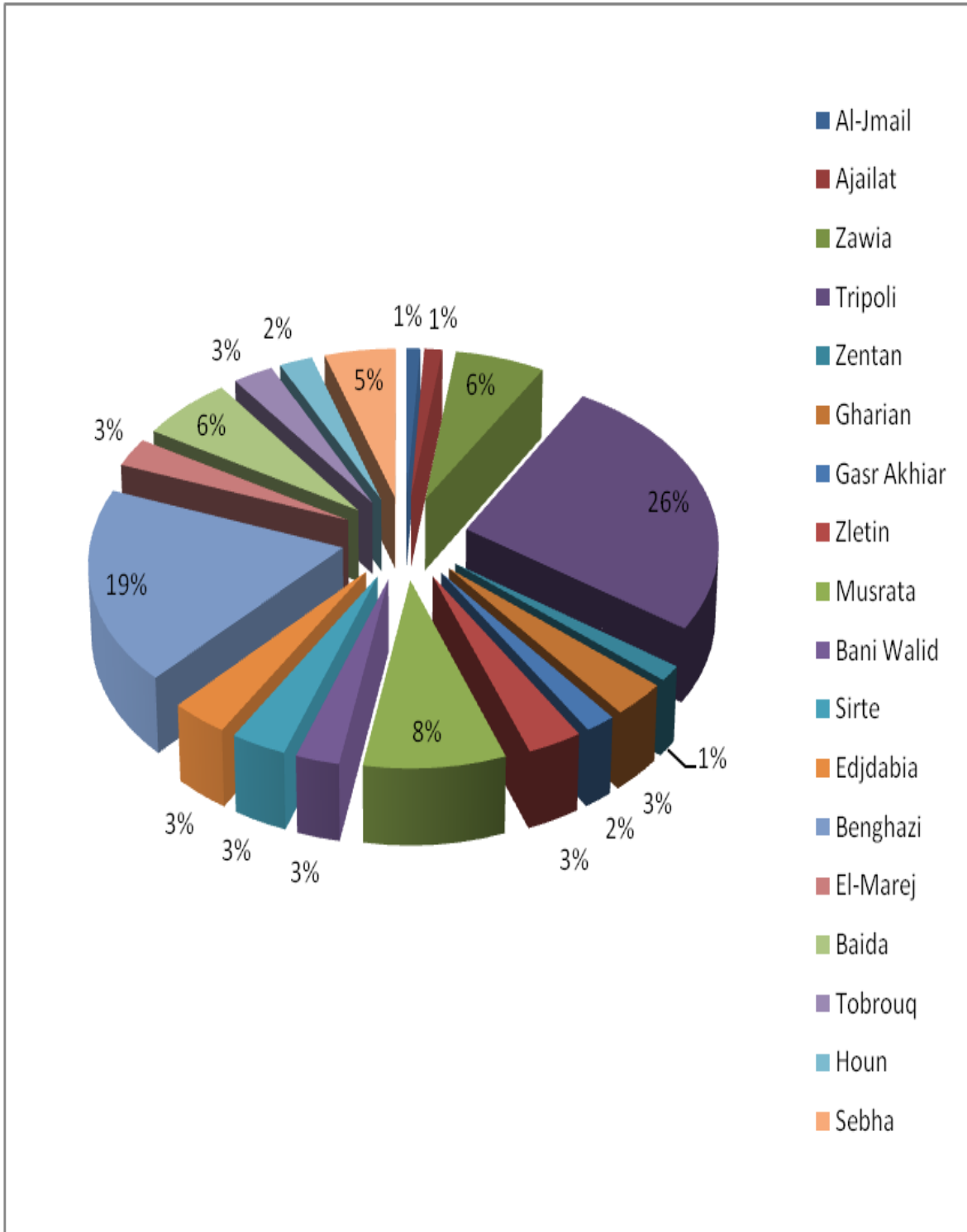
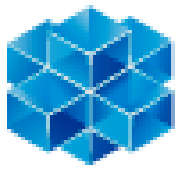
Below is a hierarchy chart that shows the different branches with the different number of distributing channels that deals with.

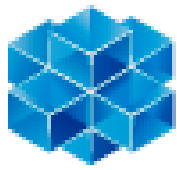
Also below is a percentage of goods each branch distributes out of the general company storage facilities.











**4- Number of distribution trucks:**

<b>S. N.</b>	<b>Branch</b>	<b>Number of distribution trucks</b>
<b>1</b>	<b>Al-Jmail</b>	<b>2</b>
<b>2</b>	<b>Ajailat</b>	<b>2</b>
<b>3</b>	<b>Zawia</b>	<b>5</b>
<b>4</b>	<b>Tripoli</b>	<b>50</b>
<b>5</b>	<b>Zentan</b>	<b>3</b>
<b>6</b>	<b>Gharian</b>	<b>3</b>
<b>7</b>	<b>Gasr Akhiar</b>	<b>3</b>
<b>8</b>	<b>Zletin</b>	<b>4</b>
<b>9</b>	<b>Musrata</b>	<b>5</b>
<b>10</b>	<b>Bani Walid</b>	<b>3</b>
<b>11</b>	<b>Sirte</b>	<b>2</b>
<b>12</b>	<b>Edjdabia</b>	<b>2</b>
<b>13</b>	<b>Benghazi</b>	<b>9</b>
<b>14</b>	<b>Elmarej</b>	<b>3</b>
<b>15</b>	<b>Baida</b>	<b>3</b>
<b>16</b>	<b>Tobrouq</b>	<b>4</b>
<b>17</b>	<b>Houn</b>	<b>2</b>
<b>18</b>	<b>Sebha</b>	<b>5</b>
	<b>Total</b>	<b>110</b>

**5- Type of customers handled (Retail or Foodservice):**

We deal with all kind of customers whether they are retailers, supermarkets, wholesalers, pharmacies and food services companies.

**Closing Statement:**

We hope that we have provided you with a clear idea about our company and its potentials. If you require any further information, please don't hesitate to contact us at any time and we will be very happy to give you all the information you may require.