

38 Years of excellence in
quality and service

oceano
by The Deep Seafood company

The Leading Choice for
Meat and Poultry Excellence

gourme

*The
Deep Seafood
Company*



OUR PRESENCE





Fahiyas Pangatt
CEO

As a passionate Growth Strategist and CEO, I drive organizational value through innovative solutions and culture transformation. With a focus on business growth, team performance, and competitive products, I lead The Deep Seafood Company, established in 1986 in Abu Dhabi, UAE. Our commitment to quality seafood and simple excellence has built strong customer relationships and internal collaboration, fuelling business growth and well-being.

Professional Journey

It was in 2014

- Company Turnover 279M
- Branch 5
- Presence 2 Country
- Employees 230

2014

Enhanced Export Dept: and Intl Exposure over the company

Stream lined the Management team, and Established a reporting standards

2015

Enhancement of bank facilities without margins and guarantee.

First and biggest seafood factory in AUH

2016

2018

90% of UAE branches Transferred into own properties

Royal Future & Supplies LLC

2019

Birth of Retail Brand-Oceano

2021

- Development of Gourmet-Meat and Chicken Products
- Intl Branches, Outside GCC, Maldives, UK, India

Now in 2024

- Company Turnover 1 B
- Branch 30
- Presence 7 Country
- Employees 1000+



MISSION

We are dedicated to giving our clients the greatest seafood products, all of which are of exceptional quality.

VISION

We envision being one of the world's top seafood suppliers, and we aspire to be recognized on a global scale for our client loyalty, efficiency, diligence, exceptional service, and product quality.



We focus on sustainability and use ecologically sustainable fishing methods, which means that our emphasis on fish populations will give benefits for years and decades to come.

Accomplishments

Education

Bachelor of Business Administration
IUA, Royal Arsenal Gatehouse
Beresford Square, Woolwich, UK.

Premium Iqama
And Golden Visa

Holder of prestigious residency
statuses in the UAE.

Owner of several freehold
properties and a villa in the UAE.

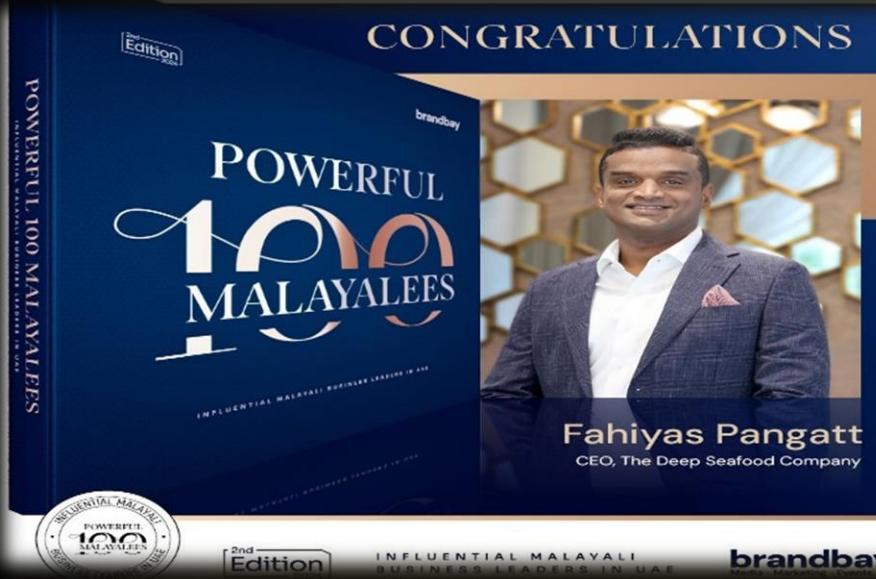
Global
Experience

Travelled to over 35 countries, participating in
major events such as exhibitions in Maldives,
Malaysia, Saudi Arabia, Qatar, and more.

Leadership

Group CEO of DEEPSEA FOOD
COMPANY, overseeing a turnover
exceeding \$1 billion.

Recognized with several industry awards
for innovation and leadership.



BRANDS



ABALONE

Wholesale
Brands

Retail
Brands

Other
Brands



THE INDUSTRY
DISRUPTOR

Dominating the Market: More Brands to Come

Our Products



Frozen product



Fresh product



Live product



Manufacturing product

The Gourmet logo at the top left. Below it is a sunset sky with a wooden cutting board featuring a large ribeye steak, garlic, rosemary, and small bowls of spices.

EXQUISITE QUALITY
SIGNATURE MEAT SELECTION

A division of The Deep Seafood Company

05 6418 2895, 04 2844 227, 02 6733 445
sales@gourmex.ae www.gourmex.ae

The Gourmet logo at the top right. Below it is a raw whole chicken on a wooden cutting board with herbs and spices.

EXPERIENCE THE ULTIMATE
IN QUALITY AND FLAVOR
WITH OUR PREMIUM WHOLE
CHICKEN

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sales@gourmex.ae www.gourmex.ae

FROZEN CHICKEN
AVAILABLE
ALL OVER UAE

The Gourmet logo at the top right. Below it is a raw whole duck on a wooden cutting board with herbs and spices.

ELEVATE YOUR CULINARY
EXPERIENCE WITH OUR
PREMIUM FROZEN DUCK

05 6418 2895, 04 2844 227, 02 6733 445
sales@gourmex.ae www.gourmex.ae

FROZEN DUCK
AVAILABLE
ALL OVER UAE

The Gourmet logo at the top right. Below it is a raw mutton leg on a dark surface with herbs and spices.

ELEVATE YOUR CULINARY
EXPERIENCE WITH OUR
PREMIUM FROZEN MUTTON LEG

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sales@gourmex.ae www.gourmex.ae

FROZEN MUTTON
AVAILABLE
ALL OVER UAE

Beef

Chicken

Duck

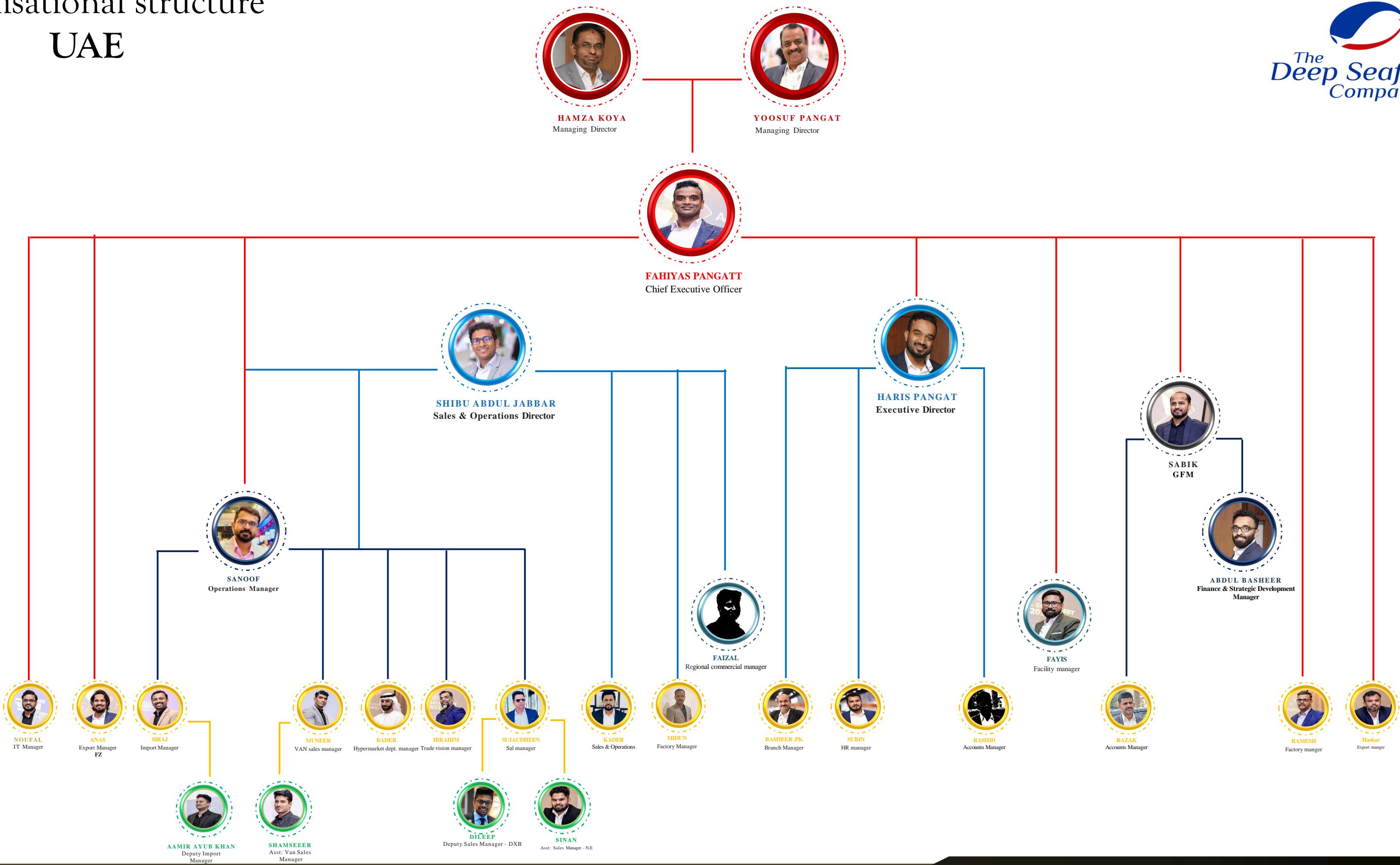
Mutton



Import – Global import Over 40+ Countries

Organisational structure

UAE



1. INTRODUCTION

The role of the Import department is to manage the procurement of products required for day-to-day operations. The function operates within a framework determined by the management and includes planning and implementing a wide range of related and complementary activities.

2. SCOPE

This SOP covers all purchasing activities of Fresh, Frozen, and Live products for all branches in UAE, KSA, Qatar, and Oman by Air and Sea.

3. RESPONSIBILITIES

3.1. Market Research and Supplier Development

- Conduct market research for quality materials.
- Develop new sources of supply.

3.2 Procurement Process

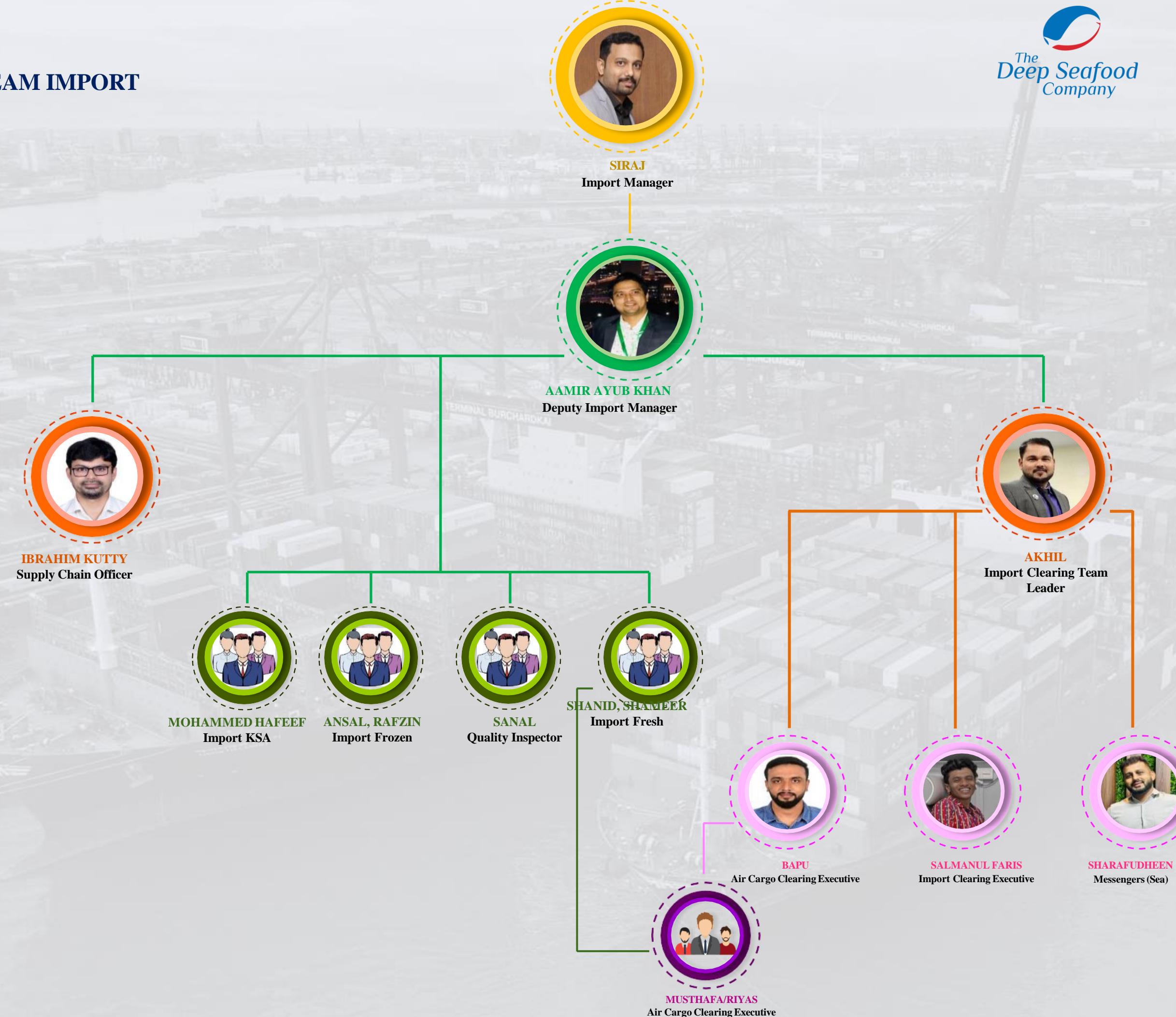
- ❑ Ensure proper delivery follow-up.
- ❑ Conduct inspection and quality checks of materials.
- ❑ Develop systems and procedures for efficient purchase functions.
- ❑ Coordinate with other departments such as finance, transportation, storekeeping, and inventory control.

3.3. Purchase Commitments

- ❑ Make purchase commitments for materials at the best possible price, ensuring quality and timely delivery.
- ❑ Ensure deliveries are available on time as per requirements with buyer and supplier consent.
- ❑ Explore legally permissible opportunities for cost reduction.
- ❑ Ensure suppliers adhere to specifications and quality standards.
- ❑ Maintain good relations with suppliers.
- ❑ Ensure compliance with import regulations and laws of the importing country.

Standard Operating Procedure

TEAM IMPORT



4. SEA SHIPMENT PROCEDURE

4.1. Requirements and Approval

- Take requirements from concerned departments and check from Store.
- Ensure purchases are justified, approved, and within operational planning.
- Obtain necessary approvals and clearances from concerned authorities of the importing country.

4.2. Supplier Identification and Selection

- Adhere to latest import regulations of the importing country.
- Identify suppliers and obtain appropriate information (quality, delivery pricing).
- Make purchasing commitments after obtaining approval from the import and operation team.
- Solicit quotations from qualified suppliers.
- Maintain an approved suppliers list for repetitive purchases.
- Examine the financial status and performance ability of suppliers.
- Ensure at least three written quotations for material purchases.

4.3. Quotation and Order Process

- Submit quotations of selected suppliers based on operational requirements.
- Consider price and availability without compromising quality.
- Award supply orders to the best quote, considering quality and earliest ETD.
- Issue Proforma Invoice (PI) once prices are confirmed with the operations team.
- Obtain confirmation from concerned departments (Inventory, Operations, Finance).
- In exceptional cases, such confirmatory orders have to be approved by the CEO.

5. Purchasing Procedure

5.1 Order Confirmation and Communication

- Confirm the order with the supplier and ensure all terms and conditions are agreed upon.
- Communicate specific requirements for labelling, documentation, and clearance to the supplier, including:
 - Import permits required by the importing country.
 - import permits, labelling requirements of importing country, specific clauses in documents and other timely requirements for clearing.
 - Any clauses that need to be included in shipping documents.

5.2. Product Registration

- Ensure product registration complies with the regulations of the importing country.
- Submit necessary documentation to relevant authorities for product registration.
- Follow up on the registration status and obtain approval before shipment.

5.3. Documentation and Compliance

- Ensure all necessary documents are prepared and verified, including:
 - Commercial Invoice
 - Packing List
 - Certificate of Origin
 - Health and Phytosanitary Certificates
 - Bill of Lading/Airway Bill
 - Any additional documents required by the importing country
- Verify that all documents comply with the importing country's regulations and standards.

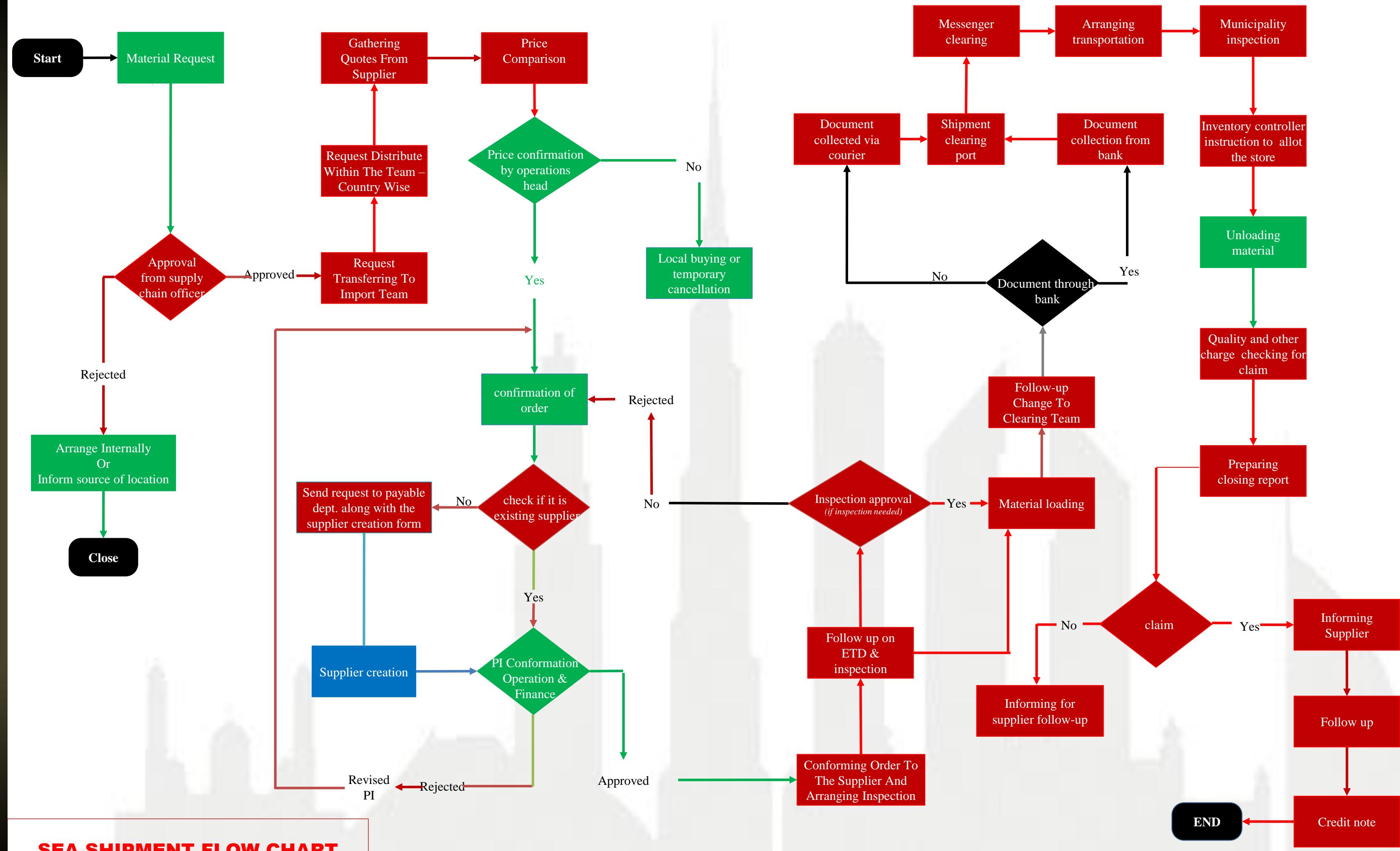
5.4. Shipment and Clearance

- Follow up with the supplier to ensure timely loading of the shipment.
- Communicate with the clearance team in each branch once the shipment is loaded.
- Ensure that all required documents are sent to the clearance team before the shipment arrives.
- Monitor the shipment's progress and coordinate with customs authorities for a smooth clearance process.
- Resolve any issues that arise during the clearance process promptly.

5.5. Quality Control and Reporting

- Conduct a thorough inspection of the shipment upon arrival.
- Ensure that the quality of the frozen products meets the specified standards and requirements.
- Generate QC reports for all shipments and submit them to the concerned departments.
- For frozen containers, ensure closing reports are completed and submitted as required.

Standard Operating Procedure



6. AIR SHIPMENT PROCEDURE

6.1. Allocation and Order Confirmation

- Allocate products to divisions based on the requirements of the concerned departments.
- Confirm payment terms with the supplier, which may include:
 - Advance payments against orders.
 - Cash against delivery.
 - Letter of Credit.
 - Open Credit through credit insurance.
- Confirm the order details with the operations team and obtain necessary approvals.

6.2. Shipment Preparation and Loading

- Follow up with the supplier to ensure timely preparation and loading of the shipment.
- Ensure all labelling and documentation requirements are communicated and followed.
- Monitor the loading process to ensure that products are handled properly and meet quality standards.

6.3. Communication and Coordination

- Communicate with the clearance team in each branch once the shipment is loaded.
- Ensure all required documents are sent to the clearance team well in advance to avoid any issues.
- Maintain continuous communication with the supplier and clearance team to monitor the shipment's progress.

6.4. Payment Settlement and Documentation

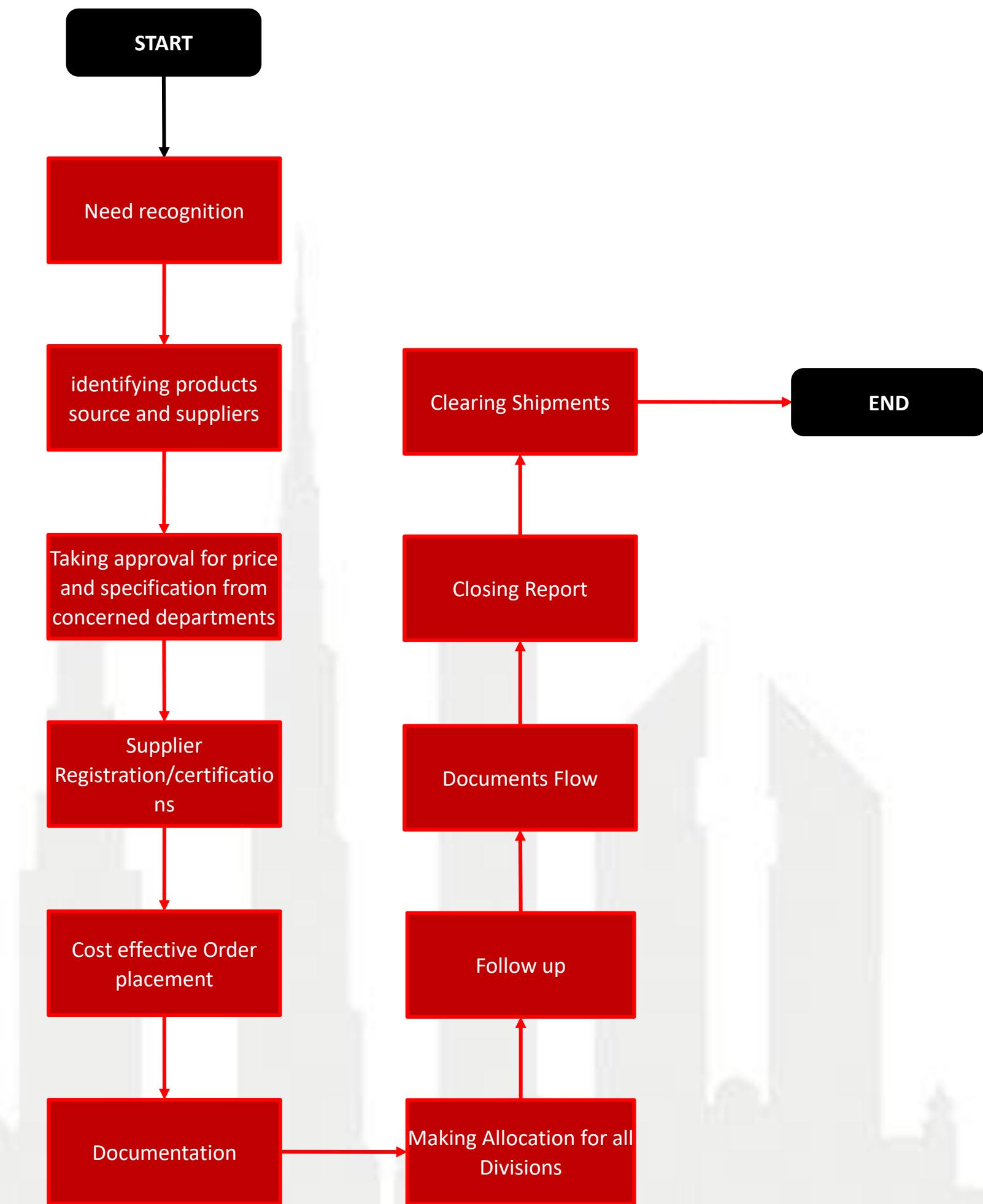
- Coordinate with the finance team to ensure timely settlement of payments.
- Ensure that the payment terms agreed upon in the PI are strictly followed.
- Verify that all required documents are in order and comply with the importing country's regulations.

6.5. Quality Control and Issue Resolution

- Conduct a thorough inspection of the shipment upon arrival.
- Ensure that the quality of the fresh products meets the specified standards and requirements.
- Generate QC reports for all shipments and submit them to the concerned departments.
- Address any issues related to quality, shortages, or damages immediately with the supplier.
- Coordinate with the supplier to resolve any issues promptly and take corrective actions as necessary.

Standard Operating Procedure

AIR SHIPMENT FLOW CHART

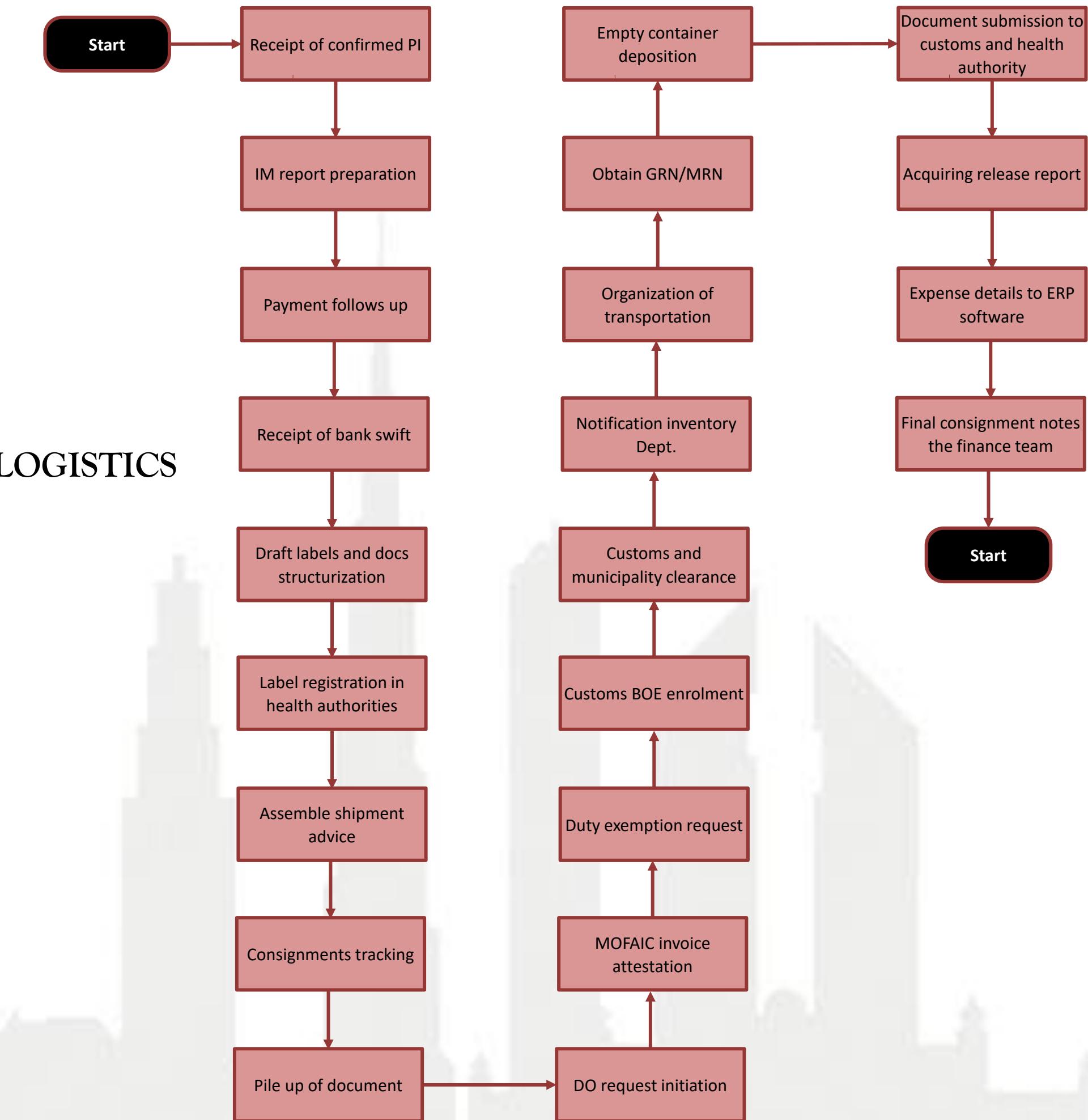


6. LOGISTIC – IMPORT

- Manage the logistics of importing goods, ensuring efficient and timely transportation and delivery.
- Coordinate with the logistics team to ensure compliance with all import regulations and timely clearance of goods.
- Ensure proper documentation and communication with all parties involved in the logistics process.
- Monitor the progress of shipments and address any logistical issues that may arise.
- Ensure that all imported goods are handled and stored properly to maintain their quality and safety.

Standard Operating Procedure

FLOW CHART OF IMPORT LOGISTICS



7. CONCLUSION:

- The procedure included in this SOP succeeds all previous procedures issued on the subject.
- The procedures covered in this SOP are meant to be thorough. Those not specified here should be dealt with in terms of established general policy guidelines and conventions.
- Our commitment to importing high-quality seafood is grounded in sustainable practices, and a deep understanding of the global seafood market. By partnering with reputable suppliers and adhering to stringent regulatory requirements, we aim to provide our customers with the freshest and safest products available.
- Deviations/exceptions shall be brought to the attention of Chairman PIBM for his approval.

KPI FOR BILLING TEAM

Description	Formula/Calculation	%	Weight of KPIs	Target time (day)	Actual time	Score
Percentage of accurate bills generated without errors	(Number of accurate bills / Total number of bills)	70	40	1	1	28
Percentage of invoices requiring correction after initial generation	(Number of corrected invoices / Total number of invoices)	30	40	1	1	28
Calculate the percentage of invoices with errors related to warehouse	(Number of corrected invoices / Total number of invoices) * 100%	10	1	1	1	0
Determine the percentage of invoices with errors related to item descriptions or codes.	(Number of corrected invoices / Total number of invoices) * 100%	10	1	1	1	0
Track the percentage of invoices with errors in pricing, such as incorrect rates or discounts.	(Number of corrected invoices / Total number of invoices) * 100%	10	1	1	1	0
Measure the percentage of invoices with errors in quantity/lot	(Number of corrected invoices / Total number of invoices) * 100%	10	1	1	1	0
Track the average time taken to identify and rectify errors in invoices after receiving a correction notification. Ensure corrections are made within 24 hours	Total number of taken to correct errors / Number of errors corrected	2	20	1	2	

Deputy Manager Imports Job Description

KEY RESPONSIBILITIES

1. Import Operations Management
2. Inventory & Stock Management
3. Cost Control & Budgeting
4. Quality Assurance

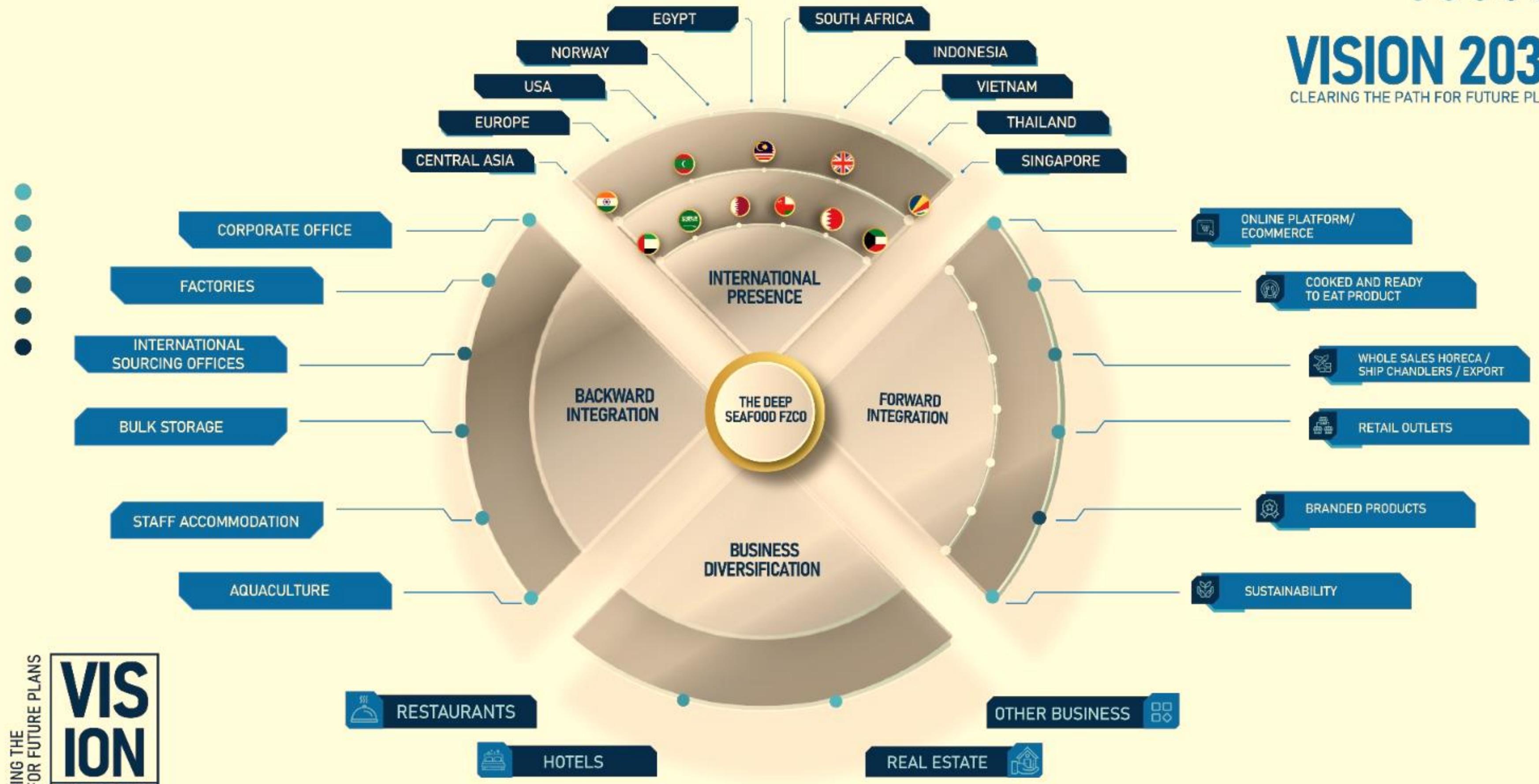
FUNCTIONAL AREAS

- Coordinate the importation of seafood products from international suppliers to domestic markets.
- Ensure timely delivery of products while minimizing costs and optimizing supply chain efficiency.
- Ensure all imports comply with local, national, and international regulations regarding food safety, quality, and customs requirements.
- Establish and maintain relationships with international suppliers and vendors, negotiating contracts and terms for optimal purchasing agreements.
- Monitor supplier performance to ensure consistent quality, timely deliveries, and compliance with food safety standards.
- Monitor and manage import costs, including transportation, warehousing, duties, and tariffs.
- Work with finance teams to prepare and manage budgets, ensuring cost efficiency in the import process.
- Work with procurement and operation teams to forecast demand and plan imports accordingly.
- Oversee the quality control process for imported seafood, ensuring compliance with health, safety, and industry standards.
- Manage any issues related to product quality or delivery discrepancies with suppliers and logistics providers.
- Assess risks in the import process, including geopolitical, logistical, and currency exchange risks, and develop strategies to mitigate them.
- Lead, train, and mentor a team of imports.



VISION 2030

CLEARING THE PATH FOR FUTURE PLANS



Thank You

The deep seafood company LLC