

2020



COMPANY PROFILE

VIRTUE GROUP LLC

6/15/2020



COMPANY PROFILE

1. COMPANY DETAILS

- 1.1. COMPANY NAME: VIRTUE GROUP LLC.
- 1.2. ADDRESS : 20TH FLOOR ASPIN COMMERCIAL TOWER DUBAI- U.A.E
- 1.3. TEL : +971 505 140574, +971 585 933899
- 1.4. EMAIL : info@virtuegroupuae.com
- 1.5. WEBSITE : <http://virtuegroupuae.com>
- 1.6. LinkedIn : <https://www.linkedin.com/company/virtuegroup-uae>

2. TYPE OF BUSINESS: E-Commerce, General Trading, Consultancy

3. COMPANY REGISTRATION :

- 3.1. License No. : 2115366
- 3.2. Registered at SHAMS

4. MAIN PRODUCT :

- 4.1. Electronic gadgets for office and home
- 4.2. IoT Products and consultancy services
- 4.3. Apparels for Men, Women, Kids

5. CONTACT PERSON :

- 5.1. Name : Mrs. Susmitha C.S
- 5.2. Designation: Director / Share holder

6. COMPANY INFORMATION :

- 6.1. COMPANY AND PRODUCT OVERVIEW : VIRTUE GROUP LLC, is a group of companies having activities namely E-Commerce, General Trading and Consultancy Services specializing in sourcing and marketing of different kinds of electronic equipment for home, office, industrial and automotive use, like SMART-HOME devices, Environment / garden monitoring and watering systems, soil monitoring equipment, home/car thermometers, GPS units, humidity measurement equipment, kitchen measurement instruments etc. the company also provides IoT (Internet Of Things) products consultancy services. A separate division of the company deals with apparels and accessories for Men, Women and Children and also. The company is targeting customers worldwide by selling products through its own websites and also through third party websites like eBay, Amazon etc. The company imports directly and sells to their clients. Products purchased through our website are delivered to buyers through courier services with whom we have service contracts. Products purchased through third party websites are delivered using our own, or respective website's shipping methods.

Executive Summary:

Virtue Group LLC. is a group of companies having activities namely E-Commerce, General Trading and Consultancy Services. Our intent is to provide the community with high quality and unique products which they would normally purchase at a higher price from within or outside the UAE.

The company's shareholders have vast experience providing consultancy services and trading of wide range of electronic products, personal use gadgets and apparels obtained from different whole-sale distributors and some retail sellers as well.

Mission:

We encourage customers to be experimental with new day-to-day use electronic products. Our mission is to understand what our customers' needs and hopes are, after buying our products for different occasions and purposes.

The company maintains financial balance while delivering quality products to its customers. Our products are made accessible throughout the community by way of establishing e-commerce websites and through other local third-party websites like eBay, Amazon etc. The company makes profit and generate cash by ultimately providing excellent value to our customers, and a fair return to the owner.

Keys to Success:

The company's keys to success include: implementing an effective cash flow plan, achieving efficiency, running our online store professionally, and maintaining a serious business discipline to everything we do.

Virtue Group LLC's cash flow plan is to:

- Alter business financial plans to provide more cash if deficiencies are found.

- Clearly understand the market, distribution costs and competition, and continually adjust accordingly.

- Keep enough cash, as needed cushion for security, on hand to cover expenses.

Products:

Our products and their specifications are carefully chosen by analysing market demand and comparing products from several suppliers to provide our customers with the best quality and reliable products. We work also with our suppliers to customize products for our customers, where possible, to provide them the best buying experience and satisfaction.

Our electronic product range includes, but not limited to, Monitoring, Measurement and Control devices for Home, Office and Industries. We deal with IoT products with remote monitoring of data from anywhere in the world through web-based dashboards and Smartphone apps. We deal with products like Soil parameters measurement like NPK, pH, EC, Moisture etc, watering timers, Smart-Home devices, LoraWAN devices for measurement and transmission of data locally, Temperature measurement equipment with remote monitoring which can transmit through Bluetooth or WiFi etc.

Marketing:

Our products and services marketing are done directly with prospective customers and through electronic media like LinkedIn Business, Facebook-For-Business, SEOs associated with our website, Google Ads etc.