

Nuba Leather Co.

Company Overview:

Nuba Leather Co. was founded in 2017 and has quickly grown to become a leading manufacturer and exporter of high-quality leather products based in Cairo, Egypt. We specialize in handcrafted leather bags, wallets, belts, and accessories made from 100% genuine leather. Our products are known for their durability, craftsmanship, and elegance.

Mission:

To deliver premium leather goods that blend tradition with modern design while promoting sustainable and ethical practices in leather sourcing and manufacturing.

Vision:

To be the most trusted and innovative leather goods company in the MENA region, committed to excellence and customer satisfaction.

2024 Performance Summary:

- Revenue: \$2.4 million USD (15% growth YoY)
- Units Sold: 68,000
- Expansion: New distribution channels added in Saudi Arabia and UAE
- Employee Count: 85
- Customer Satisfaction Rate: 94%

Product Categories:

1. Bags: Backpacks, Messenger Bags, Totes
2. Wallets: Bifold, Trifold, Card Holders
3. Accessories: Keychains, Watch Straps, Pouches

4. Custom Orders for Corporate Gifts

Sustainability Initiatives:

- Partnered with local tanneries using eco-friendly vegetable tanning methods
- Introduced a recycling program for returned or damaged goods
- Reduced plastic packaging by 80%

Marketing Channels:

- Instagram (80k followers)
- Online store (www.nubaleather.com)
- Amazon, Souq, Noon
- Participation in regional trade fairs like LeShow and Cairo Fashion Week

Key Partnerships:

- Raw leather: Nile Tannery Group
- Fulfillment: Aramex and DHL
- Payment Gateways: Paymob, Fawry

Contact Information:

Email: support@nubaleather.com

Phone: +20 100 123 4567

Address: 12 Nile Corniche, Maadi, Cairo, Egypt

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