



VERGLAS

GENERAL TRADING

■ COMPANY PORTFOLIO

+ + + + + +
+ + + + + +

+ + + + + +
+ + + + + +



STATEMENT —

Vision

Our company specializes in partnering with brand owners to develop and strengthen their brands. Our ultimate goal is to drive the growth of these brands at a faster rate than their respective categories. To achieve this, we employ a combination of strategies, including leveraging category insights and utilizing flawless execution at the point of purchase. Category insight includes understanding consumer behaviour, market trends, and competitive landscape within the specific category. This knowledge helps us identify opportunities and challenges for the brand, and tailor strategies to capitalize on those opportunities and overcome the challenges.

STATEMENT —

Mission

01

Maintaining strong and reliable working.
Building trust and open communication, being
responsive to the needs of our partners, and
delivering on our commitments

02

Continuous development of quality and efficiency of
management systems.
Implementing new technologies best practices,&
methodologies to improve our operations and increase
our competitiveness

03

Upholding our values and responsibility towards society.
Strive to maintain the highest standards of integrity &
professionalism

What We Do



We also prioritise managing key customers to set guidelines & in the best interest of the brand

Our team executes marketing activities efficiently & effectively to promote the brand

Our team delivers comprehensive performance analysis to our partners, including channel, customer, and location breakdowns, as well as market, trade, and competition tracking

We also have a strong organisational structure to achieve the desired business objectives. We strive to meet the agreed-upon sales distribution, POP standards, and trade investment goals

Our sales team, with its specialised training and focus on channels, effectively executes market plans and drives brand growth

Our team is dedicated to collaborating with brands that have a vision for sustained growth in the region

Core values

- Win with Customers
Achieving success through understanding and meeting the evolving needs of channels, customers, and shoppers, making us their preferred business partner
- Win with Partners
Attaining the status of a preferred brand-building partner by consistently driving growth that surpasses industry standards
- Win with people
Creating a successful and highly motivated team by attracting, developing & retaining top talent
- Win with operational excellence
Gaining a competitive advantage throughout the entire value chain through operational excellence
- Win with team work
Consistently achieving profitable and sustainable growth, solidifying our position as a preferred brand-building partner by building a highly motivated team



Facilities



Storage in multiple temperature zones

Our storage solutions feature multiple temperature zones that range from -22 degrees Celsius to +18 degrees Celsius, ensuring that all types of goods are stored under optimal conditions. This allows for the preservation of perishable items, such as food & medication, at low temperatures while also accommodating the storage of non-perishable items, such as clothing and electronics, at higher temperatures. By providing a range of temperature zones, we ensure that all types of goods are preserved in the best way possible, maximising their shelf life and quality.



Efficient logistics team

We have an efficient logistics team that plays a crucial role in ensuring that our business runs smoothly. They are responsible for planning and coordinating the transportation, warehousing, and distribution of goods, as well as managing inventory levels and tracking deliveries.

Operational flow



PLAN
Creating a plan for how we will meet customer demand and make a profit



DEVELOP SOURCE
Building strong relationships with reliable suppliers & figuring out logistics for getting products, is the next step in our process.



DELIVERING
Delivering the products to the customers by planning logistics and collaborating with other firms, is the main step in our process.



RETURNS
Handling returns, dealing with customer complaints and facilitating the return process

Thank You

