

TAREQ RASLAN GROUP OF COMPANIES



COMPANY PROFILE



TAREQ RASLAN GROUP OF COMPANIES



EXECUTIVE BIRD'S EYE VIEW

At Present

The **eye of the customer is the judge of success** or failure, not the supplier. Customer orientation is the foundation of every visionary company. Working with you to achieve the best for your customers, is the top priority for Tareq Raslan Group. As the market is being a very competent and trusted company with regards to delivering successful and complex projects recognizes Tareq Raslan Group. Tareq Raslan Group is another Saudi company in the market today that posses a wide range and variety of professional skills and technical superiority as well as quality.

Our Goal

Is the complete satisfaction of our clients with their investments and patronage by achieving their objectives and getting their business benefits.

Our Mission

Is to help in advancing the industries and companies in the Kingdom of Saudi Arabia and the Middle East by providing and successfully completing turnkey projects. Progress in new technologies, engineering and development pose new challenges every day which require innovative and low-cost solutions. Practical orientation and customer requirements play a vital role in this connection. WE **PROMISE** and deliver this superior performance to our customers.

Our Vision

To maintain and even improve our services to meet the expanding demand in todays market. To offers a higher quality of life, because friendliness is like a boomerang - it always comes back.

Our Assets

Are our peoples. Significant investments in human and skills development are dispensed toward our people at the mercy of their empowerment as individuals, as professionals, and as leaders.

Tareq Raslan Group of Companies distinguished a skill, which has been built throughout the past years, is synonym to our reputable performance. Our Group intends to keep this reputation and continue investment to cope with the evolving technology.

In Summary

Tareq Raslan Group maintained consistent growth in our business, skills and customer base together with a more sustained reputation and credibility while realizing impressive financial results. Tareq Raslan Group of Companies views all areas of the company through the eyes of the customer. A recurring issue is **customer benefit and customer orientation**.



TAREQ RASLAN GROUP OF COMPANIES



INTRODUCTION

Tareq Raslan Group of Companies are a leading companies in providing high quality services, and has successfully delivered large and medium size projects to the full satisfaction of its clients. Today both its customers and business partners recognize Tareq Raslan Group as a company that delivers world-class services.

Tareq Raslan Group of Companies has the potential of expanding its business in the Middle East and its marketing and technical staff has build the reputation of being one of the best in meeting the satisfaction of the clients.

Tareq Raslan Group of Companies proven and successful track record and its “Best of Breed” marketing and technical staff has build the reputation in the market of being the best company in absorbing and successfully deploying the latest and most complex technologies.

Our customers are an essential part of our Group. All decisions must be taken under consideration of whether the customer sees them as an advantage or disadvantage. Customer orientation is what the customer perceives it to be. We applies to all areas of the company and does not stop at sales.

HISTORICAL PERSPECTIVE

Tareq Raslan Group of Companies was founded in 1980s by a group of professionals and highly trained technical staff with the target of marketing, servicing and support after sales for its products in dairy equipments and cooling systems, media and advertising solutions, construction and contracting, industrial & electrical sectors, interior designing, medical equipments and pharmacies.

Tareq Raslan Group of Companies, is wholly owned by Tareq Esmail Raslan. Our Group is a multifaceted organization, operating in Kingdom through the following divisions:

- **AGRICULTURE**
- **CONSTRUCTION**
- **INTERIOR DESIGNING**
- **IBIS MEDIA SERVICES**
- **ELECTRICAL & INDUSTRIAL PRODUCTS**
- **PHARMACEUTICALS**

PERSONNEL AND SKILLS

Tareq Raslan Group is one of the company in Saudi Arabia having over more than 20 years of experience in various fields of business sectors operating in the Kingdom. Undoubtedly, the most valuable asset in our Group is its people. Our Group has therefore, adopted a strategy of continuous development of its skills, technically in terms of new methodologies and technologies.

AGRICULTURE

We are very much delighted with the popularity and market which has been achieved by our efforts and hard-work along with the support from our principals in the Kingdom of Saudi Arabia, Qatar, Oman during the last few years.

Trading is an ancient tradition in Saudi Arabia and most of the foreign company and businessmen are entering in the Saudi Market should never underestimate the wealth of experience and skilled team of OURS to bring such a huge turnover to commercial activities for our PRINCIPALS as well as our relevant clients.

Our team of experts and specialists are fully trained and are always available and ready to reach you round the clock for any emergency and urgent needs.



At last we proposed that our AGRI TEAM is the best in the Kingdom of Saudi Arabia. Expertise for complete turnkey dairy project installation of milking parlours, milking equipments, computerized feeding, electronic identification, dairy farm management, milk processing equipment, soil and bulk handling equipment, milk cooling, consulting, farm management and general dairy farm maintenance.



Benefits of a Multi Sided System.

- ◆ excellent visibility for good observation
- ◆ faster throughput
- ◆ reduction in lost time by more, shorter rows of cows
- ◆ working comfort improved by increased pit area
- ◆ milking rate increased



Benefits of a Parallel System.

- ◆ speed.
- ◆ milking quality.
- ◆ ease of cluster attachment.
- ◆ Reduced movement for the operator during milking.

Side by side positioning of the animals, at right angles to the pit decreases the pit length thus reducing the distance the operator has to walk.



Parallel stalls with rapid exit

The rapid exit parlour is characterised by the modular stalls which can go from four to fifty places. Access to the milking area is controlled by Western gates. Exit from the parlour is faster thanks to the complete evacuation of one side by pneumatically powered lifting yokes.



COOLING SYSTEMS

Research had shown for years the advantages of cooling dairy cows. But up to that time, commercial cooling systems for cows had never really caught on. To develop a cooling system that cooled cows when it was required, yet leave them with an open shade the rest of the time. The system must effectively relieve heat stress, have a long life and require a minimum of maintenance.

We have had the privilege of working with dairymen worldwide to help them solve the heat stress problems that have plagued their dairy operations.



Today, Koolers are operating in United States, Dubai, Saudi Arabia and Qatar protecting thousands of cows. The System allows dairies in hot climates to get top production and reproduction that previously had only been available where it was cool. We have gathered the enthusiastic testimonies of satisfied customers worldwide and still the koolers continues to this day to serve our early customers and promise to do so for many more years.

Therefore, this is what we can say to you today:

- ◆ We have worked for years to learn how to cool your cows.
- ◆ Produces quality equipment that will last.
- ◆ Your investment gives an abundant return.



The challenge you may have found in trying to cool your dairy cows can finally be resolved. Our equipment gives you a firm commitment to excellence and service, now and in the future.

We want you to be satisfied.

SEPARATION EQUIPMENTS

Separators and decanters are centrifuges with **which solids can be removed from liquids or liquid mixtures can be separated with simultaneous removal of the solids.** Centrifugal separation technology with separators and decanters play key roles today in the;

- Clarification of liquids
- Separation of liquid mixtures
- Concentration and dewatering of solids
- Wet classification
- Extraction of constituents.



Centrifuges, as stand-alone machines or integrated in complete process lines make possible the realization of new process techniques, while at the same time, making the production processes efficient and cost effective.

CONSTRUCTION

Construction division commenced its operations in early 1980s to offer quality products and services to the clients in the Kingdom of Saudi Arabia. Working with a team of professional and skilled craftsmen supervised by well qualified engineers, offers the highest standards in quality and workmanship in the areas of civil, electrical and mechanical engineering. Over the years, this division has built-up a solid basis of local experience, backed by excellent reputation. Using updated techniques, systems and procedures for planning, scheduling and monitoring the projects, and ensures maintaining time schedules for individual project.

By combining:

Quality Personnel + Quality Performance + Cost Effective Price;
we have established a wide range of satisfied customers.

Undertaking construction and installation works in the industrial, electrical and agricultural arenas as well as finishing and interior design and decoration. The division also undertakes services and maintenance contracts in the Kingdom and also engages in the sales and service of wide range of electrical and mechanical materials, equipment and accessories.



INTERIOR DESIGNING



We rely on full-time dedicated and experienced designers and architects, equipped with state-of-art computer software and equipment. Our services are designed to assist our clients achieve their goals more effectively. Our commitment to excellence and dedication to the highest level of professionalism lead us to view our clients as partners, and goes beyond the transactional level as we strive to understand the full scope of your business in order to give you the best possible results.

As a full-service company, we are able to meet every need in space planning, with extreme attention to detail. Talented professionals apply uncompromising standards to achieve the highest quality and best service. Our wide network of designers, distributors and manufacturers makes it possible to deliver the right solution for each project and the customers to identify their particular needs, and matches these needs with appropriate manufacturers. Well positioned to assist you find the right products for your project or market.

Always reflecting the newest trends in the market, our product line-up includes residential, commercial and institutional furniture and ranges from the economical to the very high end.

- ◆ Office Furniture
- ◆ Residential Furniture
- ◆ Accessories
- ◆ Upholstered/leather Furniture
- ◆ Kitchen Cabinets



and also supply of oriental furnishings, architectural elements, lightings, carpets and fabrics.

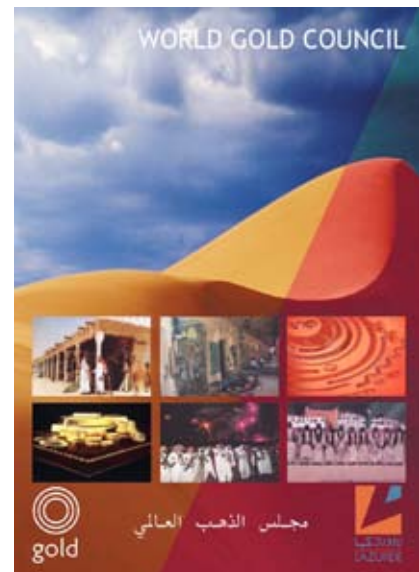
With our wide range of network specialize in interior design and oriental style furnitures, and offer a full range of arhitectural and furnishing designs.

In addition to the supply activities, we offers our clients additional services ranging from architectural design to turn key contracting. This is achieved in house through our overseas affiliates or in partnership with field specialist.

IBIS MEDIA

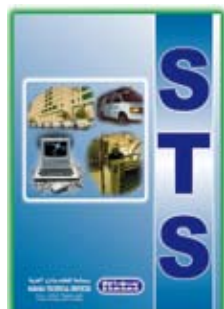
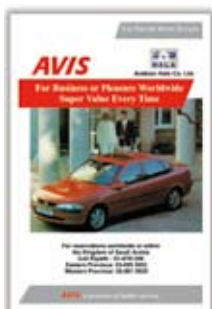
IBIS Media supplies media services across board spectrum of market sectors. We can assist in the corporate communications field designing and supplying everything for promotional items to corporate brochures. This division is responsible for many different types of media and advertising such as;

- ◆ Complete Marketing Campaign
- ◆ Creation of New Corporate Image,
- ◆ Logo Design, Annual Reports, Leaflets
- ◆ Direct Mail Flyers, Media Adverts,
- ◆ Product Display Stands, Point of Sale Material,
- ◆ Public Relations, Promotions,
- ◆ Festivals, Exhibitions, Seminars
- ◆ and Creative Product Photography.
- ◆ Designing and Printing Posters,
- ◆ Buntings, Stickers, Catalogues,
- ◆ Brochures, Business Cards
- ◆ and even outdoor advertising.
- ◆ Neon or Plastic Signs, Tri-visions, Websites,
- ◆ Events and Films Videos.
- ◆ Commercial Directories, Guidebook, Magazines.



Our experience includes working in various fields like;

- ◆ Janadriyah Festivals
- ◆ Car Rental
- ◆ Cargo Service - Transport
- ◆ Pharmaceutical
- ◆ Banking and Finance
- ◆ Hotels, Resorts and Restaurants
- ◆ Industrial Companies
- ◆ Dairy Farms
- ◆ Hospitals and Clinics
- ◆ Consumer Products
- ◆ Landscaping & Maintenance Companies



PUBLICATIONS

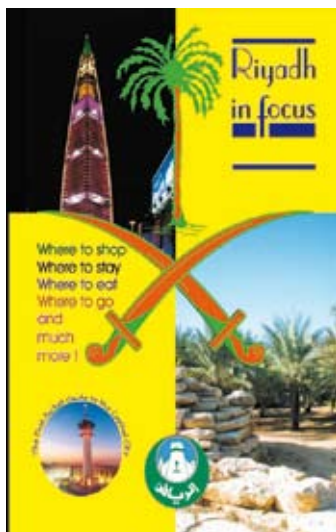
SAUDI AMERICAN BUSINESS DIRECTORY

A significant role in Saudi Arabia's development is being played by several foreign companies, subsidiaries, joint ventures and their representatives, agents and distributors.

Keeping in view about this, we compiled the first edition of "The Saudi American Business Directory" for the first time brings together in one volume the majority of Saudi companies with joint ventures, partnership or contacts with US companies currently doing business in this strategic market in the Kingdom of Saudi Arabia.

This Directory should be seen as a business tool for use by policy-makers, chief executives, directors and managers who can use the information for commercial advantage. The main aim of the directory is to provide business and professional communities with first hand information about US suppliers and their products in Saudi Arabia.

This directory is also available in CD; containing a fully navigable and searchable copy of the SAUDI AMERICAN BUSINESS DIRECTORY and with several other informative data such as Know About Council of Saudi Chambers of Commerce & Industry as well as about United States of America and plus various information in the General Services Section..



RIYADH IN FOCUS

Riyadh in Focus is a first GUIDEBOOK with a very positive presentation of capital city of the Kingdom of Saudi Arabia.

The city has grown so quickly that even long term residents will value this guidebook with it handy hints on where to find those new hotels, shops, restaurants and other various facilities. An idea which has been many years in the planning, many months in the writing and many weeks seeking valuable cooperation from our sponsors has proven a worthy handybook for Riyadh.

The reader will find this guidebook useful in many ways for your life whether you are a national or a expat, it will be very hard and difficult to know about any city in detail is not an easy task, but with the help of any guide or guidebook you can!!!

No Guidebook can ever be called truly comprehensive, as the city is a living entity and is constantly changing. However Riyadh in Focus is an important step in defining the variety of services available to the city's inhabitants and visitors from other regions as well as expats..

SAUDI SCANDINAVIAN BUSINESS DIRECTORY

A significant role in Saudi Arabia's development is being played by several foreign companies, subsidiaries, joint ventures and their representatives, agents and distributors.

"The Saudi Scandinavian Business Directory" for the first time brings together in one volume the majority of Saudi companies with joint ventures, partnership or contacts with Scandinavian companies currently doing business in this strategic market in the Kingdom of Saudi Arabia. This Directory should be seen as a business tool for use by policy-makers, chief executives, directors and managers who can use the information for commercial advantage.

The main aim of the directory is to provide business and professional communities with first hand information about Scandinavian suppliers and their products in Saudi Arabia.

This directory is also available in CD; containing a fully navigable and searchable copy of the SAUDI SCANDINAVIAN BUSINESS DIRECTORY and with several other informative data such as Know About Council of Saudi Chambers of Commerce & Industry as well as about Scandinavian countries and plus various information in the General Services Section..



ELECTRICAL & INDUSTRIAL PRODUCTS

Another sector of Tareq Raslan Group which was founded in the year 2000 was a small warehouse with a few employees and a range of 100 products, and since then the company has grown steadily, and extending the product range.

With a reputation for customer care, TRGC has become a leading independent wholesaler, importer and exporter of electrical goods. TRGC now have over 1,000 product lines in stock, so we are able to supply a complete range of products at discounted prices you'll find hard to beat. Our position as one of the leading independent Electrical & Industrial Wholesalers has been built on a commitment to customer service, investment in skilled, friendly staff and by offering a huge range of products at a discount price. New products are added oftenly, so if you do not see your exact requirements please ask as we will probably have it in stock.

We do not sacrifice the quality of our products to keep prices down. Over the last 10 years we have seen companies start and fail by selling poor quality goods at what seem to be 'bargain' prices. We will not advertise or supply poor quality imported products just to display the lowest price. TRGC use huge purchasing power to keep standards high and prices low.

Every item is scrutinised to ensure that it meets our standards of quality, only then is it endorsed with the name. TRGC offers quality products, quality service and convenience, giving you the best value products money can buy.





THE SAUDI GROUP OF MEDICINE & PHARMACOLOGY

PHARMACEUTICALS

With the international sources and imports as well as locally manufactured a wide range of medicines, drugs, and highly sophisticated medical equipments and also various other consumables accessories for hospitals and polyclinics needs both for the wholesale, retail and contract market through our outlets which are located in Riyadh region.



This is achieved as we work closely with our customers to identify their particular needs.

In addition to the wholesale and retail sales of medicines and drugs from our outlets; we supply hospital furnitures to our clients through our overseas affiliates with field specialists.





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