



The background of the slide is a solid olive green. It features several thin, light green geometric lines that create a sense of movement and structure. One line starts from the left edge, goes up and to the right, then down and to the right, and finally up and to the right again. Another line starts from the left edge, goes down and to the right, then up and to the right, and finally up and to the right again. A third line starts from the left edge, goes up and to the right, then down and to the right, and finally up and to the right again. These lines intersect to form various geometric shapes, including triangles and quadrilaterals.

# **ABEX TRADING VISION & MISIION**



# VISION & MISSION

## OUR MISSION

**“To bring great products from around the globe and make them available to everyone”**

**We know there is a lot to consider when choosing a partner for food distribution, we aim to remove the complexity and the challenge of finding the right resources and provide our customers with complete solutions that make sense for their unique business.**

# Our Values



RESPECT



HONESTY



INNOVATION



TEAMWORK



HAPPY CUSTOMER



PROFITABILITY



# The Establishment



**Abex is a Saudi-owned company that distributes F&B products in the retail sector. We have established ourselves as one of the top Food & Beverage distributors in the Kingdom of Saudi Arabia an outstanding achievement of which we are justifiably very proud. Abex measures success by the ability to realize business opportunities with our partners. Extraordinary determination, passion and flair define us.**

**Our brand reflects our beliefs as the business continues to soar to greater heights. we mix the best international practices with local market knowledge and expertise, seeking continuous process refinement.**

**We thrive on new challenges and are fiercely protective of our market leadership. We truly have an exceptional team of highly experienced professionals. Each individual commitment and dedication to being the best in the business drives us onward. Our people are our greatest asset and hope.**



**We formed very successful partnership systems with our clients.**

**Abex ensured the implementation of an approach of global integration with local responsiveness together to ensure providing all our local customer needs while ensuring global standards are met.**

**Our portfolio is vast accompanying our customers with a variety of products. Product diversity is our key.**

**As a result, we became a brand of choice and led the market with our distribution network.**

*Our strategy is to ensure customer convenience need is fulfilled by spreading all over the territory ensuring we are reachable whenever and wherever.*



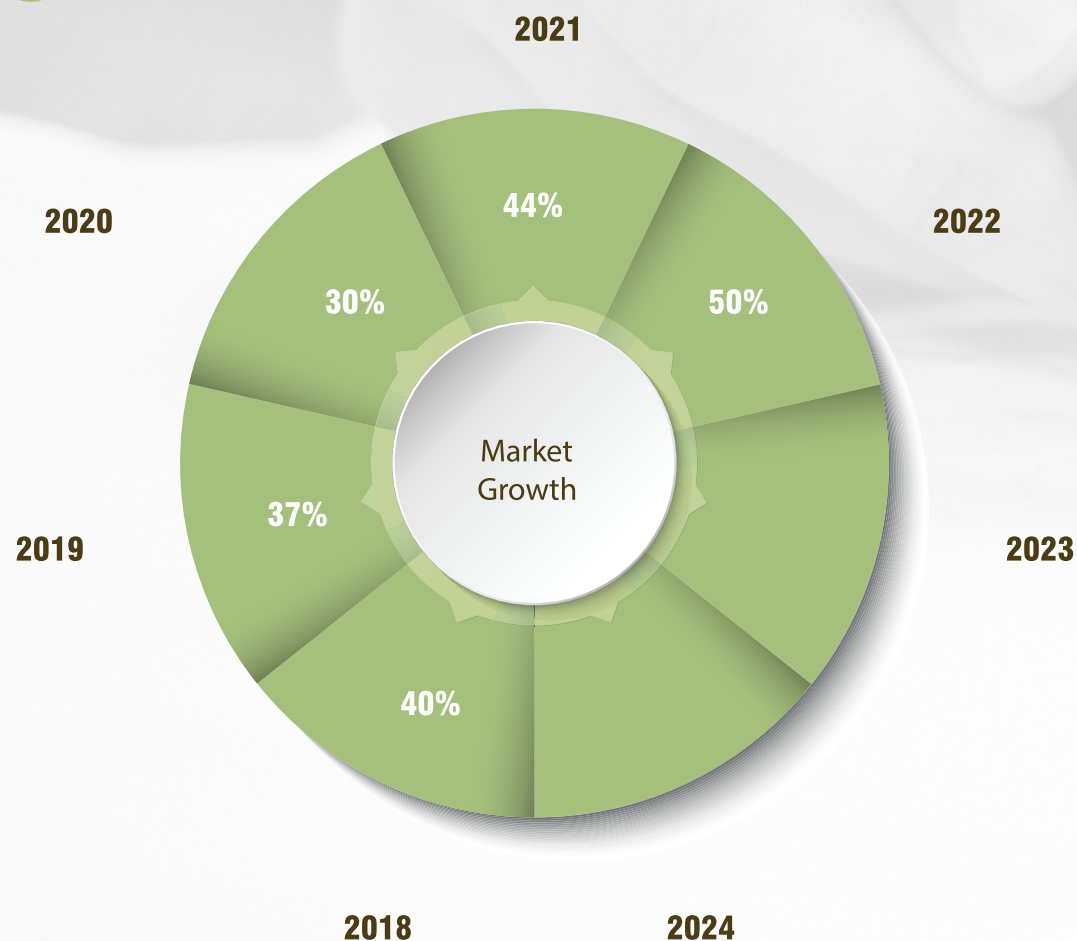


The background features several thin, light green lines that intersect and form various geometric shapes, including triangles and polygons, creating a modern, architectural feel.

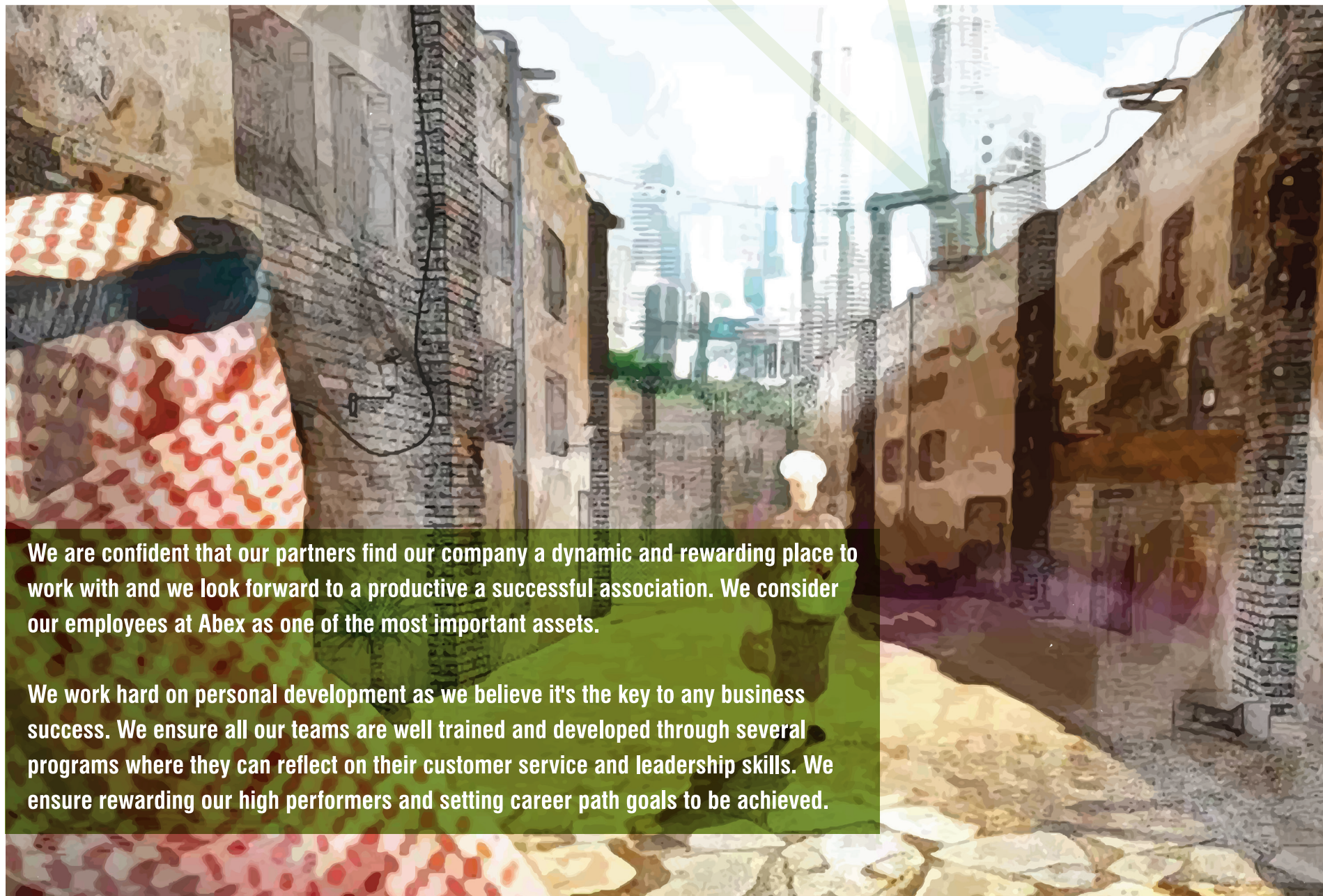
# Our Expansion Plan

# ABEX TRADING

## In Figures





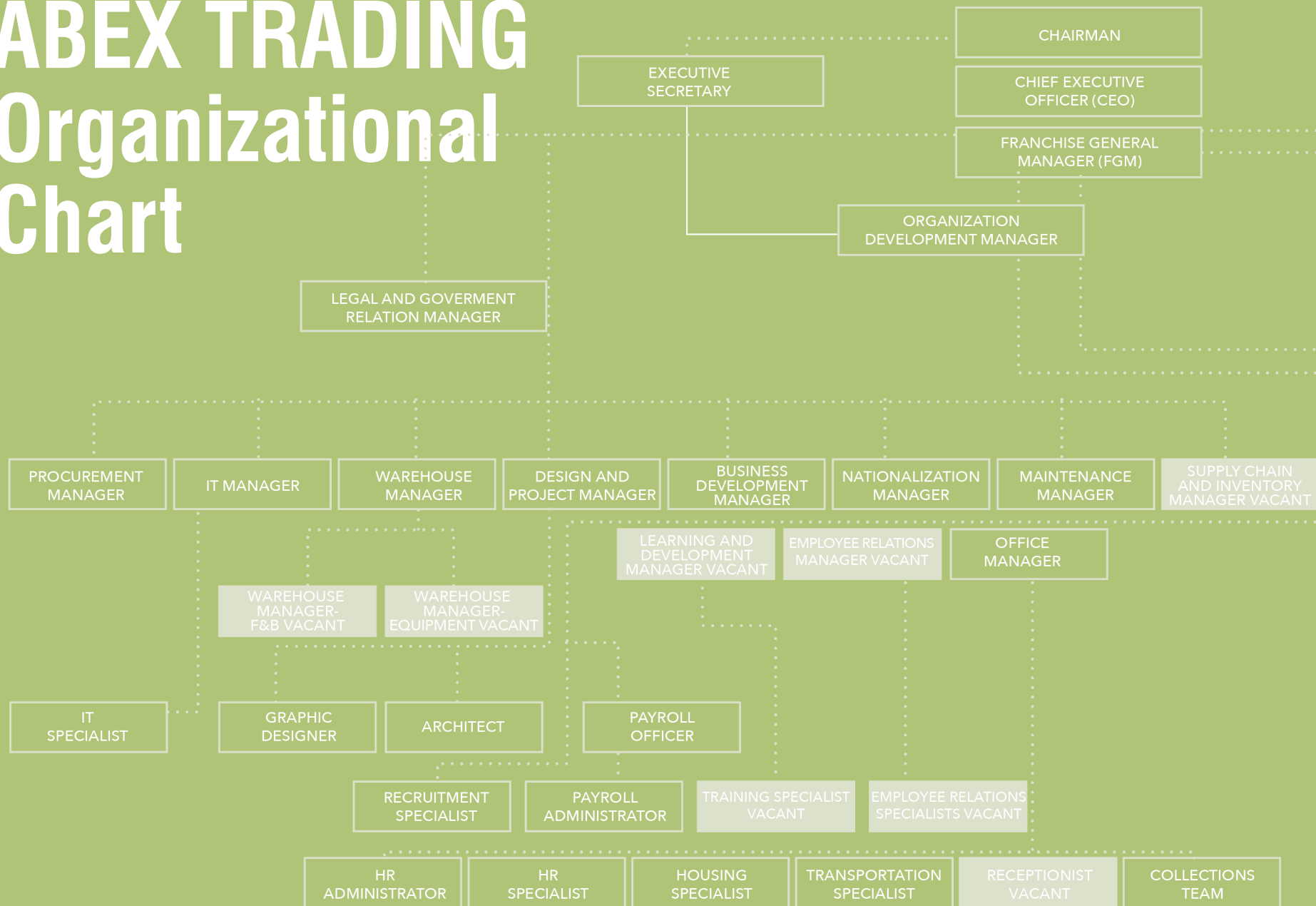


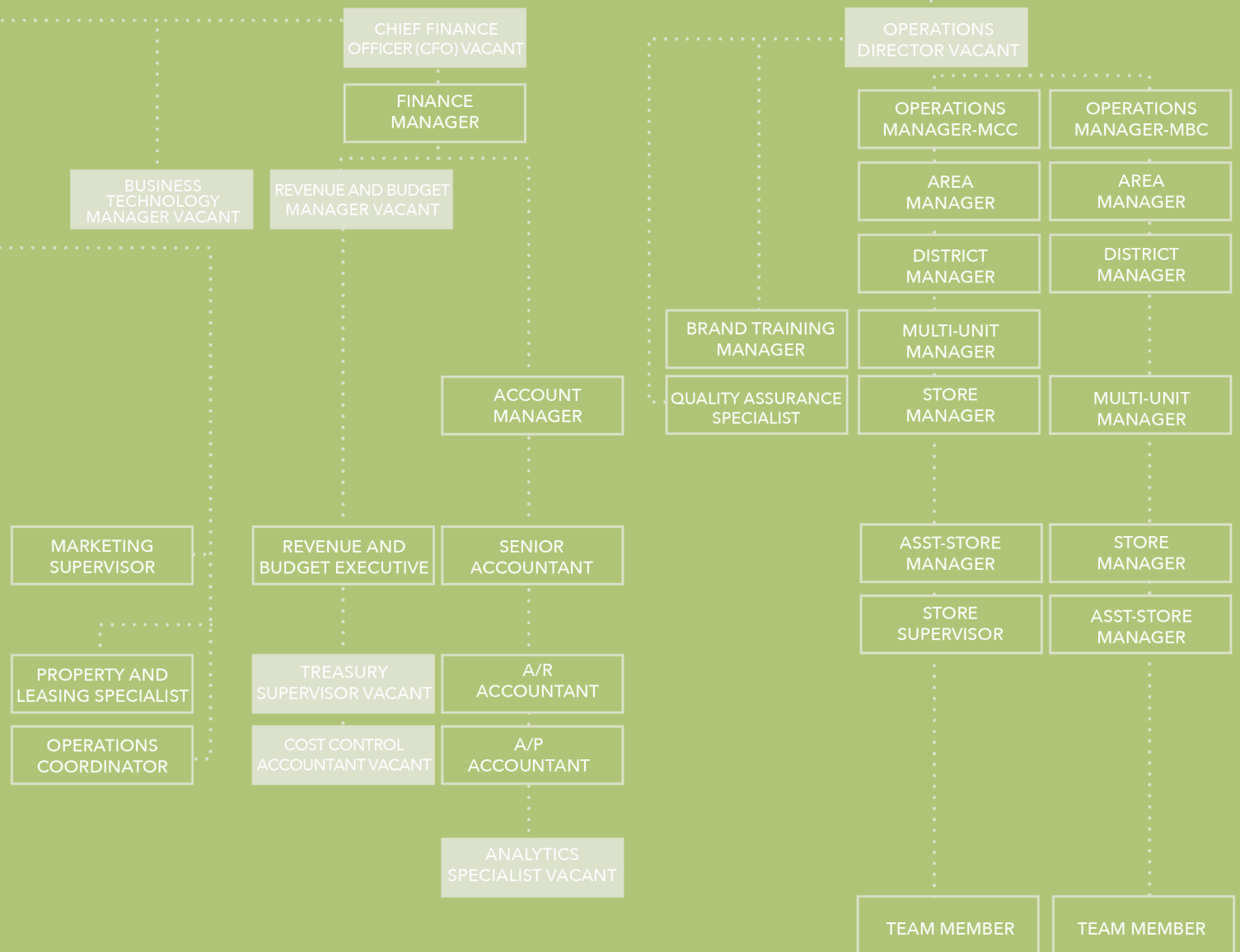
We are confident that our partners find our company a dynamic and rewarding place to work with and we look forward to a productive a successful association. We consider our employees at Abex as one of the most important assets.

We work hard on personal development as we believe it's the key to any business success. We ensure all our teams are well trained and developed through several programs where they can reflect on their customer service and leadership skills. We ensure rewarding our high performers and setting career path goals to be achieved.

# ABEX TRADING

## Organizational Chart





# Our Presence





# Abex Trading Company Aims To Develop A Sustainable Future

We strive to develop a long and sustainable relationship with our business partners around the world. Our policy of “One Brand, One Country, one commitment” allows us to build trust among our current partners. Let’s start working together to build this relationship by dropping us an inquiry.

Abex has grown to become a major distributor in the food and beverage Industry. Over the years, we have grown in size and capacity. In order to cope with growth and increase in capacity. With a clear vision and objective, coupled with strong research and development program, we have started to distribute a lot of new novel products to complement current core products that will drive the company's growth. With new products constantly in the market, our company has managed to widen and increase global market penetration. In view of such optimistic growth, Abex has embarked on the next phase of upgrading to support its tremendous growth. We are looking into developing and designing a new production facility in the near future.

# Our Keys Of Success



# Branding

Abex is proud to have a very strong brand marketing and social media specialist department. We have seen growth on a year-to-year basis due to effective and aggressive marketing and branding strategies for our clients. One of the basic reasons for such growth can be traced to our ability to; Meet customers' requirements and expectations, roll out improved and new products and promotions through extensive research and development, making sure products are meeting legislative requirements and standards.

Abex is the sole exclusive distributor of numerous successful brands. Through its well-planned categorization of products, identity and market recognition are well established, thus making product promotion and education easy. With the advent of the internet, doing business shifted to a whole new dimension. Communication and information are conveyed at lightning speed and also at a wider scale.

Our company is designed as a platform for potential retailers to get to know us and also as a front-line medium to make enquiries. Utilization of social media such as Facebook, Twitter and Instagram as promotional platforms is also very effective. Through social media, we have been able to introduce and educate consumers/retailers in regard to our distribution range of products and keep them informed on the latest development. It is also recognized as a powerful tool to gauge consumer response to products and brands thus providing vital feedback.

# Research And Development

Abex has established a very strong research and development department. It recognized the need to have a research and development program in order to keep improving and distributing new products to stay relevant leading in the ever-competitive market.

As mentioned previously, our aim is to distribute unique products from sources that are endemic in these regions.

We have a lot of experience in marketing for upcoming brands that partner with us.

With research and development, we have been able to address some of the problems traditionally encountered in Saudi Arabia while developing new distribution strategies.

Research has shown that traditional brand ideas presented in a modernised and presentable manner are growing in sales as compared to traditional ideas only just to open a new business or target market due to the consumer's habits.

# Our Partners & Clients





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Connect with us



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