



FOOD BASICS

# Company Profile

2022



[www.foodbasics.shop](http://www.foodbasics.shop)  
[www.foodbasickw.com](http://www.foodbasickw.com)

# About us

## FMCG & Team Experience

- Highly skilled & motivated & dynamic team
- 20+ Years combined FMCG experience
- Diverse product & regional background

## Product Assortment

- Diversified product portfolio
- Different country of origins
- Top line product assortment made with best raw materials

## Logistics & Coverage

- 3PL Warehousing partnership with a leading company in the Mena Region portraying world class logistical facilities
- Efficient nationwide coverage ensuring proper distribution/coverage



# About us

Established in 2020, a result of a collective vision, orchestrated by a group of businessmen, combining their resources together to fulfill that vision. Our group of partners are engaged in a number of diverse commercial enterprises which include direct representation of multinational companies in oil and gas, hospitality businesses, international hotels, automotive, recreational products.

We aim to become a leading FMCG Company, representing a diversified portfolio of multinational brands from around the globe. Selling & marketing them across Kuwait's distribution channels.

Further to exclusive partnership with a leading logistics company in the MENA region, we have resourced availability of an extra fleet of refrigerated minivans and delivery cars to cater our Online Sales store by utilizing our E-Commerce platform experience, by being efficient, innovative & proactive.

Our Team are dedicated to create the best shopping experience for our customers. We have partnered up with one of the Leading ERP Software Programs in the region to create and provide the needed innovative & efficient tools in the market today, to execute first class results.





# Our Vision, Mission & Objectives



## Vision

- “Enrich people’s need for a healthier lifestyle by filling specialized gaps with our handpicked products to the comfort of their reach”



## Mission

- To be the healthier replacement by dominating the everyday brand with its superior



## Objectives

- Choose partners that share the same vision
- Build customer trust & reputation
- To create a robust and hefty product portfolio
- To expand regionally and be the go-to distributor.



# Our Values

We believe we give and grow from inside out, thus we have trust and belief in our business ethics and values towards our team and stakeholders.

**We believe in treating partners and employees with respect and love**

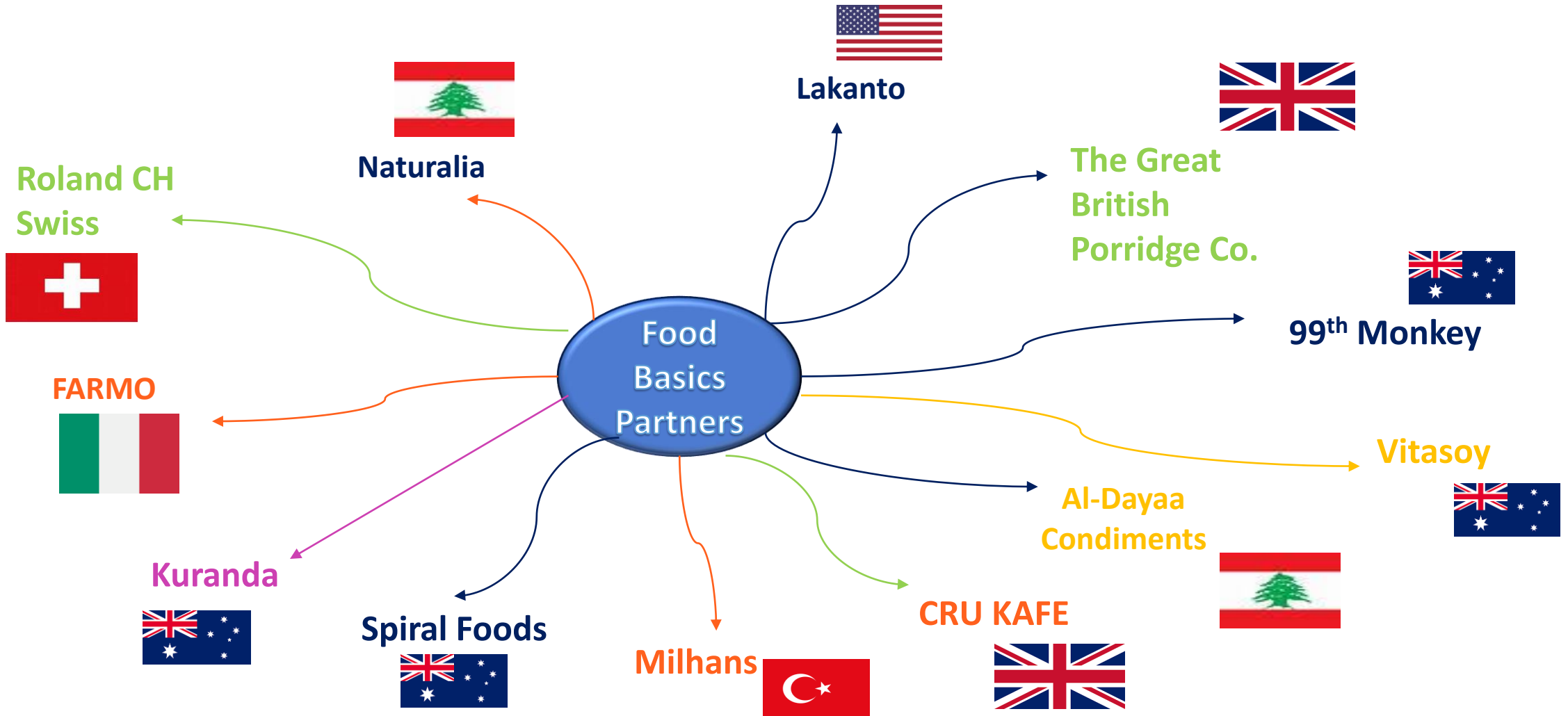
**We respect integrity, and thus honesty in all business operations**

**We strongly believe in team work and creativity and thinking outside the box**

**We support innovation, and are the first to ride the wave and exploring new ways to properly deliver and meet requirements of our customers**



# Our Partners

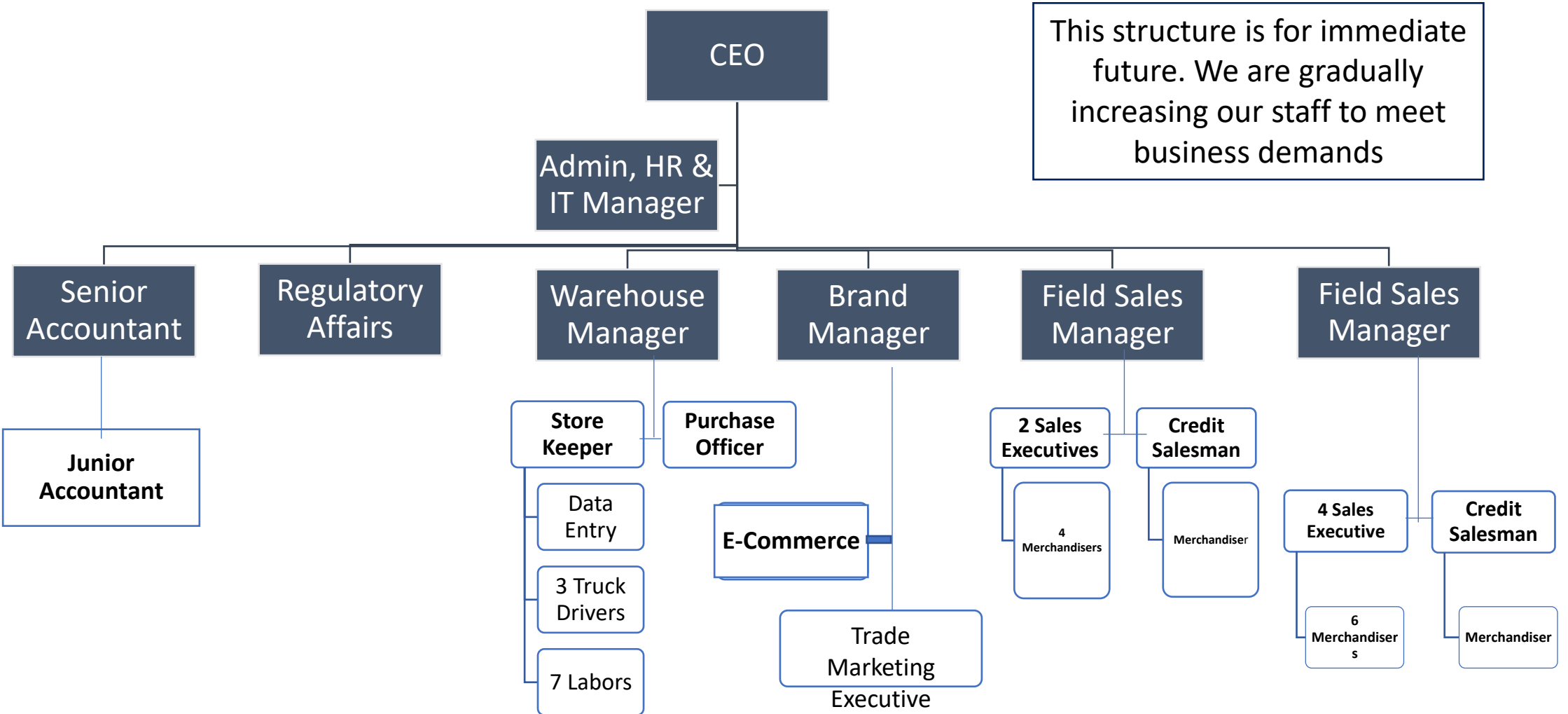




# Our Brands



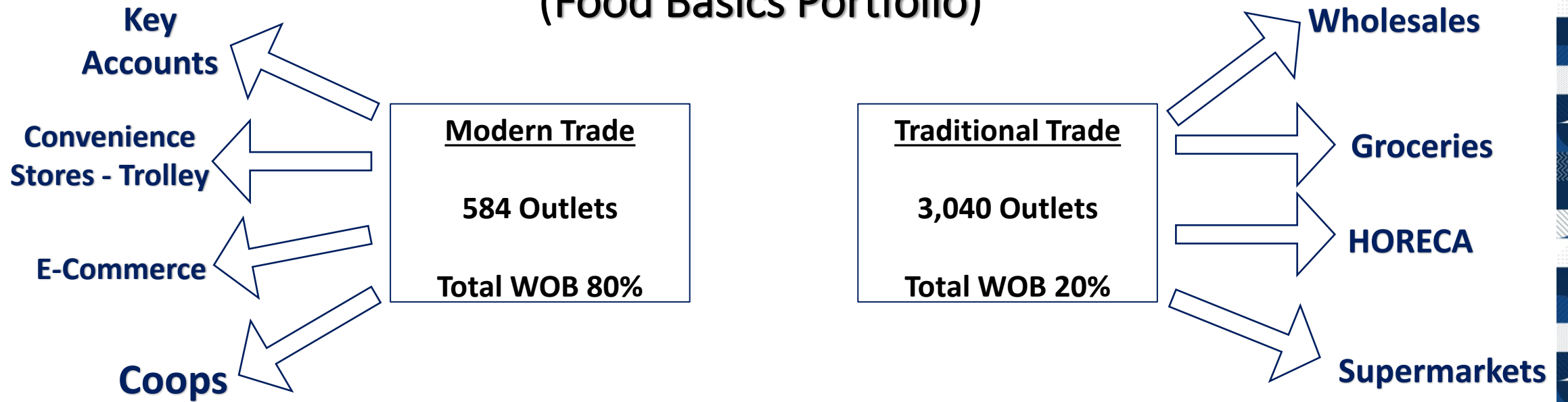
# Our Team







## Retail Trade Channel Universe for (Food Basics Portfolio)



# Contact Info

Kuwait City

- Online Shop: [www.foodbasics.shop](http://www.foodbasics.shop)
- Website: [www.foodbasicskw.com](http://www.foodbasicskw.com)
- Email: [info@foodbasicskw.com](mailto:info@foodbasicskw.com)
- Contact #: +965-99902029



# THANK YOU



[www.foodbasics.shop](http://www.foodbasics.shop)  
[www.foodbasicskw.com](http://www.foodbasicskw.com)