



BRAND[®]

COMPANY PROFILE 2022

Frاند Core Purpose

Frاند is a visionary Saudi partnership-driven corporation specializing in managing and expanding local and global food brands in the KSA market. We offer various solutions, such as brand management & development and distribution & logistics for modern trade, traditional trade, and e-commerce.

Frاند primarily offers brand management services in research and development, marketing, business strategy, partnership development, and customer relationship management.

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www.frاند.sa

Frاند Vision

Our vision is to be the premier food management solutions company by comprehensively directing, managing, and engaging local and global food brands. We enhance how brands are perceived by their customers, positioning them to penetrate the Saudi Arabian market and vastly expand their reach.

Frاند Mission

Our mission is to establish our clients as widely recognized brands in the KSA market by driving consistent and sustainable growth and business expansion. We help companies effectively engage with their target segments, supported by our multidisciplinary experts and professional partners.

We are equipped to manage all critical importation processes, procedures, and customs clearance, in addition to fulfilling all SFDA requirements.



Frاند Core Value

Passion

We strive to encourage creativity and innovation in all our ideas and solutions.

Efficiency

We leverage data-driven managerial decisions to efficiently maximize market opportunities for brands we partner with.

Integrity

We maintain the highest ethical standards in all our dealings and communications.

Commitment

We are dedicated to providing the leading solution for intelligent brand expansion and success.

Innovation

We support our clients with innovative and creative solutions and strategies designed to accelerate brand growth.

Accountability

We provide our clients with exemplary services of the highest standard. We hold ourselves accountable in this regard.

Sustainability

We make sustainability-centered decisions to ensure the long-term prosperity of all our partnered brands.

We offer premium logistics and warehousing services to ensure your products are transported and stored in ideal environments at all stages.



Frاند regularly evaluates and assesses all avenues for product expansion in several food sectors with HORECA and other organizations.



Frاند Services

By combining practical, industry-specific knowledge with cutting-edge food management practices, Frاند and our partners deliver improved operational efficiency and accelerated expansion in the KSA market. We provide a complete range of food management services, including:

- Conducting global searches to find ideal manufacturers for products we manage, including negotiation and end-to-end coordination.
- Leading all importation processes, procedures, and customs clearance activities.
- Handling all goods registrations and accreditations with the Saudi Food and Drug Authority (SFDA).
- Offering outstanding logistics services in transportation and warehousing that provide optimal environmental conditions for goods and products.
- Closely collaborating with our clients to continuously optimize their business and brand strategies.
- Providing numerous creative solutions to marketing challenges.
- Delivering data-driven market insights based on our in-depth research, analytical processes, and experience.
- Creating and managing websites tailored to market your product online effectively.
- Enhancing the distribution and sale of products to precisely targeted segments through multiple channels, including e-commerce platforms, wholesalers, retailers, and HORECA.
- Providing extensive and dedicated customer support and after-sales support programs.

We work with renowned brands in modern trade sectors to effectively express products and maximize reach.



**We expand and promote
comprehensive product ranges
to various customer segments
through traditional and modern
trade channels.**

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We magnify your e-commerce presence to help your products reach customers wherever they may be.

Frاند Partner Portfolio

We are proud to be recognized as partners of the following renowned and successful local and international brands.



***We value partnership
and win-win solutions***