

# **FRAND<sup>®</sup>**

COMPANY PROFILE

**THE STRATEGIC  
PARTNER FOR FOOD  
BRAND EXCELLENCE**

## About FRAND

Established in 2017 within the Kingdom of Saudi Arabia, Frand operates as a premier food brand management firm, delivering nationwide strategic counsel and execution to maximize sales potential. We specialize in optimizing market penetration and revenue growth for food sector clients through integrated services, including advanced research & development guidance, targeted marketing strategies that drive sales leads and conversions, and the activation of efficient sales channels to connect brands with key stakeholders and boost sales volume. Our core competency lies in strategically positioning food brands to achieve significant market traction and cultivate robust client relationships, ultimately leading to increased sales and profitability.

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## Vision

To be the leading force in elevating food brand success within the Saudi Arabian market.

## Mission

To strategically propel food brands to sustained market leadership by expertly directing innovative R&D, implementing impactful omnichannel marketing for robust lead generation and conversion, and optimizing sales channels through data-driven enablement.

## Values

Frاند is committed to driving brand success through passionate innovation and efficient growth, underpinned by ethical partnerships and a dedication to delivering committed success with intelligent sales solutions. We provide accountable leadership, employing creative sales strategies and taking ownership of our sales performance and service quality, while maintaining a sustainable vision through responsible choices that ensure the long-term prosperity and market share growth of our partner brands.

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## FRAND Services

### Brand Strategy & Growth:

End-to-end strategic guidance for optimal market penetration and overall brand development across Saudi Arabia.

### Targeted Marketing & Engagement:

Crafting and executing impactful marketing strategies to build brand awareness and connect with key stakeholders nationwide.

### Advanced R&D for Market Alignment:

Providing in-depth research and development support to innovate and optimize food products for the Saudi Arabian market.

### Strategic Sales Development & Channel Optimization:

Developing effective sales strategies and optimizing channels to maximize reach, revenue, and connect brands with the right customers.

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# OUR RANGE OF BRANDS

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**SOZO®**

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Saudi-based brand bridging the gap in the market by offering competitively priced, high-quality Asian products. Aiming to be the premier source for discerning consumers, Sozo envisions leadership in Saudi Arabia's Asian consumable food sector through continuous R&D and strong customer engagement to consistently exceed expectations.



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Crafting memorable culinary moments with perfectly coated, crispy foods and delightful dipping sauces. Hawn vision is to lead in extraordinary dining, elevating everyday meals into joyful connections through innovative coatings, breading, spices, and sauces for irresistibly flavorful experiences.



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**EXPERT GUIDANCE FOR  
BRAND EVOLUTION.  
REACH OUT TO FRAND.**

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