

www.enhance-group.com



CORPORATE PROFILE

مجموعة
تاوول
Towell
Group



ثقة لعدة أجيال
TRUSTED FOR GENERATIONS





OUR STORY



William Jack Towell established the only European company, selling U.S. Produced Kerosene and shipping materials.

MOHAMMED
FADHIL



Our Founder – Mohammed Fadhil who served in the company and then bought the business in 1914 and retained its name.



MODERN SUPERMARKET	SPINNEY'S	1967
PRINTING PRESS	MAZOOON PRINTING PRESS	1968
PRIVATE HOTEL	THE MATRAH HOTEL	1970
RESIDENTIAL DEVELOPMENT	MADINAT SULTAN QABOOS	1973
PRIVATE BANK	NATIONAL BANK OF OMAN	1973
DAIRY	OMAN NATIONAL DAIRY PRODUCTS	1976



**MAQBOOL
ALI SULTAN**
CHAIRMAN



**IMAD
KAMAL SULTAN**
VICE CHAIRMAN
& MANAGING DIRECTOR



**MUSHTAQ
QAMAR SULTAN**
DIRECTOR



**ANEEES
REDHA SULTAN**
DIRECTOR



**MOHAMMED
ALI SULTAN**
DIRECTOR



**MURTADHA
AHMED SULTAN**
DIRECTOR



**AMIN
AL HUSSEINI**
INDEPENDENT DIRECTOR



ADIL TAQI
INDEPENDENT DIRECTOR

Family business group more than 150 years old. Current members are the 4th & 5th generation of the Sultan Family.

More than 30 company portfolio and international operations in the U.A.E., Kuwait, and India, the group works in several sectors.



Engineering

Real Estate

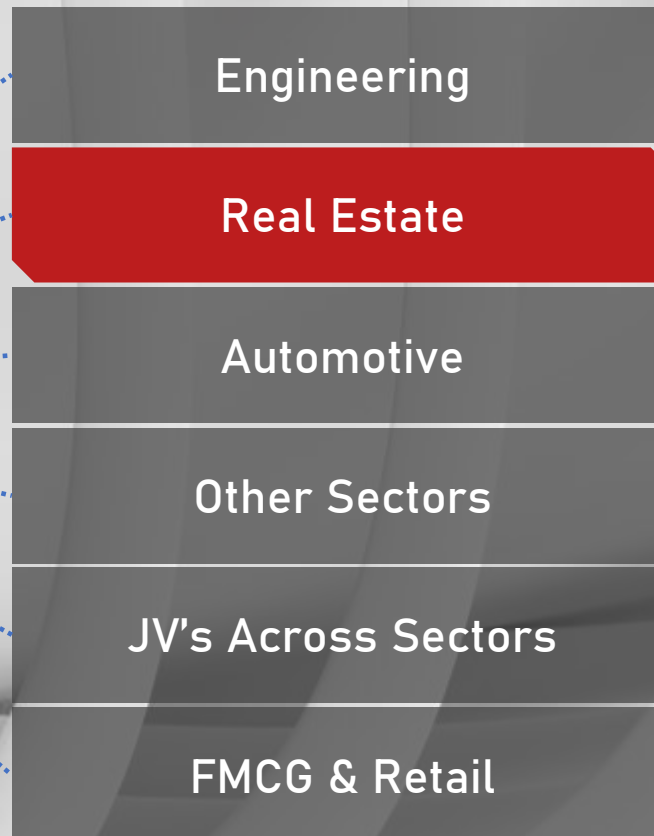
Automotive

Other Sectors

JV's Across Sectors

FMCG & Retail

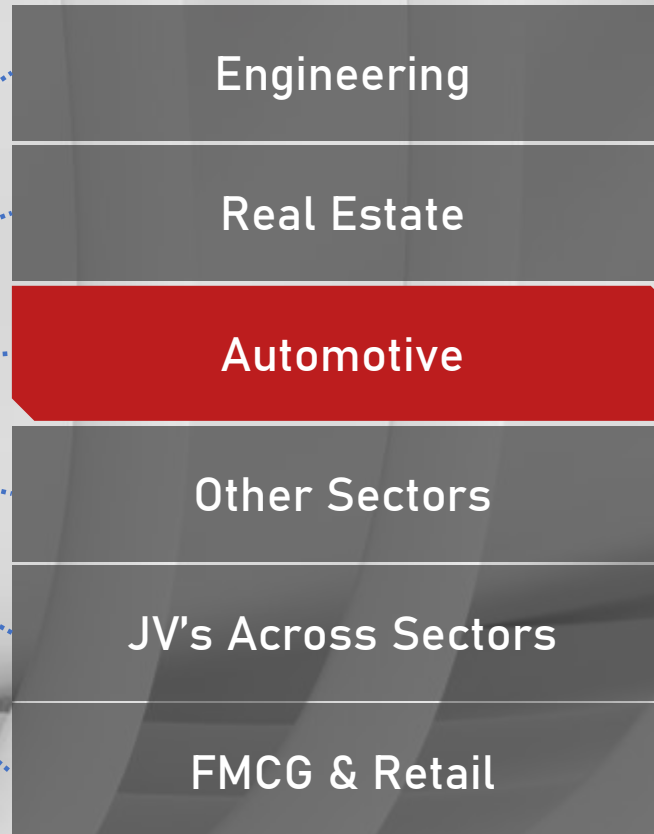
- Towell Construction (TCC)
- Taylor Woodrow Oman (TWO)
- Towell Infrastructure Projects (TIPCO)
- Towell Engineering Services (TESCO)
- United Industrial Services (UNISCO)
- Towell Engineering International (India) (TEIL)
- Towell Electrical Projects (TELCO)
- Towell Drilling And Oilfield Services (TDOS)
- Towell Building Material
- Towell Tools & Engineering



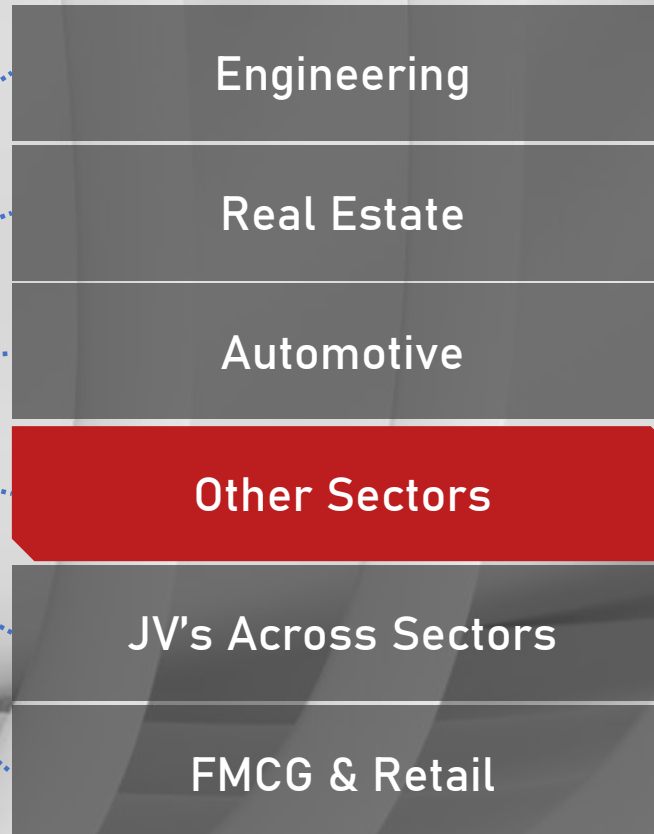
- Commercial (Towell Property)
- Residential (Towell Property)
- Warehouses (Towell Property)
- Architecture And Design
- Property Development
- Modern Cleaning Services & Trading Company LLC

JV's

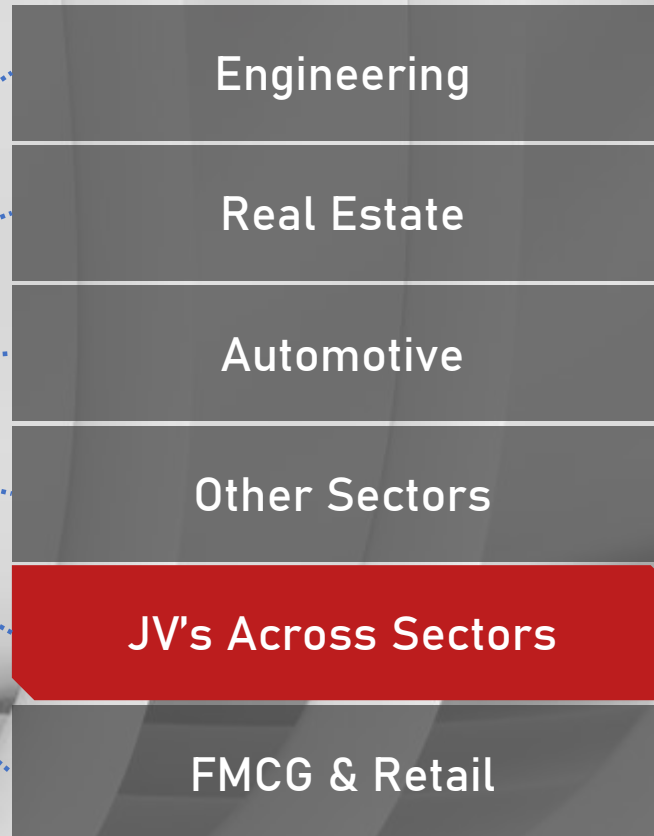
- Towell Talati
- Alargan Towell



- Towell Auto Centre LLC
 - Mazda
 - Geely
 - JAC
- Automotive Products Distribution
 - Bridgestone
 - Total
- Mobility LLC
 - Lynk & Co
- Towell Auto Leasing and Trading LLC
 - Orbit
- EINT Automotive LLC



- Towell Take Solutions (TTS)
- Mazoon Printing and Packaging LLC
- Al Fajer Furnishing (Towell Bed Centre)
- Towell Mattress & Furniture Industries (UAE)



- Wilhelmsen Towell
- Genetco
- Agility/ Global Logistics
- Jotun Paints
- Musandam Minerals & Industrial company
- TR Engineering
- Future Pipe LLC
- Readymix Muscat & Premix LLC
- Housetex (UAE)
- Royalton Trading (UAE)
- NXTLEVVEL (Netherlands)



Oman

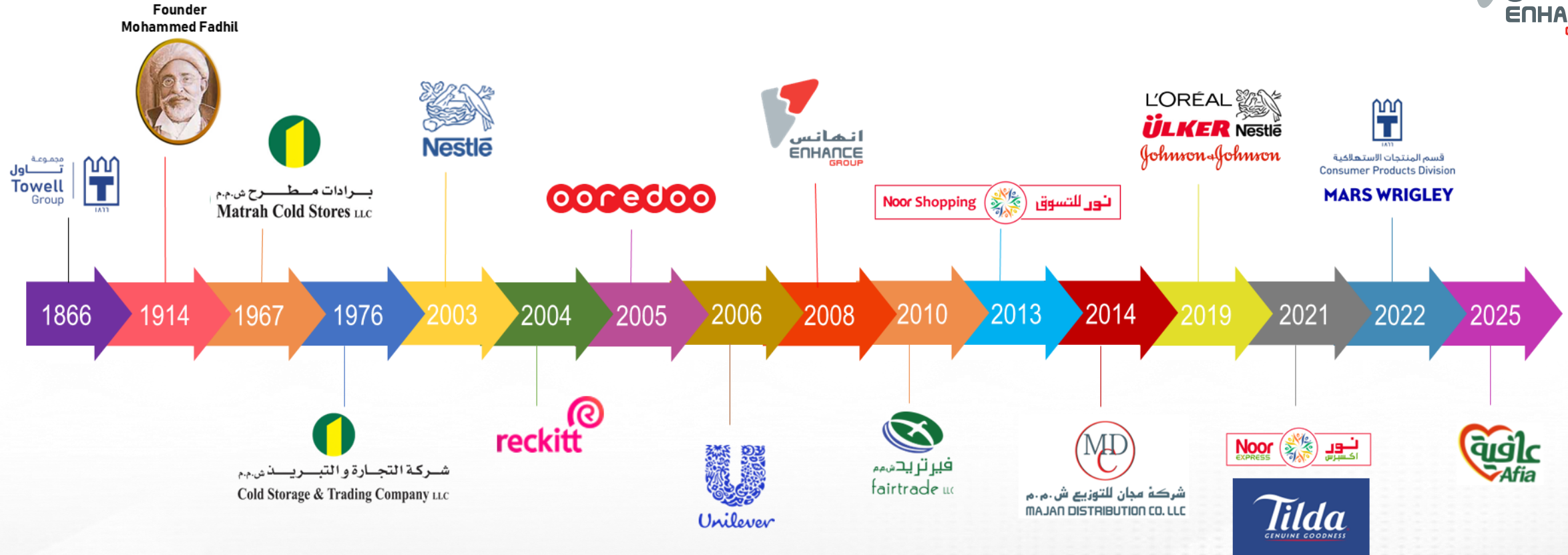
- Enhance Oman (Matrah Cold Stores LLC)
 - Distribution
 - Retail
- Fairtrade LLC
- CSTC LLC (Cold Storage & Trading Co.)
- MDC LLC (Majan Distribution Company)
- WJT-Consumer Products Division

UAE

- Enhance UAE (W.J TOWELL CO LLC)
- GSF LLC (Gulf Sea Food)
- TMP/ PPP LLC (Taj Mahal Purification / Preform Plus Plastic)

JV's Oman

- Towell Unilever LLC
- Nestle Oman Trading LLC



Founder
Mohammed Fadhil



مجموعة
Towell
Group



ثقة لعدة أجيال
TRUSTED FOR GENERATIONS



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TATA
CONSUMER
PRODUCTS



HASSAN
MUKHTAR &
BROTHERS



حسن
مختار
والكوانه



ETERNAL
love

Enchanteur

Royal MIRAGE

Rasasi
Energizer



Vision

“Making your life better
through our products
and services”





Accountable &
responsible for our actions

Be Accountable

By being passionate in our
endeavor to deliver quality

Excellence



Service

We make sure highest levels of
customer service are
consistently delivered

Teamwork

We are committed team that
values, respects and recognizes
every individual



UAE

Oman



OMAN



Enhance Oman
(Matrah Cold Stores LLC)



UAE



Enhance UAE
(W.J TOWELL CO LLC)



GULF SEAFOOD L.L.C.
الخليج للاكلات البحرية



TAJ MAHAL PURIFICATION OF POTABLE WATER L.L.C.
تاج محل لتنقية مياه الشرب وتصفيتها ش.ذ.م.م

بريفورم بلس للصناعات البلاستيكية ذ.م.م
PREFORM PLUS PLASTIC INDUSTRIES L.L.C

RETAIL



TELECOM



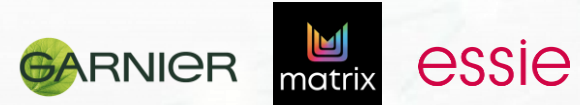
CONSUMER AGENCIES 1



CONSUMER AGENCIES 2



L'ORÉAL



FOOD SERVICE SOLUTIONS



Bringing You the
World's Best Brands



MARS WRIGLEY



Bringing You the
World's Best Brands

Noor Shopping نور للتسوق

Noor EXPRESS نور اكسپرس

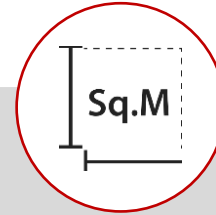
ooredoo



31 Supermarkets

21 Convenience Stores

13 Telecom Retail Stores



Average Store Size:
400 - 500 sq. m

Average Store Size:
100 sq. m

Average Store Size:
9 sq. m



SKU Count:
12000

SKU Count:
2000 - 2500

Services Offers:
Prepaid & Postpaid
Subscriptions for Mobile
& Broadband





Our Projects

Monthly Reports
(CSR/Comm)

Reset your self from
from time to time
Start again. Change is
Normal

1. Induction Program HR

2. Training / development HR

3. In house Donations - working on

4. Child Care - Future Plan

5. Loyalty Cards - In Progress

6. Recycling Project - In Progress

2022/23 projects
1. College Students 20
2. Youth 10
3. Food Bank 1/100
4. DAA yearly 24 (limited)
5. Gala Dinner 15
6. Matar 3
7. Annual 3

Event Management
Policy



OUR CAPABILITY



01

Coverage

- MT, TT, Direct Distribution, HORECA, WS
- Regional Coverage
- KPIs to track coverage effectiveness
- WMS enabled logistics infrastructure - logistics hubs across the country
- Technology - Oracle/HHT/QlikView



02

Trade Marketing

- Calendar/Event planner
- Category Projects/Initiatives
- Developing effective promotions and co-packing
- Excellence in Execution



03

Partnership

- Collaboration
- Accountability
- Data Sharing
- Joint Planning
- Recognition



04

People

- Capability Development
- Rewarding Work Environment
- Passion for Winning
- Celebrate Success

Best in class
Distribution solutions

01

Resources

- 650+ Peoples
- 6-Trailers
- 20-Ten Ton Trucks
- 110-Three Ton Trucks
- 12-Panel Vans
- Route Optimization System (CIGO)
- Vehicle Tracking System
- Oracle R12
- WMS

03

Space

- Ambient – 26,770 Sq. m
- Temp Controlled – 18,190 Sq. m
- Frozen – 2,180 Sq. m
- Chilled – 7,269 Sq. m
- 1 Mn+ Cases a Month

02

Delivery

- 24 Hours – MT
- 48 Hours – TT
- IWT – Twice a Week

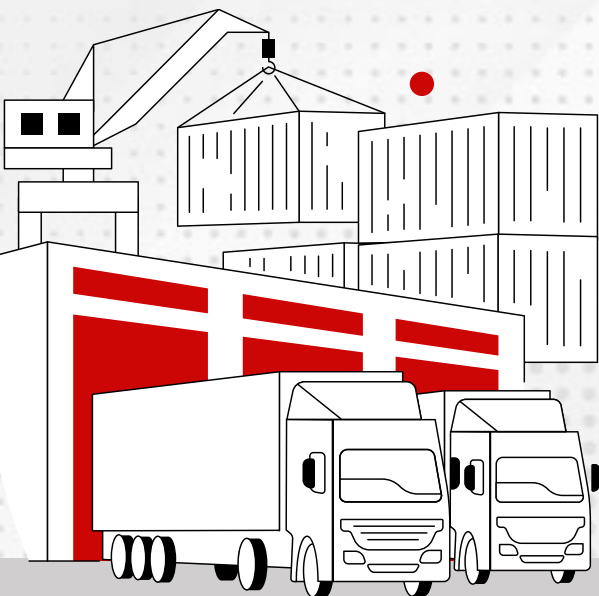
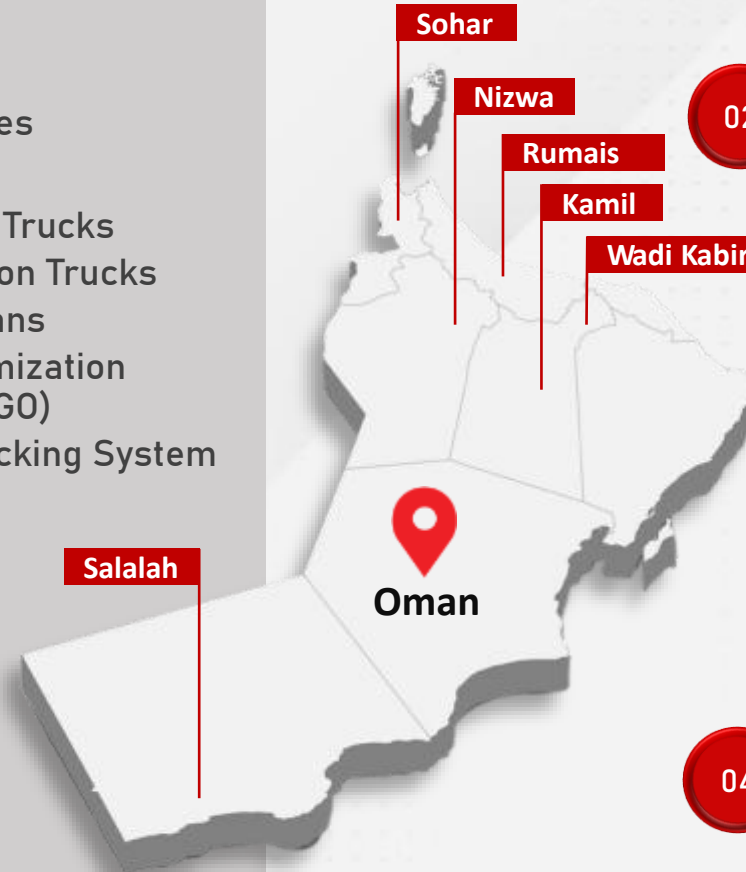
Value Added Services

- 3rd Party Logistics
- Co-Packing
- 10,000 Units Per Day

04

Service Levels

- CFR For Top Customers
- Batch Tracking
- BCP Plan
- KPI Reviews
- SOP's
- SLA's



RUMAIS



- Ambient – 19,625 Sq. m
- Temp.Controlled – 9,045 Sq. m
- Frozen – 525 Sq. m
- Chilled – 6,600 Sq. m

SOHAR



- Temp. Controlled – 5,630 Sq. m
- Frozen – 620 Sq. m
- Chilled – 130 Sq. m

SALALAH



- Temp.Controlled – 2,975 Sq. m
- Frozen – 895 Sq. m
- Chilled – 479 Sq. m

NIZWA



- Ambient – 3,680 Sq. m
- Temp.Controlled – 415 Sq. m
- Frozen – 60 Sq. m
- Chilled – 25 Sq. m

AL KAMEL



- Ambient – 2,465 Sq.m
- Temp.Controlled – 125 Sq. m
- Frozen – 80 Sq. m
- Chilled – 35 Sq. m

01

Resources

- Fleet of 75+ no's (12T, 4.2T & Vans)
- Temperature Controlled
- GPS monitored delivery trucks
- HACCP certified
- Dubai Municipality A+ certification
- Fully integrated Oracle ERP Systems
- BI Tools

03

Space

- Two Logistics centers in Dubai 300,000 sq. m / 26,000 pp
- Sales offices / Feeder warehouses in Abu Dhabi, Al Ain, Sharjah, Fujairah and Ras Al Khaimah
- Multi Temperature zone facility (-18° C, +4° C, +18° C, + 22° C and Dry)

Total Pallets

Dry	10,055
Ambient (+22°)	10,055
Ambient (+18°)	1,798
Frozen	4150
Total	26,000

02

Delivery

- 500k cases a month, over 20k cases per day
- 24 hrs. – A Class Customers & Institutions orders
- 48 hrs. – B Class & Others
- Approx. 350 drops per day

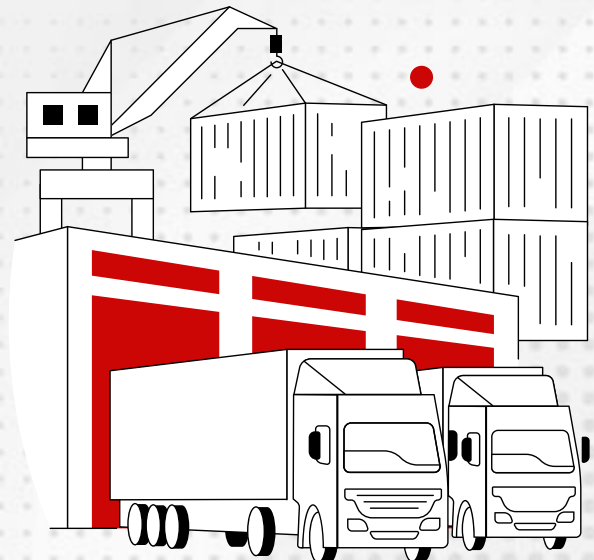
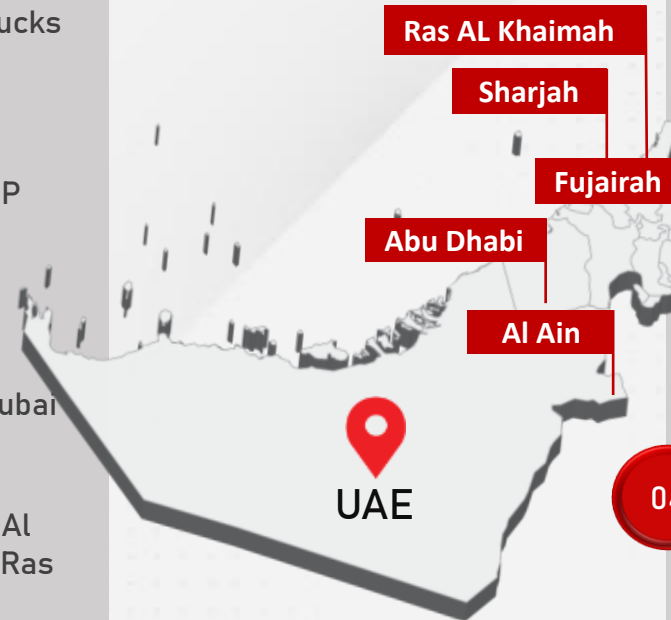
Value Added Services

- 3rd Party Logistics
- Dry, Ambient, Cold Stores Storage & Handling

04

Service Levels

- CFR for Key Accounts
- Batch Tracking
- KPI Reviews
- SOP's
- SLA's



Food WH



- Dry – 500 Sq. m / 920 pp
- AC (+24 °) – 8,000 Sq. m / 10,000 pp
- AC (+18 °) – 1,000 Sq. m / 2,000 pp
- Cold Stores (+4 ° to -18 °) 3,000 Sq. m / 4,150 pp

Non – Food WH



- Dry – 10,000 Sq. m / 9,000 pp



WHY US?

Oman's No-1
FMCG Distributor

Best in class
Coverage

Cross category
expertise

Govt and
Regulatory clout

Financial Strength

In market
execution

Data backed
Decision making

Diverse team with
local talent pool



THANK YOU

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