



SADAN




COMPANY PROFILE

2022

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SADAN is a general trade company that specializes in the field of auto spare parts, fluids, and oils, as well as in the field of fast moving consumer goods such as detergents, personal care products and many more. Our beginning was in 2016 under the name of Enjaz Al-Etihad Trading Company and in 2021 it was acquired by Sadara Holding Group and its name was changed from Enjaz Al-Etihad Trading Company to Sadan Trading Company. We provide high quality services to the regional market whether it is government departments, wholesalers, retailers, large carriers, individual clients, etc. We always provide customers with high quality products at competitive prices.



SELECTIVE PRODUCTS AT
HIGH QUALITY LEVEL TO
INCREASE CUSTOMERS'
SATISFACTION

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DEEP UNDERSTANDING OF
MARKET CHANGES - WITH
DYNAMIC & DEVELOPED
DISTRIBUTION CHANNELS

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NICHE MARKET LEADERS
FOR WIDE RANGE OF
PRODUCTS

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ASPIRING TO BE ONE OF
MARKET PIONEERS

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AFFORDABLE & COMPETITOR
PRICES



OUR VISION

To be Supplier of Choice for Affordable & Unlimited High Quality Products in the MENA Region.

OUR MISSION

Driving Smart Market and Technologies to Provide Branded Products and Services of Superior Quality and Value that Improve the Lives of the World's Consumers Now and for Generations to Come.





CEO MESSAGE

Taken together, our Purpose, Values and Principles are the foundation for SADAN unique culture. Throughout our history of more than 7 years, our business has grown and changed while these elements have endured—and will continue to be passed down to generations of SADAN team members to come.

In the Light of **Vision 2030 of Saudi Kingdom**, we Strive with our Partners over the world, to Provide Second-to-None trading Services not Only in Saudi Arabia, but Over the MENA Region.

Our Principles articulate our State-of-the-Art “SADAN APPROACH”
Whereas, Selective Products at high Standard of Quality is a Major Objective to Increase our Customer Satisfaction Level, whereas, it's linked to Aspiration of Being One of Market Pioneers Through Deep Understanding of Market Changes, by Using Dynamic & Developed Distribution Solutions in Different Channels to Provide Affordable & Competitor Prices for Wide Range of Unlimited Products, In order to Lead Niche Markets over MENA Region

OUR IDENTITY & STATE-OF-THE-ART

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That's not only what we do, but we build lasting relationships with our customers, doing everything we can to ensure success.



OUR STRATEGY

Achieving & Maintaining the goals set out in our Vision Statement by:

- 01** Enabling our Business Partners to provide the Consumer with:
 - ✱ Value for Money
 - ✱ Affordable Product
 - ✱ High Quality
 - ✱ Outstanding Presentation
 - ✱ Exciting new Products to Develop Market Gaps

- 02** Ensuring that we are responsive to our Customers' needs in very fast, dynamic, smart, honest and efficient manner

- 03 Supplying Profitable Products, High Volume Consistently Produced to a High Standard.
- 04 Ensuring that our Internal and External Communications are of The Highest Quality



OUR CORE VALUES



**RESEARCH &
DEVELOPMENT**



**CUSTOMER
FOCUS**



**QUALITY &
INTEGRITY**



COMMITMENT



**EXCELLENCE &
INNOVATION**



OUR PARTNERS





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