

Company Profile of RS & GP Group



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Company Overview

Reza & Saeid General Trading L.L.C, part of RS and Golden Point group, was setup in Dubai, UAE in 2005 with the aim of becoming a leading distributor in the region. Reza & Saeid General Trading LLC- also known as RScO - conducts its business operations through trading a comprehensive set of diversified activities. These activities include, but are not limited to, investing in and trading of heavy duty construction machinery and spare parts, mining products, luxury and sports watches, jewelry, precious stones and pearls along with telecommunications products.

The group's success over the years has been the result of exceptional work from its C.E.O, Ms. Susan Kamari and its Managing Director, Mr. Reza Saatchi. With the vision, determination and diligence of its board of directors, the company has enjoyed a wide range of success during the past decade.



Mission Statement

“We strategize our efforts in order to establish market leadership in the region through trading practices that are sustainable and socially responsible.



Vision & Goals

- To become an internationally recognized key player in the respective fields of trade.
- To continuously capitalize on opportunities to connect enterprises through investment and mediation of mining and energy products.
- To enhance the quality of construction for all the current and potential clients through trustworthy and exceptional machineries and reliable spare parts that comprehensively cater to the demands of the clients.
- To facilitate the efficiency of construction in the Middle East region to promote the sustainability of concerned economies.
- To establish market dominance in the industry of watches and jewelry products through providing value for money products in line with exceptional customer service.

- To develop and grow into a financially successful company that contributes to the growth of economies by contributing to employment of people, construction of infrastructure and investing in the future.

➤ Values

- ❖ We believe in success that can be achieved through ethical standards and socially responsible norms.
- ❖ We emphasize on sustainable activities that preserve future generations' ability to meet their clients' needs.
- ❖ We are a customer-oriented organization and deal with our clients with honesty and integrity.
- ❖ We conduct our operations by inputting maximum effort to live up to customer expectations to ensure satisfaction is achieved at all times.
- ❖ We believe that achieving repeat-purchase and customer loyalty is a key aspect of the success of all businesses.
- ❖ We deem it essential that by establishing a positive image and positioning ourselves in the right way, we can achieve closer ties with all our stakeholders including our suppliers, customers and investors.
- ❖ We judge the financial capability of our organization to be an attractive window for all investors to work with us to achieve further business growth.



Products

Mining & Energy Products

The involvement in the trade and investment of mining and energy products has been a key sector of our business mainly for the past several years; this has been a direct result of a combination of opportunity recognition and the existence of a spectrum of contacts in this market. With experience of trade in many countries, especially in the MENA region, some examples of the mining and energy products traded include:

- Iron Ore
- Bitumen
- Coal



Watches, Jewelry, Precious stones & AWG products

The trading of jewelry, watches, precious stones have been a major success factor in the performance of the company over the years. Working with suppliers from Switzerland, Germany and France, RSCO has traded many watches and luxury products to clients in the UAE, Oman, Malaysia, Qatar, Saudi Arabia and Bahrain. Some of our suppliers include the following brands:

- Pilo & Co.
- David Van Heim
- Ritmo Mvndo
- Tempus
- Welder
- Tendence



The company has entered the market for supplying Atmospheric Water Generators (AWG) to its clients and has adopted this water-saving approach which falls in line with the company's belief that scarce resources need to be maintained for future generations and sustainability is the way forward for all success-seeking business on a global scale.

Construction Machinery

The trading of construction machinery have commenced during 2010 in accordance with the establishment of Merx International General Trading, an intermediary of New Holland Construction in the Middle East, working closely with RSD. The close relationship between Merx International General trading LLC and Reza & Saeid General Trading LLC has been a crucial success factor for both companies in recent financial years. In addition to the trading of construction machinery, an emphasis on providing the required spare parts is instrumental and plays a pivotal role in satisfying the demands of current and potential customers.



Market

RSco's diverse market mainly covers the MENA region and South East Asia and some of these countries include:

1. United Arab Emirates
2. Oman
3. Qatar
4. Saudi Arabia
5. Bahrain
6. Malaysia

It should however be mentioned that the company is optimistic about expanding this market base further in other emerging markets in the coming years with the aid of positive word of mouth marketing and the establishment of closer ties with its current clients, suppliers and business contacts. Additionally, the company aims to position itself in the minds of its clients as an organization that lives up to its values and stands out in its respective industry.

Organizational Structure

The company is mainly driven by the ambitions of its Chief Executive Officer Ms. Susan Kamari and its Managing Director, Mr. Reza Saatchi who strive to succeed through utilizing the forthcoming profitable market opportunities. The CEO and the Managing Director are involved in the strategic development of the company and handle the major tactical decision-makings. Empowerment is crucial to Reza & Saeid General Trading L.L.C.'s success as bureaucracy is discouraged and personnel are encouraged to develop in the company whilst meeting business objectives. The company employs dedicated and ambitious candidates who demonstrate competency in meeting targets and show signs of self-efficacy and skill development.

Business Targets

Reza & Saeid General Trading L.L.C. operates with systematic, measurable, attainable, realistic and time-bound goals. The company is highly ambitious and strives to become a key international player in the business-to-business industry with specific focus on the trading of mining and energy products as well as construction machinery and spare parts. A major target of the company is to gain an increase in its market share within the coming years of operation in The MENA, South East Asia region and in potentially emerging markets. The latter goal is aimed to be achieved through effective viral marketing, the establishment of closer ties with the contacts, clients and suppliers, and the positioning of the company's commodities in the minds of customers as high quality and contributing to development, growth and sustainability; conducted through fair and socially responsible trading practices.

