



Company Profile



## INTRODUCTION

AL ARAK ELECTRONICS LLC was established on April 7, 2011 in U.A.E, Its subsidiary of Dariya group which started to operation 30 years before, The company has gradually etched itself into electronics home appliances by maintaining high quality product.

Company commenced operations as Importer/ Exporter and distributor of Home Appliances & consumer electronics of all the well known brands.

*Our main focus is to satisfy our customers, differentiate through operational excellence, and Operate with a sense of urgency and efficiency.*



## VISION

Quality products,  
excellent service by  
partner of choice



## MISSION

Leading the UAE market in home appliances  
distribution by being everywhere and provide  
a service excellence.



# BRANDS WE DEAL WITH AS A DISTRIBUTOR

————— MDA & SDA —————

**gorenje** *CANDY*

 **VENETI** **CAMPOMATIC** 

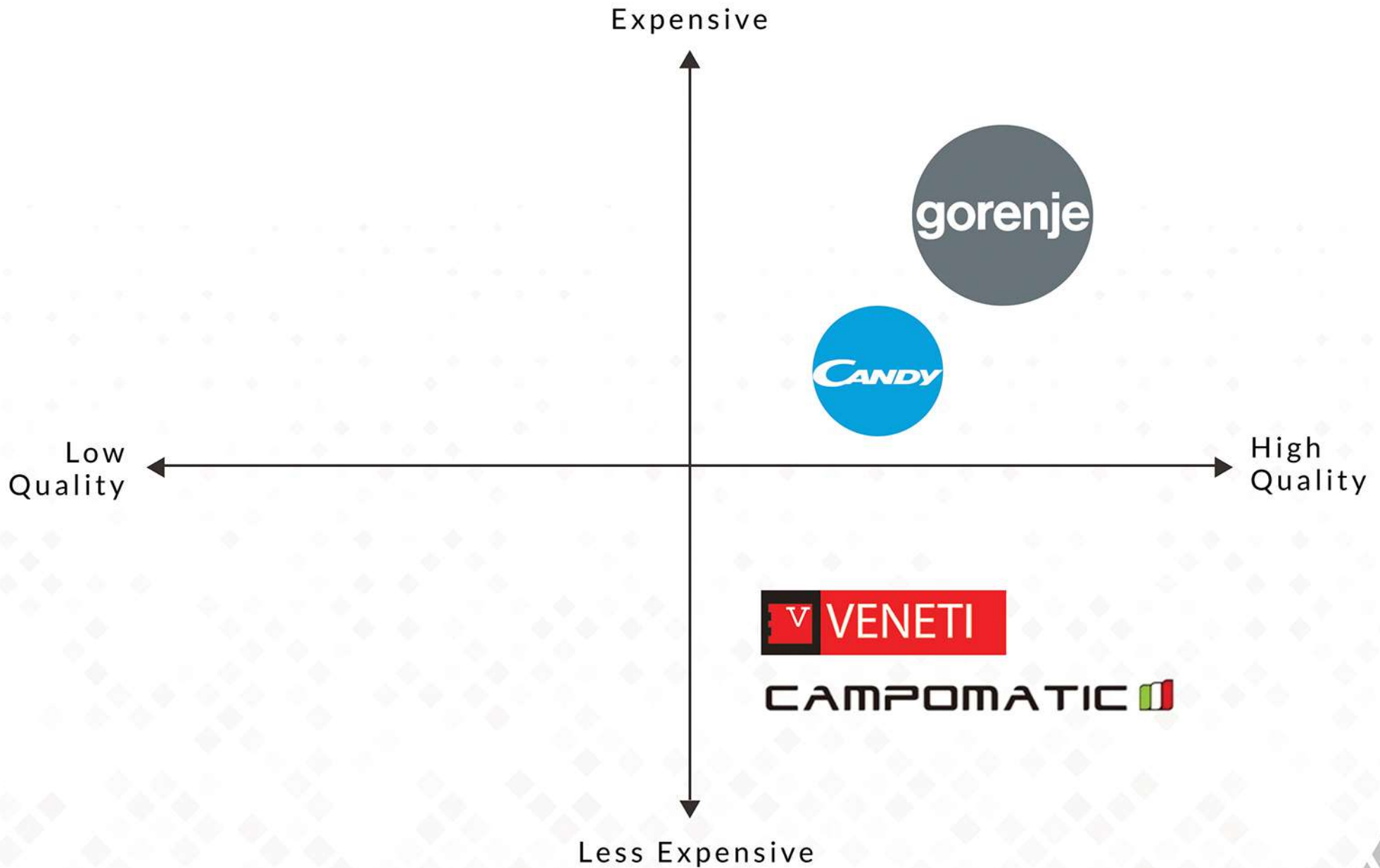
————— SDA —————

**GASTROBACK**<sup>®</sup> Germany

*“Candy distributor only in project & Kitchen dealers Segment.”*



# BRANDS POSITIONING





**gorenje**group





**gorenje**group

# One of Leading European Manufacturers of Products for Home

## CORE BUSINESS

Products and services for home (MDA, SDA, HVAC, kitchen furniture)

## NUMBER OF EMPLOYEES

10,468

## CONSOLIDATED REVENUE

EUR 1.25 bn

## OWN PRODUCTION

Slovenia  
Serbia  
Czech Republic

## EXPORT

95%  
of sales

## GLOBAL PRESENCE

90 Countries  
Worldwide,  
mostly in Europe (92%),  
also in USA, Australia,  
Near and Far East

**gorenje**  
BY  
**ora ito**

The first  
white glass  
**collection in MDA**

Challenging  
the use of **white glass**





The first  
use of touch  
**TFT display in MDA**

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Challenging  
the **user interface**



**gorenje**group

THE DIFFERENCE IS BUILT ON  
DESIGN AND INNOVATION.

Numerous awards for design, innovation, quality and brand recognition:



**reddot** award  
product design



PLUS X AWARD  
achieved for:  
High Quality  
Design  
Ecology

**bio.**  
DESIGN  
AWARD  
biennial of  
industrial design



A modern kitchen with built-in Candy ovens and a breakfast bar. The kitchen features light-colored cabinetry and a white countertop. A window in the background shows greenery. The Candy logo is overlaid on the left side of the image.

# CANDY

## GROUP

Candy Group is a family owned company present in all Home Appliances product lines with unique and innovative product mixes, selling millions of products all around the world.

The brand recommended by users Heritage of expert, applied to modern life The Italian lifestyle: food and clothing.

Candy produced the first Italian washing machine in 1945 and in the late 1950s invented the modern front loading washing machine. This became synonymous of washing in Italy.



## BUSINESS SECTORS: 3 PILLARS



### WASHING

The trend initiator, every year a brand new product which is not existing in the market for Candy and Hoover. Quick and smart. Relevance in retailers strategy through market share in target segments (High Kg, Slim, WD, Top).



### KITCHEN

Italian design and lifestyle for world-wide kitchens. Rosierés, Baumatic, Hoover offer fantastic brand hedge.



### SDA

Solid Hoover leadership in Floorcare, bring to all geographies. Cleaning and Ironing to become Hoover territories





made in italy

L'Arte della Vita Italiana

THE HEART OF A HOME

**CAMPOMATIC** 

CAMPOMATIC was born in 1970 in Campo Sampiero (Padova) Italy as a washing machine & gas cooker brand and has since then expanded to become a global company.

CAMPOMATIC aims to be one of the market leaders for digital electronics, home appliances and energy products, with passion for innovation, quality, elegance, environmental responsibility, comfort, simplicity and safety.?



# PRODUCT CATEGORIES

CAMPOMATIC 



## HOME APPLIANCES

- Laundry
- Cooking
- Refrigeration
- Dishwasher
- Air conditioning



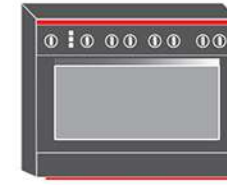
## BUILT IN

- Over
- Hob
- Hood
- Dishwasher
- Optiomo
- Microwave



## CONSUMER ELECTRONICS

- Television
- DVD
- Sound Bar



## DAP

- Microwave
- Cleaning system
- Water dispenser
- Food preparation
- Beverage preparation
- Air Treatment
- Cooking appliances



# PROJECTS DONE BY GRONJE



# PROJECTS DONE BY CANDY





# QUALITY ASSURANCE

## OUR QUALITY POLICY IS:



Providing quality products with reasonable prices that are designed according to the customer demands and developments in the industry, and produced with an understanding of quality as per international standards or procured from abroad provided that they are certified in accordance with such standards.

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Continuously developing the products with the feedback received from the customers.

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Providing after-sales services according to the best standards for our products; and training, supporting and reviewing our Authorized Dealerships in this context to ensure customer satisfaction.

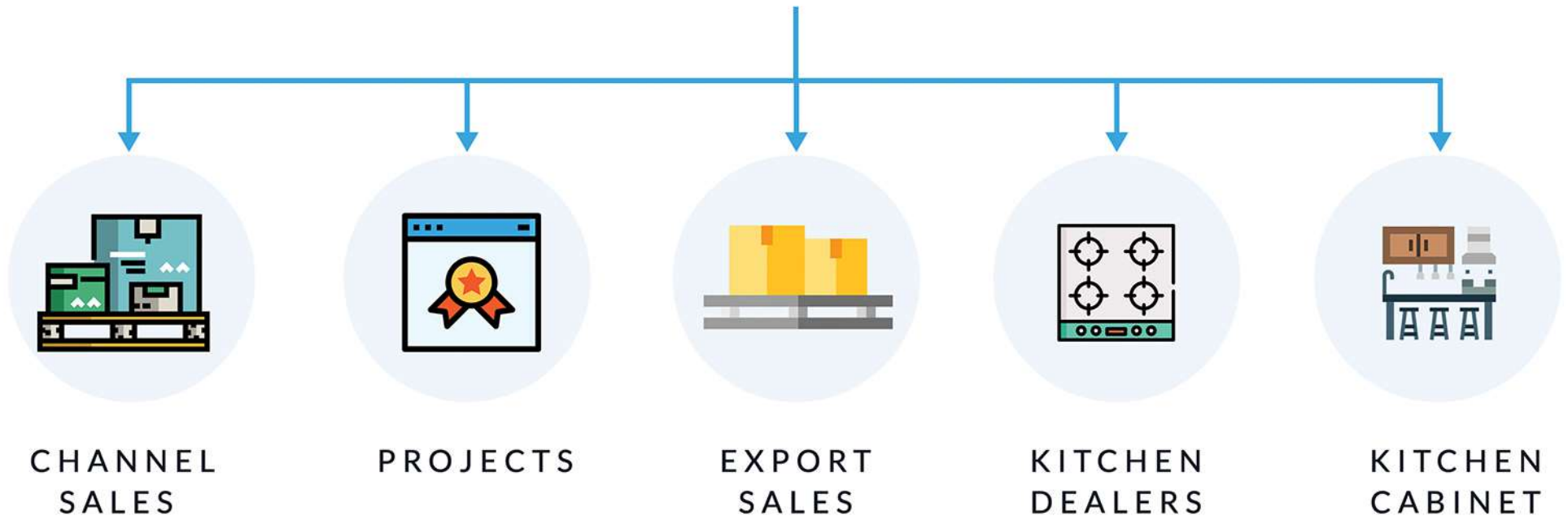
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# AL ARAK BUSINESS ENTITIES

## BUSINESS SEGMENTS



# OUR CURRENT DISTRIBUTION

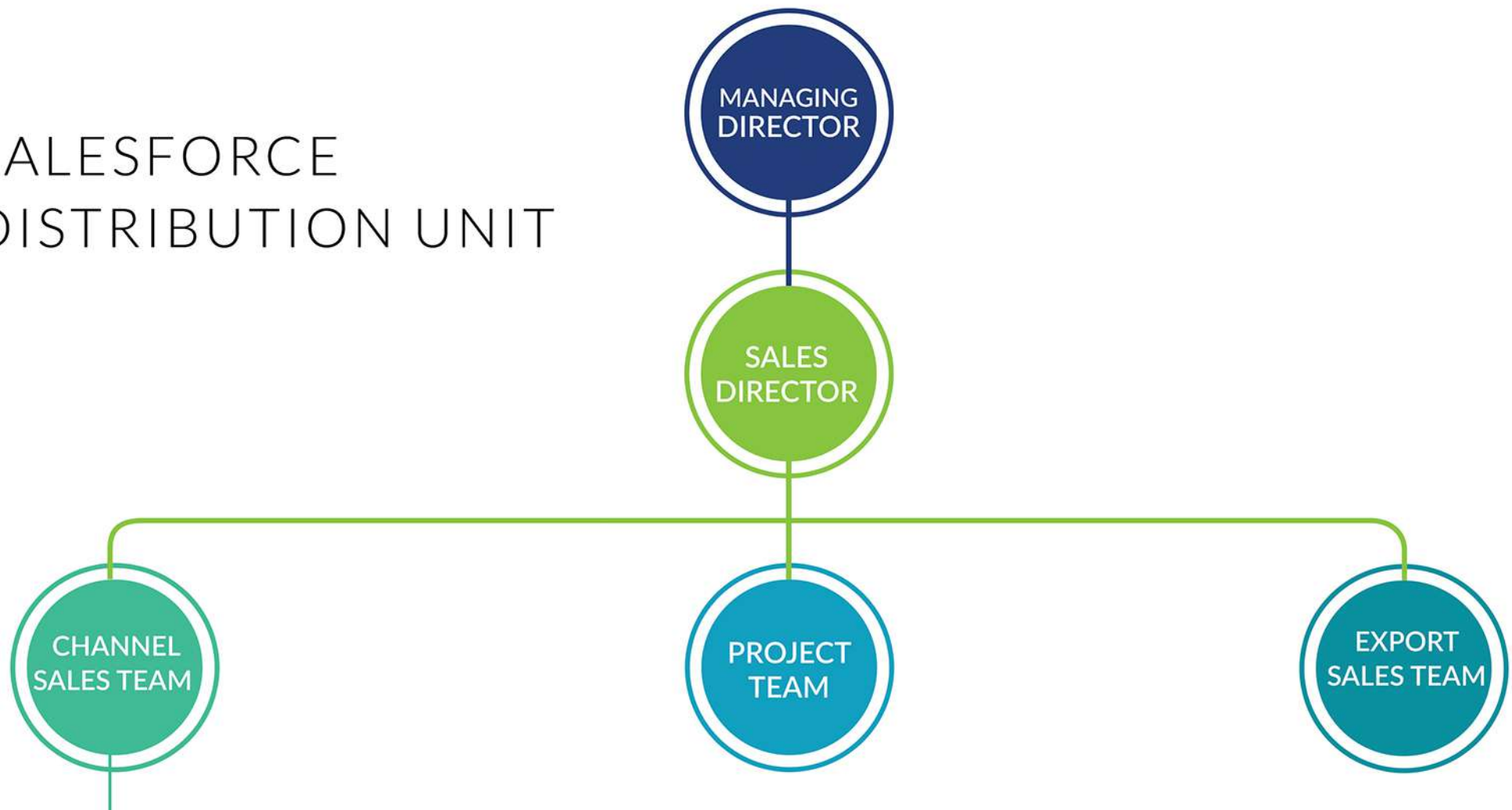




OUR TEAM



# SALESFORCE DISTRIBUTION UNIT



# TEAM





HOW WE FUNCTION?



## GO-TO MARKET

- Grow with existing customers
- New business development
- Grow SDA line of business
- Strong Contacts in Project business.
- Active promotions, advs. & Brand Awareness
- New brands, New product lines



## FINANCIALS

- On-Time Collections of dues
- Cash Flow management
- GM & OPEX control
- Stock auditing system

## AFTER-SALES SERVICE

- Minimize fixing Time
- Customers' better hour's convenience
- Increase service revenue
- People competencies
- Evaluate customers experiences
- Spare Parts Availability
- Fix & Bounce Program

## HUMAN RESOURCES

- Training for Merchandisers
- Trainings for Marketers.
- Manpower Hiring needs
- Performance agreement & Evaluation

## LOGISTICS

- Deliver On time
- Stock level Management
- Customers' better hour's convenience
- Evaluate customers experiences
- Fix & Bounce Program



# TIMELINES (After Sales)



## DELIVERY

- 2-3 working day from order placement by Customer



## RESOLVING COMPLAINT

- Within 2 working days if part is available
- Direct Replacement, if motor get damaged



## FIX AND BOUNCE

- Acknowledgement of complaint within 3 working hours
- Resolution of complaint within 1 working day if part is available
- Resolution of complaint within 5 working days if part needs to be sourced



# OFFICES

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Airport Road, Dubai - UAE  
Tel: +9714 22 70 400

AL ARAK FZE.  
Office# 3122, Lobby 3  
JAFZA, Dubai - UAE

# AFTER SALE & WAREHOUSE

AL Aweer, Ras AL Khood Area  
Dubai - UAE

[customerservice@veneti-eu.com](mailto:customerservice@veneti-eu.com)





AL ARAK ELECTRONICS

THANK YOU

