HOOK General Trading LLC.

Address: Asayel St. Store No. 31, al Quoz Ind. Area 3, 450450 – Dubai
Email: sales@hook.ae | admin.office@hook.ae Contact No. 042982728 / 056 169 6240

"We succeed when you're satisfied; your satisfaction is our pride."
" ننجح عندما تكون راضيا. رضاك هو فخرنا "

~ COMPANY PROFILE ~

GENERAL TRADING L.L.C

HOOK INTRODUCTION

HOOK General Trading L.L.C would like to present this letter of Intent to signify our interest in establishing a mutually-beneficial collaboration with your organization
for the purposes of importing meat and poultry from origin countries to the United Arab Emirates.

Hook General Trading L.L.C is one of the leading Fresh, Chilled and Frozen meat
trading companies in the United Arab Emirates. We specialize in high-quality, chemical & disease free Beef, Mutton, Lamb and Chicken.

Our team of experts have over 20 years of experience in this industry. We have great team comprising people full of talent and ambition who are always on the
lookout for new opportunities to expand our business.

We provide and supply the best types of goods with the best competitive prices. In order to meet the need and wants for our customers around UAE, to achieve and satisfaction of our clients with determination and hard work.

HOOK complies with international standards in all relevant sectors of the industry
we are in to produce a world-class service for all our clients. We are supplying Hotels, Restaurants, Caterings Services, Supermarkets and Butcheries all over the UAE.

WE ARE CERTIFIED

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GENERAL TRADING L.L.C



MR. HAMAD YUSUF JASIM
OWNER

HOOK business is guided by ethics and transparency and our goal is to continue to reach more customers by offering the products they need from sustainable sources. To align with the UAE's Sustainable Development Agenda, we've implemented good services and best, high quality for us to provide our customers' needs and expectations.

HOOK passion for food and service remains the same as we continue to lead with **integrity, responsibility, sustainability** and **consistency** while keeping innovation at the **forefront.**

*As the owner of **HOOK General Trading,** do believe that great companies are built on great products.*

"WE ARE WHAT WE REPEATEDLY DO"

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GENERAL TRADING L.L.C

HISTORY

For **8 Generations** in meat industry, Way back **Year 1821**, when the first great Father Ahmad started a small farm in the city of Aleppo to raise and breed Lamb.

Children followed their Father and Grand-Fathers steps up now. With more than 13 Butchery Shops across 5 countries; the legacy continues with the commitment to serve customers with fresh meat wherever they go.

HOOK General Trading LLC is the least piece of this puzzle. Established on
December 13, 2017. And now we are proud to say that we are one of the biggest fresh meat suppliers here in UAE.

THE FUTURE

OUR business is guided by ethics and transparency and our goal is to continue to reach more customers by offering the products they need from sustainable sources. To align with the UAE's Sustainable Development Agenda, we've implemented good services and best, high quality for us to provide our customers' needs and expectations.

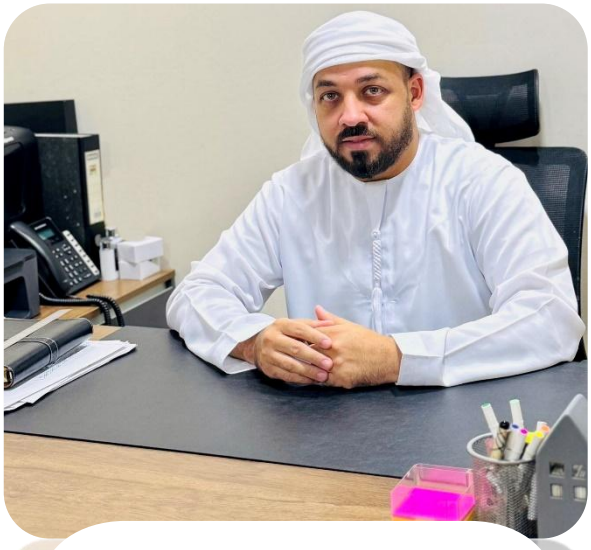
OUR passion for food and service remains the same as we continue to lead with **integrity, responsibility, sustainability** and c**onsistency** while keeping innovation at the **forefront.**

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GENERAL TRADING L.L.C

COMPANY'S STRENGHTS

As a business owner of **HOOK General Trading LLC.,** I constantly looking for ways to improve the company's performance and maximize profitability. However, with so many factors to consider, it can be challenging to know where to focus efforts. One of the most important steps I can take is to identify and analyze the company's strengths and as well the weaknesses. I took a lot of time to identify and analyze the business strengths and weaknesses for me make more information to decide, develop effective growth strategies, and stay ahead for the good of the company itself.



MR. HAMAD YUSUF JASIM
OWNER

High-quality Food and Good Services - Another major strength of a foodstuff's trading business is the ability to consistently deliver high-quality food and service to customers. This can be achieved through careful production planning, sourcing high-qualities, and training your staff to provide excellent customer service and food hygiene's.

1. **Customer Service Communication:** Customer service employees handle inquiries, process orders, resolve issues, provide proactive outreach, and manage complaints. We collect feedback, respond to reviews, create helpful content nor to fix some issues with customers concerns, and track deliveries, ensuring efficient and personalized customer experiences.

2. **Improved Decision Making:** With a comprehensive understanding of your company's performance, you'll be better equipped to make informed decisions about how to grow and develop your business.
3. **Enhanced Financial Management:** Our tool will help to identify areas where we may be overspending, allowing you to streamline our budget and maximize profitability.
4. **Increased Competitiveness:** By identifying areas of strength for the company, to be better equipped to compete in the industry and stay ahead of the curve.
5. **Top Management Plans:** Top management plans for the entire organization accordingly. The process by the owner and manager synchronizes the activities of different departments as coordination. Therefore, the force that binds all the other functions of management. It is the common thread that runs through all activities, whereas it is implicit and inherent in all factions of an organization.

- *"Perhaps the biggest benefit of our business assessment tool is that it allows us to further our relationship as a business advisor. By analyzing the company's performance, we'll be able to provide with personalized recommendations for improving the business. We'll work with to develop a customized growth and profitability plan, and we'll provide ongoing support and guidance to help you achieve our goals. As we always we say,* ***WE DO AS WHAT WE REPEADLY DO.***

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COMPANY'S WEAKNESSES

I ***Hamad Yusuf Jasim***, as a *business owner*, I constantly looking for ways to improve my company's performance and maximize profitability. However, with so many factors to consider, it can be challenging to know where to focus. One of the most important steps I can take is to identify the *company's strengths* and *weaknesses.* Taking such of time to be honest to identify and analyze my business strengths and weaknesses for me to help and to manage more informed decisions accordingly, develop effective growth strategies, and still be on the list of the market's.



- **˜ The risks of ignoring business weaknesses**

As a matter of fact, necessarily that really mattered for all companies, must conduct a comprehensive analysis of their business strengths and weaknesses. By doing so well, it would be identifying areas of excellence and capitalizing on it, building more warehouses on each of their strengths and increasing their effectiveness in a way of having strategic decision-making. Companies should have also addressed areas of weakness and devised strategies to mitigate them.

~As a sample of our Company Weaknesses

- Weak, indecisive company leadership
- Fragile, fractured, or toxic company culture
- A moderate or high rate of employee attrition and low morale
- Lack of a strategic plan
- Slower to market than competitors
- Sluggish operations with high waste of labor, materials, and/or time
- Undocumented systems or unclear business processes
- Poor customer service and/or inaction on customer feedback or negative reviews
- Lack of a customer relationship management system
- Limited visibility into or inaccurate financial data
- A sales process that is undocumented, out of date, or only known by a handful of people
- Outdated technology or slow adoption of new technologies

Therefore, failing to address weakness can lead to negative consequences—even severe ones in the long term. Weaknesses can reduce worker productivity, lower the quality of products or services, increase costs, and decrease company profits. As a businessman, *I do believe that a business that ignores weaknesses may struggle to keep up with changing market trends, customer needs, or technological advancements. Consequently, the business could lose market share when customers switch to competitors that offer more innovative solutions.*

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~ HOOK Mission ~

Our mission is to meet the needs of our customers by offering our experience and expertise, through high quality products. We want to respond to a necessity which demand is rising in an increasingly competitive market, by offering excellence in production.

~ HOOK Vision ~

To be one of the market top seller of meat trading for selling and distributing of foodstuff trading products at UAE. To meet and exceed the expectations of our customers, aiming to improve us trade relations in a responsible, respectful and friendly of services. To anticipate market trends and forecast our customers' future needs, and to maintain us business in the vanguard of innovation and development. To establish a highly trained, satisfied and valued workforce, whilst promoting professional and personal development.

~ HOOK Values ~

Since the founding of our company we have defended and promoted a series of values which reflect a strong commitment to our staff, our customers, and to society in general.

- **Ethical** business management through a strict compliance of the law.
- **A team** committed to the company and our clients.
- **A strong** orientation toward customer demands.
- The highest standard of **quality** and **food security**.
- **The ability** to innovate and adapt to emerging market needs.
- Corporate Social **Responsibility**.

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HOOK AIM'S

Quality Assurance:

Ensuring the meat is fresh, safe, and meets the required quality standards is paramount. This involves sourcing from trusted suppliers, implementing proper handling and storage procedures, and adhering to food safety regulations.

Customer Satisfaction:

Satisfying customers' needs and expectations is crucial for building loyalty and repeat business. This can be achieved by providing a wide range of products, competitive pricing, and excellent customer service.

Market Expansion:

Expanding the company's reach to new markets and customer segments can drive growth and profitability. This may involve exploring new geographical regions, targeting specific customer niches (e.g., Hotels, Restaurants, Retailers), or diversifying product lines.

Adaptability to Market Trends:

The meat industry is dynamic, with evolving consumer preferences and growing emphasis on sustainability and ethical sourcing. Successful companies need to be adaptable and responsive to these changes.

Operational Efficiency:

Optimizing the supply chain, streamlining logistics, and minimizing waste can improve profitability and efficiency.

Building a Strong Brand:

Creating a positive brand image and reputation for quality and reliability can attract customers and build trust.

Halal Certification:

In Dubai, where there is a large Muslim population, having halal certification can be a significant advantage for meat trading companies.

E-commerce and Online Presence:

Catering to the growing trend of online shopping and delivery can expand market reach and convenience for customers.

~ YOUR SATISFACTION IS OUR PRIDE, THANK YOU! ☺

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HOOK GOAL

Building productive and healthy relations with us clients, based on the Mutual trust and cooperation.

Based on our goals we work hard andmoving forward with stable steps to gain confidence and respect of our clients to build a positive image for our company and to give the best that they deserve.





HOOK TEAM

Our team are expert over 20 years of experience in this industry for us, great service starts by employing great people, and taking time to learn about our client's business, and being inspired by the great service they offer to their own clients.

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CUSTOMER CENTRICITY

HOOK Team are focusing to our customers. Through Anticipates and Meet us customer's needs, wants andgive the good services they deserve.

And to build confidence and Satisfaction by providing highest level of service.



"HOOK COMPANY HIGHLY APPRECIATED ALL CUSTOMER FEEDBACK/SATISFACTION. AS PER OUR BIGGEST KEY FOR OUR ACHIEVEMENTS."

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LAMB



Our Lamb is of a High quality and consistency sourced from the pristine green pastures around the world. Lambis exported Chilled and is packed under stringent quality assurance and grading systems. The carcass weight itself range of **15-20KG** offers

Flexibility in packing according to market andcustomer requirements

with precise weight ranges on premium cuts.All items are supplied with ***Halal Certificate***.

ORIGINS:

- **AUSTRALIA**
- **SOUTH AFRICA**

(ALL CUT'S AVAILBLE)

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BEEF

The Cattle are bred under strict protocols with focus on animal's welfare and High- quality feed all year around that guarantees the best quality beef product. We cansource the best product and goodquality as well.





ORIGINS:

- **BRAZILIAN**
- **SOUTH AFRICA**

(ALL CUT'S ARE AVAILABLE)

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CHICKEN

HOOK offers a full line of***Fresh, Chilled and Frozen*** products.



CATERGORIES:

Breast, Liver, Drumsticks, Feet, Gizzard, Heart, Wings, Thigh, Leg, Quarter, and Etc.

All are available with us.



ORIGINS:

- **BRAZIL**

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QUALITY POLICY

All **HOOK GENERAL TRADING LLC** employees are guided by this Quality Policy in all decisions and actions on daily basis. Our goal is to provide the following:

* Product & services beyond customer satisfaction
* Continually enhance the competence and capabilities of our team to implement state-of-art solutions through seamless processes and engagement with our stakeholders resulting in sustainable growth and profits
* Operational excellence with highest quality essentials in daily operations
* Guarantee that all client requirements are dealt with in a timely manner and is completed without any errors
* A highly trustworthy and ethical work environment that provides long-term employment, development, and growth for all employees
* Continual improvement in all that we perform

The **HOOK GENERAL TRADING LLC** management realizes that success in the future depends upon achieving these goals by:

* Promoting a work ethic which is predicated upon quality.
* Providing all employees with the training and tools necessary to perform their job in the most efficient and effective manner possible.
* Providing the necessary resources and personal support required for successful implementation of ISO 9001:2015 Quality Management System and Quality Objectives.

HOOK GENERAL TRADING LLC will not compromise the integrity of our services to satisfy short-term goals. We are committed to long term growth, profitability and employment for our personnel and will achieve this by utilizing a business approach that takes into account the needs of all our stakeholders (e.g. employees, partners, medical providers, suppliers, customers and the environment) and which encompasses an attitude of “Quality First”.

WE ARE CERTIFIED ISO 9001 & 2200

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