



# PORTLAND *Ar*



International Business Development



# PORTLAND

## Tradition and progression.

Inside the Portland box, is the capability, proven experience and insight to grow brands at local level, creating volume and value leadership by helping you to connect with more consumers in what have traditionally been hard to reach markets.

From a core business of FMCG product distribution, we have built a portfolio of premium brand development across the health and beauty, food and beverage, homeware and hardware sectors; a broad commodities trading base and an extensive property development business, connecting buyers and sellers in emerging and peaking markets across the UK, Middle East, North Africa, China and CIS regions.

We make those markets accessible, viable and profitable.

An integral part of our end-to-end consultancy service is relationship management, building and maintaining trading networks not only for our partners and economic stakeholders, but also with communities, and often countries.

Portland's success is all about people. In emerging and developing markets, personal relationships and trust are the foundations of all business transactions. Inter-organisational networks are often traditionally embedded and family-orientated. This is where values of cultural sensitivity, integrity, value creation across the whole society, individual focus and principled entrepreneurship in a family-led, well-connected and highly respected group like Portland, is a gateway to do business.

I am extremely proud of the dynamic, fast moving and strategically growing Portland Group that continues to flourish in a highly competitive and complex business world. We succeed in bridging the old and the new, with an honourable 100-year trading heritage entwined with a British spirit of innovation. Our shared vision has created an influential, international business development company, focused on meeting household consumer needs and helping to shape the future success of brands and products across the world.

Mohammed Arjomandkhah  
Chairman



## Marina View Towers

### Contemporary living. Commercial profile.

Located in stunning Dubai Marina, at the city's political, commercial and cultural heart, Marina View Towers combines high quality contemporary living with state-of-the-art business and retail opportunities. Two striking 23 and 11-storey high towers complement the imposing 21st century skyline, offering breathtaking views and reflecting the potential for luxury products associated with the aspirational, brand-orientated, cosmopolitan lifestyle in this region of the Middle East.

Marina View Towers is home to the Portland Group Head Office and was designed and developed by New City Developers FZCO, part of the Portland Group.

### We make it easy for you to do business anywhere.

Our FMCG distribution success reflects Portland's experience of operating fluidly and flexibly in diverse social, organisational and economic environments. In key geographies where we've been most effective, it's our experienced, in-country teams who make the difference on the ground. They have the cultural, market and customer insight into what will sell, why it will sell and who it will sell to. They also work alongside the decision makers who are keen to encourage the growth of 'modern retail' in their communities.

### We deliver local expertise with international influence.

This critical business intelligence (Portland Insight) has become a valuable marketing tool as the complexities of changing political and social climates have previously prevented a number of European brands from gaining significant share in new markets. As well as customer insight, we work closely with buying, marketing and merchandising teams across all sales channels - including wholesale and export, multiple supermarkets, high-profile single unit outlets, premium pharmacy and professional hair salons.

We are able to connect your brand, to brand new consumers, making your products accessible and available through an effective mix of sales channels.

### We are there, where you need us to be.

We have a high profile trading presence in:

**Middle East:** Bahrain, U.A.E, Iraq, Jordan, Kuwait, Lebanon, Oman, Qatar

**North Africa:** Egypt and Morocco

**CIS:** Azerbaijan, Kazakhstan, Turkmenistan and Uzbekistan



# PORTLAND

Market insight. Market trends. Market potential.



## Sharing knowledge. Sharing success.

Our teams on the ground in each of our key countries can efficiently screen and assess the target market for the product, by category and by country and through demographic, trade and economic statistics. We look at all the local market conditions and practices and any competitive brands or potential domestic production; identify key end-user sectors and channels of distribution and focus on smaller but fast-emerging markets that may provide ground-floor opportunities. If we know, we make sure you know.

With our embedded networks of family-orientated connections, we are sensitive to local cultural and commercial practices and are able to work through our group of business associates and government services to promote and manage the smooth import and export of products.

## From inspiration to implementation.

Excellent marketplace execution for your brands begins with efficient distribution and availability. It has to be on a shelf, not still on a lorry.

Our tried and trusted supply chain network of state-of-the-art distribution facilities manages import, fulfillment, tracking and reporting worldwide. Practical, cost-effective, sustainable results are achieved through a world-class logistics infrastructure integrating processes, people and systems. Our teams know that staying efficient and competitive over the long term takes commitment. It means making the right investments in people and practices – and constantly searching for business improvement if we are, quite literally, to find the fastest routes to market for your products.

## Key Sectors:

### HEALTH AND BEAUTY

- Professional Hair Products
- Professional & Mass Market Colour Cosmetics
- Professional Make Up Accessories
- Professional Spa Products
- Skincare
- Toiletries
- Fine Fragrances
- Dental Products
- Vitamins, Minerals & Supplements



### LOOKING GOOD.

Reputations worth having can't be created. They have to be earned – and we continue to earn ours as the 'one-stop shop' for market leading cosmetics and hair and beauty brands in the Middle East and as a brand pioneer in the health and wellbeing market.



### FOOD AND BEVERAGE

- Nuts & Fruits
- Traditional Confectionery
- Wheat
- Pulses
- Sugar
- Rice
- Tea
- Milk Powder
- Cheese
- Butter & Margarines
- Cooking Oils
- Palm Oils



### A TASTE FOR SUCCESS.

With global forces driving the continual evolution of the food and beverage industry, our local market, in-country insight enables us to forecast trends and tastes and take a strategic view of the way food is distributed, sold and consumed.



## HOMEWARE

- Wall Coverings - Wallpapers & Tiles
- Prestige Furniture
- Refrigerators & Chest Freezers
- Kitchen Equipment
  - Pots & Pans
  - Samovars & Kettles
  - Chopping Boards
- Camping Equipment
  - Gas Stoves
  - Gas Barbeques
  - Camping Stools



## LIFE AND LIFESTYLE.

Those who treasure the good things in life want to share them with people they love, in their homes. We are connected to a fast growing population that demands a wider, higher quality, more aspirational range of household brands covering both necessity, nice to have and niche markets.



## HARDWARE

- Tools
- Tool Boxes
- Compact Home Safes
- Locks
- Bathroom Collections
- Computing Services

## SAFE HANDS.

Customer loyalty is the key to brand equity. Brand equity is the key to financial strength and security. With a time-honoured tradition of trading in the hardware market reaching back over 80 years, we have built loyal relationships into driving our business success.



## Rapport. Relationships. Results.

Portland's success is demonstrated by the speed with which we bring brands to market and the interest consumers have shown in trying new brand offerings – interest fuelled by customer insight marketing and creative, engaging merchandising. We strengthen the positioning, profile and shelf presence of your brands with high-profile media advertising combined with in-store promotional strategies that are relevant to consumers' tastes, attitudes, pockets and purchasing patterns.

Post-launch product support for store management teams is delivered by our sales associates, overseeing promotional point-of-sale activities on the ground and delivering on-going product training.

Key to our success is partnership with our strategic customers in the retail trade – global, regional and local. We believe that respect needs to be at the heart of those business relationships if they are to see us as their partner of choice.

### We create enabling frameworks. We deliver brand success.

With the promise of large, high potential markets too attractive to ignore, we are who, what and where you need to us to be, to enable you to seize and capitalise on the opportunities presented by these markets.

We are an experienced end-to-end, one-stop short trader consultancy, successfully operating in the markets that you need access to, presence in and profit from. We have the knowledge, resources and contacts to help grow your brand profitably, shape your market and set new trends. We focus on your individual brand and product needs, build long-term personal relationships and work collaboratively to ensure the development of the most effective business solutions.

The scope and scale of our business continues to grow and as each potential market emerges, Portland is the most well-positioned, well-connected strategic partner to help build your brand profile and deliver superior results.

Open the box.....





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