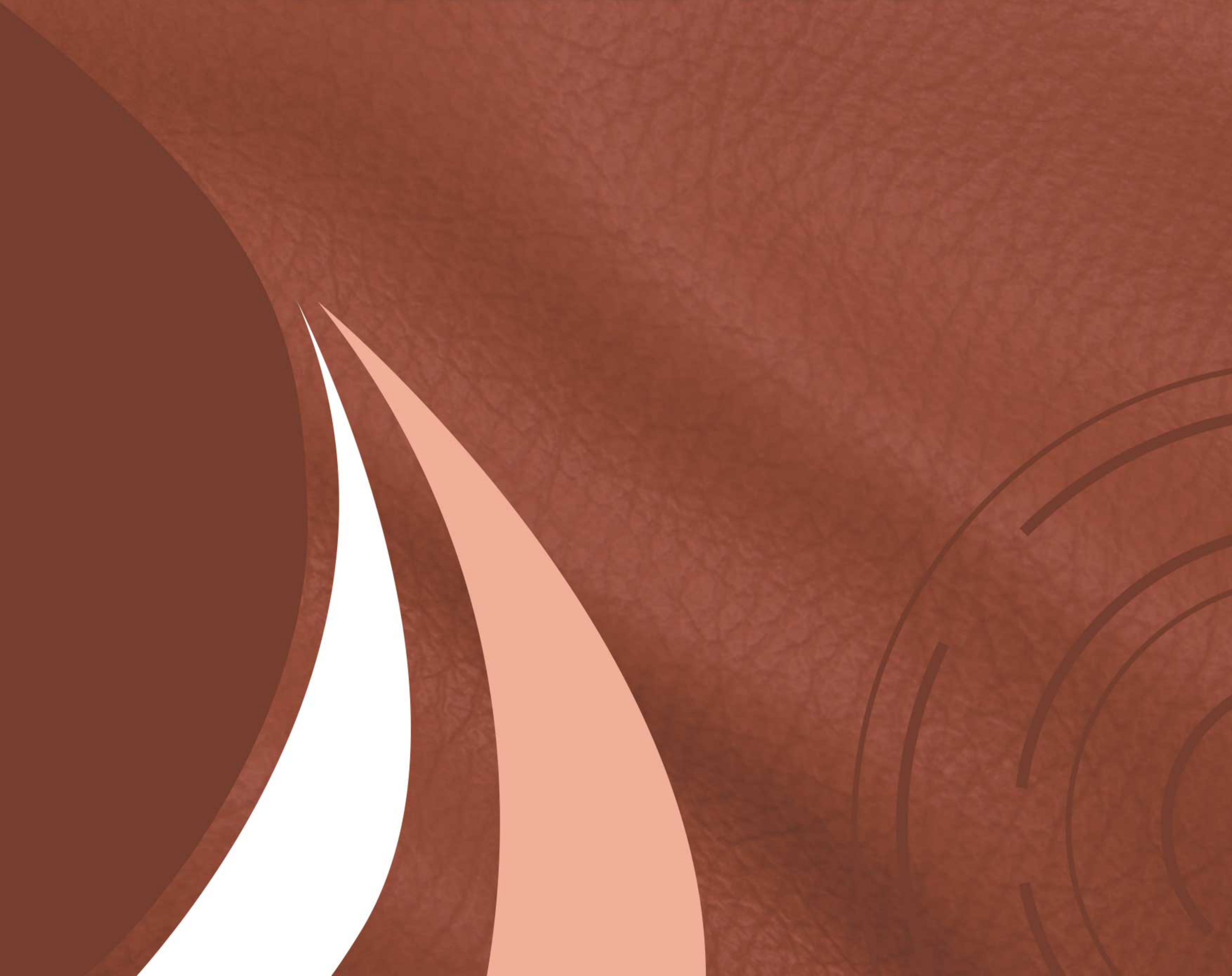


# WIDA

COMMERCIAL GROUP





## Company Overview

Vida Trading Company has entered the global market in the field of production and supply of different types of leather bags and shoes. This company uses the best raw material and leather available in the market to offer a high-quality product in line with the new generation trends and tastes. This company also uses the latest technology in the world as well as renowned international designers to produce first class products for consumers. Vida Trading Company provides an efficient, enjoyable and consistent shopping experience for consumers by launching a network of distribution and export.



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## Business Description

Today, the leather industry is one of the most lucrative industries in the world. China ranks first with 80% of the world's leather. Leather is used to produce shoes, bags, belts, etc. 50% of the leather in the world is used to produce shoes, and 25% is used in the clothing industry. The outermost layer of animal skin is used to produce the highest quality leather which is waterproof, however, the inner layer of animal skin is used for lower quality leather products which are not waterproof. Leather bags and shoes are considered as luxurious items since they are first class and hardwearing. Today, Vida Trading Company is one of the top suppliers of leather bags and shoes in the Middle East meeting the needs of customers all over the world immediately.



## Vision and Values

Vida Trading Company intends to expand its manufacturing plants in order to enter the global markets, and increase the diversity as well as the quality of its products by purchasing high-tech machines and equipment to gain the trust of its customers and pave the way to enter the global markets more smoothly. Vida also aims to meet the needs of customers around the world by the expansion of its production and become one of the main players in the leather shoe and bag industry globally. Our way of working and our measure of success matters and it is why our clients have become our long-standing partners. Vida Trading Company is willing to remain a dynamic, efficient, customer-oriented and knowledge-based company that relies on modern management systems.

## Mission and Targets

Our mission is to satisfy the needs and expectations of our customers and protect the rights of our customers by supplying on-time, high quality products and services, providing them with the most convenient delivery, and observing the ethical principles of business.

Targets of Vida Trading Company based on these principles:

- Using high-quality raw material for our products
- Meeting all the needs and expectations of our customers
- Buying high-tech machines and state-of-the-art equipment in the field of leather
- Being a pioneer in the field of production and cutting out the middleman and direct selling
- Increasing the quality and quantity of our products
- reducing the cost of production as well as incidental costs
- gaining customer satisfaction by accelerating and facilitating the process of selling products
- delivering products to customers promptly

## A message from the CEO

Vida Trading Company is one of the largest manufacturers of leather products in the Middle East. This company has gained this honor by producing first-class products using high-quality materials and ultimately gaining customer satisfaction, after all, one of the most important factors in determining the future of a company is the level of customer satisfaction. Vida Trading Company is trying to increase the range of its products according to the needs of customers by creating the necessary infrastructure to diversify products and increase production.



## Products:

Vida Trading Company has categorized its products as it follows:

- Men's leather bags
- Women's leather bags
- Men's leather shoes
- Women's leather shoes
- Belts bracelets, necklaces, etc.







## Services

- Providing free consultation to purchase the items more economically
- Sending catalogs along with the products for advertising
- Prompt delivery to all parts of the world with the lowest shipping costs
- Sending catalogs via social networks and email





## Delivery and Payment

Vida Trading Company provides a number of cardboard boxes the size of shoes and puts them in large 3-layer cardboard boxes. Large sacks are also used in order to prevent damage and ensure safe delivery of products. Considering the fact that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air, goods are exported to different countries easily, conveniently and promptly. Foreign customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, we suggest telegraphic transfer. You can also discuss your desired payment method with our experts.



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