

V.M & Bros. Co. W.L.L

COMPANY PROFILE

Kingdom of Bahrain



Kingdom Of Bahrain

THE RULING FAMILY



The King of the Kingdom of
Bahrain:
His Majesty King Hamad Bin Isa
Al Khalifa

The Crown Prince & The Prime
Minister of the Kingdom of
Bahrain:
H.R.H. Sheikh Salman Bin Hamad
Al Khalifa



VMB: Truly Bahraini 🧑🧑

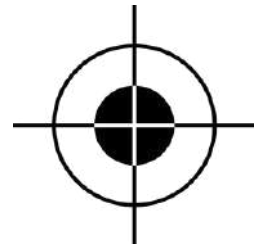
A Real Commitment

From a personal perspective, VMB holds a crucial position in Bahrain, consistently showing our dedication to improving and advancing the local community. We stand in solidarity with the Kingdom of Bahrain, its government, and its people.



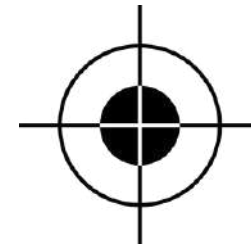
Who are we?

- VMB is recognized as the Next Generation Distribution Company.
- Established in Bahrain since 1907, it has a longstanding presence in the market.
- As a leading FMCG company, VMB brings top-tier products to its customers.
- VMB is committed to delivering world-class products and services to the Kingdom of Bahrain.



Vision

We are committed to being the market leader in the distribution business by acquiring world class brands with a unique variety of Brand & Products.



Mission

Our mission is to provide superior quality brand products.
We aim to make a difference with our quality products.

Our Key Functions

- Operations
- Distribution and Logistics Management
- Supply Chain & Demand Planning
- Finance
- Sales
- Trade-Marketing
- Administration
- Human Resources
- Business Development & Strategies
- Information Technology
- Warehousing
- Process Management

SWOT Analysis

Strengths

- A top-tier FMCG enterprise.
- Pioneering in multiple FMCG sectors.
- Seasoned management and sales professionals.
- Extensive distribution network across diverse channels.
- Strong financial backing.
- Proficient in agency transfers and transitions.

Weaknesses

- Possessing a portfolio primarily focused on confectionery and snacking.
- Lacking proprietary retail outlets.

Opportunities

- Diversify and expand the non-food product range.

Threats

- Escalating trade expenses and demands.
- Impact of the oil crisis.
- Continuous surge in operational costs.
- VAT implementation, with rates doubling from 5% to 10%.

Logistics

- Total area: 70,000 sq. feet of fully temperature-controlled warehouse operating round the clock (24 hours) and serving all of Bahrain.
- VMB logistics infrastructure includes:
 1. 10 delivery trucks equipped with temperature control.
 2. 24 in-house credit delivery vans with temperature control.
 3. 25 in-house cash vans with temperature control.
- Staffing:
 1. 1 warehouse manager.
 2. 8 warehouse supervisors.
 3. 50 delivery helpers.



Logistics Quality Control

1. Comprehensive Standard Operating Procedures (SOP) covering all aspects from receiving shipments to dispatching goods for delivery.
2. Rigorous inbound and outbound checks conducted for every shipment, including cleanliness, temperature, humidity, item verification, and quantity confirmation. Quality and safety audits are performed for each shipment, and a detailed checklist aligned with SOP is documented and archived for every clearance.
3. Adherence to international warehousing standards with hygrometers installed throughout the facility, recording temperature data for each aisle/location every 6 hours.
4. Calibration of temperature and humidity measurement devices by an IAS accredited third-party company twice yearly to ensure accuracy.
5. Implementation of mock recall and traceability procedures annually to assess system efficiency, with SOPs established accordingly.
6. Clear procedures outlined for market returns, including documentation of checks and conclusions, with all returns tagged in the system for traceability.
7. Detailed protocol established, with specific authority, for blocking supplier products when necessary. Upon instruction from the Business Head, the Electronic Data Processing (EDP) department blocks the SKU in the system, preventing invoicing for the item.
8. Development of SOP for disposal of damaged or expired goods, ensuring proper documentation and retention of evidence.
9. Establishment of detailed procedures for product labeling (Arabization) with English-only labeling, agreed upon prior to contractual agreements, and adapted SOP in place.

Market Roll-out plan

Maps the retail opportunity, activities and touchpoints to relentlessly pursue Engagement opportunities.

Channels	Grading	Bahrain Universe	VMB Coverage	Partner Coverage Plan	Partner Coverage in %	Phase-1	Phase-2	Phase-3	Total	Phase 1 - Target Max. 2 Weeks	Phase-2 Target Max. 6 Weeks	Phase-3 Target Max. 12 Weeks	TOTAL COVERAGE GIVEN TO Partner in VMB PORTFOLIO
Modern Trade	Hyper Markets	14	14	14	100%	14	0	0	14	100%	0%	0%	100%
	Supermarkets	60	60	60	100%	40	10	10	60	67%	17%	17%	100%
	Upper Mini Markets	60	60	60	100%	30	20	10	60	50%	33%	17%	100%
TOTAL		134	134	134	100%	84	30	20	134	63%	22%	15%	100%
General Trade	Groceries/ HORECA - Credit	700	600	600	86%	400	100	100	600	67%	17%	17%	100%
	Groceries - Cash Vans	850	850	850	100%	600	150	100	850	71%	18%	12%	100%
	D Class Markets	100	60	60	60%	30	20	10	60	50%	33%	17%	100%
TOTAL		1650	1510	1510	92%	1030	270	210	1510	15%	50%	35%	100%
Others	Wholesale	15	5	5	33%	3	1	1	5	60%	20%	20%	100%
TOTAL		1799	1649	1649	75%	1117	301	231	1649				

PHASE1-30th DAY

Audit , List and execute the plan

QUICK WINS
Groceries- Cash vans
Hyper Markets

PHASE2-45th DAY

Reorders, focus on remaining stores

WINS
Supermarkets
Groceries Wholesale

PHASE3-60th DAY

100% in listed stores

WINS
Activation, Planograms
Assortment plan



Insurance Tie Ups

Due to its long-standing presence in the industry, VMB has cultivated an exceptional credit history with several major insurance companies worldwide. Noteworthy partners include:

- Euler Hermes
- Dun & Brad Street
- COFACE Insurance
- AIG
- Allianz
- Exim Bank
- Atradius

Our Core Strength

First-class product displays in a first-class manner! – that's the VMB Way !!

We Make Your Brand Stand Out

- Extensive coverage across key trading channels, including retail and foodservice sectors.
- Definition of relevant Key Performance Indicators (KPIs) to manage sales goals effectively.
- Development of cross-channel strategies with a strong performance-oriented focus.
- Alignment of strategies with overarching objectives to maximize effectiveness.



Category Display



OFF Shelves



Check Outs

Our Values



Why Us?



Portfolio

Coverage

Our
Team

Market
Expert

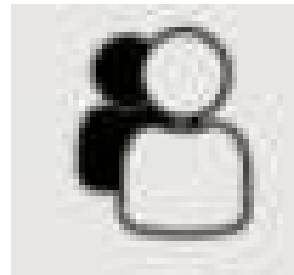


17-Feb-24

VMB COMPANY PROFILE



Key To Success



Specialized
Sales Team



Dedicated
Merchandising



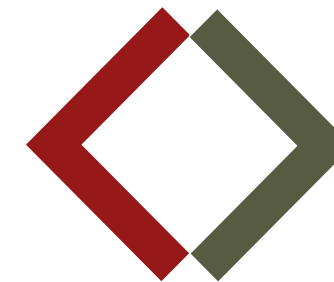
On Time
Delivery



Storage
Space



Warehouse
Capabilities

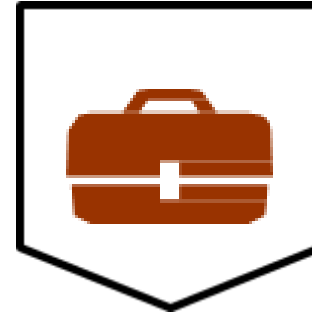


Food
Service

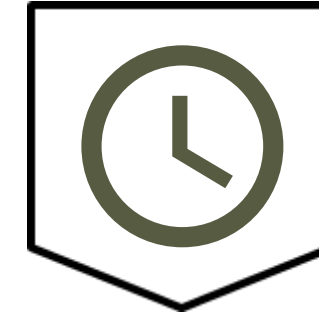
Key H.R. Strenghts



High Employee
Satisfaction



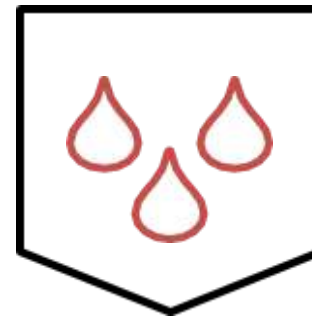
Cordial & Vibrant Office
Environment



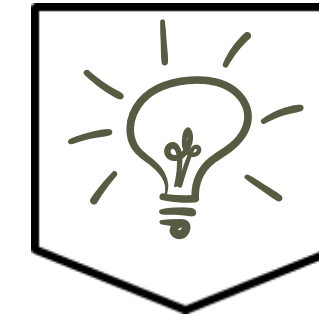
Employee Redressal
System



Minimum Employee
Turnover Ratio

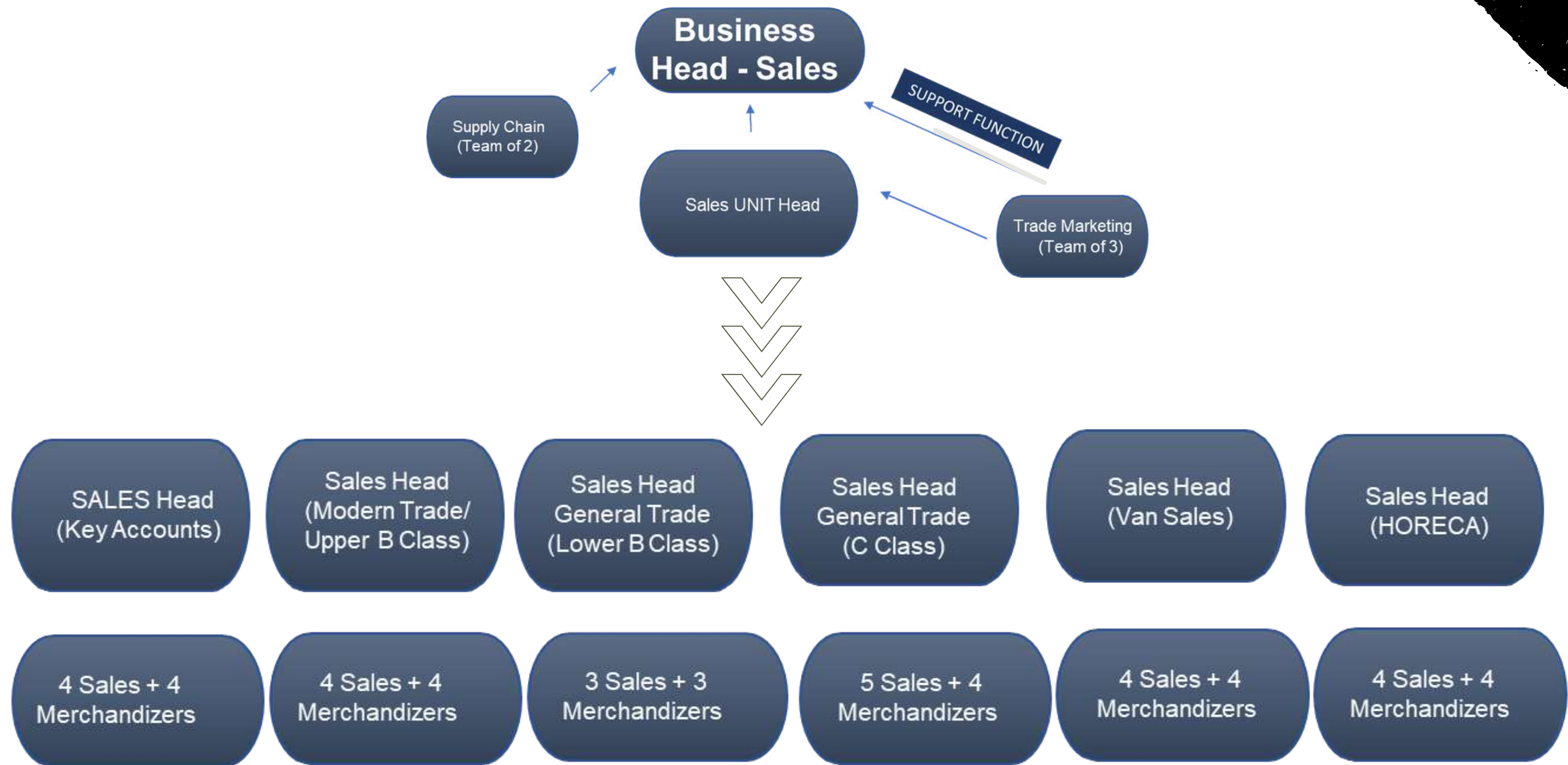


Open Door Policy

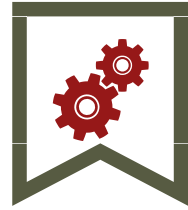


In House Training by
The Head of
Department

Current Structure



Annual Partner Business Plan



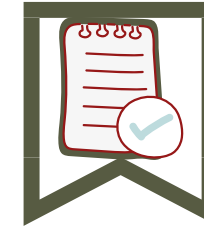
STRATEGY

- Commence Product Launch
- Develop Trade Investment Strategy
- Implement Communication Initiatives
- Formulate Channel Strategy
- Establish Counter Strategies Against Competitors



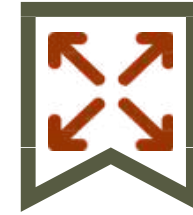
PLANNING

- Forecasting
- Budget Allocation
- Inventory Management and Planning
- A&P (Advertising and Promotion) and Consumer Promotion Plans
- Visibility Planning and Proposal Development



REPORTING

- Stock and Sales Management in Accordance with Principal Requirements
- Creation and Delivery of Presentations
- Analysis of Sales Performance
- Gathering and Utilizing Market Intelligence
- Conducting Store Audits



COORDINATION

- Promo Packing Coordination
- Scheduling and Facilitating Team Meetings
- Communication Regarding Trade Initiatives
- Coordination for POSM (Point of Sale Materials), Stickers, etc.

Time for New chapter – Partner Bahrain

Fine Tune the Model

- Establishment of a standalone VMB Sales team specifically for partners in Bahrain.
- Comprised of highly skilled and experienced sales professionals.
- Dedicated logistics and supply chain team to streamline operations.
- Agreement on mutually beneficial business terms.
- VMB's commitment to co-financial investments for mutual growth.

Overall Capabilities

- Strategic Vision and Approach:
 - - Develop a strategic vision and strategy.
 - Customize learning experiences and paths for the team.
 - Provide training for the team.
 - Conduct a comprehensive audit of current partner displays, agreeing on necessary corrections and timelines.
 - Prepare for Joint Business Planning (JBP) with all key retailers.

Commit to Collaborate

- VMB and Partner mutually establish a partnership framework.
- Facilitate cross-functional collaboration to ensure a smooth transition.
- Implement a structured process and define clear roles for planning purposes.
- Reach an agreement on a three-year future growth plan.

Upgrade Negotiation

- Manage portfolios and categories for key accounts.
- Renegotiate visual displays across the market.
- Identify all "scale builders" and calculate ROIs.

Supercharge Insights

- Share periodic reports according to the plan.
- Provide granular market insights and perspectives.
- Offer real-time analytics and feedback on all New Product Developments (NPDs) and promotions.
- Track competition and facilitate communication regarding it.

VMB: Your partner in Bahrain

Eight reasons to work with us in Bahrain



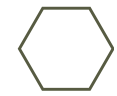
Brand Building

We tap into our 120 plus years of brand-building wisdom to build brands in the region. We are happy to share our learnings with other brands.



Retail Transformation

Confectionary Experience, including check-outs, End Gondolas, Category Management capabilities in each and every outlet in Bahrain. Ability to transform your brand.



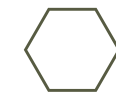
Agency Transfer

VMB has an excellent agency transfer experience.



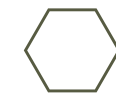
Data Analytics & insights

We believe in understanding the customer better. Because Customer Engagement isn't about moments, it's about relationships. Better data and deeper insights reveal opportunities. Then sales initiatives and analytics turn insights into measurable success and logical next steps.



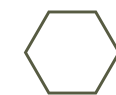
Sectoral Expertise

Well experienced team with cross-category experience, with great multitasking capabilities.



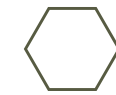
Motivated Team

At VMB we have a strongly motivated team. Culture of entrepreneurship & self-drive, with excellent internal dynamics and teamwork. This positive culture creates room for brands to grow.



Financial Strength

The real business results we delivered over 120 years have earned the trust of our clients, financial institutions enabling us to invest and grow the business.



Hungry. Humble

Right from the start, VMB has been devising and delivering integrated retail solutions for our global clients. Working with brands to create Joint Business plans

Market Displays

Pillar Branding



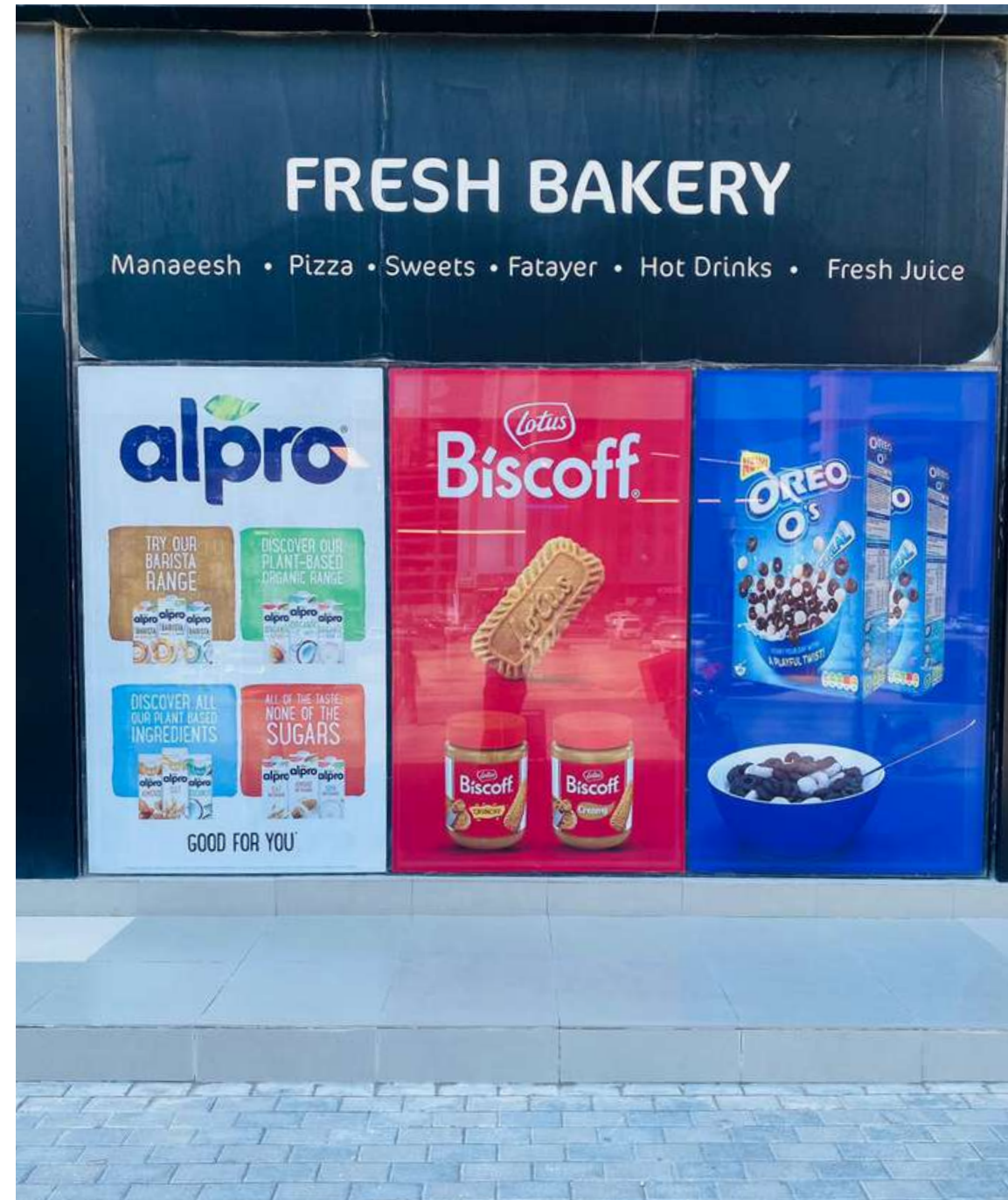
Market Displays

End Gandola Display



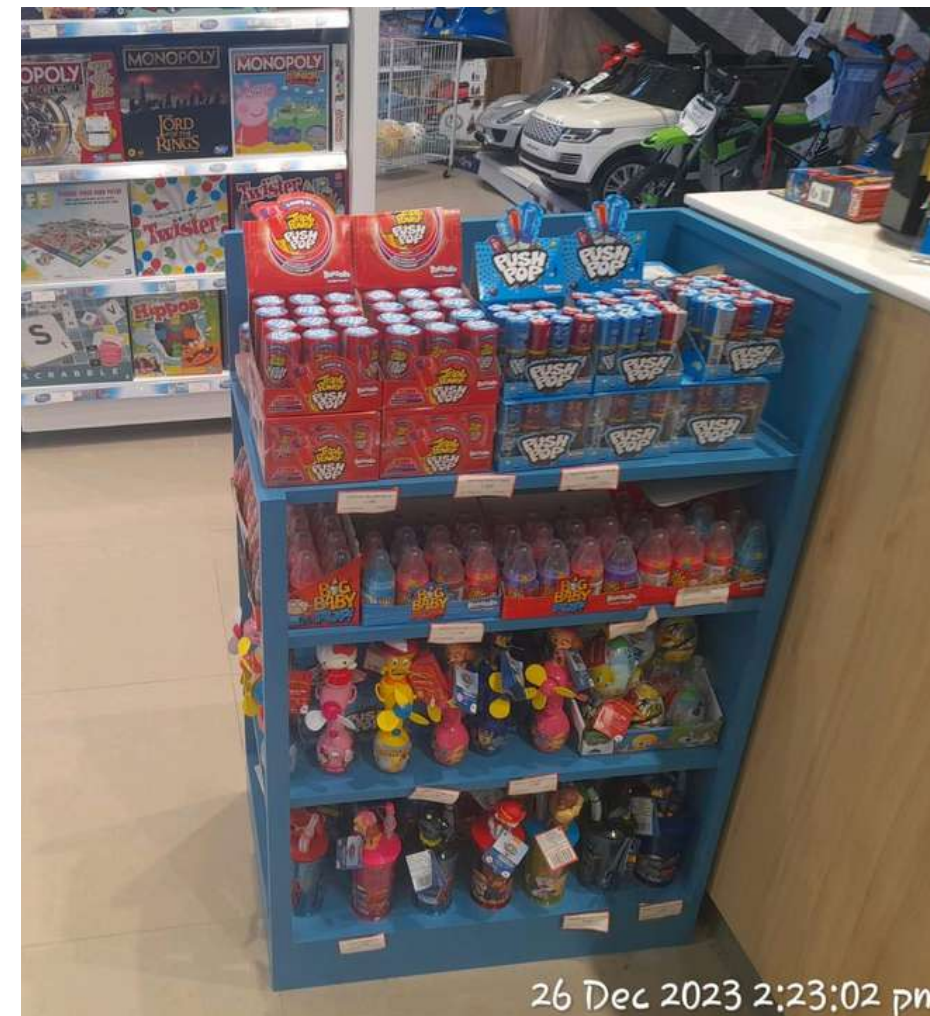
Market Displays

Glass Branding



Market Displays

Checkouts



Market Displays

Seasonal Off Shelf Visibility



Off-Shelf Visibility



Major Product Segments



Confectionary – Major Brands

 **ORION**


STORCK



HARIBO


hitschler


el Almendro


Daelmans
- SINCE 1904 -
The Authentic Dutch
Stroopwafels

BEBETO



Cavendish & Harvey



**ALMOND
ROCA**

GUYLIAN
The World's Favourite
Belgian Chocolates


Wernli


nākd.
WHOLEFOODS

Caprica **TOYBOX**

Confectionary – Major Brands

Borgat

**Ritter
SPORT**

THE
**JELLY
BEAN**
FACTORY

Bazooka
Candy Brands

kent

Fini

Campfire

Relkon

Cloetta

**BRAIN
BLASTERZ**

Meybona

ENGLAND'S FINEST
Est 1894
WALKER'S TOFFEE
NONSUCH

sölen

Trolli

Lutti

Daily Staples – Major Brands



mězete



NONGSHIM®



KOKA®



Torani®



ساري
SARY



Daily Staples – Major Brands



DAVIDOFF



Snacking – Major Brands

Lorenz

Gastone
Lago
since 1968

Lotus
Since 1932

**Eat
Real**

ROYAL DANSK

munchbox
MUNCH BETTER

Merba

Seeberger

کاستانیا
Castania

Ovomaltine

**BLUE
DIAMOND**
ALMONDS

FORNO
Bonomi
dal 1850

Julie's

PEPPERIDGE FARM

Snacking – Major Brands



Snacking – Major Brands



Beverages – Major Brands

The logo for alpro, featuring the word "alpro" in a bold, blue, sans-serif font. A small green leaf is positioned above the letter 'p'.The logo for snapple, with the word "snapple" in a white, rounded, sans-serif font, slanted upwards to the right, set against a blue background.The logo for DONELLI, featuring the word "DONELLI" in a gold, serif font, with "1915" in a smaller font below it, all enclosed within a red and gold oval border.The logo for Sunkist, featuring the word "Sunkist" in a blue, cursive font, with a green leaf above the 'i', set against a background of a bright orange sun.The logo for A-C, consisting of a large white letter 'A' above a large white letter 'C', both set against a solid black square background.The logo for Blue Diamond Almonds Almond Breeze, featuring a blue diamond shape with "BLUE DIAMOND ALMONDS" inside, and the words "Almond Breeze" in a blue, cursive font below it.The logo for granini, with the word "granini" in a white, sans-serif font, set against a solid red rectangular background.The logo for MR. BROWN COFFEE, featuring a circular emblem with a cartoon man in a white suit and hat holding a coffee cup, with the words "MR. BROWN" and "COFFEE" around the border.The logo for LAMAR, with the word "LAMAR" in a white, sans-serif font, set against a background of a colorful, multi-colored oval.The logo for LUSCOMBE DRINKS, with the words "LUSCOMBE" and "DRINKS" in a black, serif font, stacked vertically.The logo for Soyfresh, with the word "Soyfresh" in a white, cursive font, and "NON-DAIRY SOYA MILK" in a smaller, sans-serif font below it, all set against a solid blue background.The logo for the berry company, with the words "the berry" and "company" in a dark blue, sans-serif font, stacked vertically.The logo for TWIST AND DRINK, with the words "TWIST" and "DRINK" in a green, bold, sans-serif font, and "AND" in a smaller, red, sans-serif font in the middle, all set against a background of a green and red oval.The logo for Trinketto, featuring a cartoon character with a yellow body, blue hat, and red gloves, holding a glass, with the word "Trinketto" in a yellow, cursive font below it.

Frozen/Chilled



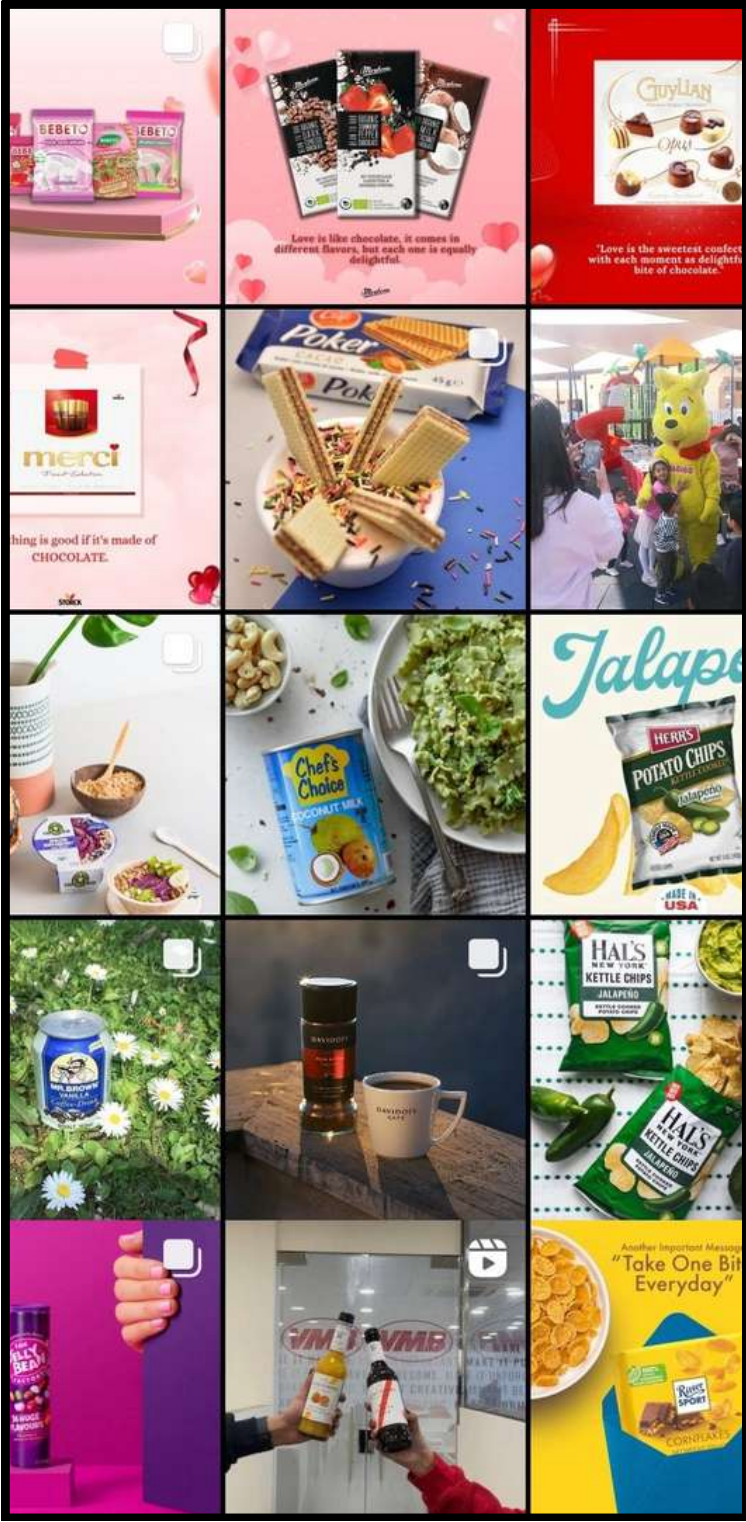
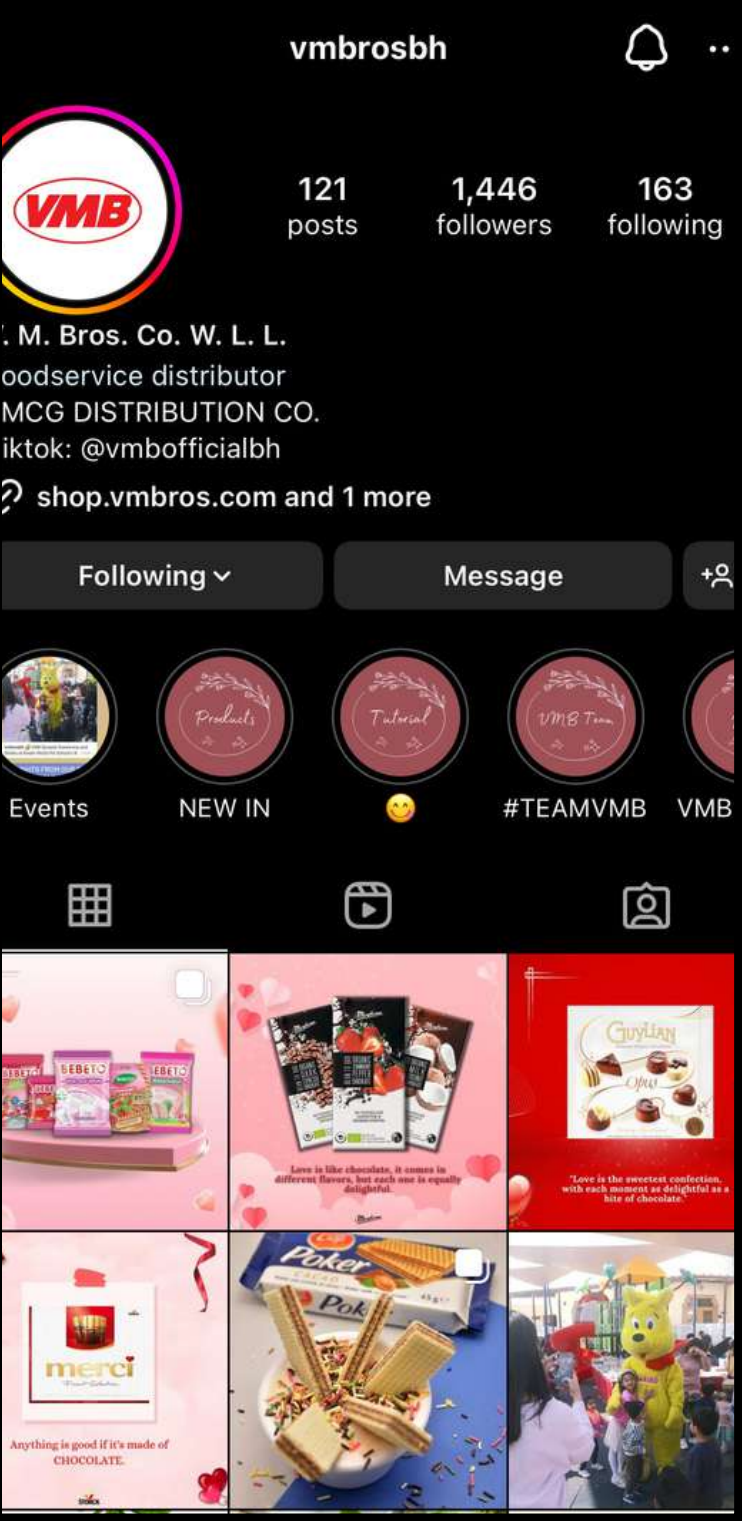
Brand Awareness



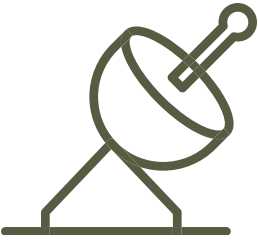
Brand Awareness





Social Media Presence – Instagram



- @vmbrosbh
- 1,700+ Followers



Social Media Presence – Linkedin



V.M. & Bros. Co. (VMB)

Looking for Quality? Choose VMB!!

Food and Beverage Services • HIDD, MUHARRAQ
1K followers • 201-500 employees

Hemant & 10 other connections follow this page

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About

A company dedicated to Importing and Distributing Quality Products into the Kingdom of Bahrain. At VMB we have a strongly motivated team. culture of entrepreneurship & and self-drive, with... see more


Website

[vmbros.com](#)

Phone


[+97369990888](#)





Page posts



V.M & Bros. Co. (VMB)
824 followers


Embrace the rainbow of **Ritter Sport** – where variety isn't just a taste, it's a tongue-twisting adventure! ... see more






.....



Show all posts →



V.M & Bros. Co. (VMB)
824 followers

Following our home to ren Sour Patch k



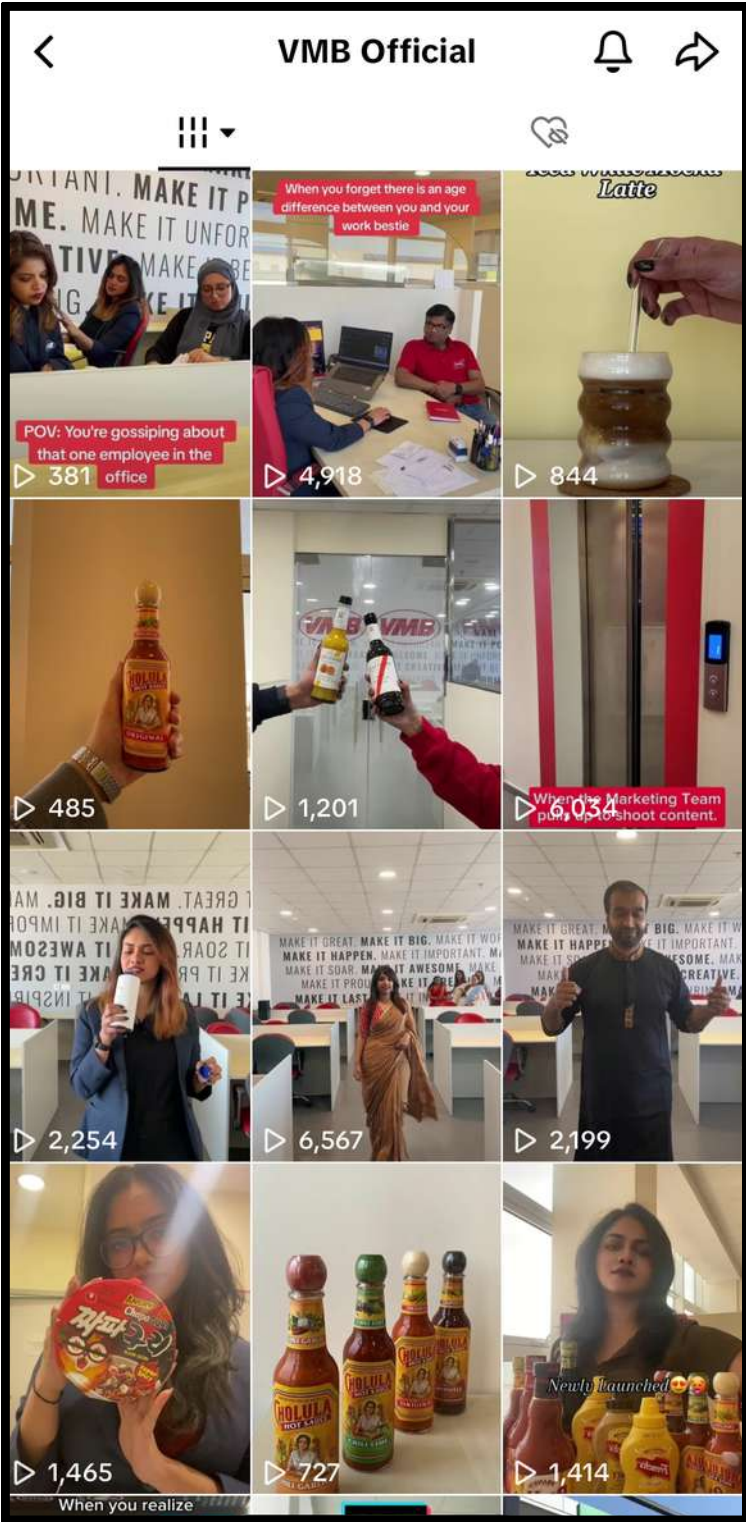
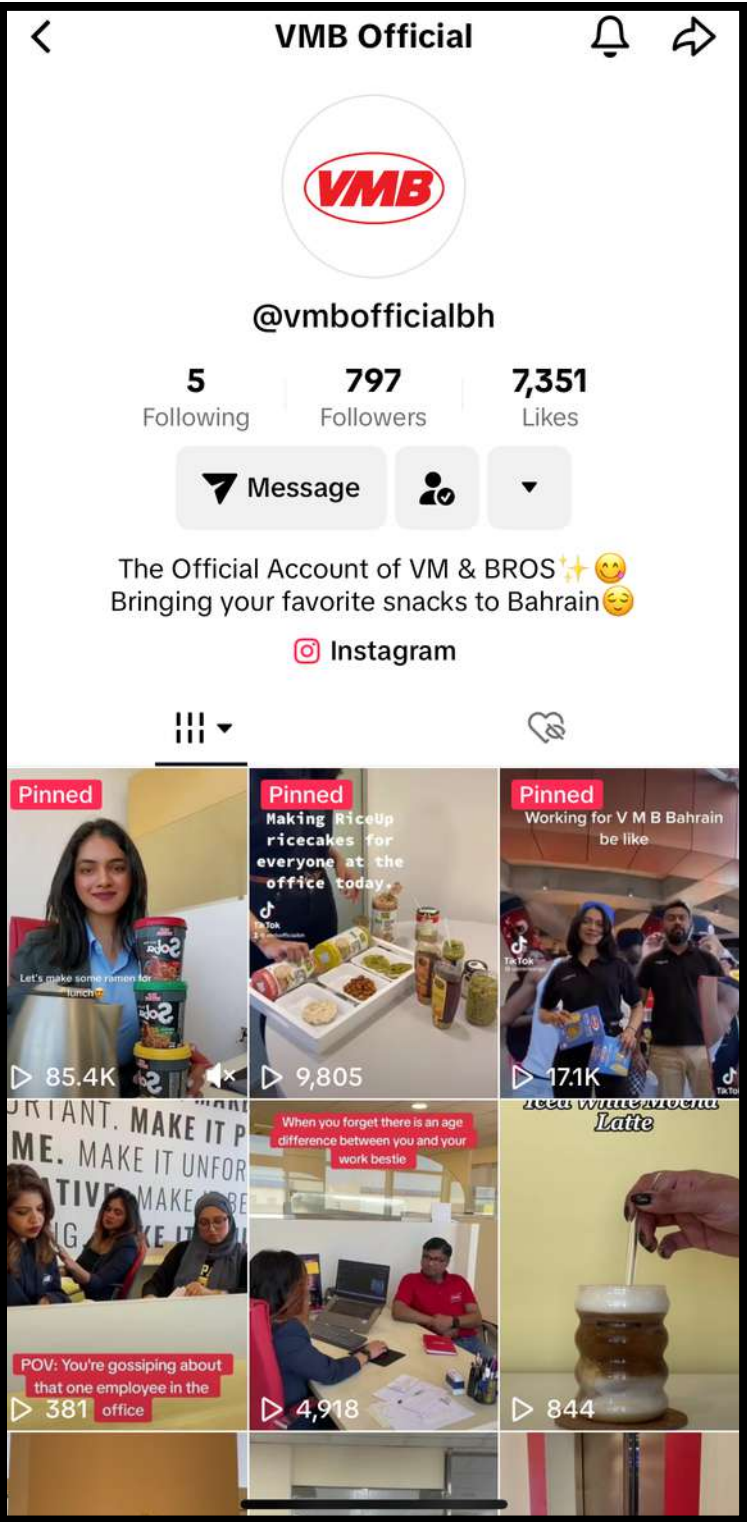


- V. M. & Bros. Co,
- 1,000+ Followers

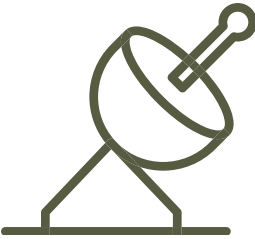
17-Feb-24

VMB COMPANY PROFILE

Social Media Presence - Tiktok



- @vmbofficialbh
- 800+ Followers 7,000+ Likes





ISO CERTIFIED
Since 2021

The initiation of our e-commerce platform.

Launched in November 2021, it has garnered over 200 orders.



Contact Us

Feel free to contact us for inquiries or comments.



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