



Universe Trading Company

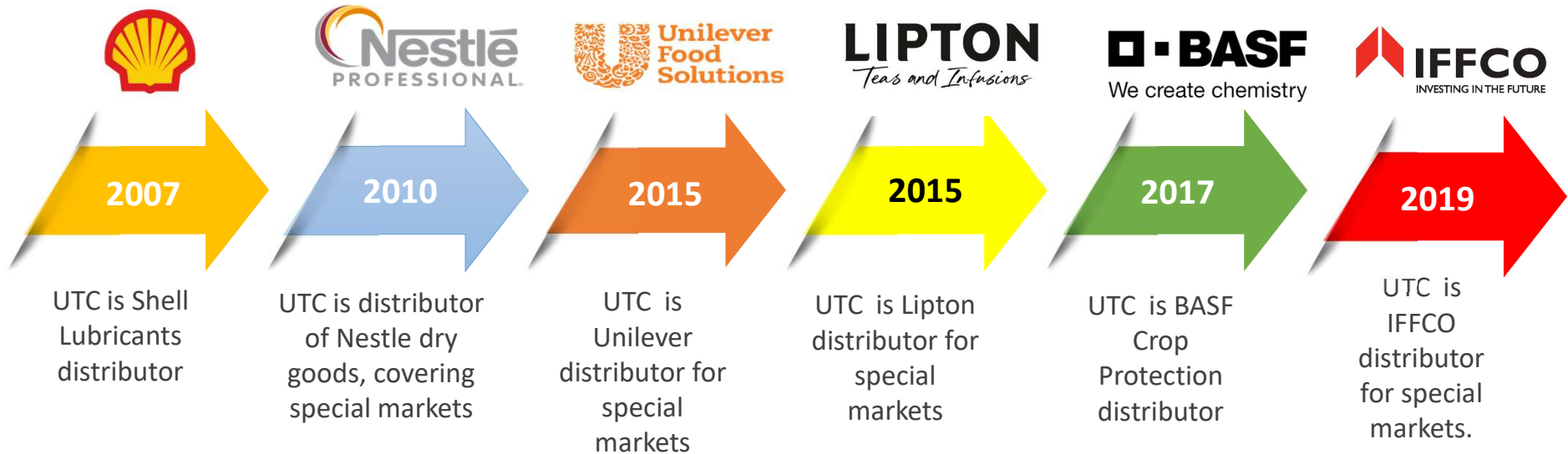


UTC In brief

UTC Journey in brief

UTC is a distribution company established in 1997, covering a wide range of industries, with a turnover of 5 billion EGP.

Currently, UTC employs 750 employees, has an operating fleet of 250 vehicles, and a total warehousing capacity of 30,000 sqm.



UTC Journey in brief



UTC Business Lines

UTC has Three
lines of Business



Lubricants



Corp
Protection



FMCG



UTC Lubricant Business Lines



Starting 2007, UTC became Shell distributor, and effectively the first lubricants distributor in Egypt applying the FMCG model to the automotive lubricants market

UTC Lubricants warehouses and fleet cover wholesale and retail customers across all of Egypt.
Currently UTC has a market share of 10% of the total Egyptian lubricants business.



UTC Corp Protection Business Lines

BASF
We create chemistry

UTC is BASF and Yara distributor for crop protection and special fertilizers.



The route to market is adopted from the FMCG model.

The channels covered include farms, wholesale and retail.





UTC FMCG

UTC FMCG Business Lines

- Traditional Trade contributes 20% of FMCG turnover
- Non-Traditional contributes 80% of FMCG turnover.



UTC FMCG
annual turnover
is 2.2 billion EGP

UTC FMCG Traditional Trade

LIPTON
Teas and Infusions



Lipton Teas and Infusions

UTC is a distributor of Lipton Products For Traditional retail in Giza regional.

 **HAYAT**



Hayat Hygienic Products

UTC is a distributor of Hayat Hygienic Products For Traditional retail in Cairo and Delta - Egypt

UTC FMCG Non-Traditional



- **UTC** is a fully integrated service provider, working in over 2000 FMCG SKUs.

- **UTC** offers below products and services:

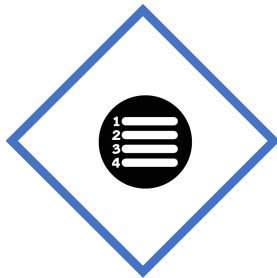
- Food Solutions
- Frozen products
- Dry Goods
- Beverages
- Hygienic Products
- Office Supplies



UTC FMCG Capability

Portfolio

UTC is a fully integrated service provider, working in over 2000 FMCG SKUs.



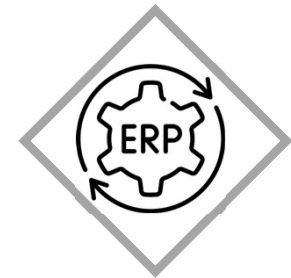
Warehouses

Warehousing capacity 14K sqm. over 14 warehouses in 10 locations in all Egypt region.



ERP System

UTC utilizes fully integrated SAP ERP system



Customers

UTC serves more than 4K customers over all Egypt regions



Team

UTC FMCG has 250 employees to provide the best service to our customers



UTC FMCG Principles



HOTELS



QSR 



CDR 

crave PAUL

أم شريف
EM SHERIF
RESTAURANT

 **mori sushi**
the art of fusion sushi


RE
Restaurant


**Bulcher's
Burger**
meat yourself


Meat Moot
Smoking

THE TAP
BAR & GRILL

KAZOKU
THE ART OF DINING


**CZN
BURAK**
WORLD'S
MOST DELIGHTFUL CUISINE


zaatar w zeit

العجزي
EL MOHAMADY
EVERY FLAVOR HAS A STORY

chili's
s.

THE
SMOKERY


STEREO
RESTAURANT & CAFE

**MON
MAKI
AMOI**
SUSHI BOUTIQUE

Café 



ESPRESSO LAB
roasted with passion



PAUL



Latino ^{cafe}
Restaurant

CILANTRO



Pastry



Industrial



B&I 

P&G



MetLife

ABB

GSK

Coca-Cola

Uber



ORACLE



PEPSICO

ExxonMobil

SAMSUNG

DAMO

Pfizer

EMC²

osn

DHL

FMCG Foodservice Warehouses

Warehousing capacity **14K** sqm. over 15 warehouses:

- **Cairo** warehousing capacity **4200** sqm.
- **October** warehousing capacity **2500** sqm.
- **Hurghada** warehousing capacity **1000** sqm.
- **Alex** warehousing capacity **1500** sqm.
- **Marsa Alam** warehousing capacity **500** sqm.
- **Sharm** warehousing capacity **1900** sqm.
- **Canal** warehousing capacity **900** sqm.
- **Mansoura** warehousing capacity **1500** sqm.
- **Assuit** warehousing capacity **600** sqm.
- **Luxor** warehousing capacity **400** sqm.



FMCG Sales Force

Cairo

Presale HORECA	9 Rep
Cash Van HORECA	6 DSR
Wholesale	2 Rep
Hotels Presale	2 Rep
Presale B&I	3 Rep
Sales Support	9 Back Office
Delivery REP	15 Rep

Canal

Cash Van B&I	1 DSR
Cash Van HORECA	2 DSR
Hotels Presale	1 Rep
Wholesale	1 DSR

El_Mansoura

Cash Van HORECA	2 DSR
Presale HORECA	2 Rep
Wholesale	1 Rep

Alex

Cash Van HORECA	2 DSR
Presale HORECA	3 Rep
Wholesale	1 Rep
Sales Support	1 Back Office
Delivery REP	4 Rep

North_Coast

Cash Van HORECA	2 DSR
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Assiut

Cash Van HORECA	2 DSR
Presale HORECA	1 Rep

Luxor

Cash Van HORECA	1 DSR
Presale HORECA	1 Rep

Hurghada

Cash Van HORECA	1 DSR
Wholesale	1 Rep
Presale HORECA	4 Rep
Sales Support	2 Back Office
Delivery REP	5 Rep

Marsa_Allam

Presale HORECA	1 DSR
Delivery REP	2 Rep

Sharm

Cash Van HORECA	1 DSR
Presale HORECA	3 Rep
Delivery REP	5 Rep

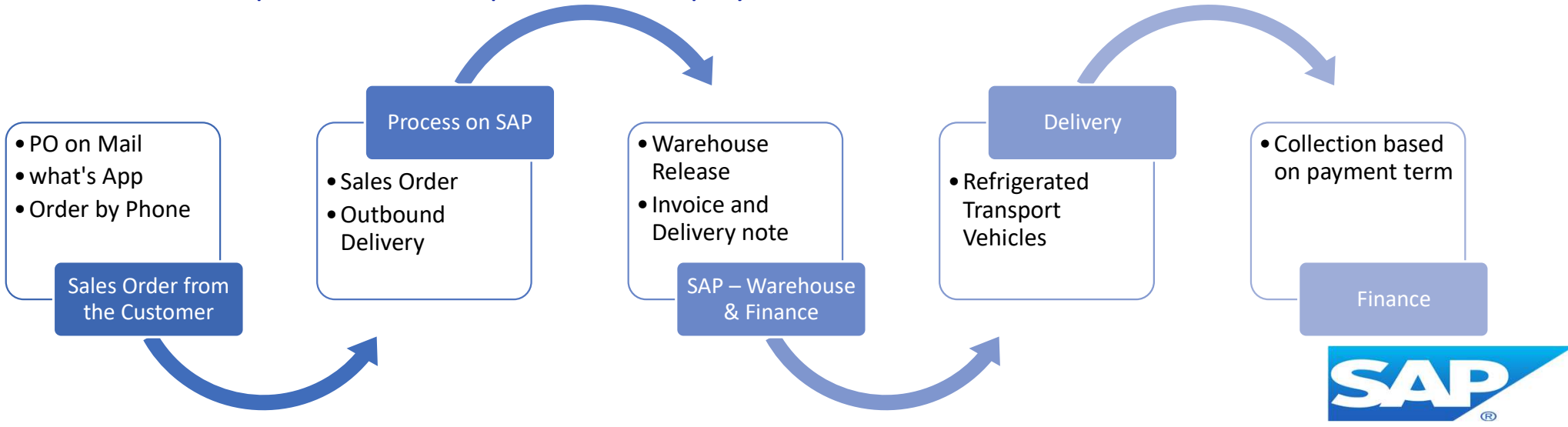


ERP System



UTC utilizes fully integrated SAP ERP system

- Accurate Promised Date to customers .
- Customer Satisfaction .
- Actual Costing is Clear .
- Manage inventory with more efficiency .
- Control sales cycle, i.e. prices .
- Saving employee time .
- Clear Job description for each departments/Employee .



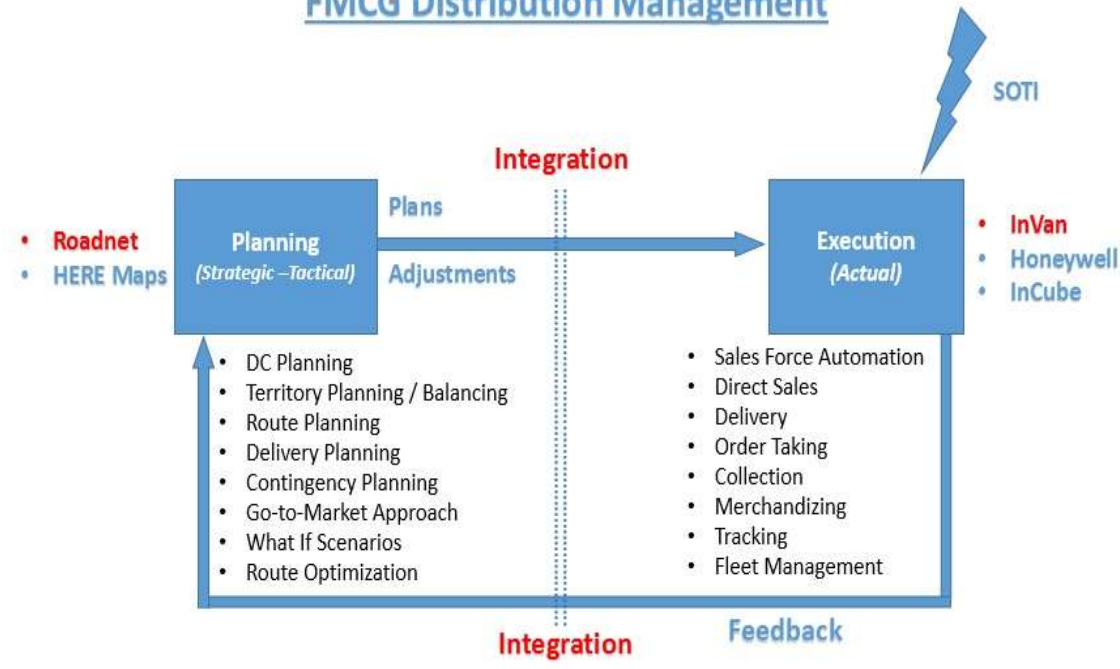
Sales Force Automation

UTC applies Invan fully automated handheld system to ensure control and efficiency,

- Accurate Promised Date to customers .
- Track our Rep.
- Customer Satisfaction .
- Manage inventory with more efficiency .
- Control sales cycle, i.e. prices .
- Saving employee time .



FMCG Distribution Management



Thanks...

