



مؤسسة مجاديف الأمل للتجارة
Hope Wings Trading Company



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KINGDOM OF SAUDI ARABIA



The Kingdom of Saudi Arabia is the largest country in the Arabian Peninsula. It occupies an area about the size of the United States east of the Mississippi River. Saudi Arabia's population is 27 million, including 8.4 million foreign residents (as per 2010 census), and its capital city is Riyadh.

Saudi Arabia produces 17 percent of world's dates:

Deputy Agriculture Minister for Agricultural Affairs Dr. Khalid Al-Fehaid said that Saudi Arabia's production of dates reached around 1.1 million tons, while producing palm trees cover an area of 157,000 hectares.

He said the number of palm trees reached more than 25 million and the Kingdom is considered the world's second largest dates producer and it exports around 5 percent of the produce.

"The Ministry of Agriculture has published a book about 160 famous types of dates produced in the country," he said. He explained that dates, like any other agricultural produce, are subject to supply and demand, and as such prices increase during Ramadan.

EXPORT – IMPORT SECTOR (DATES)



BUSINESS TYPE: EXPORTING FROM SAUDI ARABIA TO INDIA AND SRI LANKA. INDIA

INFORMATION OF INDIA AND SRI LANKA :-

India, officially the Republic of India, is a country in South Asia. It's the seventh largest Country by area. The Second – Most Populous Country with over 1.2 billion people.(1,200 Million- People), and the most populous democracy in the world. India is a federal constitutional republic governed under a Parliamentary system consisting of 29 states and 7 union territories.

Population Density 382 persons per square kilometer. India is the largest and the oldest civilization in the world. It is four times the size of Pakistan, 13 times the size of UK and nine times the size of Japan.

DATES BUSINESS IN INDIA- CURRENT CIRCUMSTANCE:-

A three-members business delegation from Oman held in-depth discussions here with businessmen from Kochi on the potential of marketing dry date from Oman to India.

The discussions were held at the **B2B** (Business 2 Business meet 2015 - opportunities face 2 face for SME) meeting organized by the Kerala Chamber of Commerce and Industry-Government of Kerala.

Shri. Oommen Chandy, Honorable Chief Minister, Kerala has inaugurated the B2B meets, 2015. Hope Wings performed B2B meeting during month of February 26th, 27th, and 28th, 2015 at Oman Hall, Galfar International Convention Centre, Hotel Le Meridien, Cochin, India.

KCCI secretary A J Rajan extended warm support to members in their effort to promote the sale of the dry dates in the country. It has several medicinal qualities. It is being used as an ingredient in several Ayurveda and Unani medicines, he said.



MUSLIMS CONSUMES DATES IN DURING RAMADAN

Government has released in the public domain a religion-based census, which shows that Muslim population in India has grown by 24 per cent between 2001 and 2011 against national average of 18 per cent with the community's representation rising to 14.2 per cent from 13.4 percent of total population.

The Second – Most Populous Country with over 1.2 billion people. (1,200 Million- People).
Dates are highly consumable in the month of Ramadan during fasting.

The religious month of self-discipline, Ramadan, supports a multi-corer business that revolves around the primary diet during the holy month. Muslims across the world break their fast with dates and a glass of water, a tradition that comes down from the Prophet.

The business of dates peaks during this month and the total sales during the holy month alone is estimated to be worth Rs 500 crore. (source : "The Times of India).

The growing dates business is best reproduced in the new competitors in the market. This year at least 20 new varieties of dates from the Middle East are being introduced bringing up the number of varieties of dates in the market to around 40. With 5,000 tons of dates in 500 trucks arriving this season, the 400 dry fruit traders in the blocking but moving dry fruit market are expecting handsome returns like every year.

EXPORT – IMPORT SECTOR (DATES)



Benefits:-

* Fresh dates helps for easy digestion, peacefully sleep, tiredness, protect body health, helps for sharp eye vision, heart healthy, healthy sex and prevents from Cancer.



* Dates contain proteins, Vitamin-B complex, Vitamin-B6, Magnesium, increase the red blood corpuscles and white blood corpuscles presents in blood.

Indian Consumption in Food :-

India's food processing sector ranks fifth in the world in exports, production and consumption or utilization.

Food is the biggest expense for an urban Indian family. About 38.6% of the total consumption expenditure of households was spent on food in 2011-12.

The total household expenditure on the purchase of food items in 2012-13 was INR 11 Trillion. An average household in India spent INR 41,856 on food.

BRAND NAME FOR INDIA AND SRI LANKA :- "KING DATES".

The following brand name has been chosen by Hope Wings Trading Company, according to our permanent business for 29 states and 7 union territories to reach the our valuable HW's product to 1.2 billion people. (1,200 Million people). and Sri Lanka.

EXPORT – IMPORT SECTOR (DATES)



SRI LANKA

There are a number of reasons why the Sri Lankan economy has experienced growth in the months since the civil war," said Dinesh Saparamadu, Chairman of SLASSCOM. "Not only does Sri Lanka have the highest literacy rate in South East Asia, but it is also endowed with a high quality talent base and offers a very attractive cost base for business.

"Sri Lanka has come a long way in the past 18 months and we are excited to see how business, investment and infrastructure develops here over the next couple of years."

Hope Wings has been doing the export business from India to Sri Lanka since 2013, has a very good network team has been organized from India.

HOPE WINGS TRADING COMPANY

Hope Wings Trading company is providing combined services for Information Technology, Engineering Services and Export-Import from one single source. These services basically are;

HOPE WING'S MISSION:-

HW business planning, Starting and hiring highly qualified staff are set up to establish strategic framework for implication success in performing of three sectors in above mentioned for our customers.

This will enable our organization to overcome on the high competition existed in the market and achieve its purpose.

EXPORT – IMPORT SECTOR (DATES)



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HOPE WINGS –VISION:-

HW - Vision is the image of the future we seek to create, So, the high technological business is the encouraging image of HW future in Saudi Arabia, India and Sri Lanka.

HOPE WINGS HISTORY:-

Hope Wings was united in 2015 in Riyadh, KSA, but It has been engaged in operations or tasks in different business since 2013 from Saudi Arabia, India and Sri Lanka as based of organized. Our company has been planning considerable high experience resulting from its extraordinary performance through its `vision for continuous progress` which will be going to apply in Information Technology, Engineering Services and Export-Import to both the commercial and industrial fields of government and private sectors.

We always focus on

1. Quality
2. Time
3. And accuracy of the Projects.

HOW TO WIN THE BUSINESS :-

Hope Wings is planning to tie up with some distribution company, who have already in marketing fields by state wise. We could provide dealership by state wise and district wise.

TYPES OF VARITES IN OUR BUSINESS :-

- (1) Half Juicy type/Wet type
- (2).Dry types.
- (3).Containers transfer from Tuticorin Port to our valuable customers or as per requirements by factories.

CONCLUSION:-

Hope Wings Trading Company is positioned to take advantage of the important chances available in Indian Dates market. Through a professional approach to selling, experienced management, and an highlighting on outstanding buyer support.

Hope Wings Trading Company can become the southern or All India's (29 states and 7 union territories – 1200 Millions people) premier provider of Saudi Dates through a strong marketing campaign, from that base, the company will expand to become a regional or national (All India-net work team) force in Dates business.



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