



شركة ركين السعودية
SAUDI RAKEEN CO.





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■ Saudi Rakeen Co.

■ 2GO Mart

■ 2GO tech

■ Casho

■ Karmello

■ Superano

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CEO Speech

Saudi Rakeen Company's goal is to become a leading name in importing and distributing of food, nonfood products and non-alcoholic beverages in the GCC, ME and the rest of the world. In order to achieve this objective, Saudi Rakeen Company continuously selects strategic alliances with other companies that offer a good fit for it to continue success.

Within its existing basket of food products and beverage brands, Saudi Rakeen Company continues to invest into different commercial sectors including food service, catering, restaurants, Medical and technological investments .

Our relationship with our international partners is built on a win-win basis. We motivate our employees to achieve the goals of the company and their own goals through creating an inviting work environment. In Saudi Rakeen Company all customers, employees, community institutions and stakeholders are well minded esteemed and taken care of.

Abdullah Bin Mohammed Abu Dabeel

CEO



Our Vision

To grow Saudi Rakeen Company locally and globally to be the company that best understands and satisfies the needs of its current and potential customers, the best in terms of consumer value, customer service, employee talent, and consistent growth and the best in nurturing a winning network of partners and creating mutual loyalty.

Our Objectives

- 1 - To maintain the excellent business cooperation with our world class partners in USA, Europe, Asia and attract others to enrich our world network.
- 2 - To achieve the highest international standards in terms of quality of products and services offered to our customers
- 3 - To satisfy our esteemed customers through introducing the best, finest, and most distinctive products and services at reasonable prices.
- 4 - To build a successful network for our business in the main cities of Saudi Arabia as well as the Arab Region, the Middle East and rest of the globe.



Core Values

After gaining the blessing and satisfaction of the Almighty, we strive for our values:

Dignity & Loyalty

- 1 - We struggle to create dignity and loyalty to Saudi Food Industry.

Customer Care

- 2 - We believe our customers are the basis of our success and their satisfaction is a prerequisite for the continuation of this success.

Quality

- 3 - We follow the highest international quality standards at all levels of work, stages of production, and service delivery through the provision of healthy food and cleanliness.

Innovation & Development

- 4 - We strive to provide innovation and continuous development in our work and welcome ideas and suggestions of our employees as well as customers.

Skilled Teamwork

- 5 - We believe that the human factor is a real investment, so we work hard to attract skilled and experienced people to our company.

Responsibility

- 6 - We act responsibly and care for safety and our environment.



Our Mission

- We work to provide high quality products and services through the use of our own standards which are the blueprints that judge our performance for the purpose of satisfying our customers.
- We work for providing tasty and safe food at an affordable price
- We aim to achieve outstanding growth through superior customer service, innovation, quality and commitment.



About us

Saudi Rakeen Company deals in various commercial activities including Import & Export and Distribution of high quality FMCG, Communications and electrical & Electronic Devices and mobile accessories and Drugs & Cosmetics. Besides Food Manufacturing, Fast Food Restaurants and Chocolates, Wafers and Desserts. In each field of activity, Saudi Rakeen is among the trusted companies in its category in Saudi Arabia, and is recognized by its unique products and services quality.

Saudi Rakeen holds the exclusive rights of distribution of world class brands in the GCC countries and ME through related companies, partnerships, and long-term Franchises and distribution contracts.

The company was founded in 1998 with the vision of being at the right place at the right time to offer its products and services to customers. Success is achieved due to a large knowledge of its consumers, a strong financial base, and a philosophy of investing in brands for the long-term through a completely integrated marketing strategy.



Fields of Activities

- 1 - Importing exporting and distributing various items of food and non food stuffs
- 2- The wholesale and retail of world class, Eastern and Western Chocolates, wafers, biscuits, and sweets.
- 3 - Cooked and uncooked catering services
- 4 - Establishing , managing , maintaining , and operating restaurants & cafes.
- 5 -Offering franchises to luxurious, casual fast food , and fast food restaurants.
- 6 - Providing all kinds of FMCG.
- 7 - Restaurants & café Feasibility Studies.
- 8 -Consulting, Planning, and implementing food and catering projects.
- 9 - Training and human resource development in the field of food.

Our Partners

شركة ركين الغذائية
Rakeen Food Co.

2go
سوق
2go
MART

2GO
Tech



شركة ركين السعودية
SAUDI RAKEEN CO.

K
KARMELLO
Chocolatier

Superano

Casho





2GO Mart

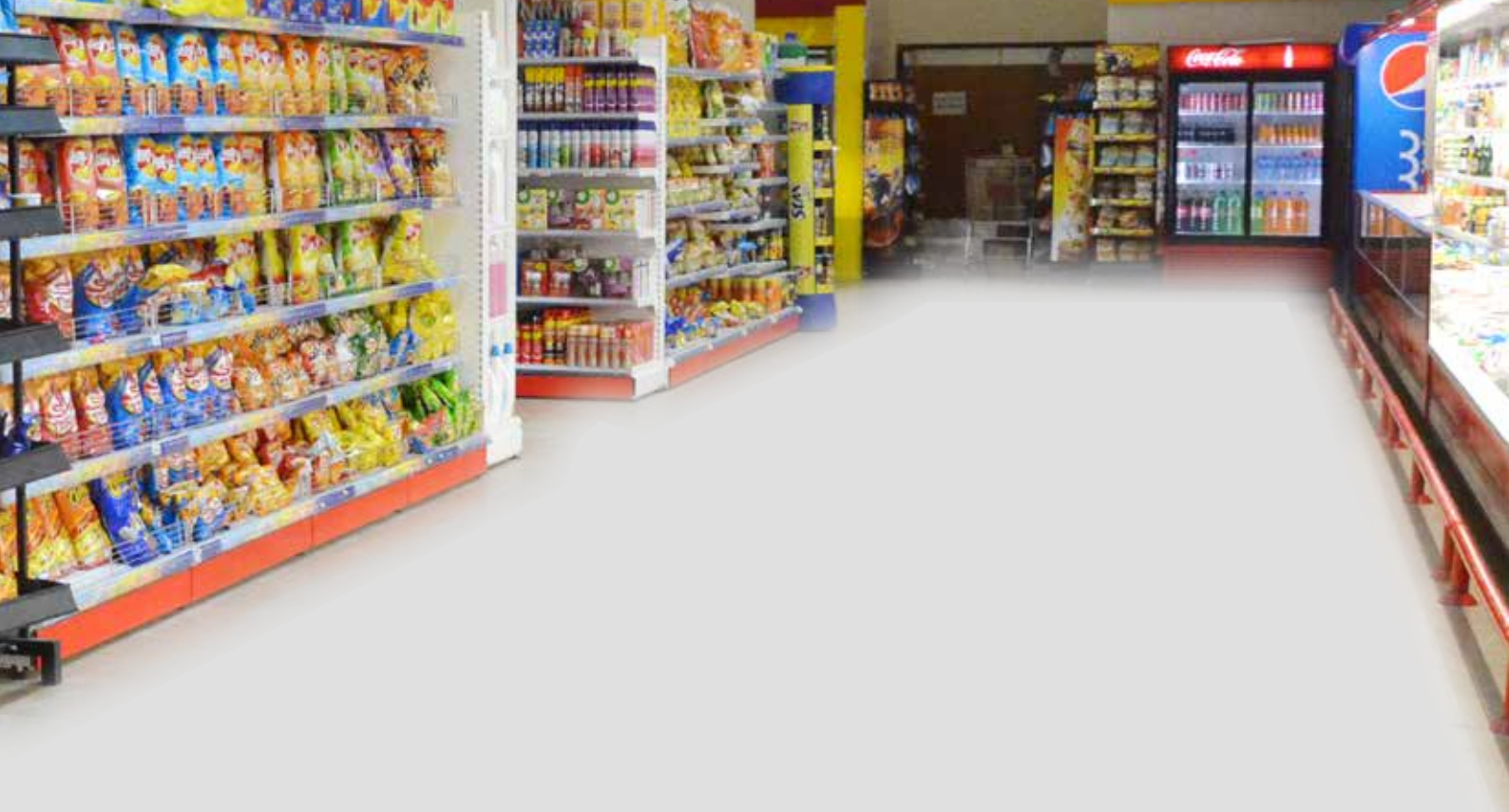
2GO Mart is spreading fast through Riyadh, Saudi Arabia, and is planned to exist in all Saudi main Cities. We aim to be among the best supermarkets in the Middle East in terms of customer satisfaction, high quality, healthy food, and 24 hours/day availability.

2 GO Mart is gaining more customer satisfaction through its strategic partnership with Shahiyah Company, for having Dunkin Donuts open in all 2GO outlets where customer can enjoy having both shopping and coffees simultaneously. High quality imported foods from all over the world, specially the world class products achieve 2 GO uniqueness.



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Our Commitments to Dear Customers

We commit to obtain top-notch brands and strategic partnering with world-class global suppliers to achieve continuous development of our products' quality and improve service offered to our dear customers. Our quality standards are universal and are used as blueprint to check continuous improvement plans.



Our Mission

- 1 - We work to provide high quality products through the use of our own standards which are the blueprints that judge our performance for the purpose of satisfying our customers.
- 2 - We work for providing the finest products at an affordable price
- 3 - We aim to achieve an outstanding growth through superior customer service, innovation, quality and commitment.





Novel Style of Shopping

2GO Marts offer customers a unique type of one stop shopping professionally in a cozy modern style and welcoming environment where our customers enjoy shopping in a modern 24 hours seven days market





Cafe Strategic Partnership

Customers can enjoy their cafe break while shopping in 2GO. Dunkin' Donuts is now open in all 2 GO markets where shopping and drinks are made easy and fun.





2GO Branches

- 1- Al Muhamadiyah District, Takhassussi Rd.
- 2- Al Khaleej District, AlHassan ben Al Husaain St.
- 3- Al Nuzha District Abu Baker Alsadique St.
- 4- Al Quds District, Khaled Ben Al Waleed St,
- 5- King Khaled InternatiOnal Airport .
- 6-Al Shuhadaa District Abu Jaafar Al Mansour St “soon”.







2GO tech

2GO Tech. is a reputed trademark owned by Saudi Rakeen Company. that focuses on quality products.

2GO Tech. is specialized in importing and distributing all electric and electronic products in general and in particular All kinds of famous brand phone accessories, such as Apple iphone, Samsung, Blackberry LG, Motorola, HTC, Sony, Nokia etc. All different kinds of tablet protectors such as Ipad, Samsung, HTC, besides Power Banks, car Chargers, mobile cases, Tablet covers, USB and USB cables Headphones, screen protectors and all other mobile accessories.





Casho Concept

Food Development Co. Ltd. is one of the sister companies originated from Saudi Rakeen Company as a result of the long experience of its founders in the field of fast food and the food industry since 1995. FDC was founded in 2013 with a capital of 10 million Saudi Riyals. The company has a modern and sophisticated factory established according to the latest German machinery and equipment for manufacturing and preparation of high quality food products to meet the needs and tastes of consumers through its mark “Casho” and “2go grill”. The company has hired the best human resources, global experience on the latest means of the development of fast-food and food industries. FDC has a firm commitment to providing the highest quality standards in its products and services

As a result of hard and continuous work of the board of directors inspired by their expertise and passion emerged the FDC vision. The BOD applied a series of developed administrative procedures and the steps that were reflected positively on the effectiveness of their performance and productivity, and enabled it to adopt a bold expansion plan in the market and compete with the brightest international marks in the field of fast-food and food industries

Our Concept which was developed by our development department with 17 years of experience in developing blends from a wide selection from the best herbs and ingredient worldwide

It was seen as an opportunity to develop fast food restaurants chain based on four main attributes

- 1- Offering a wide selection of chicken products in quick services experience.
- 2- A distinctive, spicy flavor with high quality menu items made from outstanding products and Ingredients matching our taste.
- 3- A family oriented atmosphere that is quick in its service, offering: Dine-in, Take Away, and Delivery Service, reaching multiage customers.
- 4- A fun, festive restaurant design with friendly service. With a specialized and warm touch..



Casho objective

Our main objective is to make Casho the best chain of Fast Food Restaurants and to expand in the Middle East and around the world.

Casho Restaurant is for all ”

we are happy to serve all classes of consumers, from kids and teenagers to senior people, small families to big families and workers to businessmen . Our aim through the launch of Casho is to gain the benefits and privileges of becoming the customer’s favorite place for their eating habits.

Casho vision

To build an international chain of quick-service restaurants unique in its category with the same taste and quick service.

Casho mission

To become the most successful and profitable leaders in the chicken-food industry in every place we operate in.

Casho services

our standards are based on Professional level of service attitude, Customer satisfaction, Quick service and making customers feel welcome.

Casho commitment

we are committed to customers to consistently serve unique and high quality food..

Casho

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Saudi Rakeen Co.

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How Casho looks and tastes.

Casho broasted chicken offers customers a unique type of Broasted Chicken served professionally in a warm modern style and inviting environment where our customers enjoy fresh, crispy, delicious, juicy chicken.

Interior

The simple and elegant interior design with its selected colors furniture creates a cozy ambiance that allows customers to relax and get the best of their meals and times.

Casho Branches

- 1- Al Nafel District Exit 5
- 2- Al Quds District, Khaled Ben Al Waleed St,
- 2- Al Muhamadiyah District, King Abdullah Road
- 4- King Salman Road (Airport Road) Sasco Plus (2)
- 5- Thumama Road PETROMIN station



Taste is personal, quality is not



Karmello Chocolatier

Karmello is a Polish company that was founded out of love for chocolate and passion for creating sweets whose taste stays with you forever. We make sure that all the production processes taking place in our state-of-the-art factory in Bielsko-Biała, are in compliance with the HACCP that we have implemented. We produce our sweets in a traditional manual way, trying to give them an innovative and an attractive form. Our goal is to show our customers what real chocolate should taste like.



What Distinguishes Us

What is it about Karamello chocolate that makes it so smooth, flavorful, and melt-in-your-mouth irresistible? The secret lies in quality ingredients and expert processing, combined with a spirit of innovation that continues to refine Karamello chocolate even today.





Karmello is quality

«Taste is personal, quality is not»: our motto concisely and clearly communicates the company's philosophy. Focusing on quality, we are able to offer a wide range of products and flavours to satisfy the needs and taste of all customers. For the production of our sweets we use only carefully selected, top-notch ingredients. We combine them using traditional, time-tested recipes, often overlooked in the era of mass production, enriching them with elements of fusion cuisine.







Superano

Unique Hot dog - Ice-cream - Pizza - Juices - Snacks



Superano Concept

Rakeen Food Trading Co. is one of the Companies that was originated from Saudi Rakeen Group. This was a result of the long experience of its founders in the field of fast food since 1995. RFTC was founded in 2013 with an investing wallet exceeds 10 million Saudi Riyals. The company has a modern factory established according to the latest German machinery and equipment. The goal is to provide high quality food products to meet the needs and tastes of customers through its mark “Superano”.

Superano offers hot dogs and ice cream in an innovative way for the first time in the Middle East after spreading in Europe. Superano is considered a new addition to the outstanding success achieved by reputed Casho Restaurant chain in the city of Riyadh. With its four branches- planned to rise up to 30 in the near future, Casho won the admiration and trust of thousands of customers. The company hired and always seeks to hire the best human resources, global experience on the latest means of fast-food industry development. RFTC is firmly committed to offer the highest quality standards in its products and services.

It is our fundamental belief that everything is loaned to us by Allah, to grow and multiply them for the good of everyone.

We care for: Customer focus, Social Responsibility, Passion for Success, Integrity, Respect, Innovation, and Teamwork.

We will work hand-in-hand with our Suppliers and other Business Partners, to help them grow with us. Cooperatively, we will give and do what is right and become proponents of good stewardship.



Superano Culture

Superano Objective

- To create a service-based company whose primary goal is to exceed customer's expectations.
- To increase the number of customer served by 30% per year through superior service.
- To develop a workable start-up business.

Superano is for all

We are happy to serve all classes of customers. Our aim is to become the customer's favorite place for their best hotdogs, ice creams, and fast food. When we mention Superano's hot dogs and ice creams, we refer to the unique and innovative style of hot dogs and ice creams presented by Food Development Company for the first time in the Middle East after spreading in Europe.

Superano Vision

Superano will be one among the best in providing catering services in KSA and will be a business model that competes fairly in the catering trade.

Superano Mission

Superano's mission is to provide the customer with the finest hotdog catering. When we adhere to this truism, everything else will fall into place.

Superano Services

We believe that our standards should be based on a professional level of service attitude, customer satisfaction, quick service and welcoming environment.

Superano Commitment

Superano commits to consistently serve exceptional and high-quality food.

Core Values

After seeking the blessing and satisfaction of the Almighty, we strive to attain our values:

Customer Care

We believe that our customers are the basis of our success and their satisfaction is a condition to the continuation of this success.

Quality

We follow the highest international quality standards at all levels of work, stages of production, and service delivery through providing delicious and clean food.

Innovation & Development

We endeavor to constantly innovate and develop our work by welcoming the ideas and suggestions of our employees and customers.

Skilled Teamwork

We believe that the human factor is the real-deal; accordingly we work hard to attract skilled and experienced people to our company.

Responsibility

We act responsibly and care for the welfare of our environment.



Future Plans

Domestic Growth

Due to its solid foundation, Rakeen Food Trading Co. has grown rapidly in spite of market turmoil. The brand has been successful in the Kingdom of Saudi Arabia. New outlets have been signed to open in all main cities of Saudi Arabia.

International Growth

In addition to the potential for future expansion in KSA, the company will continue its expansion internationally using a franchise model. International franchise locations, signed to open include: UAE, Qatar, Oman, Bahrain, Kuwait, and Egypt.

Internationally, negotiations are ongoing to open further franchise locations. Superano has a strong franchise model in terms of both financial and operational management of the brand.

Developing Businesses

The World-Class brands, basically owned by Rakeen Food Trading Company, is developing businesses model that offers diverse revenue streams and enhances the core business.

Brand Value

As well as growing in terms of outlet locations, the brand is continually being strengthened by the merchandising, sales and marketing departments. Standardization of the product and design has made the brand name consistent and replicable in other areas.

Our Envisioned Future

We will thoroughly understand our customers, winning their hearts by providing tasty and innovative products and services that foresee and respond to their needs.

We will ensure that our products are of adamant quality and easily within reach.

We will revolutionize the fast food service industry.

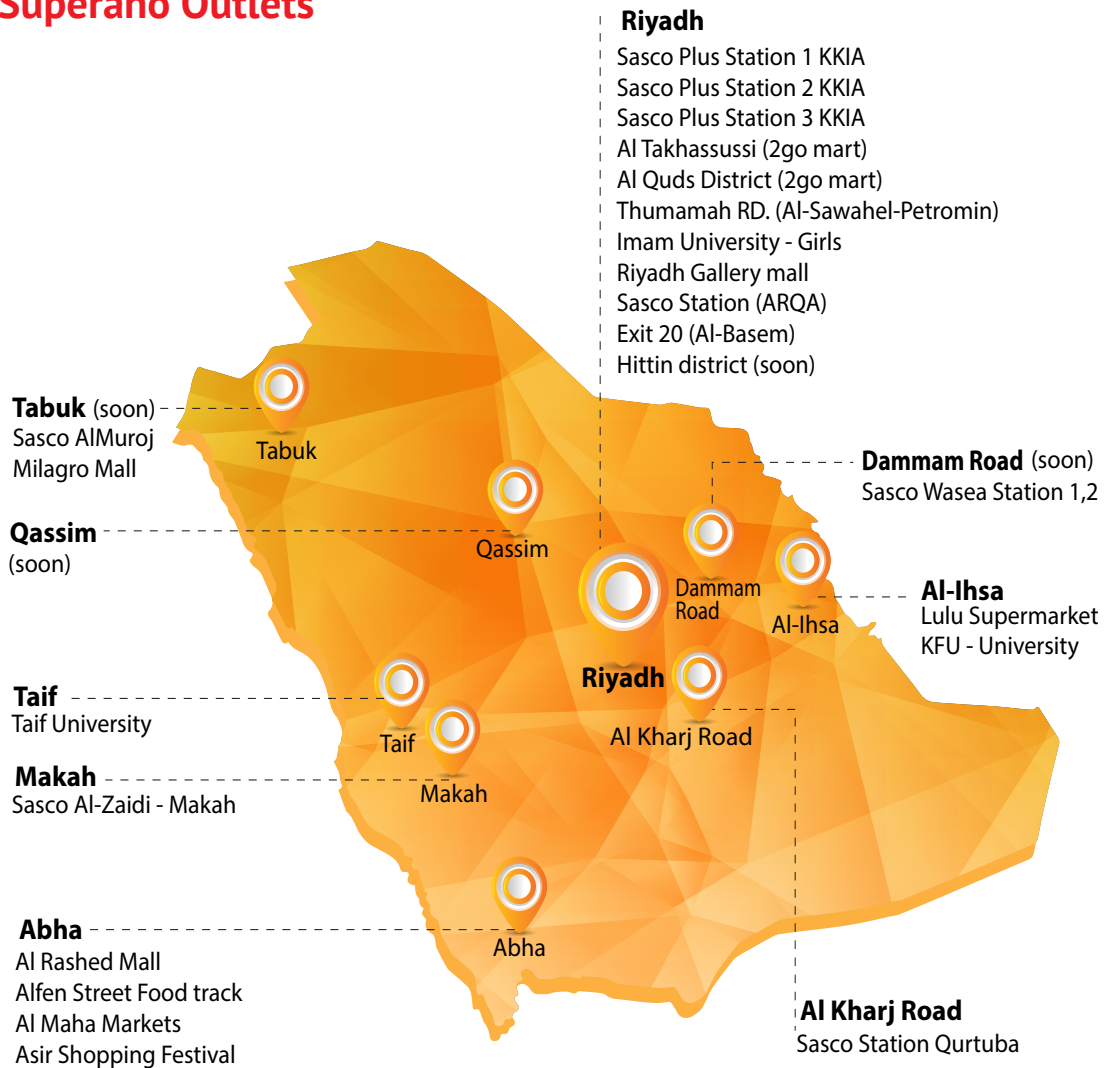
We will insistently bring our products and services worldwide, spanning the GCC, Middle East, and North Africa in particular.



Locations

Location is of great importance on the viability of a hotdog business. Not every available space is right for an outlet. Rakeen Food Trading Company's administration requires a location questionnaire for the site to be filled in order to compare it to the minimum requirements for approving the selected sites. RFTC engineering department will be available to provide advice and answer questions relating to the proposed site.

Superano Outlets



(Soon) New Branches outside and within the Kingdom Saudi Arabia

Administration Personnel

Superano is committed to employ, in its best judgment, the best qualified candidates for approved company positions while engaging in recruitment and selection practices that are in compliance with all applicable employment laws.

The company currently has a total of around 280 employees.

The key personnel are the CEO, Director of local and International Franchises, Head of Interior Design, Director of Sales and Marketing, Director of Operations, Human Resources Manager, and Financial Manager, IT Manager. The key personnel have extensive experience in the hospitality industry and include graduates from various hotel-management, culinary and business schools.



Franchising

Rakeen Food Trading Company has developed a franchise model that is built on real experience and success. Superano is the core franchise-able business,

Conceptually, a franchise-based operation develops as follows:

A party (the franchisee) outside the company's current region of operations recognizes the success of the brand and wishes to reproduce that success in another region.

The company allows the franchisee to use the brand, (inclusive of all operating systems, recipes, management expertise, design features, images, materials, and all other aspects of Superano business model).

In return for this the company requires a license fee for the right to use the Superano name with all related branding designs, images, menus and systems. The license may be granted for a city, a country, or a region depending on requirements and negotiations, and will be for an agreed term with an option to renew by mutual agreement.

The company will provide all information and assistance in terms of interior design drawings, furniture design, kitchen plan, set-up support, equipment purchasing and training to enable the Superano brand to be reproduced in its entirety in the franchisee's location.

The company will continue to support the franchisee's operation of Superano brand during the term of the license agreement by regular management visits, ongoing training support, marketing support, and providing the benefits of any new product and design development.

The franchisee will pay, each month, a percentage of the monthly gross sales revenue to the company for royalty, and another percentage of the monthly gross sales for advertising.

Depending on the size of the market, the company may require the franchisee to open a minimum number of outlets within a specified time frame. Each new outlet will receive pre-opening assistance from the company, although these additional outlets will also benefit from the franchisee's operational experience.

Recognizing that each franchise opportunity will be unique to a particular situation, a party wishing to explore the franchise concept with Superano should embark on preliminary discussions to identify territorial requirements etc, and with the company will negotiate all details of the franchise arrangement to the satisfaction of both parties



For the first time
in the Middle East
Superano`s unique
ice cream







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