



# AL R a y a AL D a h a b i y a

Electronics L.L.C

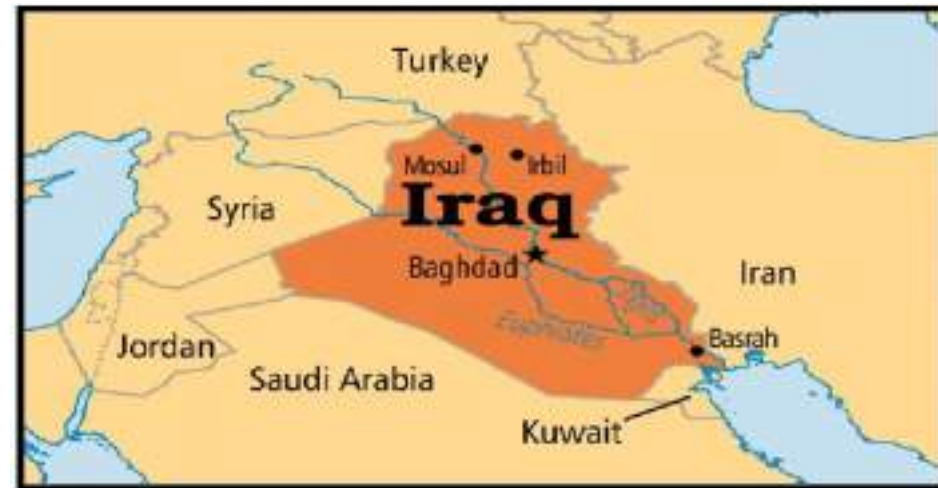
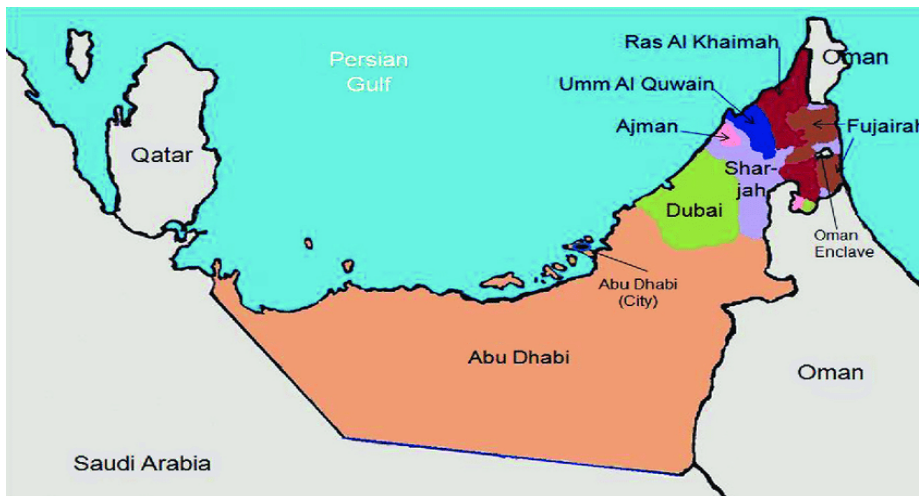


## **COMPANY PROFILE OVERVIEW**

### **AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C**



Our company **AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C** has been operating in the **Middle Eastern region** since 2014 . We have a major presence and extensive sales and marketing operations and activities in all **G.C.C / Gulf countries** namely , **United Arab Emirates (U.A.E)** , Saudi Arabia , Oman , Bahrain and Kuwait , as well as in other non-G.C.C Arab countries such as **IRAQ** .





The company has since then, come a long way in the import, export and wholesale business for the full spectrum of electronic products including , but not limited to , **computer hardware and software, networking items , security devices , energy products as well as building automation integration systems.**







By dint of complete **professionalism**, sheer **hard work** and **dedication** of the Al Raya Al Dahabiya Electronics team towards its valued customers, it has acquired a formidable reputation in the local and overseas markets as a **trusted** and **dependable** company that provides its clients with top-of-the-line products along with highly competitive prices.



With its head office strategically located in the heart of the trading district in Deira (Dubai) , we control/supervise and direct all our import , export and local wholesale of our products , as well as all provide services and solutions related networking , security , energy and building automation , along with related marketing and logistical activities.





## MOTTO AND MISSION



Our philosophy has constantly been focused on **customer satisfaction** with **uncompromising integrity**. Since its establishment, we have always aimed to provide our existing as well future potential clients with a full spectrum of the **finest value** and **high-quality** electronics products as well as exceptional and personalized end-to-end services and solutions for all their IT, networking, security, energy and building automation requirements.



## **OUR CORE VALUES**

### **Respect :**

» We hold strong values in business and fully respect our colleagues, vendors, distributors, and customers.



### **Integrity :**

» We ALWAYS bring to you the highest ethical standards.

## **Teamwork:**

» Our diversity and unity brings creativity to our relationships within our company, and to our customers and vendors alike.



## **Innovation:**

» As we anticipate changes and alternative ideas, we help you to benefit from the many opportunities that continue to arise.

At AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C , we strongly believe that success is founded on collective achievements and gains. We have, therefore , built our company culture in such a way that it acts as a foundation on which all our employees can reach their full potential, all our customers can benefit from our offerings and all our suppliers can enjoy mutual earnings. Our competency is benchmarked only by satisfied customers who constantly seek us out for our high-quality products , services and solutions .



## **BRIEF OVERVIEW OF OUR BUSINESS ACTIVITIES**



Apart from import , export and wholesale of a wide variety of electronics hardware , our work as an IT solutions provider covers major aspects of networking , security devices (cameras , access control systems) , renewable energy harnessing products (solar systems) and building automation integration systems. We provide wide variety of networking and security functionalities for all types of businesses.



## **SOLAR SYSTEMS**



## **BUILDING AUTOMATION INTEGRATION SYSTEMS**





## **SECURITY CAMERAS**



## **NETWORKING PRODUCTS**





## IMPORT COUNTRIES





## EXPORT COUNTRIES/CUSTOMER MARKETS



## EXPORT COUNTRIES/CUSTOMER MARKETS



## **BRANDS**

Since 20014 up until now , we have been one of the major distributors and resellers of many popular brands such as **SMA (Solar Energy) , SU-KAM (Solar Inverters) , RenewSys (Solar Panels) , KNX (Building Automation Integration Systems) , Kung Long batteries , Ubiquiti , Microtik , TP-Link , D-Link, Tenda.**





## **BRANDS**



Our continued vision for the future, and a fundamental belief in global outreach for the betterment and expansion of our company's product line, has led AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C to expand its wholesale distribution territories and its exposure in other countries. With our current partners in other countries we have been exploring alternative solutions to further expand our distribution network not only in the Middle East and other GCC countries but in neighboring continent such as ASIA and EUROPE.

## **BENEFITS OF WORKING WITH AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C**

### **• Value Added Distribution**

Unlike many wholesale distribution companies, AL RAYA AL DAHABIYA ELECTRONICS TRADING L.L.C provides the full range of products and services as well as efficient distribution. Marketing, Support, Product Management and related Logistical Services are all available for vendors who do not have a direct presence in United Arab Emirates. Unlike many standard wholesale distribution companies, we can also provide a much higher level of support to our resellers.



### **• Complete Support**

With our team of dedicated support staff, we provide a complete level of support for all our partners throughout the Middle East, GCC and other countries.

## **OUR VISION**

To retain and expand our existing extensive product lines and IT services and solutions' portfolio , and also diversify and tap into emerging energy industry trends.

**We have a vision to be a leader of intelligent solutions providers.**



We are keen on extending our position as a **trusted and renowned** trader in electronics items as well as the most **trusted experts** in providing the **best services and solutions** in the security , energy and building automation fields.





We intend to grow our market by continuing to expand our portfolio , through the dogged efforts of our **energetic** and **proactive** team.

The word "PROACTIVE" is written in a bold, red, sans-serif font. It is enclosed within a red circular outline that is slightly offset to the right, creating a sense of motion or a stamp.The word "adaptive" is written in a lowercase, white, sans-serif font. It is centered within a blue oval shape that has a subtle gradient and a slight shadow.The word "Unique" is written in a black, cursive script font. A small red heart symbol is placed above the letter 'i'.The words "ETHICAL STANDARDS" are written in a bold, yellow, sans-serif font. The text is positioned on a dark, textured background that resembles asphalt. A bright yellow vertical line runs down the left side of the text.The words "BEST PRACTICE" are written in a large, bold, white, sans-serif font. They are surrounded by various other business-related terms in a smaller, white, sans-serif font, including "quality", "results", "analysis", "business", "consistency", "solutions", "customers", "success", "organization", "improvement", "satisfaction", "ability", "management", "development", "skills", "technique", "standard", and "quality". The background is a blue, textured surface.

We shall always demonstrate the aptitude to be **adaptive** and responsive to market demands and requirements, and to work together with its suppliers and customers to ensure our continued mutual business success.

We visualize to become a **unique** distributor and supply a varied range of premium products , services and solutions in the security , networking , energy and building automation markets .

We pledge to continue to carry out all our activities with the finest values , **ethical standards** and **industry-best quality** in the market. To meet our customers' expectations, we ensure that our entire team service our customers with enthusiasm and respond with extra effort in addressing our customers' needs.



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**THANK YOU**

**FOR BROWSING**

**THROUGH OUR**

**COMPANY PROFILE!!!**