

**COMPANY PROFILE  
OF  
SHOHOZ DISTRIBUTION COMPANY  
LTD.**



## Profile at a Glance

Name of Company	<b>SHOHOZ Distribution Company Ltd.</b>
Year Established	22-09-2015
Incorporation Reg.	Year 2015, Reg. No. C-125820
Type of Business	Distribution Company
Business Function	Commission Agent, E-Shop, Marketing Consultancy, Distribution etc.
Founders & Board of Members	<ul style="list-style-type: none"> <li>❖ Pro. Dr. Md. Abdul Munim Khan- Chairman (Honorary)</li> <li>❖ Hasan Ahmed Mahadi – Managing Director</li> <li>❖ Md. Nahidul Islam Bhuyan- Director</li> </ul>
Corporate Office Address	Ta-109 Badda Link Road, Gulshan-1, Dhaka 1212, Bangladesh.
Total Employees	255
Departments	<ul style="list-style-type: none"> <li>• Human Resource Development &amp; Administration</li> <li>• Business Development Team</li> <li>• Marketing Team</li> <li>• Sales &amp; Distribution Team</li> <li>• Corporate Team</li> <li>• Finance &amp; Accounts Department</li> </ul>
Sister Concern	SHOHOZ Bazzar, SHOHOZ Marketing, SHOHOZ IT, SHOHOZ NEWS
Website Address	<a href="http://www.shohozgroup.com">www.shohozgroup.com</a>
Company Email	Information Desk : shohozmarketing@gmail.com Admin : <a href="mailto:info@shohozgroup.com">info@shohozgroup.com</a>

Company Phone	(+88) 02 9840285
Company Hotline	Information: (+88) 01979466555 Sales: (+88) 01619416555
Bank Information	Name of Bank : Dutch Bangla Bank Ltd. Address of Bank : Progati Sarani Branch Account No : 0193110139716 Account Name : Shohoz Distribution Company Ltd.
Market Coverage	All over Bangladesh
Logo & Trade Mark	 The logo for Shohoz Marketing is circular. It features a stylized 'S' shape in blue and orange. The word 'SHOHOZ' is written in blue above the 'S', and 'MARKETING' is written in blue below it. At the bottom of the circle, there is a small red tagline that reads 'A Part Of Jinnah Group'.
Motto	Quality Product or Service & Cost Minimize
Mission	Our company's mission is to spot developing niche markets and take advantage of these opportunities by working closely with our suppliers and our customers. We strive to provide an excellent marketing service that is supported by an experienced sales team.
Vision	Our continued success is based on our experience of the Bangladesh market and our ability to add value to leading brands. We continue to facilitate the management of existing brands and to accommodate potential strategic acquisitions.

## **Profile at Details:**

**SHOHOZ Distribution Company Ltd.** is a Bangladesh based Distribution & Marketing company that focuses on highly qualitative, timely delivered and cost-effective Product or Service. SHOHOZ Distribution Company Ltd. was founded in 2015 with the express purpose of developing a Distribution network & skilled manpower in Bangladesh.

**SHOHOZ Distribution Company Ltd.** is one of the major distributors of imported & domestic manufactured foods and beverages, cosmetics and others consumer goods. Our company has more than 2 years of experience in the distribution business as well as supermarket chains, Dealer Point, Personnel Selling, Trade Marketing.

**SHOHOZ Distribution Company Ltd.** is dedicated in using its resources to gain market share aggressively in the years to come. We strive to promote our quality brands with our knowledge of this market place. **SDCL** is proud of its accomplishments to this date and is ready to take advantage of new challenges to come, while expanding and strengthening to new horizons of our business.

**SHOHOZ Distribution Company Ltd.**'s market coverage is supplied with approximately 132 establishments directly and over 500 mom and pop stores indirectly. **SDCL** is known throughout the community given its aggressiveness, knowledge, experience and involvement in popular social events.

**SHOHOZ Distribution Company Ltd.** consists of 255 employees. Our staff is composed of knowledgeable professionals with ample experience in the sales, marketing and distribution business. We provide constant training and support to our sales force providing them with the backup required to penetrate this market place while increasing our client base daily and keeping the old clients always satisfied of our quality service.

**SHOHOZ Distribution Company Ltd.**'s office and 5,000 sq.foot warehouse is located in a central location great for dispatching our daily deliveries and is located only 5 minutes from the transport. **SDCL** plans to expand its business to its own point of sale stores, where they will only sell **SDCL** products throughout the capital, and in the future the provinces. In these wholesale points of sale, we will provide them with affordable products for that specialty market place and do big volumes with less profit.

**SHOHOZ Distribution Company Ltd.**'s transportation fleet consists of 8 trucks and 5 vans which provide us with our diverse distribution system. Our fleets are equipped with two-way radio communication systems linked to our central office. Drivers are provided with daily routes and we provide follow up by a supervisor at the end of day sales. Supervisors evaluate the sales and see the latest trends to better improve our daily sales while constantly updating our data analysis.

**SHOHOZ Distribution Company Ltd.**'s marketing philosophy and strategy is totally focused on innovation and service. Market penetration at all levels has and will continue to be at the core of its activities. **SDCL**'s positioned with an assortment of SKU's dominating the competition. Our marketing campaign is continuously monitored to ensure that each brand is uniquely positioned and targeting its intended audience.

**SHOHOZ Distribution Company Ltd.** provides our clients with the backup they need in terms of promotional material, displays and much more to sell our brands with the help of our suppliers of course.

**SHOHOZ Distribution Company Ltd.** plans to invest in a route computer program to improve efficiency, reduce costs, monitor our sales force better, and provide quicker and better customer service. This system would provide accurate sales figures and forecasts, and would provide sales promotions more promptly to customers. This system is specifically designed for the distribution industry and provides top quality support to our sales force.