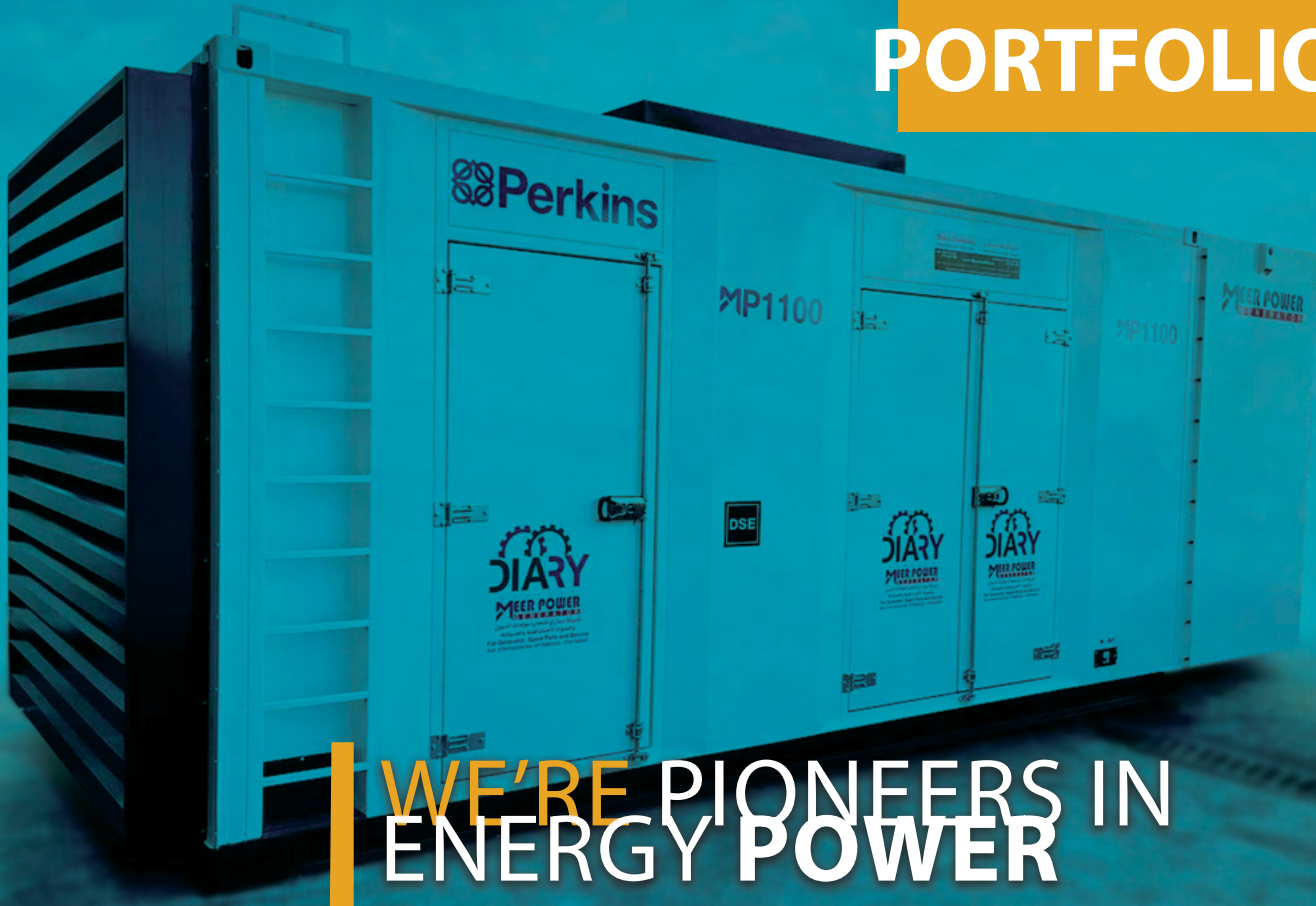








# DIARY COMPANY BUSINESS PORTFOLIO







WE'RE PIONEERS IN  
ENERGY POWER

## CONTACT ME

### Suliamany Branch:

-  **A-** Malik Mahmoud Ring Road-Near Binaiy Station.  
+964 750 155 33 55  
 +964 773 006 33 55
-  **B-** 33 Sheikh Selam st.-street 301 Seywan-Asoi Delak  
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### Irbel Branch:

-  **A-** Kuran-Makhmur Road-Opposite khder Suara Masjed.  
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-  **B-** Southern Industrial Zone.  
+964 750 105 5700  
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## 01. ABOUT US |

### Introduction

#### A. Company History

Our beginning was in early 1960's through the Father with the name Workshop of ABDULLA Omer (well-known Agricultural Machinery Mechanic) in Sulaimaniyah City. In the beginning of 1997 he passed all experience and customers to his sons where they started in a larger scale and bigger space and different departments such: Maintenance and repairing, Spare Parts and Showroom. After eight years the work was formed under the new name of DIARY company in March 2005.

#### B. What the company does

Diary Company is importing a wide range of Trucks, Generators, Yellow Equipment from major and Worldwide Trade mark producers. In addition to management and running a large-scale Showroom and warehouse inside Sulaimaniyah city (main) and some other provinces of Iraq.

## 02. STRATEGY |

#### A. Vision statement

Our vision and goals are to be one of the Huge Business and Trading companies inside Kurdistan Region, also with a great reputation in IRAQ. With a great hope that one day we participate in Exporting local high value products to the rest of the world in coordination with famous international brands.

#### B. Mission statement

Thanks to GOD we have made a good start and always have achieved the customers' satisfaction always DAY-BY-DAY.

#### C. Values

Our main valued principles and Slogan are: Best Quality, Commitments to our valued Customers, and Legal competition in terms of best price, quality and Customer Service.

#### D. Business goals & objectives

DIARY Company wants to achieve the Satisfaction of all retail customers (daily buyers) and Agents (Wholesale). Also we would like to become number one in Iraq in the near future. To achieve that goal and objective we do our best to approach and deal with the best manufactures in the world no matter what distance and costs will be JUST to keep a small profit margin that will keep us keep-on at the starting till we reach our target.

#### E. Business strategy

The general strategy of DIARY Company is vertical integration, and, growth by acquisition.  
f. Economic intent Intent of the organization is profit making and investment.

## 03. BUSINESS CONCEPT |

### A. Products that we import/distribute:

Diesel Engines, Solar Systems and spare parts from realized and reliable international brands.

### B. Business competitiveness:

We want to import best quality products and sell them with most competitive price to local consumers or Wholesalers.

### C. Quality policy & objectives:

BUREAU VERITAS (B.V.), ISO ratings, SABS standards specifications applicable, etc

### D. Service pledge:

Our company, DIARY Company, is very proud of importing ONLY from the most well-known and trusted brands/ companies in Europe and Asia.

### E. Business model:

We are using different type of business models each according to its nature, market needs and objectives. Such as: Centralized, retail, home based, office bound, etc

## 04. MANAGEMENT & OWNERSHIP |

### A. Management structure

DIARY Company' main office is in Sulaimaniyah City with some warehouses and distribution points in the same province. In addition to distributors (Agents) inside each of: Kirkuk, Baghdad, Erbil, Hilla, Basra and Duhok provinces.

### B. Ownership Structure

Diary Company is owned by below shareholders:

- 1- Abdulla Omer Saeed.
- 2- BahaAlddin A. Omer.
- 3- Diary Abdulla Omer.

### C. Directors

- 1- Diary A. Omer, CEO
- 2- BahaAlddin A. Omer, Sulaimaniyah Branch manager.
- 3- Shamall AGHA, OIC, Senior Engineer.
- 4- Salim M. Qader, Financial consultant.

## 05. STAFF, BRANCHES AND DISTRIBUTION NETWORK

### A. Management structure and areas of responsibility:

1. Mr. Diary Abdulla Omer , Chief Executive Officer (CEO).
2. Mr. Abdulla Omer , Senior Business Contributive.
3. Mr. Bahaa Alden A. Omer, Sulaimaniyah – Industrial zone office manager.
4. Mr. Shamall Agha , Senior Business Consultant / International deals.
5. Mr. Salim M. Qader , Financial consultant.

## 06. MANAGEMENT & OWNERSHIP

### A. Unique Selling Points :

DIARY Company' main office is in Sulaimaniyah City with some warehouses and distribution points in the same province. In addition to distributors (Agents) inside each of: Kirkuk, Baghdad, Erbil, Hilla, Basra and

#### - North (KURDISTAN Region):

1. Sulaimaniyah Province :

In Sulaymaniyah we have main Warehouse and three branches / offices with their sub-stores. Each office was established upon the best and nearest access to surrounding districts and town in its direction.

2. Erbil Province :

Since Erbil is the capital of Kurdistan Region and one of the large commercialization centers in IRAQ, Diary Company expanded its business by inaugurate a new central branch there in the heart of Erbil city.

### Planning For the Future:

Diary Company has the desire to inaugurate new branches in other provinces like Kirkuk and Mosul because of their especial position and their economic importance.



## 07. ATTACHMENTS AND SUPPORTING DOCUMENTATION (AVAILABLE ON REQUEST)

- A. Company/CC documents.
- B. Substantiating documentation.

## 08. SALES STRATEGY

### A. to sell your product to the target market.

- Directly through our warehouses in Sulaimaniyah City. For this we have allocated three trucks to deliver at wholesale Buyers destination.
- Retail through our owned Showroom and store. This option will keep us updated with all different consumers' interests and getting their direct feedback.
- Distributor. For all of our distributors we have the plan to buy and allocate trucks as follows:
- Website : [www.diary-supplies.com](http://www.diary-supplies.com).
- Sales representatives and Revenue Sharing Partners [this option will be taken into consideration after long and detailed thinking ONLY after planning to expand to other main regions of Iraq].
- Service and maintenance Workshops and Centers across Iraq to be established in the very near and mi-term future according to a related Local market needs, facts and figures per each new regions and provinces.

## EXPERIENCE

- |                    |                           |                        |
|--------------------|---------------------------|------------------------|
| ➤ Halabj Group     | ➤ UNHCR Suli              | ➤ مصرف اهلي العراقي    |
| ➤ Four Bridge      | ➤ Dana Gas                | ➤ مصرف استثمار العراقي |
| ➤ Fastlink Telecom | ➤ Aland Energy            | ➤ بنك كردستان          |
| ➤ Geg Company      | ➤ Oryx Oil Company        | ➤ بنك ثقة              |
| ➤ Ster Tower       | ➤ Kurdneft Dhouk          | ➤ شركة هندسة والاعمار  |
| ➤ Qaiwan Group     | ➤ Taqa Company            | ➤ هلال احمر            |
| ➤ MJ Towers        | ➤ OP Hawler Kurdistan Ltd |                        |
| ➤ Mirvanos Project | ➤ International Hospital  |                        |
| ➤ Forest Company   | ➤ MMC Hospital            |                        |



VOLVO



IVECO



LEROY-SOMER

