



MAF General Trading LLC

أم أي أف للتجارة العامة ذ.م.م.



# About Us



MAF General Trading LLC

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At M.A.F General Trading LLC, we are committed to providing superior value in our products and services on a continuing basis. We believe in building mutually beneficial and enduring relationships with all of our clients, based on conducting business activities with integrity and respect. The dedication of our professional staff has resulted in the development of a strong reputation for high quality work, completed in time and within budget serving more than 110 hotels in GCC. M.A.F General Trading LLC has been a leader in the industry and a premier kitchen equipment supplier. We provide our clients with a complete package for all foodservice facilities. Whether our clients are planning a hotel or convention facilities, a health care operation, a coffee shop or fast food restaurant, our years of experience provide the tools to create the optimum foodservice

Your leading edge products can be found in hotel establishments ranging from prestigious luxury UAE hotels to small country hotels. All our products are designed, quality assured and cared for by our in-house team. This gives us two significant advantages – the op-

portunity to impose the highest levels of quality control at all levels of production plus the ability to respond quickly to the needs of our customers. An efficient, functional design is the single most important factor in your facility, once your location is selected.

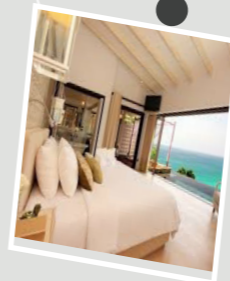
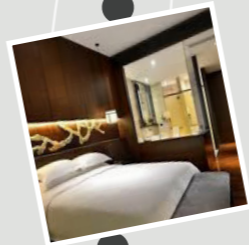
Our Design Team, made up of talented kitchen designers and creative hospitality designers, stands ready to provide the most modern, cost-effective facility within your budget. Complete food facilities design and interior space planning services are available.

# HOTEL ROOMS

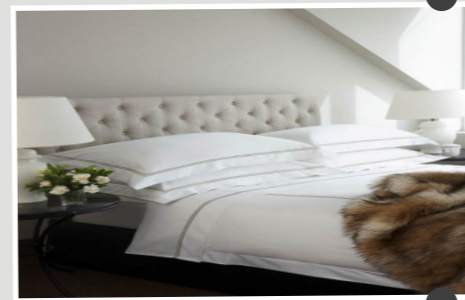
At M.A.F General Trading LLC, particular attention is given to all of the rooms, in which high-quality interior furnishings and decor are made use of. Exquisite antique and contemporary furniture has been shipped in from the trendy, high-quality furnishing sectors from around the world. Each individual convenience has actually been considered, for instance having the option to have coffee and tea as well as choosing a glass of mineral water readily available, is no exception.

Some actual snapshots from our portfolio are listed here to give you an overview of what we have achieved and what more we can do to make your business feel like home and at the same time giving it a personalized feel.

Nature always wear the colors of the spirit and we bring the nature close to your by adding different colors in your business lounge and restaurants.



- We love to do interior design, we love to quilt, we love to see different colors together, and we love to match things up. That's why we make the best that suits your taste. Our expert will help you to make the best choice.



- Colors must fit together as pieces in a puzzle or cogs in a wheel.





**SPA IN YOUR ROOM**  
MAF offers Shampoo, Conditioner and Face wash, made with love from herbal products and packed with aroma to lighten up your day!.



## AMENITIES

M.A.F General Trading LLC. established in June 2009 and since then we are offering quality products to hotels and our portfolio includes many happy customers and still counting.

Our leading edge products can be found in hotel establishments ranging from prestigious luxury UAE hotels to small country hotels to the economy sector. All our products are designed, quality assured and cared for by our beautiful quality assurance team.

Rejuvenate with our in-house products.. why pay for the spa when its lying right in the fresh up room. Dont hesitate to ask for more.. you can always take few home and a new line of products is waiting for you on your next check in



- Our lotions gets you in motion.



- All good things start with a handshake. Our hand lotion and Body Wash



- Women's KIT Keeping them productive and beautiful at the same time .



| Quick Response Products doesn't matter if you have forgotten your wash room kit at home. We have it all sorted out. Once used by our customers... they make it a habit forgetting it over & over again :) QRP includes Shampoo, Conditioner, Facial Creams, Gloss, Whitening Paste, Oils and many more...

This gives us two significant advantages - the opportunity to impose the highest level of quality control at all levels of production plus the ability to respond quickly to the needs of our customers.

Your comments are welcomed. Do ask the bell boy for comments card. This will help us serve you better.





## LINEN

Elegant, yet versatile; formal when we need it to be and casual when the circumstances call. At MAF, our linen fabric span the space between antique and modern - offering color and neutrality, depending upon your decorative vision. From colorful prints and stripes to floral and basket weaves, linen fabric is lightweight, breathable, and adaptable

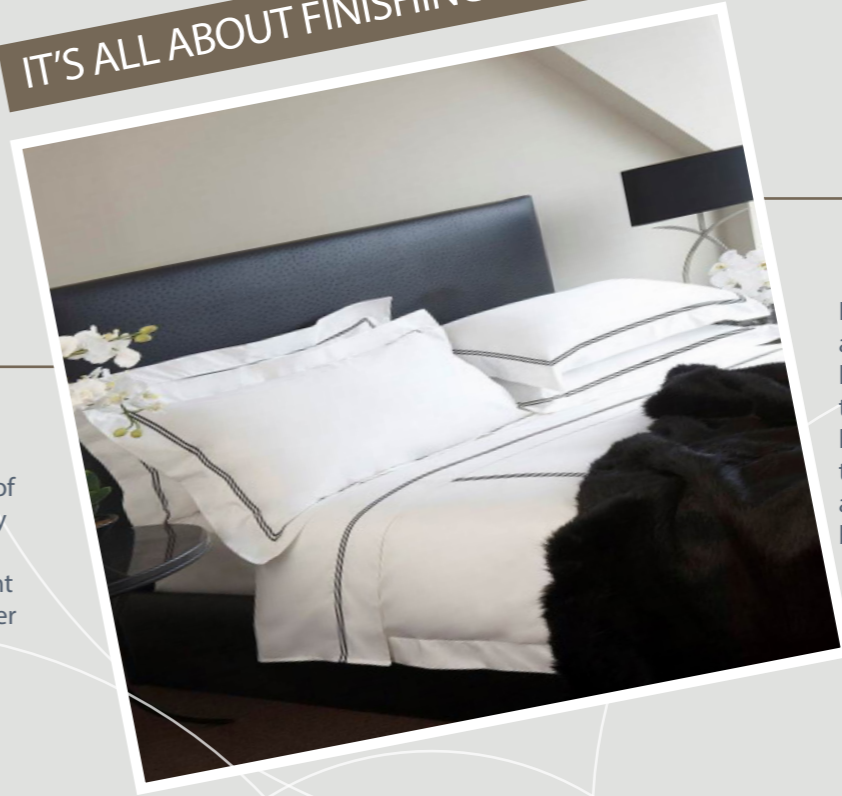
enough to provide a seamless fit for any room. Whether you prefer cool and neutral colors or bolder tones, solids or designed fabric, you'll find the selection of designer fabric above that will take your room to a whole new level..



Customer satisfaction is our first priority that's why our products are of high quality. Write to us if you need anything exclusive.



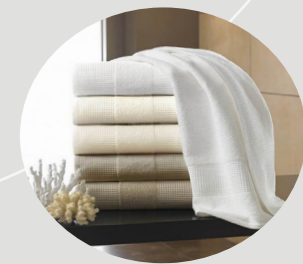
## IT'S ALL ABOUT FINISHING



We offer a fine selection of designer fabric to fit every taste and budget. We are renowned for our discount prices that allow us to offer customers great deals on everything. Browse our website to find a fabric to suit your needs



If you have any questions about our linen or linen look fabric, please contact us anytime. We are happy to help you find the fabric that will make all the difference in your business place.

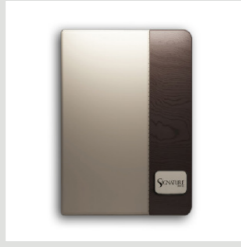


## LEATHER ITEMS

Butter-up those difficult dealings with customized office products like leather pad folios or digital photo shakers. Spread the word as your clients share files, music, or pictures with customized USB drives and other computer accessories and gifts for workplace. Customers will raise a glass to your organization's thoughtfulness when you send them coffee mugs, water bottles and other practical office giveaways. Many of our customized office products don't have to stay at the workplace. Clients can use im-

printed office giveaways like mouse pads and calendars at home offices. Or they can take sports bottles, tote bags and other portable workplace promotional items along on business trips. Business is booming when you trust the gifts for workplace experts at MAF Custom Promotions. Marketing that really works - gifts for workplace from MAF Custom Promotions. Build your brand with office giveaways as small as binder clips to customized office products as large as literature displays for lobbies and waiting areas.

Workplace promotional items are priced to work with any budget. Whether you need low or high volume orders, our gifts for workplace experts are here to help. Office giveaways are a great way to say thanks to veteran customers for their continued business and support. In addition, office giveaways are a wonderful way to welcome new members to your client roster. Workplace promotional items feature large imprint areas for high-visibility across the office. Make office giveaways work for you with customization.





Our unique Add-Ons make a room complete. You name it we have it. Ranging from highend electronic equipment to bathroom sleepers. We make sure you fall in love with the atmosphere.



## IRON BOARDS, HAIR DRYERS & MUCH MORE



Table Lamps, State of Art Electronic equipment, Wall Designs, Signature Items for your Business Needs. We have it ALL.





We supply a huge range of catering cutlery for use in hotels, restaurants, cafes and other catering settings.



Our collection of cutlery offers you some of the best value cutlery to be found anywhere on the high street or online!

Be well-equipped for tea parties and secret indulgences with our wide range of cheese cutters, pastry forks and cake slices.



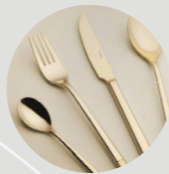
Cooking is an ART, but all ART requires knowing something about the Techniques and Materials.



FOOD & BEVERAGES







At the dining table, no seat is complete without flatware. A basic place setting requires a soup spoon and salad fork for the first couple courses. A dinner fork and knife are key for the main meal. And anytime you have coffee, you'll want a teaspoon on hand

## FLAT WARE

Set the table with beautiful flatware of M.A.F General Trading LLC. All our flatware is forged from high quality stainless steel and is designed for both beauty and durability. Find flatware in exclusive designs for every day and special occasions.



Which material matches your style? For the everyday, find stainless steel flatware with the perfect combination of durable chrome and shiny nickel.



After cleaning and polishing, proudly display silverware in sharp storage chests.



If you love hosting formal dinner parties, keep sterling silver utensils on hand to make occasions special





Preparing and serving a meal that the whole family will love shouldn't become a headache. Look for dinner plates that are durable enough for the little ones to use, too—and everyone can enjoy the special dining experience together

Chinaware can virtually transform any dining area into a complete gourmet experience. Look for fun details like delicate engraving, or silver or gold rimming, to create a truly personal story



## CHINA WARE

Our chinaware is available in so many exquisite patterns you'll find exactly the right design to complement your restaurant setting.

Creating any ordinary restaurant into a truly unique and personal place oasis is as simple as finding chinaware that suits every style. Look for a statement beverage pitcher in a bright color. A similar piece can even pull double duty as a fun work of art or centerpiece on any dining table. Shopping through a variety of fun pieces is easy, especially with such great options.





M.A.F General Trading Known for their amazing designs and incomparable craftsmanship, these glassware have gained immense popularity across the globe

## GLASS WARE

Whatever you're drinking, we have the glassware to suit it. Our glasses and jugs give you a big choice of styles and patterns. From breakfast to birthday parties, they'll help you set the mood and make every occasion more personal

From ornate traditional silhouettes to understated slim line profiles, our designers purvey the most desired



Spotlessly clean glassware surely enhance the appearance of your rooms



Lend special occasion's added grace with timeless, traditional glassware.





M.A.F General Trading LLC  
Kitchen utensils will help you stay sane in the kitchen, and help you stir and flip with a lot less mess.



## BUFFET ITEMS

We offer a huge range of buffet items which are unique and eye catching. All these products are made of high quality material and procured from all around the world.



Our state of the art buffet items rejoice your mood and make you eat and come back again.



Add grace to your special occasion's with M.A.F General Trading LLC Buffet Items



# BUFFET STAND

Make your wedding table fabulous with standout cake stands, trays, and dinnerware. Our unique products that compliment your wedding theme, from rustic stands and wooden trays to modern looks in mirrored trays and cake toppers. Find everything you need to make your wedding day or special event beautiful.





## SANELLI

All About knifeworks..

The Coltellerie Sanelli S.p.A. knifeworks were founded in 1864 in Premana, a village set in the mountains near the lake of Como, famed for its blades' tool manufactures. The company is now known all over

the world for the revolutionary results it has achieved with its new types of knives. . Experience accumulated in more than 150 years producing knives, associated with constant research for ways of

applying new materials and solving the problems of user ergonomics, hygiene and safety, M.A.F General Trading LLC is one of the largest supplier of Sanelli Products in the Middle east region.



Unique Designs. Top notch quality and durable. Sanelli knives will be reliable to you, with their tireless cutting power.



This knife can be washed in a dishwasher as long as you make sure that it is removed immediately after the cycle is completed. It may also be washed by hand, using ordinary household detergents. Easy to maintain yet stylish in hand.

## BANQUETING

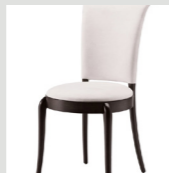
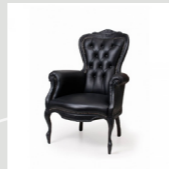
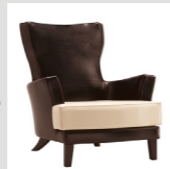
Banqueting service brings together a myriad of products to assist food display & service at every level . To plan every aspect of your conference and

banqueting reservations, you can select our our banqueting items. We have huge and unique variety





We just don't place furniture... we design and fill the space with love and care by engaging our Interior Designers making sure that our client's requirements are fulfilled.



Our beautifully crafted furniture best suits the need of our clients i.e. Hotels, Offices, Restaurants, etc. We have to offer exquisite designs for coffee shops, restaurants, offices, conference room, and living rooms and even for the guards and bell boys who often go unnoticed.

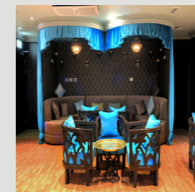
## FURNITURE

Furniture you'll love

M.A.F General Trading LLC provides a wide variety of Living room Furniture, Bedroom Furniture, Coffee Shop Furniture, Dining Room Furniture in all styles including contemporary, modern, customized and state of

the art furniture for your business and living needs. We offer thousands of quality and stylish furniture pieces with affordable pricing and in-home delivery. A wise man once said, "A man is known by the way

he keeps his car" and a room is felt by the furniture and the people in it". We at M.A.F General Trading LLC make sure that our furniture makes an impression/signature for our clients.







## OTHER ACCESSORIES

Trolleys, Signboards, Laundry Baskets and Many more...

Apart from our main stream line of products, we give our customers the option to select from various other articles like Trash Container, Trash Container Lids, Robes, Sheets, Ashtrays, Dustbins, Shower cur-

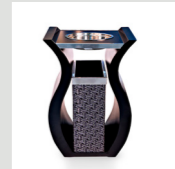
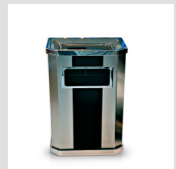
tains and hooks, Message Boards, Signs and Accessories, Barware, Coat and Hat Racks, Artwork & mirrors, Room Trays and many more. We have all of them. We customize these products according to client speci-

cations. Pick the one which best suits you.

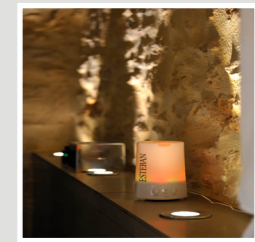
Visit our website [www.mafdubai.com](http://www.mafdubai.com) for a detailed product line



We design and fill the space with love and care by engaging our Interior Designers making sure that our client's requirements are fulfilled.



Most of the items came from high end quality producers from the around the world. That's why we have vendors which are famous for their work. We have to offer exquisite designs for coffee shops, restaurants, offices, conference room, and living rooms and even for the guards and bell boys who often go unnoticed.



## SPA

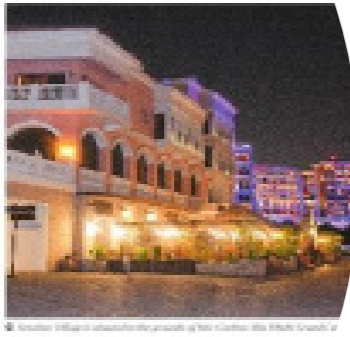
Nothing is more relaxing than a nice massage after mundane routine. If you want a beautiful SPA designed for your hotel/business needs or your want professional services from our trained staff. You are at the right place. Contact MAF Trading LLC for all your business needs and requirements. from MAF Trading LLC Custom Promotions. customization. Get down to business with gifts for workplace from MAF General Trading LLC Custom Promotions



44 Dubai has a lot of ambitious plans, so it is a priority for us. Going there ad-hoc opportunity, yes"

Management emphasized the fact that it is not a new "strategic need" and that the company is not looking to acquire any assets. "I really believe that everything that a franchisee can do is to make sure they are ready to be successful in the market. It's not about the company but about the franchisee's ability to make it work in their own market."

of the 100 best for the region, and for the last 10 years it has been ranked as one of the top 100 most innovative companies in the world. "We are looking for a franchisee who is ready to invest in the market and who is willing to be part of the team. We are looking for a franchisee who is ready to invest in the market and who is willing to be part of the team. We are looking for a franchisee who is ready to invest in the market and who is willing to be part of the team."



## MEDIA PRESENCE

M.A.F General Trading LLC is trying his best to make people aware of there products. Efforts being made on every level to enhance the awareness among people. M.A.F Trading LLC used different platforms to raise there voice.

In lieu of these efforts M.A.F General Trading LLC products were highlighted on different famous websites, newspaper, electronic media and on main stream magazines as well.

**LEARNINGS ANALYSIS**

<b>STRENGTHS</b>	<b>WEAKNESSES</b>
• High quality products	• Limited marketing budget
• Strong customer loyalty	• High competition
• Excellent customer service	• Limited distribution network
• High brand awareness	• Limited product range
• High customer retention	• Limited marketing budget
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• High customer retention	• Limited marketing budget

**OPPORTUNITIES**

- High quality products
- Strong customer loyalty
- Excellent customer service
- High brand awareness
- High customer retention

**THREATS**

- Limited marketing budget
- High competition
- Limited distribution network
- Limited product range

**Luxury Hotel Collection**

For the best of your business

WINK

**Organic 2GO**

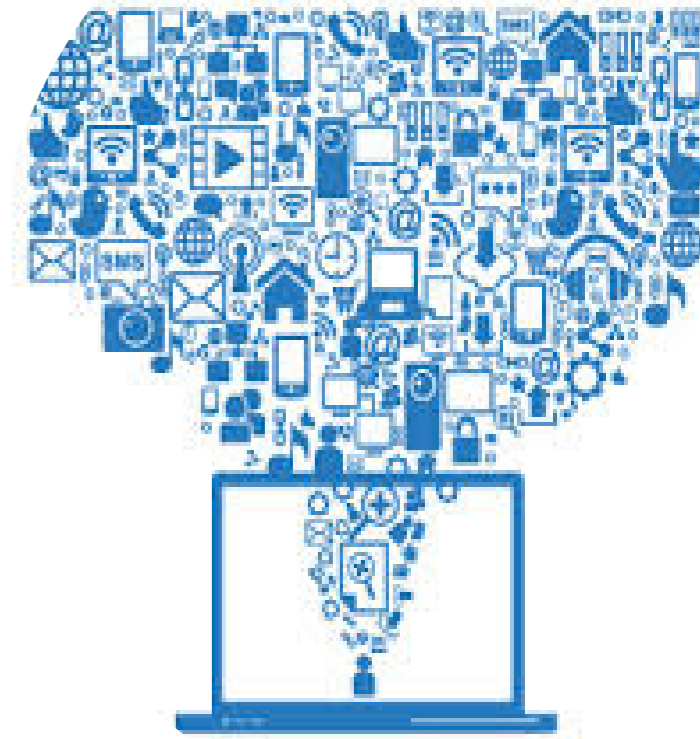
**BIOGREEN 360 FOOD PROCESSOR**

**5 So's Sweetest All**

5 So's Sweetest All

**MAP NUMBER**

2013 we are looking for franchisees in the Middle East, Africa and South America. We are looking for franchisees who are ready to invest in the market and who are willing to be part of the team. We are looking for franchisees who are ready to invest in the market and who are willing to be part of the team. We are looking for franchisees who are ready to invest in the market and who are willing to be part of the team.



M.A.F General Trading LLC will continue to impress there customer with unique and stylish product and make sure they remain on top of the main steam media.

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