

Sinaha For National Products Marketing

Executive Summary

Sinaha Platform is an Emirati e-commerce and marketing platform specialized in supporting and promoting national industries and products, in addition to giving visibility to the national industry in global markets. Sinaha Platform is also concerned with opening new international markets for national products since we are the first and largest platform in the Middle East to deal directly with manufacturers and major suppliers.

Sinaha Platform and Wholesale Market: Sinaha is a platform for trade at a wholesale price. It is a (B2B) platform; i.e. the manufacturer sells directly to dealers.

Target groups Clientele of Sinaha Platform:

Sinaha Platform aims to reach individuals - traders - companies - manufacturers, wholesalers - and retail outlets inside and outside the country. The platform includes a large group of manufacturers located in the UAE, as well as all national products that were manufactured, assembled, re-manufactured, or packaged within the country in a single pool, access all products with just one click, through an easy and simple process.

Our vision

Our vision is pretty straightforward, which is to support Emirati factories by facilitating local and international marketing processes and helping to open up new global markets for the Emirati product, to increase the contribution of the industrial sector to the national economy.

Our Objectives:

- To give visibility to the national industries in global markets.
- To increase production lines and expand production quantity in small, medium, and large factories.
- Developing Sinaha platform to become the largest market for exporting local products to the world.



- Supporting small startup industrial projects by providing industrial development plans, in addition, to help to promote their products in the local, and global markets.
- Attracting foreign industrial investments to start a new business in the UAE
- Providing industrial studies and reports on all types of industries that are not available currently in the UAE to present them to local and international investors to be available in the UAE soon.
- To support UAE products by providing the best substantive, technical, and marketing means for e-commerce.

Marketing Strategy

Important & specialized targeted Marketing

- Our expertise has no limits to our vision; on the contrary, it gives specialization to Sinaha to precede in the B2B world.
- We have chosen to support the UAE industries, of course, all kinds of industries, starting from handicrafts to high industries.
- Connect modern Technologies with the local heritage to produce unique products that only can be found in UAE.
- Extending towards countries with the largest population density, which have the largest global markets, and targeting importers from it.
- Achieving real presence in the local and global markets by showing up SINHAHA in every possible way

Innovation and Development

In Sinaha Platform, innovation and development are the pleasure of our work and reflect limitless care and passion for it:

We have great teamwork serve as one family. We also have a special department for studies, analysis, innovation, and development to help achieve our objectives.

External Services

Legal Consulting

- Discounts on all legal services

Logistic Services

- Shipping and clearance
- Global network
- Warehousing
- VIP business consulting

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