

# AL-THUABAN COMPANY

COMPANY PROFILE



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# About Us.

## Introduction

- Al Thuaban is a leading Iraqi company with over 16 years of expertise in veterinary pharmaceuticals and general trade. Specializing in poultry farming, egg production, and distribution of veterinary medicines nationwide,
- We serve as reputable agents for key companies in biosecurity, veterinary drugs, and supplements. Aspired to be Iraq`s foremost enterprise.
- It achieved great spread throughout Iraq. It began by attracting agencies, especially those specializing in poultry and purchasing, and distributing them in the central governorates. A year later, it achieved spread throughout the country.
- The company now owns two agencies, the first of which is the Turkish company Chemsoll, which specializes in sterilizers, and the second, the Chinese company Center, which specializes in vaccines. It has achieved excellent sales as the first entry of the two agencies into the Iraqi market.

# Mission & Vision.

## MISSION

- Our mission is focused on expanding the scope of work at the country level and providing the best services to our customers, whom we have trusted over the years of work.
- Therefore, it is important for us to cooperate with the most effective and positive agencies in the world because this increases our strength and confidence in the Iraqi market, which is known for its many companies with many different international agencies from all over the world.

## VISION

- We aspire to become in the first row of companies specializing in veterinary products, and this comes through hard work and developing the administrative and technical structure of the company, while having distribution to good agencies that can obtain their place in the market.
- Our focus in the coming years is on medicines and vaccines due to the Iraqi market's need for these veterinary categories now.

# Our Strategy

Our work strategy depends on the internal factors of the company and the external factors related to the market situation. The factors involved are summarized in the types of products we have and the technical expertise of the employees and how to add them correctly, in addition to the physical space prepared for each section of materials. As for the external factors, they are the market situation, its study, the expectation of what will happen in the coming years, and the possibility of the success or failure of the product through our experiences in the market. All of these are internal and external factors that summarize our business strategy.

## Our goals

- Providing the best services to customers by offering products of actual benefit in the Iraqi market at competitive prices to take a sufficient share of the market.
- Expansion across the country in central and southern Iraq and then moving to the Kurdistan region to achieve integrated spread.
- Obtaining the distribution of products from various origins of high quality and from reputable companies, including medicines, vaccines and disinfectants for poultry and ruminants.
- Increase sales volume by 20% in 2025, which was estimated at 2.4 million dollars in 2024.

# Marketing Plan.

The marketing plan has fixed foundations in addition to variable additions to suit the market situation, especially since the Iraqi market is unstable due to the unstable political and currency situation.



## PRODUCT

One of the stable foundations is the quality of the product and the solid international origin capable of proving its value in the market.



## PRICE

One of the most important tools that enables you to compete in Iraq is price due to the increasing costs of raw materials for breeding, and thus the market title has become “highest quality at lowest cost.”



## PROMOTION

By possessing the scientific and technical basis, this distinguishes us in the way we promote our products, in addition to seminars, seminars, special visits, and follow-up.



## PLACE

The centre of our company is located in Baghdad, and we have two branches in the Kurdistan region and in Diyala Governorate, and a branch will soon be opened in southern Iraq.

<https://althuabangroup.com/>



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