

GM's Message



The heat is on and we are up to it in CTC. Many activities and a lot of actions took place during the month. Starting with Automechanika visits where we met existing and new potential partners, to the various campaigns and promotions we ran during the month. To top it all, our sales team did a wonderful job by exceeding their targets making June performance an excellent one. Thanks to all staff for a well done job. As I am leaving for summer holidays, I wish you all the best.

Good luck & best regards.

Mohammed Aqel
General Manager

Michelin Fill Up With Air Promotion



Central Trading Co. and Michelin conducted "Fill Up With Air" campaign during the month of June 2011 at RTA Customer Service Centres in Al Barsha, Deira and Um Ramoul. Main objective of this campaign was to create public safety awareness. Central Trading Company and Michelin staff attended to more than 500 customers in 3 weeks.

Arexons Visit



Giovana Sironi, Export Manager of Petronas Lubricants Italy Spa Arexons visited Central Trading Co. on June 9, 2011 and had a meeting with Mr. Aqel and Mr. Neela to review various strategies to increase the market shares of Arexons brand in the UAE market and a partnership with Carrefour chain of supermarket as well as EPPCO.

Dare To Dream



Mr. Malli Mastan Babu, Guinness Book record holder for scaling seven peaks in each of the seven continents of the world, visited Central Trading Co. and delivered a valuable speech to the Managers and Executives of Central Trading Co. on June 13, 2011. Mr. Malli Mastan Babu spoke about his expeditions, the importance of traits like hard work, integrity, honesty, conviction and perseverance in achieving targets and objectives.



CTCTimes

Blue Star Visit



Central Trading Co. and Blue Star held a meeting on June 19, 2011. The meeting was attended by our GM. Mr. Mohammed Aqel, Mr. Satish Jamdar, MD (Blue Star India), Mr. H P Dudani, GM (Blue Star UAE) and Mr. Siju Abraham, Senior Sale Engineer (CTC). During the meeting, future plans and strategies to improve the sales of Blue Star products in UAE market were discussed and agreed.

FB Visit



Mr. F. Kikuchi, General Manager, FB Battery Co. LTD., Mr. A. Isono Overseas Operations Manager, FB Battery Co. LTD., visited Central Trading Co. on June 22, 2011 and met with managers and Mr. Aqel. During the meeting future plans to strengthen the presence of FB batteries in UAE market were discussed and agreed which will enable our company to grow our share in this battery segment in a big way.

Spot Recognition



Spot Recognition was presented to Mr. Phillip Mathew (Tyre Technician) in Central Trading Co. RAK Branch on June 9, 2011 by Mr. Attallah, Commercial Manager and Mr. Ross Eden, Schrader UK Sales Manager. This Spot Recognition was given for repairing good quantity of EM tyres and Truck tyres during the month of May 2011

Birthdays - July 2011

Naveed Khan 02, July
Shenoy Nagarajan 04, July
Eric Serrano 08, July
Umarzad Khan 15, July

Karam Nabeel 24, July
Suresh Kumar 27, July
Hajamydeen Abdul Hameed 28, July

Welcome Aboard

Waris Mohammed Khan
Sales Executive
Blue Star

Announcement

Share with us:
Stories, articles, breaking news...etc,
We would like to know your comments
regarding this newsletter

Contact Us

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الشركة التجارية المركزية ذ.م.م.
CENTRAL TRADING COMPANY. L.L.C.
Established 1957



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