

GM's Message



The outstanding performance continued during the month of May with great contribution from our branch in Ras Al Khaimah. We also have started working on our 5 Year Strategic Plan which showed good indications of a very bright future for CTC in the next five years. As summer season has arrived quickly we expect more sales as many of our products are used or perform better than competition in the summer months.

Good luck & best regards.

Mohammed Aqel
General Manager

5 Year Strategic Plan 2012 – 2016



Central Trading Company has started working on the 5 Year Strategic Plan. Contributions were made from all management team members reflecting their positive outlook for the business in the next 5 years.

Blue Star Visits Central Trading Company



Mr. Ramesh G Devnani,
VP, Blue Star India

Central Trading Company and Blue Star held a meeting on May 17, 2011. The meeting was attended by our GM. Mr. Mohammed Aqel, Mr. Ramesh G Devnani, VP (Blue Star India), Mr. Viral A Shah, DGM (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 further in UAE market were discussed and agreed.

Also Mr. Haresh Khatwani, GM (Blue Star India) visited CTC while he was in Dubai on special assignment. He received a warm welcome as we have a long time association with him.

CEO Visits Central Trading Company



Our Group CEO Mr. Francois De Montaudouin visited Central Trading Company on May 22, 2011 to review the performance of the last 4 months to ensure that business is performing according to CTC plans. Also the 5 Year Strategic Plan was discussed during the meeting.





Tyre Plus Cobone Promotion



Central Trading Company has launched a new online promotion campaign with Cobone.com, the first online marketing company of its kind in the region. As an experiment we have started our promotion with "AC Refill, Wheel Alignment Check & Nitrogen Fill for Only AED 146". Customers can buy and experience Tyre Plus services for the next two months online.

Below link will direct you to our Tyre Plus, Cobone Promotion.
<http://www.cobone.com/deals/dubai/tyreplus-tyrealignment/1497>

Upcoming Birthdays - June 2011

Wajid Munir	June 01	Mastan Akbar	June 15
Hamid Ali Baig Mirza	June 06	Surendran Rajagopalan	June 18
Raj Kumar Poothatta	June 06	Mohammed Nayeemuddin	June 15
Mohamed Kaliba	June 07	Moohamed Ali Rahim	June 18
Syed Waqqas Faisal	June 11	Wilson Chacko	June 22
Mohammed Aqel	June 15	Bejoy Jose Kalakudy	June 25
Muhammad Ilyas Khan	June 15		

Welcome Aboard

LALISH PULIYOLI
 SENIOR SALES EXECUTIVE
 FORCH GROUP

Announcement

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

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