

# *Maham Care*

شركة مهام العناية للتجارة  
*Maham Care Co. L.L.C*

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Kingdom of Saudi Arabia - [www.mahamcare.com](http://www.mahamcare.com)



Maham Care Co. targets gaining exclusive distribution and sale of international high-end beauty products in the market of the Kingdom of Saudi Arabia and neighboring regional countries.

### **Our Target Care Categories are for:**

Facial Care

Men's Care

Body Care

Oral and dental Care

Hand Care

Makeup

Feet Care

Contact Lenses

Hair Care

Nails

Mother Care

Lashes

Baby Care

MINIS Care

Feminine Care

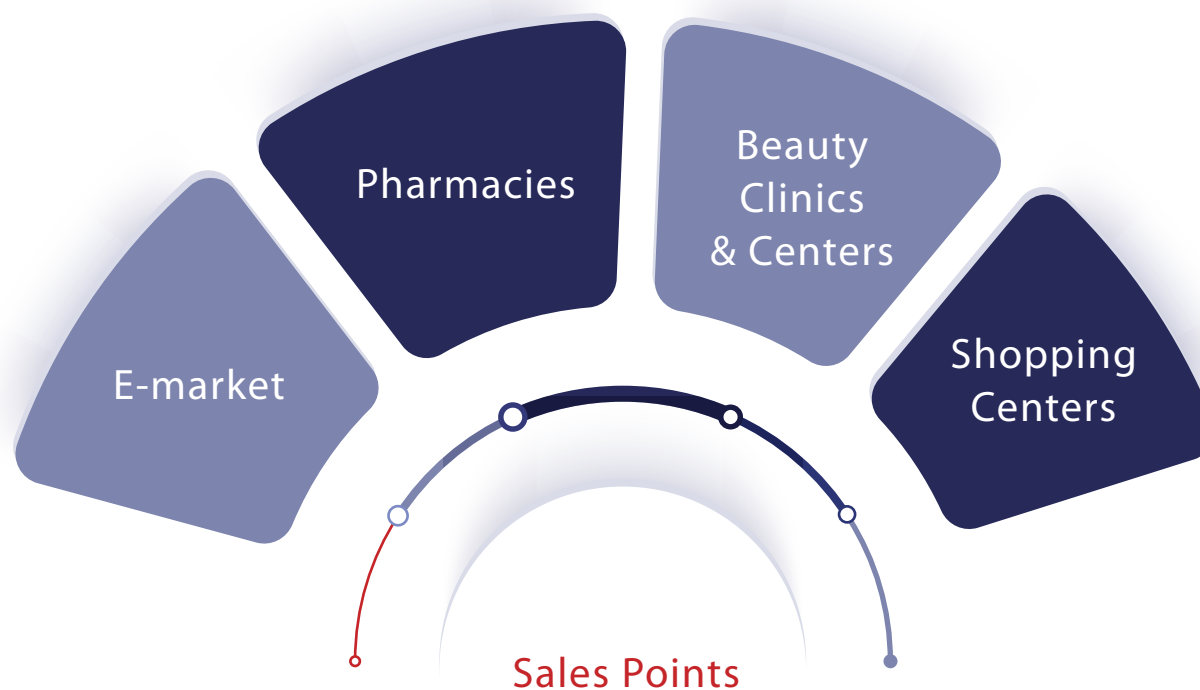


## Business Model

Maham Care operates with a unique and innovative business model, focusing on sourcing high-end beauty products from around the world to sell to the target market in seven main countries across the Middle East, starting with the Kingdom of Saudi Arabia. Our business model is based on addressing logistical issues to provide products to customers as quickly as possible while maintaining quality and competitive prices by reducing operating costs using AI techniques. The main warehouse where products will be stored is equipped and licensed by the Saudi Food and Drug Authority (SFDA) in Riyadh, which is in the center of all our target areas. All products will be distributed in multiple phases according to our distribution plan. During the initial phase, products will be available exclusively through the Maham Care E-commerce platform, which will employ AI techniques to increase sales. Products will be delivered to all customers within a maximum of **5** business days from the order date in the KSA and **12** business days in neighboring countries.

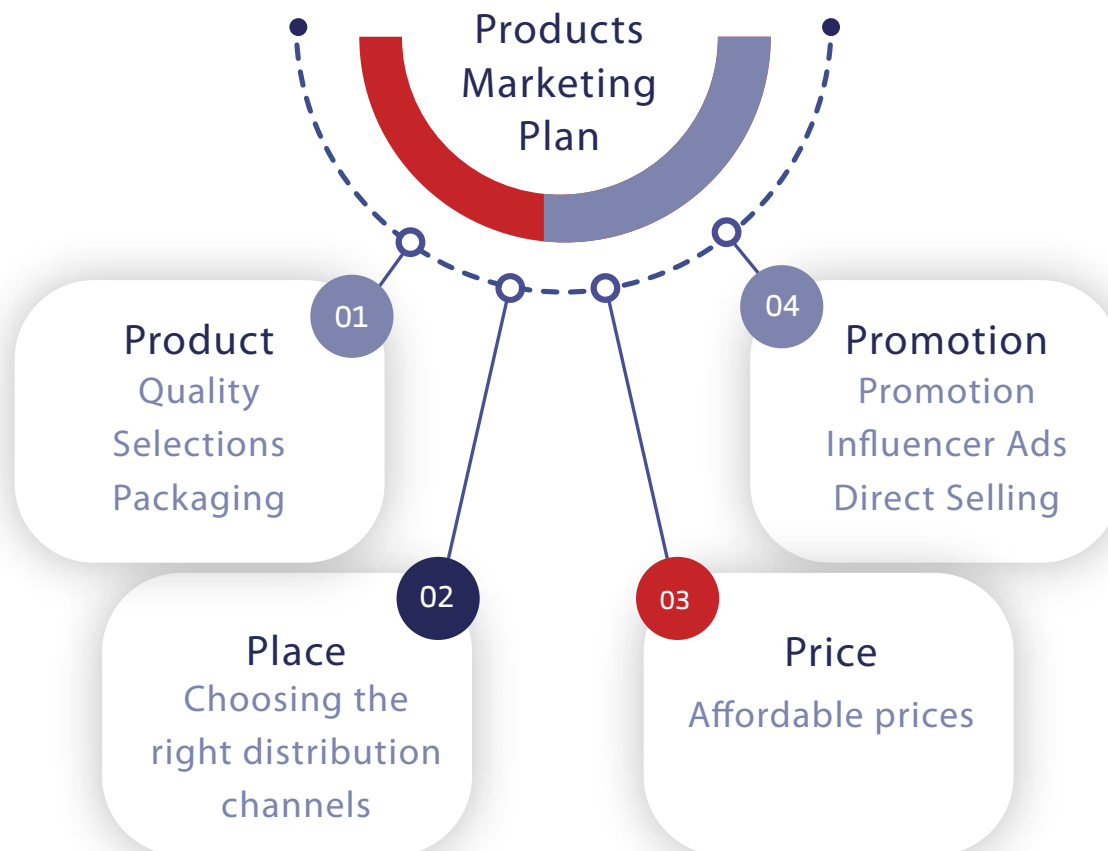
## Business Model

All products will be sold in multiple phases according to the distribution plan through the main sales points:



## Target Products

Our marketing strategy is based on adjusting marketing operations for all products, so that each product has its own branding plan, and all branding plans complete and align with the general branding plan.



## Target Products

We aim for internationally registered, high-end beauty products for exclusive sale in our target markets. These products will be selected after being tested and thoroughly evaluated by expert and public opinion polls. Subsequently, they will be registered, and their marketing licenses will be obtained from the SFDA.



## Target Care Products

Facial Care

Body Care

Hand Care

Feet Care

Hair Care

Mother Care

Baby Care

Feminine Care

Men's Care

Oral and dental Care

Makeup

Contact Lenses

Nails

Lashes

MINIS Care

## Facial Care

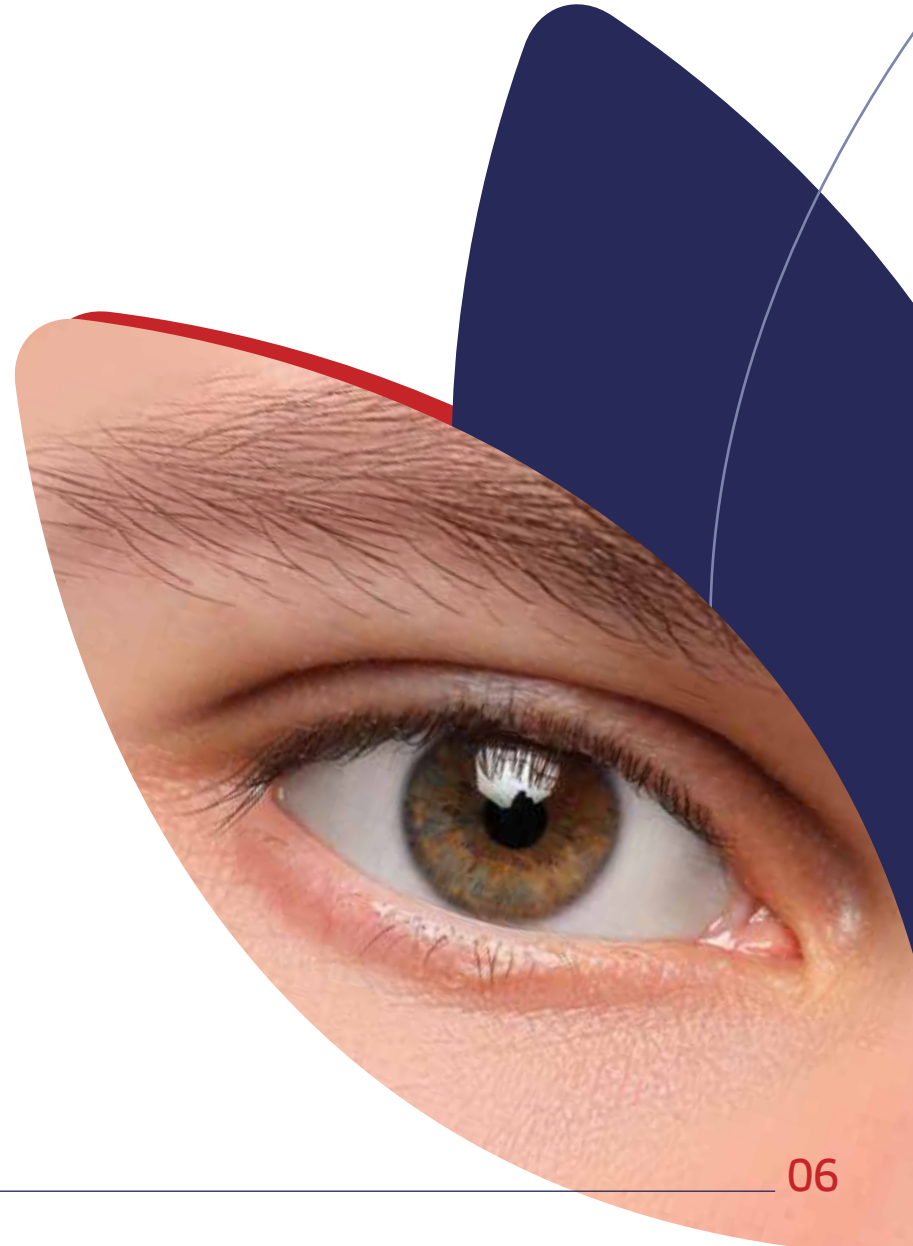
- Moisturizer
- Cleanser
- Serums
- Creams
- Toners
- Make up removals
- Sunscreens
- Lip care (lip balm)
- Lip care (lip scrubs)
- Lip care (lip mask)
- Face Scrubs
- Face mask
- Eyebrows care
- Devices & Accessories





## Eye care

- Moisturizer
- Creams
- Serums



## Body Care

- Shower gels
- Moisturizers
- Body Scrubs
- Bath Essentials
- Skin tanning
- Deodorant and perfumes
- Fragrance free
- Massage essentials
- Body lifting & Firming
- Scars & Wound Marks
- Skin Whitening
- Devices & Accessories



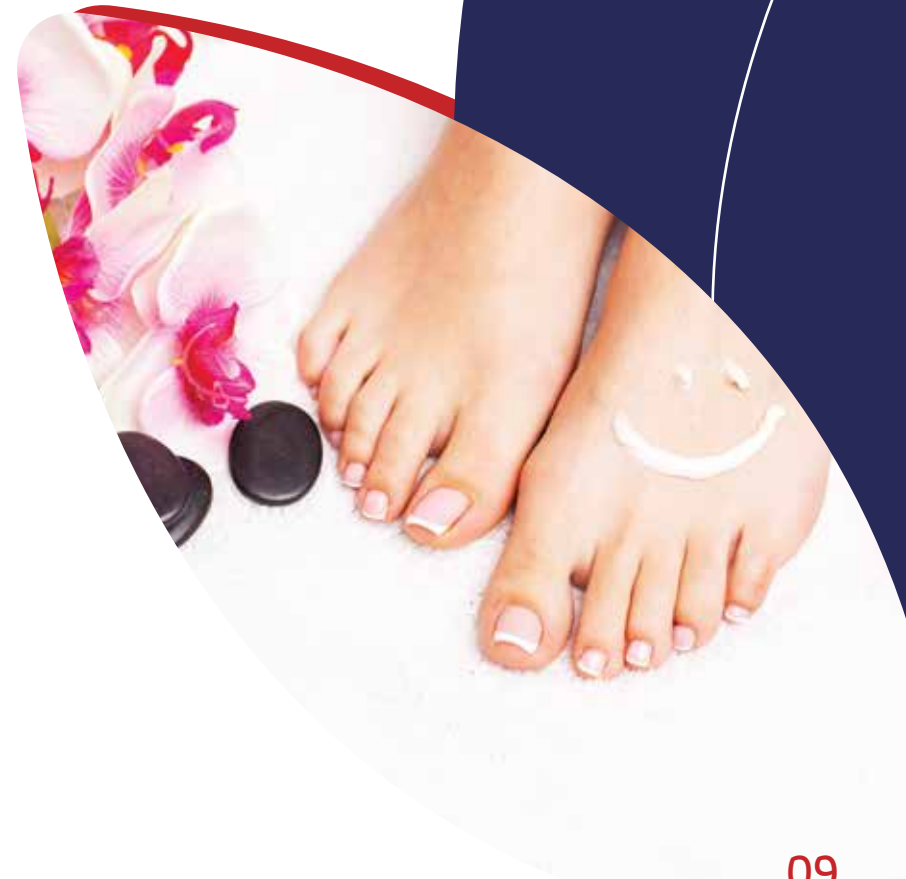
## Hand Care

- Hand Moisturizers
- Hand Scrubs
- Hand Whitening
- Manicure essentials
- Devices & Accessories



## Feet Care

- Feet Moisturizers
- Feet Scrubs
- Pedicure essentials
- Feet Whitening & Pinkening
- Devices & Accessories



## Hair Care

- Shampoos & Conditioners
- Hair and Scalp Treatments
- Hair Nutrition
- Hair Styling
- Scalp scrub
- Fragrance free
- Hair Brushes & Accessories
- Devices and Accessories



## Mother Care

- Post-partum care
- Breast feeding care
- Pregnant care
- Devices and Accessories



## Baby Care

- Neonates Care
- Bath and shower essentials
- Moisturizers
- Diaper rash care
- Fragrance free
- Devices and accessories



## Feminine Care

- Intimate care
- Shaving and hair removal
- Devices and accessories





## Men's Care

- Mustache & Beard Care
- Sexual care
- Shaving & Hair Removal Products
- Devices and Accessories



## Oral & dental Care

- Toothpaste
- Toothbrush
- Dental Floss
- Mouthwashes
- Teeth Whitening
- Dental Kits
- Devices and Accessories



## Makeup

- Face Makeup
- Eye Makeup
- Lip Makeup
- Body Makeup
- Devices and Accessories



# Contact Lenses

- Contact Lenses
- Contact Lenses care tools



## Nails

- Nails Care
- Nails Extensions and Glu
- Nails Polish
- Nails Polish Removers



# Lashes

- Lashes Care
- Lashes Extensions and Glu



## MINIS Care



## Strategic Partners

Maham Care has signed strategic partnerships to distribute products in target markets with a group of pharmacies and shopping malls. Maham Care has also contracted with technical support companies to create an e-commerce platform. Maham Care Trading Co. is honored to partner with relevant legislative authorities, including the Ministries of Health, Food and Drug Authorities, Ministries of Transport, and Customs Authorities, in the KSA and target countries.





Founded in 2010 in Riyadh, KSA, Maham Group has carried out multiple pioneering local and regional projects in collaboration with the Saudi government and the private sector in regional countries.

**Maham Group specializes in:**

01 Public Health

03 Personal Care

05 Marketing

02 Beauty

04 Research

06 Women's Sports

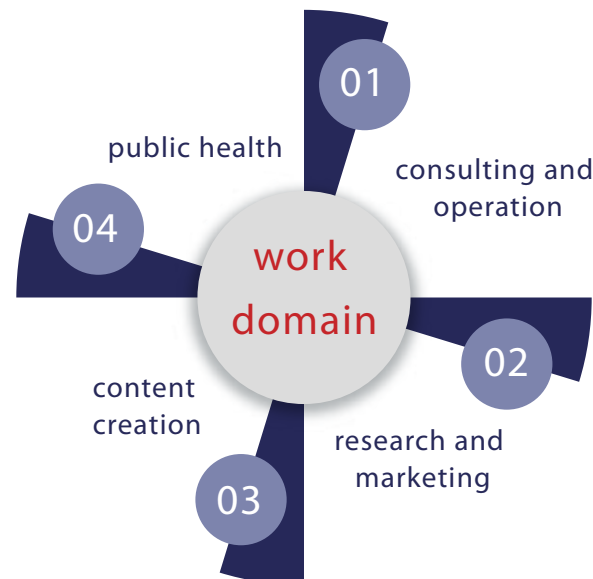




*شركة مهمل الأبحاث والتسويق*  
*Maham Research & Marketing Co.*


*مهمل* Maham was founded in 2010 and has the CRN 1010285230. Over the years, it has carried out over 47 government and private projects in Saudi Arabia and other regional countries.

*مهمل* Maham has successfully carried out projects for many local and regional clients, including the Ministry of Health, the Ministry of Education, the Saudi Food and Drug Authority, the Nuclear and Radiological Regulatory Commission, the Ministry of Human Resource and Social Development, the GCC Accreditation Center and Riad Elm University.



شركة مهـم الجمال  
*Maham Beauty Company*


 offers traditional sales services through sales outlets in shopping malls of the KSA and has the CRN1010944177.


 has a brand with its name. Its business model uses modern technologies to quickly reach its target audiences with a wide range of marketing and direct sales services.

 has won the exclusive distributorship of  **Natural Looks** UK beauty products for five years in the KSA.



A chain of women's fitness centers in Saudi Arabia that was founded in 2017, carries the  brand, and has the CRN 1010934336.

 offers subscriptions to sports centers for specific periods and programs. Since its inception, it has made many sporting achievements and has provided its direct services to more than 40,000 women.

 has state-of-the-art equipment from leading global suppliers and is classified as one of the high-end sports centers in the KSA.



شركة زهرة لباي للتزيين النسائي  
LILIUM FLOWER WOMEN BEAUTY CO.

A chain of women's spas that was founded in 2019 with the brand name  *Lilium Spa*, and CRN 1010722237.

 *Lilium Spa* offers women's spa and beauty services and works daily to serve the women's community in the capital, Riyadh.

 *Lilium Spa* business model and design were built to be classified as one of the high-end local spas in the capital, Riyadh.

*Maham Group was founded in 2010 to achieve dreams. The dreams still continue, but the passion continues to make them real. Maham Group is glad of the globally bright relations to serve the people of Maham Group markets*

*General Manager*

*Mohammad Alramal*



*Maham Care* 

