

# STEEL HUB PROFILE

**Steel Hub Heavy Equipment & Machinery Spare Parts Trading LLC** is a company incorporated in DUBAI (UNITED ARAB EMIRATES vide **License No. 237815 issued on 08.05.1995 which was acquired by new management in 2013**. Company is currently engaged in Trading activities in UAE and overseas market such as China, Turkey, India, Pakistan, South East Asia, European Union , and GCC/MENA Region.

We have strong business bindings & venture with professional businessmen's, to meet the quantities and qualities required by our customer's. We provide the quality of product by using the technical business skills to enhance the business market. Initially our main focus was to establish local markets, as we have a joint venture with professional international companies we have a clear vision on marketing / customers and we feel enough potential to spread our business across the border.

Our export and import always incorporated by and solution based competitiveness to meet the international standard by using the latest product processing units of our coordinators. We have strong emphasis on modern and state of the art operation by using the latest technological and professional skills of our operational team. Still we are confident to explore the new business ventures in the world global markets .

## OUR MISSION AND STRATEGY

We will strive to provide our customers with the best machinery and spare parts products & services available at a competitive price, in friendly and timely manners. In addition, our customers will always be treated with the utmost integrity, honesty and fairness. Best sourcing of products through manufacturers is our key consideration. For this issue our Professionals provides the technical support to customers for quality and enable us to meet consistence quality and Our strong focus about quality, it is achieve only to maintain quality at all level.

We always put our customers first and we believe on learning organization theory and willing to adopt new development and technologies in all area of business.

## INVESTMENTS IN UAE

Company has invested in Dubai's/UAE promising real estate market since last few years in established and famous commercial and residential units to prepare a strong asset base for company and to reap profits based upon the market opportunities on long term.

## MANAGEMENT & QUALITY

Our company is being command by the highly professionals to maintain the smooth business operations in all departments to achieve the business goals from our higher management from processing, legislating and marketing.

We believe in Total Quality Management programs as key factor to cost control and marketing oriented organization success. Our organization change quality control role to quality assurance and push quality responsibility to root level of our business. Our quality responsibility laid on each individual started from procurement team to packing and operational / logistics staff. These developments enhance our efficiency as well, it boosts our business. This quality policy ensures our business stability in the market to meet our customer's requirements.

We are open to explore business opportunities with companies and financial institutions to create opportunities and share success .