



Hasiria Marketing Sdn Bhd

Since: 2000 | Reg. No.: 811363-H

Exporters-Importers-General Traders

COMPANY PROFILE

HASIRIA MARKETING SDN BDH

Overview:

Hasiria Marketing SDN BHD was established in 2008 and it has diversified involvement in import and export of spices, pulses, food items, general merchandise trading, chemicals and wholesale/retail trading. The company's performance has been outstanding over the previous decade, selling more than 15 million with excellent leader and clear purpose.



BUSINESS ACTIVITIES:

Hasiria currently pursues both domestic and export business with a view to selling its products within East Malaysia and expanding export trade to Australia and Brunei. The organization has shown its determination to become one of the leading food product makers on the international platform.

OBJECTIVES:

- To lead the export market for food products in the Middle East and Indian subcontinent.
- To establish a prominent position in the Malaysian and Asian subcontinent markets for food items.
- To become a key player in the global trade of high-demand food products like spices and pulses.
- To leverage the founders' knowledge and expertise to create a world-class global enterprise.
- To contribute to Malaysian society by offering a diverse range of quality goods and services in the food and clothing industries.





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Retail industry dynamics & strategic positioning:

Hasiria marketing has taken an advantageous position in pursuing the increasing retail sector that targets the mediums and larges who use their financial and technological potential. The business will strive towards being a market leader on import and export volumes, particularly in middle east Asia and Australian regions.

HASIRIA MARKETING





VISION 2023 & BEYOND:

In the next few years, Hasiria Marketing aims at substantial achievements. The future targets include:



Market Leadership: Aiming towards being dominant in import and export with a particular objective of gaining prominence in national and international markets as the market leader.



Global Expansion: Focus on the development in the Middle East and Australia with a viewpoint of gaining high levels of market share in these regions.



Product Diversification: Moving into new product areas so as to emerge as a key player in international trading and other commodities like spices and pulses.



Retail Industry Dominance: Taking advantage of the retail market while placing at a competitive level alongside the medium scale and big players.



Customer Reach: Develop a network of direct suppliers as well as improve relations with current clients like wholesale traders, hypermarkets, mini markets, supermarket, restaurants' chain. Expansion into department stores and further wholesales outlets.



Innovation and Leverage: Using their available money and technology resources to maintain leadership position, tapping into expertise and accumulated wisdom towards success.



Contributions to Society: Continued contribution towards Malaysian society, with varied products to the food and clothing industries maintaining internationally acceptable quality with competitiveness pricing practice.

The above targets are very noble and they demonstrate the drive and aggressiveness of Hasiria Marketing to grow, innovate and lead across the various businesses segments.



BUSINESS SCOPE:

Hasiria Marketing targets a diverse range of customers, including:

- ◆ **Wholesale Traders:** Deal with companies dealing in wholesale trade and distributing them in bulk.
- ◆ **Hypermarkets:** Working alongside Tesco, Aeon Big, Mydin and My Hero Supermarket to expand customer reach.
- ◆ **Mini Markets:** Supplying small retailers such as mini-markets.
- ◆ **Supermarkets:** Selling into super markets and satisfying the needs of the diverse clientele.
- ◆ **Restaurant Chains:** They supply their products to restaurant chains and the food service industry that contributes to healthy living.

The company seeks to increase their customer demographic by utilizing space in department stores, as well as other wholesale locations. The market orientation of Hasiria is reflected in this diverse customer focus that targets B2B as well as B2C markets.



PRODUCTS OFFERED

1. Spices



Coriander seeds



Cumin seeds



Fennel seeds



Turmeric fingers



Dried chili



Star Anise



Chili powder



Turmeric powder



Curry powder





Cardamom



Raisins



Dates



Dill seeds

Mustard seed

Methi seeds

2. Pulses



Australian yellow dhal



Yellow dhal



Wheat grains



Ground nuts

3. Food stuff



Beverages



Gula Melaka



Papaddom

4. Sauces and Pastes



Chili sauce



Tomato sauce



Chili paste



Tomato paste



PERSONNEL:

The company has well trained employees who are highly motivated professionals with academic degrees in addition. Hasiria Marketing Limited boasts a youthful and committed workforce ready to take on many challenges for growth with its multidimensional operations.

CONCLUSION:

On that note, Hasiria Marketing SDN BHD represents an example of 10years of hard work, visionary strategy, and tremendous progress. Our company was established in 2008 and since then we have been expanding constantly, reaching a sales volume of 15million, becoming one of major importers and exporters of spices, pulses, foodstuffs, merchandises, chemicals and wholesale and retail

What does our future have in store for us? It means that we intend to be No.1 worldwide, including the Middle East, the USA, and Australia. Our goal is to increase our diverse products, satisfy societal needs, and continue moving forward with vigor as a thriving business on the retail scene.

With innovative ideas, collaboration, and a strong mind-set toward leadership, Hasiria Marketing will be ready to conquer the world. In anticipation of reshaping of the sector and providing high end goods, we are glad to be part of our firm and of the society.



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CONTACT US



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SDN BHD

