

*Goodness for
Everyone*



SA TRADING CO





COMPANY PROFILE

COMPANY & CEO

CEO of the company, Mr. Asif Habib Paracha, is a well-known and well-versed business personality. Having more than 15 years rich experience in the food business industry, he has a proven record to develop international standard products which fetched markets in United States, Europe, Africa, Asia and Far East.

SA Trading Company, has got tremendous potential in developing quality food products for international markets. The company has ability to perform in competitive market conditions. It has an edge over other for serving ethnic customers needs in different parts of the world.

SA Trading Company has line of products ranging from food grains, spices, thirst quenchers, mind invigorants and taste enhancers. Whether traditional or non-traditional products, company has a satisfied clientele for them. Products include; Dates, Fruit Juices, Dry Fruits, Frozen Food, Nimko and Snacks, Rice, Spices, Chutney and Pickles, hence offering wide variety to set your dining table.

THE PRESENT PERFECT

SA Trading Company, with its sister concern 'SA Foods International' has shown rapid growth in their business by exploring new markets and increasing trade with key customers by developing trusted products and packaging. The company has got improved facility and capacity with state-of-art equipments and machines to deliver greater than before.

Vision Statement

"To Contribute Highly for Better and Prosperous PAKISTAN by Pleasing Customers Globally"

Mission Statement

"To Achieve and Maintain Recognition as Prominent Distinct and Promising Organization by Nurturing a Winning Team of Employees and excel to serve customers globally with best quality food products to benefit all stakeholders."



MEMBERS

Karachi Chamber of Commerce & Industries
Trade Development Authority of Pakistan
Proud to be Brand Pakistan



PROUD TO BE
**BRAND
PAKISTAN**



ACHIEVEMENTS

The company has got
ISO-9001 Quality Certification in year 2010.
Global Food Safety Award (GFSA) in year 2011
Certificate of Excellence in Food Exports 2011
HACCP Certification in year 2012



EXHIBITIONS

SA Trading Company exhibits regularly in FOOD
AGRI AND LIVESTOCK
Exhibition in EXPO-Karachi since 2010.
Food agri (logo)



Regular Participant Food Agri Exhibition

Company also exhibiting in international
ANUGA FOOD FAIR, Cologne Germany in October 2013.



Anuga Food Fair 2013



HEALTHY & WHOLESOME

ISO & HACCP
QUALITY CONTROLS

ZERO METAL &
FOREIGN MATTERS



Filled Dates
Almond & Cashewnut



AVAILABLE IN RETAIL AND BULK PACKING



Aseel

Aseel dates are semi-dry with a dark brown skin and oval shape.

Rabi

Rabbi Dates is dark brown in color and long in size.



Begum Jangi

Begum Jangi Dates are yellowish-red and are named after a woman warrior who initially planted them.

Carba

Carba Dates are small in size and high in sugar.



Turbat Mix

Turbat Mixed. These are a selected mix of dates of nearly a similar texture and size.

Block Dates



Dates Paste

Chopped Dates





Juices

Fresh & Pulpy

HIGH PULP %

NO ARTIFICIAL
SWEETNER

UNIQUE TASTE



250 ML



TETRA 250 ML





500 ML



1.5 LTR



2 LTR



Dry Fruits

Naturally Produced

Deer dry fruits are naturally produced and keep original taste. Every piece of Deer dry fruits are carefully selected. Packed in hygienic condition and pass through metal detection. Deer dry fruits are best for both home and industrial use.



AVAILABLE IN RETAIL AND BULK PACKING



Munaqqa



Walnut



Pomegranate seed
(Anardana)



Dry Date



Dry Apricot



Pistachio



Raisins



Pine Nuts



Dry Plum
(Alubukhara)



Coconut Slice



Figs



Frozen Food

Hygienic & Fresh

Perdes Mein Des Ki Yaad!





Traditinal Food & General Products



PURE
INGREDIENTS

MEET INTERNATIONAL
STANDARDS

MORE
SHELF LIFE



FRIED ONION



NIMKO



SWEETS



PRESERVING FRESHNESS & ORIGINAL TASTE



CHUTNEY & SAUCES



VERMICELLI & PHENNI



PICKLES & PASTES



FLOURS

ROSE/KEWRA WATER

HONEY

OILS



CEO NOTE

"Praise is due to Allah who guided us to the righteous path, and indeed we wouldn't have attained this state of guidance without Him Allah"

I am very grateful to Omnipotent and Omnipresent Almighty Allah subhana wa ta'ala for providing us a platform to proceed on right path to succeed in this world and the hereafter.

I am also thankful to my father and my brother from whom I learnt business ABCs and dexterity to perform in competitive environment. Thus, SA(logo) is the transfer of experiences from generation to generation.

In SA(logo) we effort for continuous improvement of processing and product development. We believe in team work in organization. And pass on the same spirit at both ends with Our Sources and our Valued Customers by Understanding the strengths and limitation and work out the best possible and practical solutions.

While dealing with SA(LOGO), we guarantee our customers satisfaction.
We DO what we COMMIT, and we COMMIT only that we can DO.
We keep good atmosphere in our organization by giving our staff chance to perform at their high level of motivation, so that they enjoy performing their role in the organization.

In 2012 we formed a sister concern SA FOODS INTERNATIONAL, where we have separated the Dates business division mainly.

I believe that SA TRADING COMPANY should be your choice for Quality Products at Best Prices to achieve Greater Value.

Asif Habib Paracha





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Factory - KHAIRPUR

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Qazi Mohalla

Theri, Habibabad

Khairpur Mir's

