



# COMPANY PROFILE

[www.sewargroup.com](http://www.sewargroup.com)





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# WHO WE ARE ?

**Sewar Group is a passionate distributor in the health and sports nutrition sector, founded in 2019 with over a decade of industry expertise. Driven by a commitment to enhancing lives through superior physical health and wellness, we bridge the world's leading brands with consumers across Saudi Arabia via optimal channels including sports nutrition stores, pharmacies, supermarkets, and gyms. Our close collaboration with these outlets ensures top-tier supply and marketing support at every point of sale.**



# Philosophy

What sets us apart is our core philosophy centered on four pillars: maximizing reach to the broadest network of selling points, providing comprehensive support and participation in partner marketing efforts, bolstering brand promotion for heightened awareness, and leveraging advanced technology for efficient product supply. This approach has fueled our success in partnering with more than eight global leaders, driving increased sales for all stakeholders and fostering greater brand recognition—true to our belief that our achievements are defined by the pivotal role we play in our clients' triumphs.





# Core Values

At Sewar Group, our operations are guided by a set of core values that define our culture and decision-making:

- **Excellence:** We strive for the highest standards in every aspect of our business, from product selection to customer service.
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- **Innovation:** Embracing advanced technology and market trends to deliver cutting-edge solutions and stay ahead in the industry.
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- **Customer Focus:** Understanding and anticipating consumer needs, behaviors, and preferences to ensure personalized and effective fulfillment.
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- **Partnership:** Building strong, collaborative relationships with brands, channels, and stakeholders for mutual growth and success.
- 
- **Integrity:** Operating with transparency, honesty, and a commitment to ethical practices in all dealings.
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- **Sustainability:** Promoting products and habits that contribute to long-term health and societal well-being.

# CEO

# Ahmed Al Hashmi

At Sewar, we take pride in our high operational efficiency and our professional, dedicated team. We believe that our success relies on strong, long-term partnerships with our clients and business partners, and we are always committed to maintaining these relationships built on trust and excellence.

Our ongoing pursuit is to enhance performance and achieve sustainable growth, with a focus on delivering real value to all our partners and clients.

# GM

# Mohammed Al Amoudi

At Sewar, our purpose is clear: to empower individuals across Saudi Arabia to achieve their best health and wellness.

As the Leading Partner in health and sports nutrition, we strive to create a society where every generation can live healthier, more active, and more fulfilling lives.

We are a young and dynamic team, dedicated to supporting our Saudi community, especially its youth. Every initiative we take aligns with Saudi Arabia's Vision 2030, inspiring an active lifestyle, promoting balanced nutrition, and building a vibrant



# What We Do ?

We specialize in distributing premium health and sports nutrition products, connecting top international brands to their target audiences. Our network includes sports nutrition stores, pharmacies, supermarkets, gyms, healthy restaurants, and coffee shops. By working closely with these channels, we ensure seamless supply, targeted marketing, and ongoing support at every selling point. This approach not only boosts sales but also enhances brand visibility and consumer loyalty



# WHY CHOOSE US?

Our proven philosophy has fueled remarkable success stories with over 8 leading global brands in the Saudi market. This philosophy revolves around four pillars:

- **Reach:** Maximizing coverage to the highest number of selling points across Saudi Arabia.
- **Support:** Collaborating with all partners and participating in their marketing initiatives.
- **Marketing:** Actively promoting brands to build awareness and drive engagement.
- **Supply:** Utilizing advanced technology for efficient and reliable product distribution.

As a result, we generate increased sales for all parties involved and elevate brand recognition.

Our success is not about the number of clients we have, it is about the role we play in their success.



# Structure



# FIELD OF WORK

Sewar Group operates in three key areas within the health and wellness sector:



# Sports Supplements

Sports supplements cater to a diverse audience, including athletes, fitness enthusiasts, professionals, beginners, and health-conscious individuals. These products help push performance boundaries, kickstart fitness journeys, and support overall health goals. In Saudi Arabia, where fitness trends are booming—especially among the younger generation, including women—gyms and wellness centers are key drivers of demand. We leverage deep market insights to match consumer behaviors with brand offerings, ensuring trends are met with professional distribution strategies



# Healthy Snacks & Food

In an era where nutrition awareness is rising, even in growing markets like the GCC, consumers scrutinize ingredients such as sugar, fat, and gluten levels. Science links poor eating habits to various diseases, motivating our commitment to healthier alternatives. We provide snacks and foods with superior nutritional value, helping shift societal habits toward better alimentation and contributing to a healthier community across all ages.



# Health Supplements

Dietary supplements are essential for meeting daily nutritional needs, including vitamins, minerals, and other vital nutrients. They form the foundation of physical health, complementing nutrition and exercise efforts. Regardless of age, gender, or activity level, these products prevent nutrient deficiencies and support optimal well-being. We make them accessible and affordable, ensuring everyone can maintain their body's essential requirements.



# Partners



# Coverage

Sewar Group ensures nationwide reach across Saudi Arabia, focusing on areas of high population density. Our distribution network includes major cities and regions, supported by efficient shipping routes and covered areas that align with consumer hotspots. This strategic coverage guarantees that products are available where demand is strongest, from urban centers like Jeddah and Riyadh to broader regional access.



# CHANNELS

We distribute through a variety of channels to maximize accessibility:



# Marketing

Our marketing strategies are designed to amplify brand presence and drive consumer engagement. We participate in channel-specific promotions, leverage digital and in-store campaigns, and stay attuned to market trends. By supporting brands with targeted advertising, events, and awareness initiatives, we foster greater visibility and loyalty in the competitive Saudi market.



# Contact Us

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