

COMPANY PROFILE

WE BUILD
THE REAL
VALUE



HELLO
مرحباً

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ABOUT US

COMPANY OVERVIEW

WHO WE ARE

Founded in 2015, TRADE POINT is a leading Business Process Management (BPM) company committed to empowering businesses by enhancing the efficiency and effectiveness of their operational workflows. With a strong dedication to excellence and a results-driven mindset, we partner with top-tier clients to help them overcome complex administrative and commercial challenges.

At TRADE POINT, our team of experienced professionals leverages innovative methodologies and tailored strategic solutions to identify areas for improvement and implement sustainable enhancements. By streamlining operations, reducing inefficiencies, and supporting business growth, we enable our clients to unlock their full potential. Our client-centric approach is rooted in a deep understanding of each organization's unique goals, culture, and market position. This insight allows us to deliver precise and impactful solutions that drive measurable productivity and profitability.

Guided by the core values of innovation, integrity, and collaboration, TRADE POINT transforms business operations to achieve long-term success and operational excellence.

OFFICIAL REGISTRATIONS & MEMBERSHIPS

TRADE POINT, a Joint Stock Company officially registered in Egypt, is proud to be recognized by leading government and economic authorities in both Egypt and the United Arab Emirates. These affiliations highlight our commitment to professionalism, transparency, and trusted business practices. The company is officially registered with the Egyptian Chamber of Commerce and Industry, the General Authority for Investment and Free Zones (GAFI), the UAE Ministry of Economy, the Department of Economic Development in Abu Dhabi, and the Abu Dhabi Chamber of Commerce . Our commercial registration number in Egypt is 116181 , our TRN 555-181-989 , and our license number in the UAE is CN-5725927, our TRN 105218670500001.



ABOUT US

OUR MISSION

To empower businesses by providing innovative and tailored BPM solutions that enhance productivity, significantly reduce operational costs, and create sustainable, lasting value.

OUR VISION

We strive to become a regionally leading company in Business Process Management, delivering effective solutions that create real success opportunities and build lasting value for our clients across diverse markets.

CORE VALUES

- **Integrity** : Building lasting trust through transparency, honesty, and ethical practices.
- **Innovation** : Constantly evolving and embracing new ideas to deliver advanced, industry-leading solutions.
- **Efficiency** : Achieving optimal performance by continuously refining and improving processes.
- **Collaboration** : Working closely and proactively with our clients, fostering enduring partnerships and mutual growth.

WHERE PEOPLE THRIVE

- At Trade Point, we believe our people are our greatest asset. We create a dynamic, inclusive, and transparent work environment that encourages innovation, rewards performance, and nurtures talent.
- Our team enjoys continuous development, fair compensation, and a culture built on trust, growth, and shared success. We are one family, working together to build something exceptional.

CORPORATE SOCIAL RESPONSIBILITY

- TRADE POINT is committed to giving back to the communities we serve. Beyond delivering quality services, we actively support social initiatives across our branch cities and beyond—fostering collaboration, care, and a better future for all.
- We care. We contribute. We grow together.

ABOUT US

BUSINESS JOURNEY

The Beginning: Founded in Fayoum, Egypt, with a focus on local services and strong customer relationships.

2015

2018

Transition into a Holding Company: Transformed into a joint-stock entity, integrating micro-businesses in retail, restaurants, and franchises.

Expansion into Engineering and Construction: Expanded operations to include engineering and construction, enhancing capacity for major projects.

2019

2020

Business Development and Partnerships: Established strategic contracts locally and internationally, offering outsourcing services in workforce supply, customer support, project management, and website administration.

Establishing Leading Brands: Launched successful restaurant brands and partnered across real estate, retail, telecom, and other sectors.

2021

2022

Expansion Across Egypt: Grew operations to Cairo and other governorates, adding advertising, digital services, and software development to the portfolio.

Collaborations with New Partners: Expanded into auto parts, tire sales, and agricultural production.

2023

2024

Growing Brand Diversity: Added brands in garments, electronics, architecture, and engineering, reinforcing multi-sector expertise.

International Expansion to Abu Dhabi: Opened first branch in the UAE with a Gulf-focused marketing campaign and began exploring regional growth.

2025



MEET THE INNOVATORS



HAMDY ABD EL RAHMAN CEO, FOUNDER

Hamdy Abd El Rahman is the visionary CEO and Founder of TRADE POINT, leading the company since its establishment in 2015. With extensive experience in Business Process Management (BPM), Hamdy has been instrumental in driving operational efficiency, refining sales strategies, and facilitating digital transformation for numerous businesses.

A forward-thinking leader with a robust background in operational innovation, Hamdy combines strategic foresight with practical execution, consistently delivering measurable results. His deep understanding of BPM principles and keen insight into market dynamics enable him to guide clients toward lasting success. Passionate about innovation and relentless in his pursuit of excellence, Hamdy champions cutting-edge solutions and nurtures a collaborative culture within the company.

Under his leadership, TRADE POINT has grown significantly, cementing its reputation as a trusted and respected partner for major enterprises. His dedication has created a foundation of trust and reliability, driving the organization's mission to provide solutions that consistently enhance administrative efficiency and commercial effectiveness, fostering growth and lasting success for all clients.

PROBLEM

LOW ONLINE VISIBILITY

Struggling to be noticed in the crowded online space

INCONSISTENT BRANDING

A lack of a cohesive and recognizable brand identity

DECLINING LEADS

Fewer inquiries and fewer potential customers

SOLUTION

MARKETING STRATEGY

We design a tailored strategy to address your unique challenges & goals

UNIFIED BRANDING

We create a consistent & powerful brand identity to make you stand out

LEAD GENERATION

Our tactics increase your leads and customer inquiries

SERVICES OVERVIEW

OUR SERVICES & SOLUTIONS

TRADE POINT specializes in delivering innovative Business Process Management (BPM) solutions designed to optimize operational efficiency, enhance workflow processes, and drive sustainable business growth. Our expertise empowers organizations to achieve their administrative and commercial objectives through strategic solutions tailored specifically to their needs.

OUR CORE SERVICES:

- **Business Process Management (BPM):** Enhancing workflow automation and operational efficiency to streamline business functions.
- **Sales Operations & Strategy:** Optimizing sales processes, pipeline management, and revenue generation strategies.
- **E-Commerce Consulting:** Providing expert guidance on building, managing, and scaling successful online businesses.
- **Customer Relationship Management (CRM) Solutions:** Implementing and optimizing CRM systems to strengthen customer engagement and retention.
- **Business Development & Growth Strategy:** Identifying opportunities, crafting strategic plans, and driving sustainable expansion.
- **Project Management:** Delivering structured, results-driven project execution to ensure business success.
- **Skill Development & Corporate Training:** Equipping teams with essential skills to enhance performance and business capabilities.
- **Web Development & Digital Solutions:** Designing and developing cutting-edge digital platforms tailored to meet specific business needs.

At TRADE POINT, we equip businesses with advanced tools, insightful strategies, and robust technology solutions, enabling them to build significant value and achieve lasting, measurable success.

SERVICES OVERVIEW

BUSINESS PROCESS MANAGEMENT **BPM**

At Trade Point, we believe that operational efficiency is the cornerstone of sustainable growth. Our Business Process Management (BPM) services empower organizations to analyze, design, implement, monitor, and optimize their business processes with precision and control.

BEYOND AUTOMATION: END-TO-END TRANSFORMATION

Our BPM approach goes far beyond simple automation. We focus on full process transformation—starting with mapping current workflows, identifying performance gaps, and developing tailored solutions that align with long-term strategic goals.

TECHNOLOGY MEETS EXPERTISE

By combining advanced digital tools with deep operational insight, we help businesses:

- Eliminate redundancies
- Ensure compliance with industry standards
- Achieve measurable operational excellence

SCALABLE SYSTEMS ACROSS ALL FUNCTIONS

Trade Point works closely with clients to build scalable systems that adapt to evolving market conditions and customer needs. Our BPM solutions cover every critical business function, including:

- Finance and HR
- Customer service
- Procurement and supply chain management

MEASURABLE IMPACT AND SUSTAINABLE VALUE

Companies that adopt BPM with Trade Point benefit from:

- Enhanced agility and responsiveness
- Faster, data-driven decision-making
- Clear visibility into performance metrics

By fostering collaboration and leveraging insights, businesses become more resilient, more efficient, and better positioned to seize new opportunities. Whether you're a growing enterprise or a large corporation, BPM ensures that every process contributes tangible value and drives sustainable success.





BUSINESS ADMINISTRATION SUPPORT

SERVICES OVERVIEW

At Trade Point, we understand that smooth business operations are the foundation of sustainable growth. Our Business Administration Support services are designed to help organizations manage their daily activities with efficiency, accuracy, and cost-effectiveness, allowing leadership teams to focus on long-term strategy and innovation.

WHAT WE DELIVER

We provide professional support across multiple functions, streamlining essential activities to reduce bottlenecks, improve accuracy, and ensure operational continuity. Our core areas include:

- **Documentation & Reporting**

Accurate preparation and management of essential records.

- **Compliance & Regulation**

Ensuring adherence to local and international standards.

- **Workflow Coordination**

Streamlined processes across departments and teams.

- **Company Setup & Restructuring**

Building solid foundations and adapting to organizational change.

- **Branch Expansion**

Supporting growth with efficient operational structures.

- **Feasibility Studies**

Providing insights for informed decision-making.

SYSTEMS THAT EMPOWER

We also develop internal systems that:

- Strengthen communication
- Enhance data management
- Provide leadership with clear visibility into performance metrics

YOUR TRUSTED PARTNER

By combining practical knowledge with advanced digital tools, Trade Point delivers:

- Seamless processes
- Reliable compliance
- Agile solutions tailored to each client's needs

Whether supporting small enterprises or large corporations, we act as a trusted partner and an extension of your team—handling critical administrative tasks with precision.

THE RESULT

With Trade Point's Business Administration Support, companies gain the confidence to focus on what matters most:

INNOVATION. EXPANSION. A STRONGER FUTURE.

SERVICES OVERVIEW

OUTSOURCED HR & CUSTOMER SERVICES

At Trade Point, we believe that people and customer relationships are the core of every successful business. Our Outsourced HR & Customer Services give companies the flexibility to manage both areas with efficiency, professionalism, and cost-effectiveness.

HR Outsourcing

We manage essential HR functions including recruitment, onboarding, payroll, and employee records. In addition, we support performance monitoring, training coordination, and compliance with labor regulations. This ensures businesses attract and retain the right talent while maintaining a motivated and productive workforce.

Customer Services Outsourcing

On the customer side, we provide end-to-end support solutions that elevate client experiences. From call handling and helpdesk management to personalized communication, we guarantee prompt, professional assistance. Outsourcing these services helps businesses boost satisfaction and loyalty while reducing operational costs.

Our Approach

By combining skilled professionals with modern digital tools, Trade Point delivers seamless HR processes and responsive customer care. We adapt to each client's needs, offering full-scale outsourcing or targeted support in specific areas.

The Value We Bring

Partnering with Trade Point means gaining access to expertise that:

- Drives operational efficiency
- Reduces administrative workload
- Enhances employee and customer experiences

This allows business leaders to focus on strategy, innovation, and growth, while we take care of the operational details.

WITH OUTSOURCED HR & CUSTOMER SERVICES FROM TRADE POINT, YOU GAIN A TRUSTED PARTNER COMMITTED TO OPTIMIZING HUMAN CAPITAL MANAGEMENT AND STRENGTHENING CUSTOMER RELATIONSHIPS—TWO PILLARS OF SUSTAINABLE BUSINESS SUCCESS.

SERVICES OVERVIEW

Trade Point's General Supplies & Trading services offer comprehensive and reliable solutions to support businesses across diverse industries. We specialize in providing high-quality materials, equipment, consumer goods, industrial products, and specialized commodities that ensure smooth day-to-day operations and the successful completion of large-scale projects.

BEYOND SOURCING

Our services extend far beyond simple procurement. We manage the entire trading cycle with precision and transparency:

- Supplier Identification & Evaluation
- Contract Negotiation & Order Placement
- Logistics Coordination & Inventory Tracking
- Quality Control & Regulatory Compliance

This holistic approach ensures timely delivery, cost-effectiveness, and minimal disruption to operations.

STRATEGIC ADVANTAGES

By maintaining strong relationships with trusted suppliers, we guarantee that all products meet rigorous quality standards and international compliance requirements. Our team continuously monitors:

- Market trends
- Supplier performance
- Risk factors and cost fluctuations

This allows us to deliver optimized solutions tailored to each client's operational needs.

TAILORED FOR EVERY SECTOR

Whether managing high-volume procurement for large corporations, sourcing consumer goods for retail, or providing specialized equipment for industrial use, TRADE POINT delivers:

- Scalable supply models
- Flexible trading structures
- Dependable delivery systems

THE RESULT

Partnering with Trade Point empowers businesses to:

- Optimize operations
- Reduce costs
- Expand market opportunities
- Maintain a consistent flow of essential products and materials

OUR EXPERTISE AND STRATEGIC APPROACH MAKE US A TRUSTED PARTNER FOR ORGANIZATIONS SEEKING EFFICIENCY, RELIABILITY, AND LONG-TERM SUCCESS.

OUR IT, HOSTING & SECURITY SERVICES

POWER YOUR BUSINESS WITH TRUSTED TECHNOLOGY

At TRADE POINT, in partnership with **TP DATA**, we provide advanced IT infrastructure, hosting, and security services designed to protect digital assets and support business growth. Our goal is to help organizations operate with confidence, streamline their systems, and ensure business continuity in today's fast-moving digital world.

With **TP DATA**, you gain a reliable partner committed to performance, security, and innovation.



Domain Registration & Management



Web & VPS Hosting



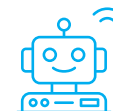
Professional Business Email



Microsoft 365 Solutions



Microsoft Hosted Exchange



Microsoft 365 Copilot



Microsoft 365 Security Management



Microsoft Defender for Endpoint

tpdata.eg

OUR STRATEGIC TECHNOLOGY PARTNER



TP DATA – TRADE POINT DIGITAL STACK

Company Overview

TP DATA, a licensed LLC and subsidiary of TRADE POINT, specializes in IT, hosting, and security solutions with full compliance, professionalism, and transparency.

Mission:

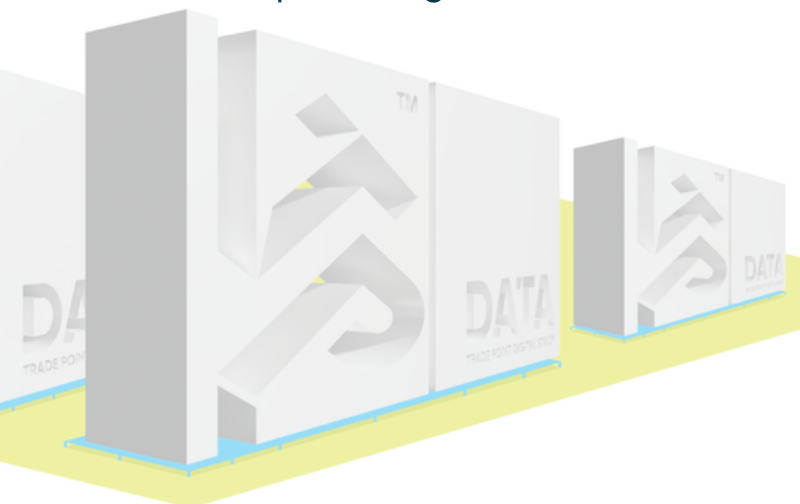
To provide businesses with secure, scalable, and innovative technology that enhances efficiency and drives sustainable growth.

Why Choose TP DATA:

- Subsidiary of Trade Point – trusted business partner
- Secure & scalable enterprise-grade solutions
- Integrated expertise: business + technology

Together, Trade Point and TP DATA deliver future-ready digital solutions that empower organizations to operate efficiently, innovate confidently, and achieve long-term success.

Website: tpdata.eg



OUR MARKETING SOLUTIONS

ELEVATE YOUR BRAND, IGNITE YOUR GROWTH

At TRADE POINT, we empower businesses with innovative strategies, streamlined processes, and cutting-edge digital solutions to enhance brand presence and drive sustainable growth. Our expertise in Business Process Management (BPM), marketing, and branding ensures that your business stands out in a competitive market.

Partner with us to transform challenges into opportunities and take your business to the next level.



Search Engine Optimization



Social Media Marketing



Content Marketing



Email Marketing



Pay-Per-Click Advertising

SERVICES OVERVIEW

OUR MARKETING SOLUTIONS:

- **Public Relations (PR):** Crafting effective communication strategies to manage brand reputation and media presence.
- **Brand Management & Strategy:** Developing comprehensive strategies to enhance brand equity and customer perception.
- **Search Engine Optimization (SEO):** Improving online visibility and driving organic traffic.
- **Social Media Marketing:** Engaging and expanding audiences across social platforms.
- **Content Marketing:** Creating and distributing valuable content to attract and retain customers.
- **Email Marketing:** Executing targeted campaigns to nurture leads and enhance customer loyalty.
- **Pay-Per-Click (PPC) Advertising:** Driving immediate traffic and conversions through strategic paid advertising campaigns.
- **Affiliate Marketing:** Building partnerships to promote products and services through trusted affiliate networks.
- **Video Marketing:** Producing engaging video content to effectively communicate brand messages and boost audience engagement.

At TRADE POINT, in partnership with NICE ADS, we equip businesses with advanced tools, strategic insights, and robust technology solutions—empowering them to build real value and achieve measurable, long-term success. Through this collaboration, NICE ADS delivers specialized services in advertising, digital marketing, and media production, alongside expertise in outdoor advertising and exhibition management.

Outdoor advertising solutions include high-impact billboards, digital screens, and strategic placements across key urban zones, ensuring maximum brand visibility. Exhibition services cover end-to-end planning, design, and execution of trade shows and corporate events, helping businesses connect directly with their audiences and partners.

Together, Trade Point and NICE ADS offer integrated solutions that combine business strategy, process optimization, and innovative marketing capabilities—enabling organizations to operate efficiently, engage customers effectively, and achieve their long-term objectives with confidence.



OUR PROCESS

WHY CHOOSE TRADE POINT ?

At TRADE POINT, we are more than just a Business Process Management (BPM) provider—we are your strategic partner in optimizing operations, enhancing efficiency, and driving sustainable business growth. Our commitment to innovation, expertise, and client success sets us apart.

01 Proven Expertise & Industry Experience

With over a decade of experience in BPM, sales operations, e-commerce, CRM, and business development, we have successfully helped businesses across various industries streamline their processes and achieve measurable success.

02 Tailored Solutions for Maximum Impact

We understand that every business is unique. Our approach is customized to fit your specific operational needs, ensuring solutions that are both scalable and results-driven.

03 Innovation & Technology-Driven Approach

We leverage the latest digital solutions, automation tools, and CRM systems to enhance efficiency, optimize workflows, and drive business transformation.

04 Client-Centric Strategy

Our focus is on delivering real value to our clients. We work closely with businesses to understand their challenges and provide solutions that lead to tangible growth and success.

05 Proven Track Record of Success

We have successfully partnered with leading organizations, helping them achieve their administrative and commercial goals through optimized processes and strategic business development.

PARTNERSHIPS AND FRANCHISES

SUBSIDIARIES



DIGITAL SERVICES AND ADS SOLUTIONS

TRADE AND INVESTMENT



INTEGRATED SERVICES THROUGH STRATEGIC PARTNERSHIPS

TRADE POINT LEVERAGES EVERY PARTNERSHIP IT HAS ESTABLISHED—AND EVERY AFFILIATED COMPANY WITHIN ITS NETWORK—TO DELIVER A WIDE RANGE OF SERVICES TO THE PUBLIC. BEYOND ITS OPERATIONAL CAPABILITIES, TRADE POINT ALSO SERVES AS AN AUTHORIZED DISTRIBUTOR FOR SEVERAL LEADING BRANDS ACROSS EGYPT. THIS MULTI-LAYERED ECOSYSTEM ENABLES US TO OFFER COMPREHENSIVE, HIGH-VALUE SOLUTIONS THAT COMBINE TECHNICAL EXPERTISE, MARKET REACH, AND TRUSTED BRAND AFFILIATIONS.

FRANCHISES



BEST BUY AFFILIATE RETAIL



PARTNERSHIPS AND FRANCHISES



Best Buy Egypt (2B)

PART OF BEST BUY CORPORATION SPECIALIZED IN IT E-COMMERCE & RETAIL BUSINESS.

At TRADE POINT, strategic growth and collaborative alliances are fundamental to our approach. We continually pursue opportunities that extend our market reach and enhance our service capabilities. A notable milestone in our growth strategy is our franchise partnership with 2B since **2015**, a distinguished technology retailer renowned for its comprehensive product offerings and robust market presence. Our exclusive 2B franchise in Al Fayoum—the first and only one in the area—significantly strengthens our ability to provide clients with integrated solutions. By merging our expert Business Process Management solutions with 2B’s reputable products and services, we create unparalleled value and further solidify our commitment to excellence, innovation, and customer satisfaction.

Strategic Collaboration

Our partnership with Best Buy marked a pivotal step in expanding Trade Point’s operational reach and service potential. This collaboration opened valuable opportunities to leverage our core capabilities while integrating with a wide network of service providers, banks, and logistics partners. By aligning with Best Buy’s ecosystem, we strengthened our ability to deliver comprehensive, cross-functional solutions—reinforcing our role as a connector between technology, finance, and customer experience.



TRADEMARKS BY US



In its early days, Trade Point managed a portfolio of owned brands and supported the operations of partner entities across diverse sectors. One of its standout achievements during that phase was the founding of Crinkle, which grew to become one of Egypt's largest fried chicken restaurant chains. Although Crinkle is no longer under Trade Point's ownership, its success reflects the company's ability to build impactful consumer brands from the ground up. Since then, Trade Point has expanded far beyond the food industry—successfully entering new sectors including technology, e-commerce, and operational services. With each step, the company continues to grow, innovate, and deliver value across multiple markets.

TRADE POINT Founding Brands with Pride

Since 2015, Trade Point has been instrumental in founding and developing successful brands across various industries. Some of these ventures have continued under our operational support—where we provide services like customer care, recruitment, and strategic guidance. Others were built in full partnership, where we helped shape the entire business model and handed over a fully operational entity to its owners.

In every case, we take pride in our role—not just as consultants, but as co-builders of lasting brands. We believe in creating solid foundations, delivering complete business models, and empowering entrepreneurs to lead with confidence. Our legacy is reflected in every brand we've helped launch, and we remain committed to building more.

WE WORK TO YOUR WORK

TRADE POINT operates under a licensed framework that encompasses a wide range of sectors, including general contracting and architecture, real estate development, and the management of pharmacies, restaurants, hotels, and tourism establishments. The company also engages in organizing exhibitions, events, and celebrations. While all these activities are officially registered within the company's scope, Trade Point often partners with affiliated entities to execute specific operations. Our core focus lies in overseeing and managing these ventures—providing organizational structures, feasibility studies, and all necessary strategic and operational support to ensure their success and sustainability.





MULTI AUTHORIZED SERVICE CENTER

Pear, a specialized brand under Trade Point, operates as a Multi-Authorized Service Center, offering certified repair and technical support across a wide range of electronics and brands. By leveraging Trade Point's operational expertise and strategic partnerships, Pear delivers brand-compliant service solutions with precision, speed, and reliability. This model allows Pear to serve both consumers and businesses with trusted repairs, genuine parts, and a seamless after-sales experience reinforcing Trade Point's commitment to quality and customer satisfaction.

PEAR & PEAR OUT

E-COMMERCE (CONSUMER ELECTRONICS)

PEAR & PEAR OUT, owned by Trade Point, is a fast-growing e-commerce platform for consumer electronics . It also enables merchants to sell through its marketplace. Backed by Trade Point's infrastructure, Pear delivers efficient operations, trusted service, and scalable growth.



 pearout.com

PEAR BRANCH





OUR CLIENTS & SERVICE PROVIDERS

CLIENTS

We take pride in serving a select group of clients who trust our quality and professionalism. Each logo here represents a success story and a fruitful collaboration across various sectors.

SERVICE PROVIDERS

We rely on a curated network of exceptional service providers who share our standards of precision, creativity, and commitment. Their technical and visual contributions are a vital part of the integrated customer experience.



CLIENT HIGHLIGHT

CASE STUDIES AND HIGHLIGHTS



AL AKHWA AGRICULTURAL INVESTMENT

As part of Trade Point’s strategic expansion, we partnered with Al Akhwa Agricultural Investment to restructure their operations and develop the brand identity for Feedco. Our mission was to elevate the industrial setup and launch a brand positioned for both local and international markets.



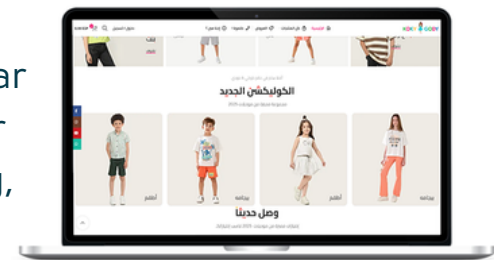
EMDAD FOR GENERAL CONTRACTING & REAL ESTATE DEVELOPMENT

As part of Trade Point’s strategic growth, we supported Emdad in restructuring their operations and building a strong brand identity in the construction and real estate sector. Our focus was on enhancing project delivery, improving operational standards, and positioning the brand for regional market success.



KOKY & GODY KIDSWEAR

As part of Trade Point’s digital enablement strategy, we supported Koky & Gody—a children’s clothing and footwear brand—in transitioning to online sales and expanding their reach across Egypt. Our role focused on brand positioning, e-commerce integration, and market activation to help them grow nationwide.



WITH EVERY NEW CONTRACT, PARTNER, OR SECTOR, INDUSTRY
TRADE POINT BUILDS THE REAL VALUE
NOT JUST ANOTHER CLIENT



CASE STUDIES AND HIGHLIGHTS

Strategic Transformation From Hesham Tyres to INSTIRES

Trade Point entered a full-scale partnership with El Tayeb Co. a local tire supplier facing operational inefficiencies, fragmented sales processes, and inconsistent customer service. Rather than applying surface-level fixes, TRADE POINT led a complete transformation—rebranding the company as INSTIRES and rebuilding its identity from the ground up.

This included:

- A full name change and brand repositioning
- A modern visual identity with a new logo, color palette, and design system
- A restructured organizational and management framework
- New branch openings and operational upgrades
- Integrated CRM systems and automated inventory tracking
- Streamlined sales operations and customer service flows



The result was a bold relaunch of INSTIRES as a modern, professional brand with enhanced market presence, improved operational efficiency, and stronger customer trust.

Digital Enablement and Commercial Expansion

As part of the transformation, **TRADE POINT** also developed a full online sales and customer service model for INSTIRES, including a professionally designed website that enables browsing, ordering, and direct support. This digital infrastructure positioned INSTIRES to compete at scale, while Trade Point’s strategic guidance helped secure key partnerships with leading tire suppliers and international agencies.

INSTIRES now operates as a digitally enabled, multi-branch brand with a robust commercial network—continuing to grow with TRADE POINT’s ongoing support and expertise.



- Today, INSTIRES is a registered trademark and a recognized leader in Egypt’s automotive aftermarket. The company ships to all governorates across the country, achieving strong online sales through its dedicated e-commerce platform.
- INSTIRES operates a fleet of fully equipped vehicles for delivery and on-site installation, ensuring fast, professional service nationwide. It is also an authorized distributor for multiple premium tire brands, with expanding partnerships across local and international suppliers.
- Backed by Trade Point’s infrastructure and strategic guidance, INSTIRES continues to scale its operations, strengthen its market position, and deliver trusted service at every touchpoint.



CLIENT PORTFOLIO



Industry: real estate in the UAE

Universal Real Estate (URE) in the UAE partnered with **TRADE POINT** to streamline operations and strengthen sales strategies. URE was facing challenges in managing complex administrative tasks and improving customer engagement, and required an innovative partner to elevate its digital presence and overall business performance.

Through our expertise in Business Process Management (**BPM**), CRM solutions, and strategic digital marketing, we implemented tailored solutions that optimized efficiency, boosted customer retention, and expanded market reach. These included process automation, advanced CRM integration, and targeted digital campaigns designed to drive audience engagement and lead conversion.

As a result, URE achieved higher operational productivity, stronger sales pipeline management, and improved brand visibility across digital platforms. Today, **TRADE POINT** continues to support URE's growth journey, reinforcing its position as a trusted real estate leader in the UAE market.



Industry: Architecture & Interior Design

ARCH HOUSE, a Cairo-based architecture and interior design firm, partnered with **TRADE POINT** to redefine its brand identity and digital presence. While the firm was known for delivering premium architectural solutions, its previous identity and online platforms lacked consistency, modern appeal, and failed to convey the elegance and innovation at the core of its philosophy. **TRADE POINT** executed a comprehensive rebranding initiative that included a refined logo, a cohesive visual identity system, and a fully responsive website. The new design system introduced a sophisticated color palette, modern typography, and unified visual elements, all aligned with ARCH HOUSE's brand values. The website was crafted to deliver an elegant, seamless user experience across devices, effectively showcasing the company's services and vision.

The transformation positioned ARCH HOUSE as a forward-thinking, client-centric brand. The refreshed identity enhanced brand recognition, strengthened customer trust, and established a scalable foundation for long-term growth, enabling the company to thrive in the competitive architecture and interior design industry.

CASE STUDIES AND HIGHLIGHTS

HAWLA EL ALAM

Industry: Engineering Consultancy (Oil & Gas)

Hawla El Alam, a prominent oil and gas engineering consultancy, faced significant operational challenges stemming from rapid growth and increasing project complexity. Their primary issues included fragmented project management, extensive manual reporting processes, inefficient resource utilization, and suboptimal communication channels.



TRADE POINT developed and implemented a customized Business Process Management solution tailored specifically to Hawla El Alam's needs. This comprehensive solution centralized project management, automated routine reporting, streamlined resource allocation, and significantly improved internal and external communications.

The collaboration resulted in notable achievements, including a 35% boost in project efficiency, a 25% reduction in administrative workload, enhanced resource utilization, and substantially improved client satisfaction. These improvements have markedly strengthened Hawla El Alam's competitive edge and operational excellence within their industry.

SPEED ENGINE

Industry: Automotive (Car Rentals & Sales)

Speed Engine, a leading UAE-based car rental and sales company, sought TRADE POINT's expertise to transition effectively into the digital age. Struggling with outdated manual booking systems, fragmented CRM, and limited online visibility, Speed Engine needed comprehensive modernization.



TRADE POINT implemented advanced digital solutions, including automated booking systems, real-time inventory management, a robust e-commerce website, integrated CRM solutions, and strategic digital marketing. These enhancements led to remarkable operational efficiencies, a 40% increase in online bookings, a 60% rise in web traffic, and improved customer retention. Through digital transformation, Speed Engine solidified its market leadership, ensuring sustainable, scalable growth in the competitive automotive industry.

بالعربية... نُكمل الصورة

■ نحن لا نترجم النجاح، بل نرويه بلغتنا. اللغة العربية ليست خيارًا إضافيًا، بل هي امتداد لهويتنا، وجسر تواصلنا مع السوق الحقيقي. نحن نؤمن أن العلامة التجارية القوية تُبنى على فهم عميق، وتُقدّم بلغة يفدها الجمهور ويثق بها. ولهذا، نختم هذا العرض كما بدأناه برؤية واضحة، وهوية متماسكة، ورسالة تصل للجميع.

من نحن

تأسست **تريد بوينت** عام ٢٠١٥ كشركة رائدة في مجال إدارة العمليات التجارية، وتهدف إلى تمكين الشركات من خلال تعزيز كفاءة وفعالية منظوماتها التشغيلية. بفضل التزامها بالتميز وعقلية تركز على النتائج، تتعاون **تريد بوينت** مع نخبة من العملاء لمساعدتهم على تجاوز التحديات الإدارية والتجارية المعقدة. يعتمد فريقنا من الخبراء على منهجيات مبتكرة وحلول استراتيجية مصممة خصيصًا لتحديد فرص التحسين وتنفيذ تطويرات مستدامة. ومن خلال تبسيط العمليات، وتقليل الهدر، ودعم النمو، نساعد عملائنا على إطلاق كامل إمكاناتهم. يرتكز نهجنا على فهم عميق لأهداف كل مؤسسة، وثقافتها، وموقعها في السوق، مما يتيح لنا تقديم حلول دقيقة وفعالة تُحدث أثرًا ملموسًا في الإنتاجية والربحية. وبقِيَمنا الأساسية: الابتكار، النزاهة، التعاون، نُحدث تحوّلًا حقيقيًا في العمليات التجارية، ونقود الشركات نحو النجاح المستدام، والتميز التشغيلي، وبناء القيمة الحقيقية.

الرؤية

نسعى لأن نكون شركة رائدة إقليميًا في إدارة العمليات التجارية، من خلال تقديم حلول فعّالة تُسهم في خلق فرص نجاح حقيقية، وبناء قيمة مستدامة تُعزز مكانة عملائنا في الأسواق التي يعملون بها.

الرسالة

نسعى إلى تمكين الشركات من خلال تقديم حلول مبتكرة ومصممة خصيصًا لإدارة العمليات التجارية، بما يُسهم في تعزيز الإنتاجية، وخفض التكاليف التشغيلية بشكل ملموس، وبناء قيمة مستدامة وطويلة الأمد.

قيمنا الأساسية

■ النزاهة

نبني الثقة المستدامة من خلال الشفافية، والصدق، والممارسات الأخلاقية في جميع تعاملاتنا.

■ الابتكار

نطوّر أنفسنا باستمرار ونتبنّى الأفكار الجديدة لتقديم حلول متقدّمة ورائدة على مستوى الصناعة.

■ الكفاءة

نحقق الأداء الأمثل من خلال تحسين وتطوير العمليات بشكل مستمر.

■ التعاون

نعمل عن قرب وبشكل استباقي مع عملائنا، لبناء شراكات طويلة الأمد وتحقيق نمو مشترك.

■ القيمة

في **تريد بوينت**، لا نكتفي بتحسين العمليات، بل نركّز على خلق قيمة حقيقية ومستدامة لعملائنا. نُعيد تشكيل الطريقة التي تعمل بها المؤسسات، ونحوّل التحديات التشغيلية إلى فرص نمو ملموسة، مما يُسهم في تعزيز الكفاءة، وترسيخ الثقة، وتحقيق نتائج قابلة للقياس. نحن نؤمن أن القيمة لا تُقاس فقط بالأرباح، بل بقدرّة المؤسسة على التطوّر، التأثير، والاستمرار بثبات في بيئة أعمال متغيّرة.

بالعربية... نُكمل الصورة

نحن لا نترجم النجاح، بل نرويه بلغتنا، اللغة العربية ليست خيارًا إضافيًا، بل هي امتداد لهويتنا، وجسر تواصلنا مع السوق الحقيقي. نحن نؤمن أن العلامة التجارية القوية تُبنى على فهم عميق، وتُقدّم بلغة يفكرها الجمهور ويتقن بها. ولهذا، نختتم هذا العرض كما بدأناه برؤية واضحة، وهوية متماسكة، ورسالة تصل للجميع.

الكيان القانوني والتراخيص

شركة **تريد بوينت** لإدارة المشروعات هي شركة مساهمة مصرية، تأسست وفقًا لأحكام القانون رقم ١٥٩ لسنة ١٩٨١، وتحمل ترخيصًا بموجب قانون سوق رأس المال رقم ٩٥ لسنة ١٩٩٢ وتريد بوينت علامة تجارية مسجلة برقم ٥٣٠٣١٨ طبقًا لقانون حماية الملكية الفكرية رقم ٨٢ لسنة ٢٠٠٢ و تعمل الشركة ضمن إطار قانوني وتنظيمي يضمن أعلى درجات الشفافية والمصداقية في جميع أنشطتها التجارية، وهي حاصلة على عضوية عدد من الغرف التجارية والصناعية، ومرخصة من جهات حكومية متعددة داخل جمهورية مصر العربية ودولة الإمارات العربية المتحدة.

غرض الشركة

تتنوع أنشطة **تريد بوينت** لتشمل خدمات متعددة وقطاعات متنوعة، كما تُعد شريكًا موثوقًا للمؤسسات الرائدة في تقديم حلول متكاملة لإدارة المشروعات وتحسين الأداء التشغيلي.

فريق العمل وثقافة الشركة

تسعى **تريد بوينت** دائمًا لأن تكون مكانًا رائعًا للعمل، يملؤه الابتكار والحماس، الولاء والفخر. نحن نوّفر بيئة عمل أفضل لموظفينا، نهتم بهم، نشجعهم، ونعمل على جذب وتطوير المواهب والحفاظ عليها. نُكافئ الأداء المتميز، نرحّب بالتمكين والتنوع، ونعمل بشفافية تامة.

في **تريد بوينت**، فريق العمل هو محور اهتمامنا، سفراؤنا في المجتمع، ووجهتنا المشرفة. هدفنا الرئيسي هو رعاية مواهبهم وتوفير بيئة عمل ودية، ديناميكية، إنسانية وبسيطة، تساعد على التميز كل يوم. يتمتع موظفونا بمزايا تمنحهم الثقة والراحة، من تأمين شامل، وفرص تدريب وتنمية مستمرة، إلى بيئة تتيح لهم اكتساب الخبرات والمهارات المتنوعة عبر مختلف أنشطتنا التجارية. كما يحصلون على عائد مادي ومعنوي يليق بمكانتهم ودورهم الحيوي.

نحن أسرة واحدة وفريق عمل واحد، نعمل من أجل كيان يجمعنا جميعًا، ونسعى دائمًا لتميّزه، تطويره، ونجاحه. هذه هي أسرة **تريد بوينت**... فمرحبًا بكم.

المسؤولية المجتمعية

تحرص **تريد بوينت** على ترسيخ مفهوم المسؤولية المجتمعية، انطلاقًا من دورها الرائد كشركة مساهمة مصرية قائمة على خدمة المجتمع الذي تعمل فيه. ولا يقتصر هذا الدور على تقديم خدمات متميزة للشركاء، المساهمين، والعملاء، بل يمتد ليشمل تنمية المجتمع ورعايته، وتقديم خدمات اجتماعية تُسهم في بناء مستقبل أفضل. تشارك **تريد بوينت** بفاعلية في مختلف المجالات والفعاليات داخل المدن التي تُمارس فيها أعمالها وخارجها، وتحرص على دعم المبادرات المجتمعية، وتعزيز التعاون، والرعاية، وخلق فرص مشاركة أوسع وأكثر تأثيرًا. نحن في **تريد بوينت** نؤمن أن النجاح الحقيقي يبدأ من المجتمع، ولهذا... فنحن نهتم.

في عالم يتسارع فيه التغيير، تظل القدرة على التكيف، والابتكار، وبناء الثقة هي الركائز الحقيقية للنجاح. في **تريد بوينت**، اخترنا أن نكون جزءًا من الحل، لا مجرد مراقبين. نعمل بشغف، ونقود بتحوّل، ونبني قيمة حقيقية تليق بطموحات عملائنا وشركائنا. شكرًا لكونكم جزءًا من رحلتنا، ومصداً لإلهامنا، شكرًا جزيلاً لوصولكم إلى هنا

رئيس مجلس الإدارة

محمد عمار محمد

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BUILDING REAL VALUE

At **TRADE POINT**, we are dedicated to delivering strategic, innovative, and results-driven solutions that empower businesses to optimize their operations, enhance their market presence, and achieve sustainable growth. Our expertise in Business Process Management (BPM), branding, and digital solutions enables us to create tailored strategies that drive measurable success.

We believe that real value starts from within. That is why we foster a collaborative and empowering work environment across all TRADE POINT entities, where our employees, teams, and partners thrive together. By investing in people, encouraging innovation, and promoting a culture of trust and accountability, we ensure that every individual contributes meaningfully to our shared vision.

With a commitment to excellence, efficiency, and client success, we continue to be a trusted partner for businesses looking to streamline processes, strengthen their brand, and accelerate growth. Let's build the future together—because at TRADE POINT, we don't just create solutions; **WE BUILD THE REAL VALUE.**

في **تريد بوينت**، نلتزم بتقديم حلول استراتيجية ومبتكرة قائمة على النتائج، تمكّن الشركات من تحسين عملياتها، وتعزيز حضورها في السوق، وتحقيق نمو مستدام. خبرتنا في إدارة العمليات التجارية، وبناء العلامات التجارية، والحلول الرقمية، تمكّننا من صياغة استراتيجيات مخصصة تحقق نجاحًا ملموسًا. نحن نؤمن أن القيمة الحقيقية تبدأ من الداخل. ولهذا، نحرص على خلق بيئة عمل تعاونية ومحفّزة في جميع كيانات تريد بوينت، حيث يعمل الموظفون والمبدعون والشركاء بروح واحدة نحو هدف مشترك. من خلال الاستثمار في الأشخاص، وتشجيع الابتكار، وتعزيز ثقافة الثقة والمساءلة، نضمن أن يساهم كل فرد بشكل فعّال في رؤيتنا المشتركة.

وبفضل التزامنا بالتميز والكفاءة ونجاح العملاء، نواصل كوننا الشريك الموثوق للشركات التي تسعى إلى تبسيط عملياتها، وتقوية علامتها التجارية، وتسريع نموها. فلنبن المستقبل معًا—لأننا في تريد بوينت لا نكتفي بابتكار الحلول، بل **نُبنى القيمة الحقيقية.**

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