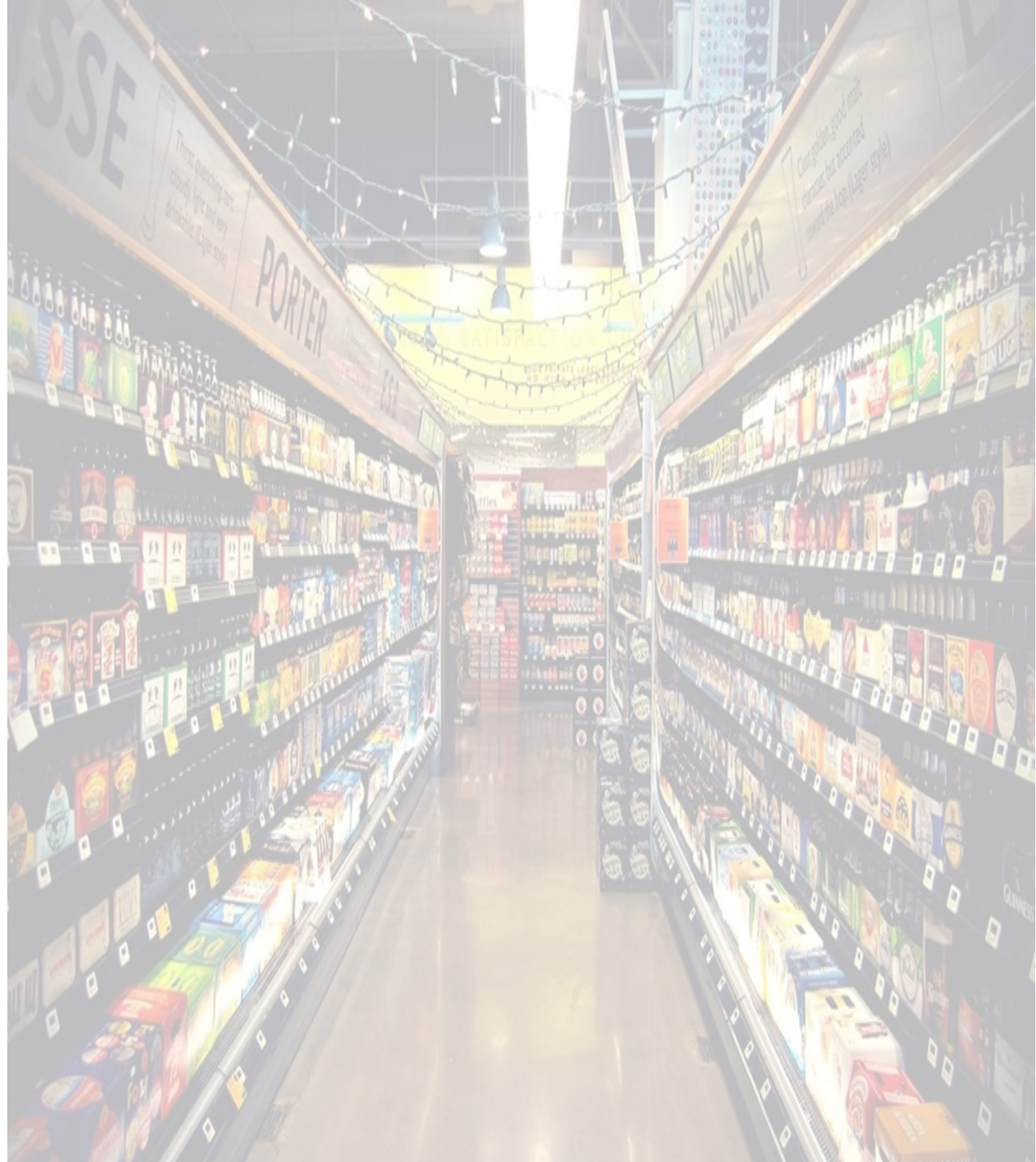


MST

Modern Services & Trading
الشركة الحديثة للخدمات والتجارة

COMPANY PROFILE 2024

www.mstqatar.com



A B O U T

Modern Services & Trading , a subsidiary of Yayla Group, is a leading Fast-Moving Consumer Goods (FMCG) company based in the State of Qatar. We specialize in serving the diverse needs of the Qatari Modern Trade, Lower Trade, and HORECA markets by providing exclusive distribution of high-quality Food & Non-food brands tailored to meet the specific requirements of each sector and individual customer.



M I S S I O N

Our mission is to be Qatar's premier FMCG distribution company, providing exceptional supply and distribution services for a wide range of food and non-food brands.

V I S I O N

We strive to become the go-to partner for businesses seeking reliable and innovative distribution solutions in Qatar, setting the industry standard for excellence in FMCG distribution.



T E A M

The **Modern Services & Trading** team is a dynamic and highly skilled group of professionals committed to delivering excellence in the food industry. With a deep understanding of the global market and a passion for quality products, our team is dedicated to meeting the diverse needs of our customers.



Dedicated team passionate about delivering top-quality products and services



Customer-centric approach, collaborating closely with clients



Offering diverse range of high-quality food products tailored to specific needs



Expertise, reliability, and commitment to excellence



Aim to be trusted partner in the food industry

WAREHOUSE FACILITY



Our Warehouse located in
the Industrial Area, Qatar Stree
37 Zone 57



2,000m²

3

CHILLER STORAGE ROOMS
(-5) DEGREES

3

FREEZER STORAGE ROOM
(-18) DEGREES

1

LARGE OPEN AMBIENT DRY
AREA OF OVER 1,000M2

LOGISTIC FLEET

Modern Services & Trading Logistic fleet comprises a diverse combination of logistics and transportation vehicles, enabling seamless distribution activities to effectively cover our daily operations.



4

DRY TRUCKS



5

CHILLER TRUCKS



4

FREEZER TRUCKS



RETAIL PARTNERS

The collaboration between **Modern Services & Trading** and Qatar's main supermarkets goes beyond product supply. With an extensive reach covering over 250 outlets, we ensure our products are readily available to customers across Qatar. Our strong relationships, open communication, and market understanding contribute to the success of our partnerships in the supermarket industry.



WHOLE SALE PARTNERS

Modern Services & Trading collaborate closely with our wholesale partners to provide a diverse range of food and non-food products at competitive prices. Our extensive portfolio includes renowned brands, catering to the needs of various industries and businesses.



مركز التموين العائلي
Family Food Centre

HORECA & CATERING PARTNERS

Modern Services & Trading takes great pride in its partnerships with the HORECA (Hotels, Restaurants, and Catering) industry. We understand the unique needs and demands of this sector and strive to be the preferred supplier for HORECA establishments worldwide.



IMPORT NETWORK

At Modern Services & Trading, we have a diverse network of importing countries that allows us to bring a wide variety of high-quality products to our customers. We work closely with reliable suppliers from the following

countries:





B R A N D S

EXCLUSIVE BRANDS



B R A N D S



Yayla's wide range of Turkish cuisine products constantly inspires us to create new and delicious offerings. Whether you're in the mood for a refreshing Ayran, spicy Sucuk, or crispy börek, our more than 400+ product selection will indeed have something that will satisfy your cravings.



With more than 60 years of experience, Kent Boringer is bringing you the healthiest yet delicious food products.



American Foods appeals to different tastes with brands and products that add flavor to your life. Discover American Foods and accompany us on our journey to happiness. Through its commitment and desire to create unforgettable moments, American Foods goes beyond its line of sweet treats and flavors to help people turn every moment into their own unique celebration. With American Foods, your memories are even sweeter!



PepsiCo's range of beverages reflects how varied consumer tastes are around the globe. All are designed to make you smile.





ÜLKER, a subsidiary of Yıldız Holding, leads the industry with strong brands. As part of Turkey's largest food companies, we offer a wide range of high-quality products to our customers. Based in Istanbul, Turkey, our company has a rich history and extensive network, serving in both the Food and Non-Food sectors and exporting to over 50 countries.



Maxim's, established in 1963, embodies Premium Quality, Attention to Detail, and Consumer Respect. With these core values, Maxim's has become a symbol of excellence. Our brand ensures the highest quality for each product in our range, offering a diverse selection of premium food across all categories. We carefully select suppliers worldwide based on taste, freshness, and product consistency.



Since 2018, Kwik Bite has been proudly delivering high-quality Chicken FPP products with the utmost safety standards from our ISO 22000 certified factory. With complete control over the production process, we ensure the safe delivery of premium products to supermarkets while providing excellent value for money.



We are committed to enriching the lives of our customers by excelling in providing a wide and innovative range of high-quality products, by applying the highest standards, and putting food safety system in mind for our customers. In addition, we strive to build strong and long-term companies with all our investors.



At Plein Soleil, we believe in extracting Nature's finest offerings to create products that nourish & nurture life. We thrive to skillfully blend natural ingredients with the latest technologies to achieve the perfect recipe for a balanced life. Year after year, we proudly earned our reputation with our relentless dedication to quality and our endless series of innovations. Today, that commitment to quality is deeply embedded in our culture.



Introducing our exceptional line of cleaning items, designed to make your cleaning routine a breeze while maintaining a sparkling and hygienic environment. From our powerful all-purpose cleaner to our specialized stain remover, each product is meticulously formulated to deliver remarkable results. Say goodbye to dirt, grime, and stains, as our cleaning items effortlessly tackle the toughest cleaning challenges.



Embark on a culinary adventure with our exquisite range of spices, designed to elevate your dishes to new heights of flavor. From the enticing warmth of cinnamon to the vibrant kick of chili, our hand-selected spices are a treasure trove of taste sensations. Immerse your senses in the aromatic blend of herbs and spices, carefully sourced from around the world, and unlock the secret to truly extraordinary meals.



In addition to the inner qualities of the brand, an aesthetically pleasing outer appearance is needed. The brand FULYA holds a leading position in the market thanks to its quality, aesthetically pleasing packaging.



At Ülker Marifet, we take pride in offering an extensive range of frozen product alternatives to cater to diverse customer preferences. We are committed to providing practical and fast solutions, ensuring that our customers have access to a wide variety of high-quality options.



Indulge in the timeless charm and delightful crunch of our delectable biscuit assortment. From classic buttery shortbread to irresistible chocolate-filled treats, our collection offers something for every biscuit connoisseur. Each bite unveils a symphony of textures and flavors that will transport you to a world of pure bliss. Whether you're enjoying a biscuit with your afternoon tea or looking for a sweet treat to brighten your day, our biscuits are the epitome of indulgence.



Turkey's first pasta factory "Turkish Pasta Factory" is established in 1922, and Turkey's first brand of pasta has been Piyale. Piyale, with its deep-rooted history of nearly 100 years, maintains its rich product range in different categories and its understanding of unconditional customer satisfaction.



Illuminate your culinary journey with the golden essence of our premium sunflower oil. Made from the finest sunflower seeds, our oil is a masterpiece of purity and flavor. Its light texture and heart-healthy properties make it an ideal choice for health-conscious individuals. Experience the sun-kissed goodness in every drop!

B R A N D S



CPAVI, a subsidiary of Century Pacific Food Inc., is a leading integrated coconut manufacturer based in General Santos, Mindanao, Philippines. Our strategic and acclaimed facility produces a range of coconut products including Coconut Water, Desiccated Coconut, Virgin Coconut Oil, Coconut Milk and Cream, and Coconut Flour.



Produced by Century Pacific Swift is one of the most trusted brands in the Philippines known for its high quality and great tasting canned meat products that the whole family can enjoy and share together!



Flocons d'Or Corn Flakes® cereal is the Original & Best® cereal. Every bite of these crispy, golden flakes is just as delicious as the first. You'll be on your way to a great day when you pour a bowl of Flocons d'Or Corn Flakes® cereal into your breakfast bowl.



Introducing our delicious and nutritious assortment of nuts! Packed with protein, fiber, and essential nutrients, our nuts are a perfect choice for health-conscious individuals. Explore our wide range of flavors and textures, and let your taste buds go nuts!



The logo for MST (Modern Services & Trading) features the letters 'MST' in a bold, blue, sans-serif font. The 'M' and 'S' are connected, and the 'T' has a distinctive horizontal bar that extends to the right and then curves back under the letter.

Modern Services & Trading
الشركة الحديثة للخدمات والتجارة

EMPOWERING YOUR EVERYDAY WITH EXCELLENCE

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