



Amalgamation

One of Saudi Arabia's largest distributors has a new facility for everything from generic drugs to chocolates, reports Sadhavi Punjabi

The Farook & Mamoon Tamer Company (F&M), part of Saudi Arabia's Tamer Group, has recently opened a new 28,000 sq metre main distribution centre in the southern Jeddah district of Al Khumra. The centre consolidates F&M's distribution for Proctor & Gamble products and Cadbury's chocolates, and also caters to F&M's core business of pharmaceuticals and medical equipment.

"The new main distribution centre will enhance the Tamer's distribution network across the region and provide comprehensive value added supply chain services to our customers,"

comments Vice-President, Mohamed Tamer.

The warehouse, which sits on a 58,000 sq metre piece of land, contains 18,000 pallet positions, with Dexion racking, double-deep racking and conventional racking. Its mezzanine floor is equipped with 24,000 shelf spaces for the storage of consumer products, as well as pharmaceutical and medical products.

There are four different storage-temperature areas within the warehouse: minus 20 degrees Celsius for medical items, minus 2 to 8 degrees for vaccinations; 16 to 18 degrees for

chocolate; and up to 25 degrees for ambient storage.

Although plans for expansion were already under way, the warehouse came about after the three separate units – for consumer goods, pharmaceutical and medical products, and chocolates – were shut down due to expiration of lease, according to National Distribution Manager, Toufiq Chawdhury. "We have amalgamated all main distribution centre activities all into one building," he says. "This is the sole purpose of this particular warehouse."

The centre caters to seven branches

The portfolio

The Tamer Group began in 1922 when the late Dr Mohammed Said Tamer established the first pharmacy in Saudi Arabia. Today it is one of the leading trading, investment and manufacturing groups involved in healthcare products and consumer goods in the kingdom. Its portfolio includes:

Beauty and luxury

Tamer Group handles brands in prestige fragrances, cosmetics and luxury products including Gucci, Valentino, Escada, Dunhill, Mont Blanc, Rochas, La Perla and Cross. They also distribute a wide range of personal care products from hair care, toiletries, skin and body care to dental care. Well-known brands include Wella, Clairol, Olay, Old Spice and RoC.

FMCG

Fast moving consumer goods include other consumer products ranging from baby food and care, nutritional products, sweeteners and confectionery.

Pharmaceuticals

The group handles the promotion and distribution of a wide range of pharmaceutical products including vaccines and sera, self medication, herbal preparations, food supplements and ethical products. They work with many of the largest producers of pharmaceuticals, including Sanofi-Aventis, Schering Plough, Pfizer (Pharmacia), Solvay, Pharma Group, Sandoz, U.C .B., Bristol-Mayers Squibb (Upsa, Westwood).

Medical equipment

Tamer Group serves many large manufacturers of medical products including Roche Diagnostics, Johnson & Johnson and Boston Scientific Corp.

SAJA

Saudi Japanese Pharmaceutical Co is a 50 year joint venture between Tamer Group and two of the largest Japanese pharmaceutical firms, Astellas and Sankyo, for the manufacturing of the latest Japanese origin researched products. It also produces its own brands and products under license from international firms.

Saphad

The Saudi Pharmaceutical Distribution Company is a limited liability company dedicated to the import, promotion, sales and distribution of Novartis products. It has its own facilities and resources. Tamer Group holds 50 per cent of the shares in the company.

that receive direct bulk deliveries and is well-placed geographically, with the Jeddah Islamic Seaport only five kilometres away. Goods are mainly imported from Europe.

F&M also carries out distribution activities for Saudi Japanese Pharmaceutical Co. (SAJA), a pharmaceuticals manufacturer that operates in phase four of the industrial area in Jeddah. F&M holds 50 per cent ownership of SAJA's manufacturing unit, which produces cough medicine and tablets, as well as Canderel sweetener.

"This project represents a major addition to the group's distribution infrastructure. It also supports the logistics capabilities of SAJA factory in expanding its business into export," adds Vice-President, Faisal Tamer.

F&M's pharmaceutical distribution extends to over 16,000 pharmacies within the kingdom, as well as supermarkets, government hospitals and private poly clinics.

Approved by, and constructed in accordance with the Ministry of Health regulations and guidelines, the distribution centre is also recognised by Nestlé and ISO 9001 by 2008 standards. The different types of good are distinctly

segregated within the facility, both in terms of storage and distribution activities.

Cadbury's products are stored in a separate 5,000 sq metre area within the distribution centre that consists of two cold stores of 2,000 sq metres each. The consumer division, comprising of fine fragrances and perfumes, is a diverse business with customers from all around the region, and is expected to further expand its scale within the distribution centre.

An area has been dedicated for expansion, as future plans for F&M include a venture into third party logistics for medical and pharmaceutical companies. Chawdhury says they are on the verge signing deals with several companies, such as Nestle and Novartis.

"We realise that in this environment third party logistics is growing, certainly in the Middle East and especially in the kingdom," he adds. "There is a need especially in pharmaceutical and medical environment. There is a focus on logistics activities, and I think a lot of companies are now moving forward towards putting emphasis on their infrastructure and on what they can do to develop it." 🌞



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