

THE COMPANY PROFILE



شركة بصمة المزيونة للتجارة
Basma Al Mazyuna Trade Co.








About us

Basma Al Mazyuna Trade Co. is a premier distributor and supplier of a wide range of high-quality consumer goods and foodstuffs. Our mission is to bring wellness, diversity, and value to every household, while maintaining a deep-rooted legacy of trust with our consumers and global partners.

With years of experience in import, wholesale, and distribution, we have built strong and sustainable relationships across the Sultanate of Oman and beyond.

Our core strengths include:

-  Strategic presence across Oman in diverse market hubs
-  Modern and climate-controlled warehouses
-  Efficient logistics and delivery capabilities
-  Effective sales networks across retail, wholesale, and institutional clients
-  Global partnerships with trusted brands and suppliers



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We believe in quality beyond product, investing in people, processes, and systems that ensure consistency, reliability, and long-term satisfaction.



Vision

To become the partner of choice for global brands and the trusted name in every Omani home for consumer goods and foodstuffs.

We aim to expand our footprint while staying true to our values of integrity, quality, and continuous improvement.

Mission






To offer the Omani market a diverse range of high-quality products that enrich daily life, ensure value for money, and promote health and wellness.

Our customer-centric approach focuses on service excellence, market responsiveness, and the adoption of global quality standards.

Quality Assurance

Our globally certified Quality Control System ensures end-to-end excellence—from sourcing and inspection to warehousing, distribution, and after-sales service.

Key quality measures include:

-  Integrated communication and coordination across teams
-  Skilled and well-trained human resources
-  Smart financial and inventory management
-  Regular audits and performance evaluations
-  Continuous improvement based on the Kaizen methodology

We adapt rapidly to market changes, ensuring our products and services meet evolving consumer needs and supply chain expectations.









Organizational Excellence

We operate as a unified, agile system, taking collective responsibility across all levels—vertical and horizontal.

Key principles:

-  Team collaboration and shared success
-  Encouragement of innovation and proactive problem-solving
-  Functional synergy between procurement, logistics, and customer service
-  Dedicated war rooms for planning, strategizing, and optimizing operations

Our structure supports scalable growth, efficiency in delivery, and maximum client satisfaction.



Product Portfolio

Category	Examples	Highlights
Baking & Sweets	Ready mix sweets, Cakes, Pastries	Premium ingredients, fast preparation
Oils & Condiments	Olive oil, Spices, Sauces	Organic options, diverse origins
Grains & Staples	Rice, Pasta, Lentils	Bulk supply, varied quality levels
Canned & Processed Food	Tuna, Beans, Vegetables, Pickles	Long shelf life, global brands
Dairy Products	Milk, Cheese, Yogurt	Fresh local and imported varieties
Cosmetics & Personal Care	Creams, Soaps, Lotions	Trusted brands, skin-safe formulas







We are constantly expanding our product lines to meet new market demands, including health-conscious, organic, and premium selections.

Logistics & Distribution

Our logistics network is designed to ensure timely, safe, and efficient delivery across Oman.

Capabilities:

-  On-time, scheduled deliveries
-  Flexible order volumes for diverse client needs
-  Cold chain for perishable goods
-  Coverage across cities, towns, and remote areas

Our fleet and delivery teams are trained to handle bulk and sensitive products, ensuring goods arrive in perfect condition.



Why Choose Us?



- Decades of market expertise
- Strong network of global suppliers
- Focus on customer success and retention
- Ability to scale rapidly and handle high-demand periods
- Commitment to ethical business and sustainable practices





Contact Us

**Let's build lasting partnerships.
For inquiries, catalogs, or collaboration opportunities:**

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