



Company Profile

Fall 2016

Company Profile



Tehran Sae Gol Company (TSG) established in 1999 with a clear and simple mission; to introduce and supply high quality horticultural and agricultural products to the Iranian People. Heading this mission, we have achieved significant success and now we are the biggest importer of flowerbulbs and young plants and market leader in Pet market in Iran. Our strategy is to focus on working with world class manufacturers to serve the best quality for our customers. TSG is currently partnered with several leading horticultural and animal health manufacturers from Western EU and USA.

Business Strategy:

We in TSG are acting as living-learning organization who continuously tries to improve on what we are already good at. From an operational point of view, in the first five years after inauguration, TSG focused on horticulture only and had limited activity in other businesses. Then after, it was realized that it is necessary to expand TSG as a company which can provide other services in pet and healthcare sectors. In this respect, we established various departments as following:

- Animal Health Department
- Horticulture Agriculture Department
- Healthcare Department

upgrading the know-how in every level and increasing the level of awareness for customers and end-users is one of the focus areas in all departments.

Business Operation:

Our teams are continually seeking to meet current and future market demands. Based on our strategic plan, to reach our target TSG has set and maintained two priorities:

- To improve the service by empowering our team and infrastructures to provide the best service for our current stakeholders.
- To increase the capacity and providing new capabilities for each team to meet the expectations of the manufacturers who seeks a powerful partner in our market.

Business Development

Business Development is responsible for the overall communication of emerging trends, opportunities, threats and market indicators. They are typically the contact source for our international partners.

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Management Strategy

As a diverse service-based, TSG has focused to serve multinational organizations that are looking for expertise and professionalism in their local partners. TSG strives to provide the most comprehensive services to create competitive advantages for all its customers. Reliability and accuracy are taken into account as well as systematic sales and appropriate marketing approaches in the field. To serve our customers best, we have focused on implementing the exclusive outlines from our partners:

- Launching new products into the market in a systematic approach as quick as possible.
- Efficient supply chain management to make importation schedule and optimize stock level & distribution in order to prevent shortage or overstock.
- Accurate planning for sustainable and assertive marketing to get the biggest market share.
- Making use of sales and marketing tools such as CRM, inventory management, pricing strategies, KOL-networking and etc.

Marketing

It is evident that marketing is the key factor in the evolving Animal health and Horticulture. We have outlined our strategies accordingly. We provide a base for our supplier's marketing team, from the physical office space and related facilities (computers, networks, printers, secretary, etc.) to human resource services and day-to-day supervision. Due to the history of collaboration with related associations for the past 17 years and consequently the relationship and bargaining power, TSG is providing the best arrangements with related associations to have the best outcome out of each seminar or any other related event e.g. congress space, promotional and advertisement materials, dining halls, etc.

Supply Chain Management

We have either eliminated or minimized bottle necks to reach a sufficient stock for market demands. We also have long experience in shipping temperature sensitive products and all necessary infrastructure including storage for keeping material in the most required appropriate temp. At the moment we carry 40 full truck flowerbulbs which is around 1000 tons of perishable cargo. Our company has an OFAC permit from the US treasury department which allows us to import food, medical, veterinary and agriculture products to Iran directly.

Financial and Turnover:

TSG believes that the overall growth of its companies must be combined with developments in all divisions and departments such as human resource, logistics, commercial, administration and finance. We have an independent company and an office in Dubai to facilitate payment transactions to our suppliers directly from Dubai to all around the world. Our annual revenue at the time being is EURO 10,000,000 .



ساعی گل تهران

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General Information

Established in	1999
Total Employee	25
Registration No.	147474

Dubai office:

TSG Trading FZE

Dubai Airport Free Zone, Building E3, 4th Floor.

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Our International partners:

Animal Health Department



Agriculture Department



Horticulture Department

