



SAMSOL PVT LTD

COMPANY PROFILE:

The foundations of the company were laid half a century ago by Sardar Nur Husain, in 1962. The vision behind was to build a business of Personal care products on the solid grounds of professional excellence and values.

It was established as a family business, taking a debut from the hair care category. The success story has many milestones in the life of Samsol, through which a humble business transformed into a major national brand. Since its inception, the company stands amongst leaders in the hair and skin care industry of Pakistan.

The company developed excellent teams managing different business areas independently; following a strong leadership model built by giving inspiration to the members. As a result, it proved to be a launching pad for a number of products in cosmetics and personal-care categories. The achievements are the result of the team efforts. A motivated sales and distribution team works diligently with a focus on the targets. At the back end, the supply chain, production, administration, finance, and support departments of the company are delivering results in their respective roles. The team has a gender mix, Samsol being an equal opportunity employer has a large number of female members. Each one is committed to maintain high standards with a continuous improvement of quality of work. The targets are managed through well-aligned marketing plans. Sales are fetched through a vast and effective network of distributors. Samsol has a promise to its consumers to deliver international quality standards in its class.

The company operates in five different product categories, with primary focus on hair care. Each category has the characteristics and market dynamics in its own parameters. Samsol is known for innovation and high quality. The tradition is rooted in the principles of corporate responsibility with a vision of positive contributions to the society. The company history spread over half a century is marked with success in the national market, introducing a wide range of landmark products in Hair and Skin care. Growing customer satisfaction is the result of Samsol's ever-improving quality standards and strong commitment to the innovation.

Samsol's strict quality policies have played a major role in creating a well- recognized image in the national market as a leading manufacturer of products with high quality and reliability. All Samsol products are manufactured in the company's factory in Pakistan, using most of the materials imported from globally reputable companies. Teams of professionals work to provide superior quality and value to the consumers. Samsol

constantly strives to design and develop quality products using advancements in cosmetics research, with the aim to expand the knowledge of personal care categories to serve the customers in a better way.

Samsol's Ammonia-free Hair Colour has been proven safest, against other products in the market. That is the reason; most users find it free of allergy and safe for all types of hair and skin. It has a unique pack of color developer that protects customers from counterfeit products. These attributes have earned the product to be a market leader.

The range expanded to other categories, and shampoo was developed. Its Egg variant has been a market leader and maintains its popularity over the years. Recently launched of its Herbal variant is showing encouraging response.

Quest for new products and innovation had been the strength in the growth of the company. It led to addition of the range of Depilatory lotion and cream in various size packs for the convenience of the consumers. Another addition was the Talcum Powder in four different fragrances. The presentation has recently been changed from plastic bottle to the tin pack for the convenience of the consumers.

After marking the success with each new range, a major leap was taken and the shaving Cream was launched. This product is also popular and gaining share in the market. Furthermore, developments are a regular feature at Samsol.

ACHIEVEMENTS

Company's biggest achievement is the attainment of satisfied and loyal customers. It has a large customer base retained over the years. As well as, it has earned repute in the trade due to its commitment to good business practice. Samsol is a well-established brand in quality personal care categories, having a rich history in the nationwide business spread over five decades.

The company has the honor to receive the "Brands of the year Award" for the past three consecutive years in the hair color category. Besides, it has been awarded the status of "Brands Icon of Pakistan" for the past two consecutive years. In addition, this year, it won the coveted global "Superbrands" award.

It has modern manufacturing facilities conforming to the international standards. Samsol is an ISO 9001:2008 & 14001:2004 certified company. Samsol also ensures compliance with applicable laws and regulations. There are established nationwide sales and distribution network, and a dedicated sales team catering to the needs of all major and small town markets.

The achievements are attributed to the quality & service, and the repute in the trade, reciprocated by the market in the form of our loyal trade and consumers. Amidst a challenging business environment the country has been passing through, it is heartening that Samsol has maintained continuous growth over the years. The company enjoys sound financial strength, deploying its resources efficiently; and thus, making a positive contribution towards the commercial and economic growth of the nation.

RECENT DEVELOPMENTS

After consolidation of the business, the growth objectives usher for new developments. The company has embarked upon revitalizing the international business by shifting from indirect to direct export to the Middle East, North Africa, Central Asia, and other potential markets through its own export activity.

Similarly, inward international business initiatives have been taken to become marketing representatives in Pakistan for major international brands. New product-lines are being introduced in various potential sectors.

Expansion in existing range through a regular series of NPD and EPD initiatives are leading to launching new and improved products for its valued consumers.

PROMOTION

The brand has been built on a solid footing of consumer awareness programs, through regular ATL and BTL activities. Campaigns focus on the seasonal rise in demand. Television, being the most effective, receives its due share in the activity. Print media is also used to ensure reach of the message to the right quarters in the consumers and the trade. It includes door-to-door campaigns in the Hairdressing Salons, Display contests in the retail markets, Mobile Display vans, Flyers, and many other innovative means for the marketing communication.

Events are also a source of infotainment and promotion. Lifestyles exhibitions have become a regular feature in the metropolitan cities. Participation to such events adds to the promotion efforts. Similarly, college promotion activities generate high awareness amongst the students and up-coming consumers. Sponsorship of events, fairs, and other activities play an effective role. Sports sponsorship includes events at schools and colleges at various levels.

Company website at www.samsol.com.pk reflects fully about the company and its marketing programs.

AREA OF INTEREST:

COSMETICS (BEAUTY CARE ITEMS)

CONTACT DETAILS:

CONTACT PERSON:

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DESIGNATION:

SALES MANAGER

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