



GULF ELECTRONICS CO.



GULF TECHNICAL

PHILIPS



SIEMENS



FRIGIDAIRE



We Bring Wellness
Coway



TnB INTELLIGENT
accessories



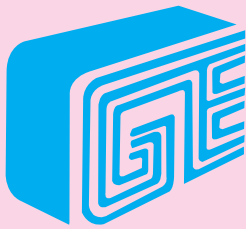
BOSCH



VENTILUX



www.gulfelectronics.ae



شركة الخليج للإلكترونيات Gulf Electronics Company

4.12

INTRODUCTION

GULF ELECTRONICS COMPANY (GEC) Abu Dhabi is a 100% Local owned company dealing in Electrical and Electronics products. The Company is managed by a team of Professionals headed by the General Manager who is well qualified and has served many years in reputed companies overseas and long experience in the Company. The overall supervision and guidance are being given by the General Manager to Imports, Sales & Marketing, Service, Finance & Administration and Logistics Departments. Functioning of each department is controlled by separate Department Heads.

OFFICE AND SHOWROOMS

GEC has Head Office and Showrooms in Abu Dhabi and branch in Al Ain.

IMPORTS

Basically, the group imports Electrical and Electronics products regularly from Overseas Principals, viz., **PHILIPS, WHIRLPOOL, VENTILUX, BOSCH SECURITY SYSTEMS, COWAY, SIEMENS, FRIGIDAIRE, FRATELLI ONOFRI & TNB.**

SALES AND MARKETING

We have well decorated showrooms displaying all the available product range managed by high calibre personnel for various products. We are periodically advertising through local daily, radio and dealers outlet all over the emirates.

We endeavour to achieve maximum market share by implementing key marketing strategies.

Institutions, Government and Semi-Government departments are being handled by a team of Sales Executives exclusively trained for the purpose.

As indicated above, the company has specific departments to look after business of various products group in order to focus product movement, customers and business development.

OUR PRODUCTS:

PHILIPS

With main focus on health and well being, We serve professional and consumer markets through three overlapping sectors:

Healthcare, Lighting and Consumer Lifestyle. Philips lighting is a provider of solutions and applications for both professional and consumer markets.



LIGHTING

- LED Lamps
- HLA Lighting
- Lighting (Consumer Lighting & Project Lighting)
- Lighting Fixtures (Outdoor/Indoor)



SHAPING THE FUTURE

DOMESTIC APPLIANCES AND PERSONAL CARE

This category include Mixers, Grinders, Vacuum Cleaners, Shavers, Epilators etc.. Philips have been introducing a wide range of these items every year and with the continuous strenuous efforts by our team of Sales and Marketing personnel, we are able to keep Philips a leading brand in the market. We have appointed exclusive merchandisers for these products at different leading dealer outlets and the products are priced very competitively.

CONSUMER ELECTRONICS

Here again, we have tremendously increased our market share by distributing newly introduced models by Philips. In addition to sales through our Showrooms and different dealer outlets, we are directly involved in different projects wherein Commercial Buildings, Hotels and Palaces are being furnished with LCD Televisions, Video, Interactive Televisions, etc.

Philips Lighting is a leading provider of solutions and applications for both professional and consumer markets.



Whirlpool manufactures appliances across all major categories, including fabric care, cooking, refrigeration, dishwashers, countertop appliances, garage organization and water filtration.



Every Home..... Everywhere..... with Pride, Passion and Performance

Our vision reinforces that every home is our domain, every customer and customer activity our opportunity. This vision fuels the passion that we have for our customers, pushing us to provide innovative solutions to uniquely meet their needs.

Pride... in our work and each other.

Passion... for creating unmatched customer loyalty for our brands.

Performance... that excites and rewards global investors with superior returns. We bring this vision to life through the power of our unique global enterprise and our outstanding people... working together... everywhere.

OUR MISSION

Everyone, Passionately Creating Loyal Customers for Life

SIEMENS

As the number one brand for household appliances in the German home appliances and Europe's leading built-in kitchen appliance brand, Siemens is synonymous with innovation, first class design and outstanding performance.



Awarded Project & Testimonies

We have been awarded many projects in the Middle East. More than 15,000 apartments have been equipped with Siemens Home Appliances in the last three years. Especially in UAE Siemens conquered the leadership.

FRIGIDAIRE

The first electric refrigerator was offered for sale in 1913. In 1915, Alfred Mellows designed a new version of the original unit and in 1916 the Guardian Frigerator Company was organized to manufacture Mellows' refrigerator.



Offering Product Range:

- Cooling Line - Refrigerators & Beverage Coolers
- Air Conditioner - Window & Split Units
- Laundry - Domestic & Heavy Duty Washer & Dryer
- Dishwasher - Built In & Free Standing Appliances

Coway

The brand name "Coway" signifies our wish to share our business way with customers. Our commitment in such a manner has helped us remain in the top position with environmentally - friendly household appliances and will make us jump forward as a world class brand.

Offering Product Range:

- Air Purifiers
- Water Filter
- Home Appliances





Ventilux designs and manufactures an extensive range of safety system products including Emergency Lighting, Fire Detection, Nurse Call, Central Battery Units and Luminaire Conversion Equipment.



Bosch Security Systems' commitment is to securing people and premises, wherever lives and property are at risk.

With Bosch you can feel safe.

We offer you an extensive portfolio of innovative, high quality, ergonomic products and systems for security, safety and communication - featuring intelligent functionality and modular concepts that grow



Fratelli Onofri is one of the first Italian manufacturers of kitchen appliances. From the very beginning the company endeavored to meet the unique requirements of the consumers and manufacture the products of refined design and style.



TnB - A world of design and technology, For over 20 years TnB has been designing, manufacturing and commercializing products that are established in daily lives of millions of consumers. A digital world, where technology is increasingly present, to which we bring our vision of design and our quality requirements. TnB is now one of the few French brands in its sector. TnB now has a solid and varied set up across France.

Satisfying the needs of the clients was the best business philosophy and contributed to the growth of the brand.



Special Features

- Design & Technology
- High Standards
- Creative Engineering
- French Touch
- Environmental Integrity

COMPANY ADDRESS:

Gulf Electronics Company

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Showrooms:

Abu Dhabi: Hamdan Street: 02-6797211 **Costless Electronic - Mina Centre:** 02-6732875
Costless Muroor: 02-4498311 **Costless Electronic - Abu Dhabi Mall:** 02-6452636
Costless Infotech: 02-6446439 **Al Ain:** Costless Electronics - Al Ain Mall, Megamart: 03-7644794
Al Kuwaitat: 03-7640370 Fax: 03-7640371

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