

## Business Proposal: Premium Fruits and Vegetables Export from Jordan



### 1. Executive Summary

Nabeil Altineh Establishment, established in 2016, is a premier exporter of high-quality fruits and vegetables based in Jordan. Our commitment to excellence, trustworthiness, and customer satisfaction distinguishes us in the global market. This proposal highlights our strengths and outlines how we can serve your business with top-tier produce, focusing specifically on expanding our reach to Canada and Europe.

### 2. Company Overview

- **Company Name:** Nabeil Altineh Establishment
- **Location:** Jordan
- **Established:** 2016
- **Export Method:** Airline

### 3. Unique Selling Propositions (USPs)

#### a. Trustworthiness:

- **Proven Reliability:** Our track record demonstrates our commitment to fulfilling contracts with precision and consistency.
- **Transparent Operations:** We maintain open communication and provide regular updates on shipments, ensuring you are always informed.

#### b. High Quality:

- **Strict Quality Controls:** We enforce rigorous quality checks to ensure that only the finest produce is exported. Each shipment meets international quality standards.
- **Freshness Guaranteed:** Our produce is harvested at peak ripeness and handled with care to ensure maximum freshness upon arrival.

#### c. First-Class Product:

- **Premium Selection:** We offer a range of high-quality fruits and vegetables that meet the demands of discerning markets.

- **Advanced Packaging:** Our packaging technology ensures the protection of produce during transit and extends shelf life.

**d. Accurate Timing:**

- **On-Time Deliveries:** We understand the importance of timely deliveries in the produce industry and guarantee adherence to agreed schedules.
- **Tracking and Updates:** Our tracking system provides real-time updates on shipment status, allowing for better planning and coordination.

**e. Affordable Prices:**

- **Competitive Rates:** We offer attractive pricing structures that provide excellent value while maintaining high quality.
- **Flexible Terms:** Pricing options are adaptable based on order volume, contract length, and other factors.

**f. Follow-Up Service:**

- **Dedicated Support:** Our customer service team is available to address any issues and provide support throughout the order process.
- **Continuous Improvement:** We actively seek and implement feedback to enhance our services and better meet your needs.

**g. Customer Delight:**

- **Personalized Experience:** We tailor our services to fit your specific requirements, ensuring a satisfactory and personalized experience.
- **Exceeding Expectations:** Our aim is to not only meet but exceed your expectations, making every interaction positive and rewarding.

**4. Product Offerings**

**a. Vegetables and Herbs:**

- **Cucumbers:** Fresh, crisp cucumbers ideal for salads and culinary uses.
- **Zucchini:** Versatile and tender, suitable for various dishes.
- **Jew's Mallow (Molokhia):** A nutritious leafy green used in traditional dishes.
- **Thyme (Za'atar):** Aromatic herb used as a seasoning in Middle Eastern cuisine.
- **Eggplant:** Available in various varieties, perfect for grilling, baking, or stews.
- **Chili Peppers:** Spicy and flavorful, enhancing a range of dishes.
- **Okra:** Known for its unique texture, used in soups, stews, and frying.
- **Snake Cucumber:** Also known as Armenian cucumber, crisp and refreshing.
- **Ajoor:** A local variety of cucumber with a distinct flavor and texture.

**b. Fruits:**

- **Dates:** High-quality, sweet dates ideal for snacking and culinary applications.

## 5. Market Opportunity

### Canada:

- **Demand Trends:** Canada's market for fresh produce is growing, with increasing consumer demand for high-quality, fresh fruits and vegetables. There is also a growing preference for premium and organic options.
- **Regulations:** We ensure compliance with Canadian import regulations and phytosanitary standards, facilitating smooth entry into the market.

### Europe:

- **Market Dynamics:** Europe's diverse market has a strong appetite for premium, high-quality produce. There is a significant demand for fresh fruits and vegetables due to health trends and international cuisine preferences.
- **Regulatory Compliance:** We adhere to European Union import regulations and quality standards, ensuring our products meet the necessary requirements for entry into various European countries.

## 6. Logistics & Compliance

### a. Export Method:

- **Air line:** We utilize air line to ensure prompt delivery and preserve the quality of our produce.

### b. Compliance:

- **International Standards:** We comply with international quality standards and obtain all necessary certifications, including phytosanitary certificates.
- **Documentation:** We handle all required documentation, such as invoices, packing lists, and certificates of origin.

### c. Packaging:

- **Protection and Freshness:** Our packaging solutions are designed to maintain the freshness of produce and prevent damage during transit.
- **Customization:** We offer customized packaging to meet specific client needs and preferences.

## 7. Pricing Structure

Our pricing strategy includes.

- **Flexible Payment Terms:** Various payment options to suit your business needs, including advance payments and credit terms.

For detailed pricing information and to discuss specific contract terms, please contact us directly.

## 8. Proposal for Collaboration

We propose forming a partnership to supply high-quality fruits and vegetables to your business in Canada and Europe. Our commitment includes:

- **Consistent Quality:** Regular, high-quality shipments that meet your standards.
- **Timely Deliveries:** Reliable logistics to ensure punctual deliveries.
- **Exceptional Service:** Comprehensive support and tailored services to fit your needs.

## 9. Next Steps

To proceed:

1. **Contact Us:** Reach out via email or phone to express your interest and discuss your requirements.
2. **Request Samples:** We can provide samples of our produce for your assessment.
3. **Contract Negotiation:** We will finalize terms, pricing, and other details to establish our partnership.

## 10. Contact Information

For further details and to start our collaboration:

- **Email:** nobol13@yahoo.com
- **Phone:** 00962798835660
- **linkedin:**

Thank you for considering Nabeil Altineh Establishment as your partner for premium fruits and vegetables. We look forward to the opportunity to contribute to your business success in Canada and Europe.

**Sincerely,**

Nabeil Al-Tineh  
CEO  
Nabeil Altineh Establishment  
Amman, Jordan