

# Palma | بالما

Company Profile



## Introduction 1/2

Palmadates flourishes in the heart of Saudi Arabia's Al-Qassim Region as an agricultural trailblazer.

Our expertise lies in the cultivation of Sukkary palm trees, renowned for their unparalleled quality.

Our operations are streamlined into three dynamic sectors Wholesale, Retail, and E-commerce offering tailored solutions to a wide range of preferences.





### Wholesale Excellence

Over 90% of our output fuels international markets through exports, enriching homes globally.

### Retail Presence

Inside supermarkets, we bring Sukkary Dates to individuals, celebrating authenticity and taste.

### Global Reach

From the UAE to India, our reach spans 10+ countries, sharing Sukkary Dates' sweetness with the world.

### Agricultural Innovators

With numerous specialized brands, we drive progress in the field, owning 13 farms nurturing 50,000 palm trees.

Obtaining the Saudi dates mark for factories

A safety emblem, granted to authorities meeting international food safety standards for Saudi dates.

### E-commerce Gateway

Our platform ships Palmadates products worldwide, connecting cultures through nature's goodness.

### Tailored Perfection

Alongside exports, we offer customized packaging, ensuring each experience is unique.



Palma Dates have an ambitious vision to be one of the top dates companies worldwide.



**Vision**

To be on the top of dates companies worldwide.



**Mission**

Provide different kinds of dates needed locally and globally, and participate in the food events worldwide to easiness getting the dates.



**Vision**

To be on the top of dates companies worldwide.

**Our value proposition:**

1

Supplying premium quality of Saudi dates.

2

Offering competitive prices of Saudi dates.

3

Providing high standards of customer care and services.

# Leadership Team



**Eng. Abdullah Al-Rebdi**  
(Chairman of Board of Directors)

**Experience Snapshot**

With a dynamic background spanning various domains, Eng. Abdullah Alrebdi stands as a cornerstone of leadership. His 8-year expertise traverses the realms of dates and electronic commerce, complemented by 4 impactful years within the semi-governmental sector.

During his 3-year tenure at Monshaat - Qassim, he played a pivotal role, making notable contributions to the public sector.

An entrepreneurial spirit has led Eng. Abdullah to diversify across sectors, including food and real estate, driving innovation.

His academic prowess shines with a distinguished BSc. in Civil Engineering from the United States of America.



**Abu Baker Al-Nujaydi**  
(President)

**Experience overview**

Abu Baker Al-Nujaydi boasts an impressive legacy in the dates sector, backed by two decades of dedicated experience. A pivotal figure within a family business rooted in Qassim, his journey encompasses every facet of dates - from farm management and cultivation to comprehensive marketing, both domestically and internationally.

Abu Bakr is considered one of the most prominent figures in the date trade in Al-Qassim.



**Abdulrahman Al-Nujaydi**  
(Vice President Commercial Operation)

**Experience overview**

Abdulrahman Alnujaydi's journey is woven into the fabric of Al-Nujaidi Dates, a legacy in Al-Qassim. His expertise centers around the intricacies of packaging and distribution operations, with a dedicated focus on dates.

For over 15 years, he commanded farm operations and marketing, progressively ascending through various roles. His journey culminated in the esteemed position of Vice President, Commercial Operations, embodying excellence and leadership.



**Felwah Al-Zamam**  
(Vice President of E-commerce Sector)

**Experience overview**

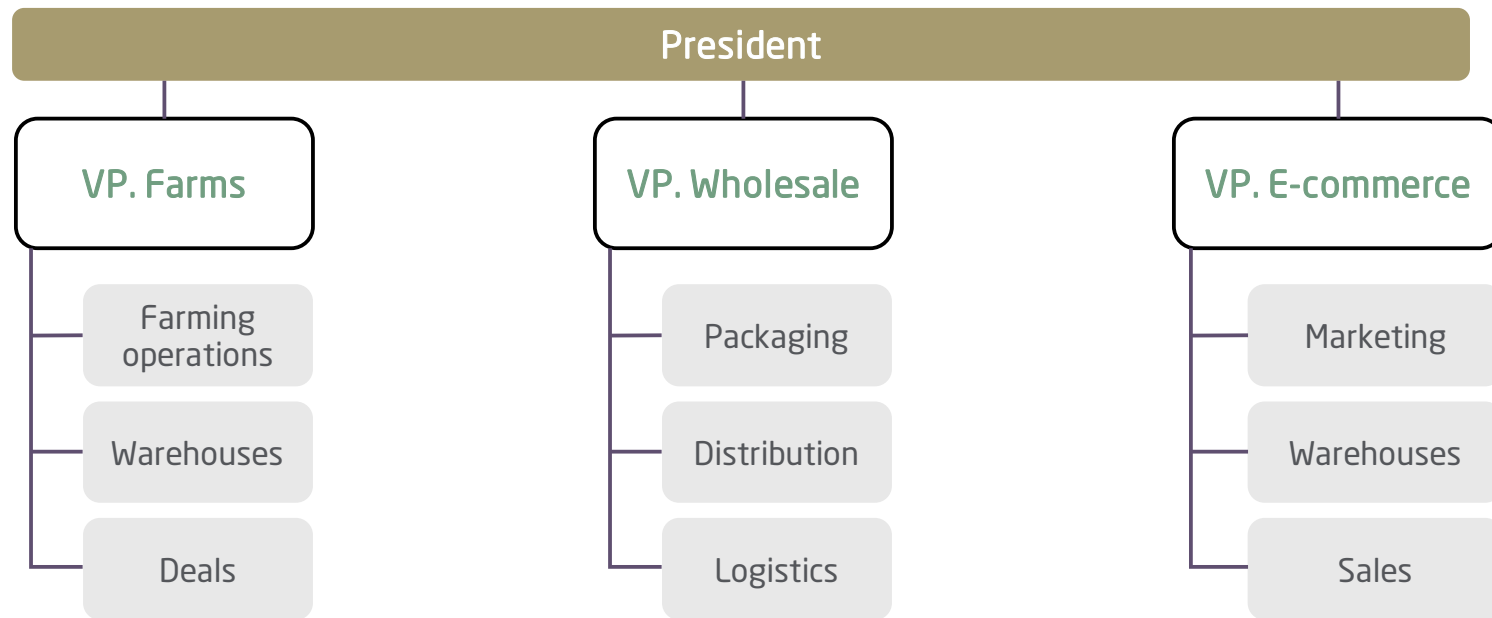
**Strategic E-commerce Visionary**

Felwah is an expert in e-commerce with a proven track record of spearheading the expansion of Palma dates' customer base, resulting in exceptional achievements. Her specialized skill set revolves around meticulously identifying untapped markets and architecting potent marketing strategies that seamlessly align with business goals.

**Academic Distinction**

Falwa's academic acumen is underscored by her master's degree in Entrepreneurship, earned with honors. This accolade symbolizes her commitment to intellectual rigor and excellence, further enriching the strategic direction of Palma dates.

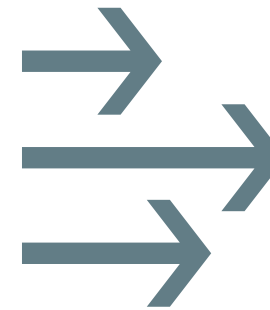
# Organizational Structure



Focus on farming, ensuring quality, and executing deals (buying & selling)

Focus on handling dates products from farms to wholesalers

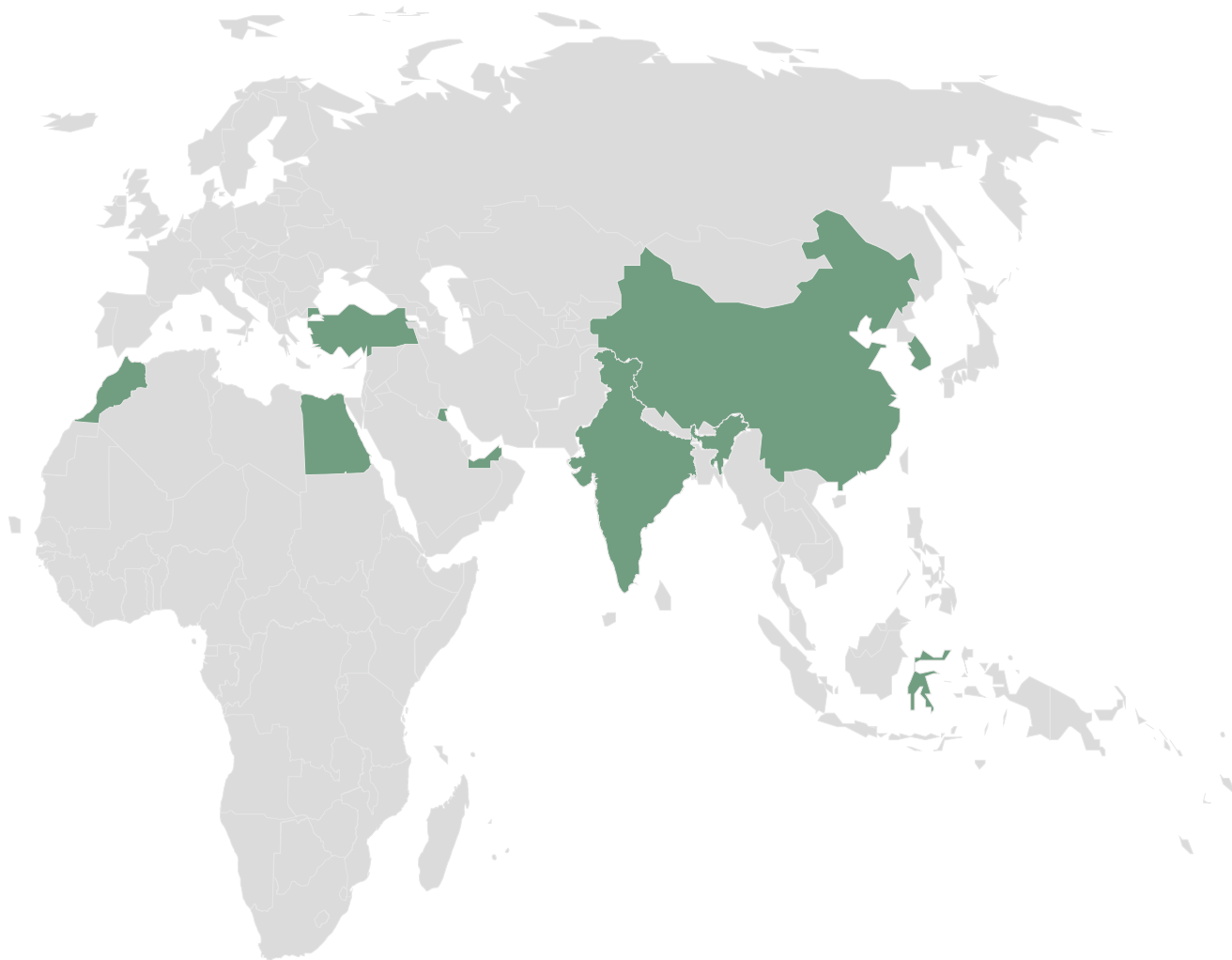
Focus on retailing dates through e-commerce to expand towards end customers



Current FTEs

~25

# Market Reach







HS Code **080410**

Dates are sweet fruits packed with plenty of nutrients, making them a good snack in moderation. Although the nutritional value of dates is high in natural sugars, they may make a good substitute for refined sugars or empty-calorie sweets.



Oil and coffee substitutes



Dates paste, date juice, and liquid date sugar



Home cooking, bakery products and confectionery



Fruit snack



## Sukkari Dates: Golden Sweetness from Al-Qaseem

*Phoenix dactylifera*

- Kingdom: Plantae
- Clade: Tracheophytes
- Clade: Angiosperms
- Clade: Monocots
- Clade: Commelinids
- Order: Arecales
- Family: Arecaceae
- Genus: Phoenix
- Species: *P. dactylifera*
- Tree Name: **Sukkari**



HS Code **080410**

Sukkari dates, cultivated in Saudi Arabia's Al-Qaseem region, boast light yellow to golden-brown skin. Renowned for their exceptional sweetness, they resemble nature's honey. The name "Sukkari" translates to "sweet" in Arabic, perfectly capturing their flavor profile. These dates are a pinnacle of quality and enjoy widespread popularity, standing as the epitome of delectable indulgence.



Sukkari Vacuum



Sukkari Galaxy



Sukkari Rutab



Sukkari Mofattal

## Products Production



Leveraging our expertise in date production, we understand the palm tree's adaptability to various climates. Our farms adhere to the best specifications, cultivating premium palm dates. Key quality factors include temperature, humidity, rainfall, wind, and soil type. Optimal conditions result in superior harvests.



## Customer Satisfaction



Our commitment to customer satisfaction is evidenced by the trust of over 750,000 families who rely on and cherish our products. With an impressive average rating of 4.95 out of 5, their endorsement reflects the exceptional quality and delight we bring. Furthermore, having produce more than 8000 tons of Sukkari dates, we continually surpass expectations.



An impressive average rating of 4.95 out of 5 showcases our consistent quality.



Our products are embraced by over 750,000 families, a testament to their trust.



Producing 8000 tons of Sukkari dates per year.

# Thank You

“Your Palma Dates Partner”

Feel free to get in touch whenever you require our professional touch. We're here to assist you with the utmost expertise, serving as your dedicated partner in all things Palma Dates.



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