



AYAJ General Trading & Contracting Company is a business organization carried out in **Kuwait** in 2010. It started in HVAC business and by time with the rich diversified experiences of the management, company expanded business products and services in variance fields such as appliances and cosmetic.

As new strategy management decided to expand business outside Kuwait territory.

Mission and Vision

Our Vision

- To be viewed as the most reliable and worthiest trading enterprise
- Deliver optimum products & services in appropriate lead time.
- Insure effectiveness and productivity

Our Mission

- To satisfy our clients not only by meeting their needs but exceeding expectations
- To create great value and increasing our client's profitability by providing products with quality and competitive price in timely manner
- To drive our passion to win in the lead market place and remain competitive across every business and every geographical region.

Goals

- customer satisfaction
- Expand products and service line
- Increase brand awareness
- Increase market share and stay as a market leader