



GROUP MANAGEMENT · KUWAIT · GCC

COMPANY OVERVIEW

From sourcing to your customer's door
One group runs it all.

7

COMPANIES

6

GCC MARKETS

~28K

M² OWNED

20+

FLEET

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Shuwaikh Industrial 2 · Kuwait

01 — THE PROBLEM WE SOLVE

GCC distribution is fragmented. We built the fix.

Manufacturers and wholesalers entering or scaling in the Gulf face a patchwork of partners each managing one piece of the chain, none accountable for the whole. Precedence was built to eliminate that.



Multiple Vendors. Zero Cohesion.

Storage partner, freight partner, last-mile partner and content partner — four contracts, four SLAs, four points of failure.



No product-to-shelf pipeline

Brands that can source products still need photography, listings, fulfillment and delivery, typically from four separate providers.



GCC reach requires local trust

Each GCC market has distinct logistics requirements, payment expectations and last-mile infrastructure. No single external partner covers all six.



Slow settlement, opaque reporting

Fragmented operations mean delayed reconciliation, opaque KPIs and revenue that takes weeks to arrive, if it arrives at all.

Seven companies. One operating standard.



GROUP COMPANIES

Trading · 3PL · Facilities · Construction · Content



ONLINE STORES

Lamseti · Raghwa · Kafcasa · Kafmix · Silvaera · Lamwear



GCC MARKETS

KW · SA · AE · QA · BH · OM
served from Kuwait HQ



M² TOTAL GFA

9,440 · 10,100 · 8,430 m² across 3 facilities



FLEET VEHICLES

Delivery vans + refrigerated units — Performance



EXTERNAL HANDOFFS

100% in-house — content to last-mile



Everything you need. All under one roof.

TRADING

Providence

6 specialist online stores

Product sourcing & curation

GCC-wide B2C distribution

Partner brand management

KNET · Apple Pay · Tamara · COD

3PL LOGISTICS

Prudence

Storage & pick-pack fulfillment

Cold & ambient zones (med/FMCG)

Freight & customs — Pertinence

Last-mile delivery — Performance

Monthly settlement + KPI report

FACILITIES

Permanence

~28,000 m² managed portfolio

Warehouse, office & retail leasing

Full uptime operations management

Fit-out via Provenance

3 locations: Shuwaikh · Ahmadi · Fahaheel

CONTENT

Studio 965

Product & lifestyle photography

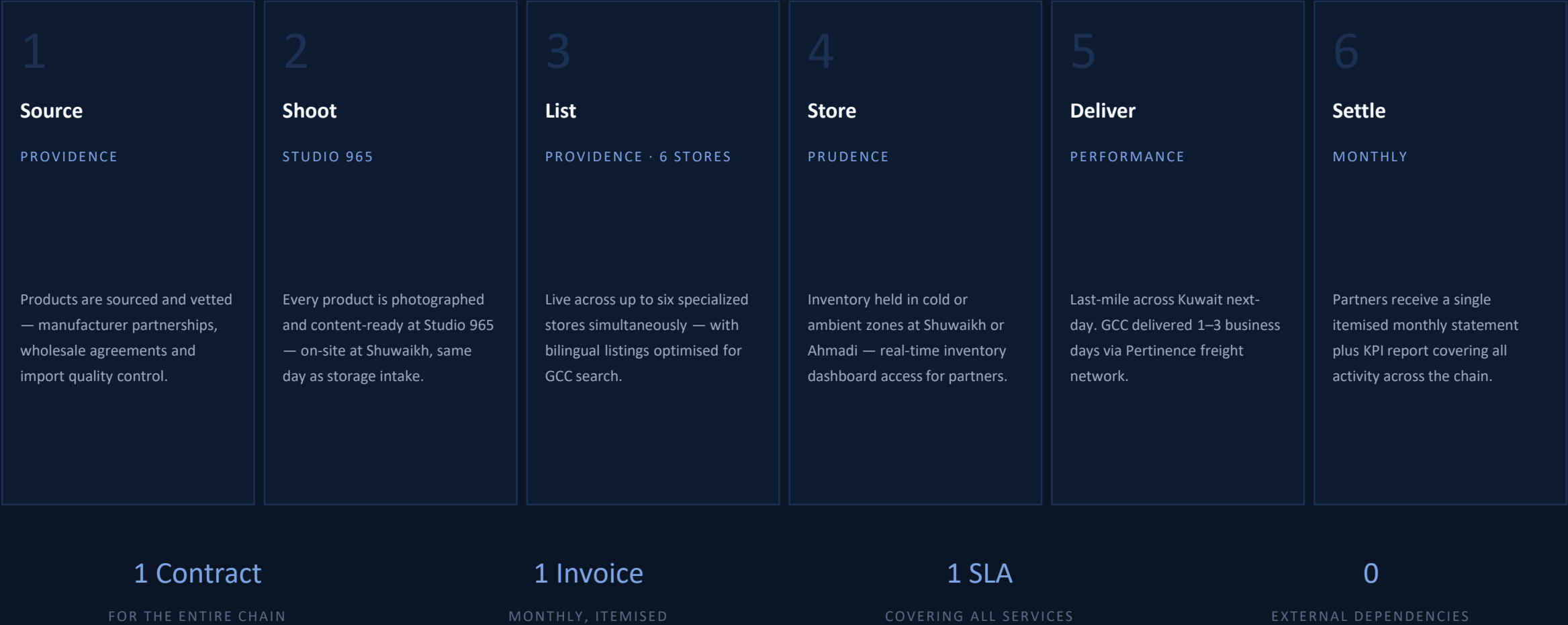
Modelling & fashion shoots

Video & brand content

Podcast recording studio

On-site at Shuwaikh facility

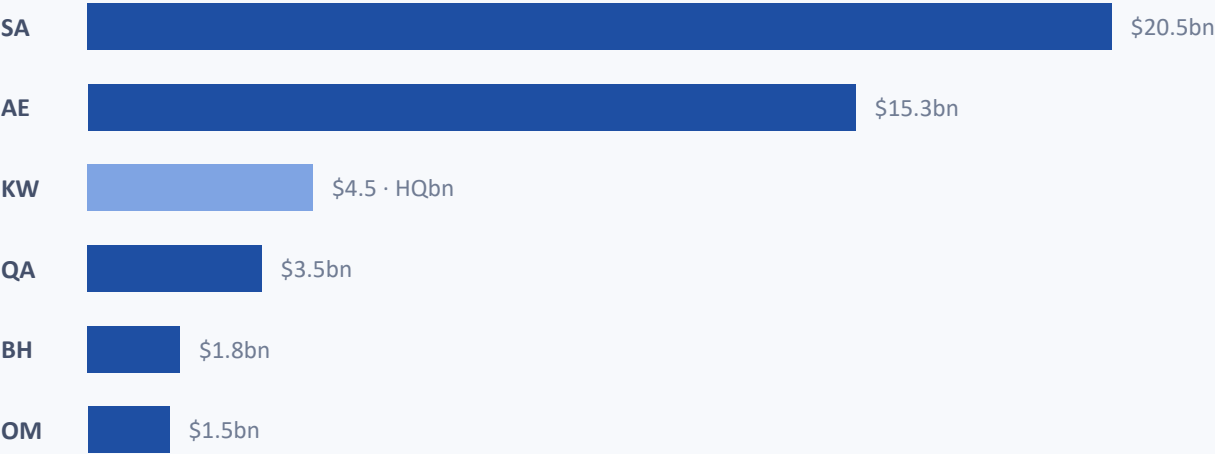
Six steps. Six specialists. Zero gaps.



Kuwait based. Six markets connected.

All operations run from a single Kuwait hub giving partners one point of entry and coverage across the entire Gulf Cooperation Council without managing a multi-country operation.

GCC E-COMMERCE MARKET — EST. REVENUE (USD BN)



Sources: Statista, RedSeer GCC E-Commerce 2024. Indicative estimates.

DELIVERY SPECS

KUWAIT LAST-MILE

Next Business Day

Cut-off 14:00 for same-day dispatch. Performance fleet of 20+ vehicles including refrigerated vans.

GCC DISTRIBUTION

1–3 Business Days

Air, sea and land via Pertinence freight network. Customs clearance handled in-house.

RETURNS & COD

Full Management

Cash on delivery collection, returns processing and COD reconciliation included in the monthly settlement.

- KNET
- Apple Pay
- Tamara
- Cash on Delivery

The brands that trust the ecosystem.



Lamseti

FRAGRANCE · BEAUTY · OUD

[Store ↗](#)



Raghwaa

HOUSEHOLD DETERGENTS

[Store ↗](#)



Kafcasa

HOME ACCESSORIES

[Store ↗](#)



Kafmix

PREMIUM BEVERAGES

[Store ↗](#)



Silvaera

ORGANIC COSMETICS

[Store ↗](#)



Lamwear

TRADITIONAL CLOTHING

[Store ↗](#)

What partners get when they work with us.

Metrics reflect group operational standards. Partner-specific performance data available under NDA.

Next Day

KUWAIT DISPATCH SLA

Cut-off 14:00 · Performance fleet dispatches from Shuwaikh.

1 Contract

FULL CHAIN · 6 STEPS · ZERO GAPS

Content → storage → freight → delivery → settlement — one agreement.

6 Markets

GCC DISTRIBUTION REACH

Single Kuwait hub. No per-market setup required.

~28,000 m²

OWNED FACILITY CAPACITY

Three owned locations. Zero rental exposure.

Monthly

ITEMISED STATEMENT

Full transaction breakdown + KPI report every month.

95%

REAL-TIME INVENTORY VISIBILITY

Live dashboard access — levels, orders and SLA status.

Three owned locations. ~28,000 m²

Ahmadi	Shuwaikh	Fahaheel
9,440 m ²	10,100 m ²	8,430 m ²

WAREHOUSE · AHMADI

Ahmadi Warehouse

GFA	9,440 m ²
Basement	5,000 m ² · 7.0 m
Ground	4,000 m ² high-bay
Loading bays	10 dock-level
Access	Heavy vehicle

Best for: FMCG · 3PL · Cold chain

MIXED-USE · SHUWAIKH

Shuwaikh Operations HQ

GFA	10,100 m ²
Showroom	4,500 m ² ground
Storage	5,600 m ² basement
Offices	Mezzanine level
Studio	Studio 965 on-site

Operations HQ · Showroom · B2B

RETAIL · FAHAHEEL

Fahaheel Retail Centre

GFA	8,430 m ²
Frontage	75 m main road
Units	14 + 14 shops
Mezzanine	615 m ²
Use	Retail · F&B · Services

Best for: Retail · Food & Beverage

Six reasons partners choose the ecosystem over the alternative.

01

100% in-house

Trading, logistics, facilities, construction and content are all owned and operated by the group. No third-party dependency at any stage of the supply chain.

02

One contract, one SLA

Partners sign one agreement. One monthly invoice. One SLA covering every service used across the group; storage, freight, last-mile, content, settlement.

03

GCC-wide from day one

No per-market setup. Partners go live in all six GCC markets simultaneously Kuwait next-day, regional 1–3 days from a single onboarding.

04

Speed to market

Products are sourced, photographed at Studio 965, listed across six stores and in storage at Prudence within days of onboarding not weeks or months.

05

Owned infrastructure

~28,000 m² of owned facilities means no rental exposure, no capacity constraints passed to partners. The infrastructure is ours and its availability is guaranteed.

06

Monthly settlement + visibility

Partners have real-time inventory dashboard access and receive a monthly itemised statement with full KPI reporting. No reconciliation ambiguity.

Three ways to work with Precedence.

TIER 1 — DISTRIBUTION PARTNER

Product Distribution

For manufacturers and wholesalers who want GCC shelf presence without building their own distribution. Providence lists, Prudence stores, Performance delivers.

— Products listed across 1–6 Providence stores

— Fulfillment and last-mile via Prudence / Performance

— Studio 965 product photography included

— Monthly settlement of net revenue

— Real-time inventory dashboard access

TIER 2 — 3PL / LOGISTICS CLIENT

3PL Services

For businesses that need storage, fulfillment and delivery under a managed SLA without the trading component. Prudence operates as your outsourced logistics partner.

— Storage in Shuwaikh or Ahmadi facilities

— Pick, pack and dispatch fulfillment

— Cold chain available — medical, cosmetics, FMCG

— Last-mile via Performance fleet

— Freight and customs via Pertinence

TIER 3 — FACILITY / SPACE PARTNER

Facility Leasing

Warehouse, showroom, office and retail space across three Kuwait locations managed by Permanence, with construction and fit-out via Provenance.

— Ahmadi: 9,440 m² warehouse (10 loading bays)

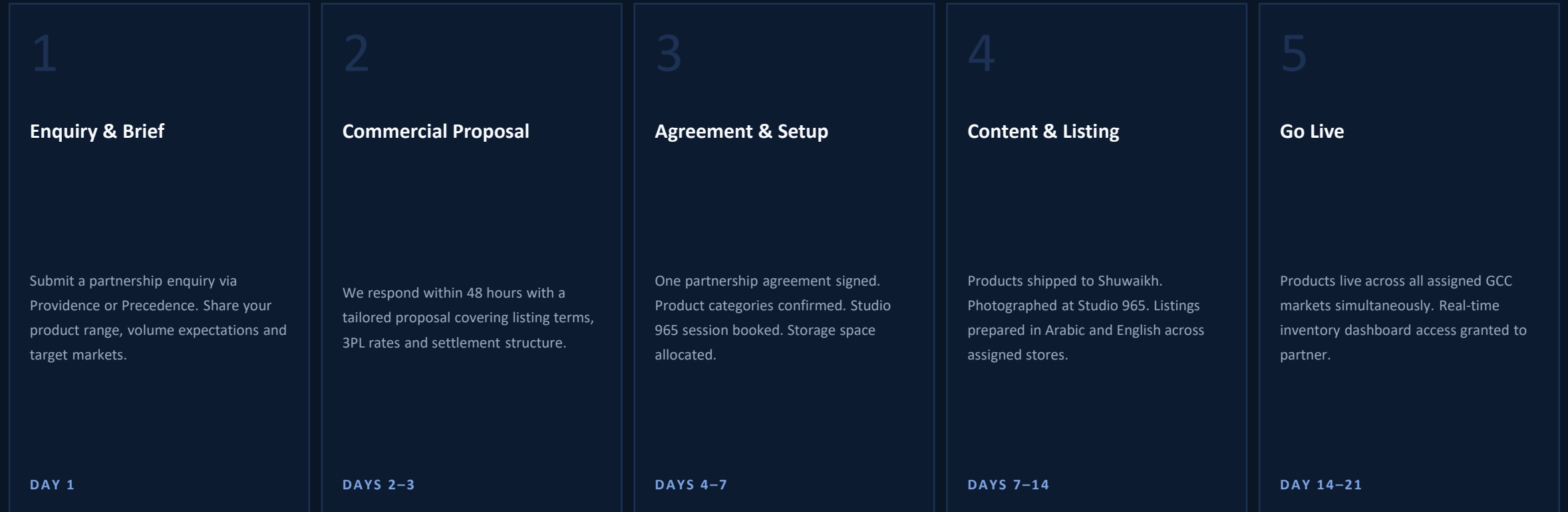
— Shuwaikh: showroom, offices and basement storage

— Fahaheel: 28 retail units, 75 m road frontage

— Fit-out and build-out via Provenance

— Flexible lease terms — enquire for availability

From first call to first sale — in days, not months.



Client testimonials.

This slide is reserved for attributed client testimonials. Gather 1–2 quotes from active partners name, company and role.

Even a single strong quote from a known GCC brand transforms the credibility of this section significantly.

Partner Name — Position

Company · Sector · GCC Market

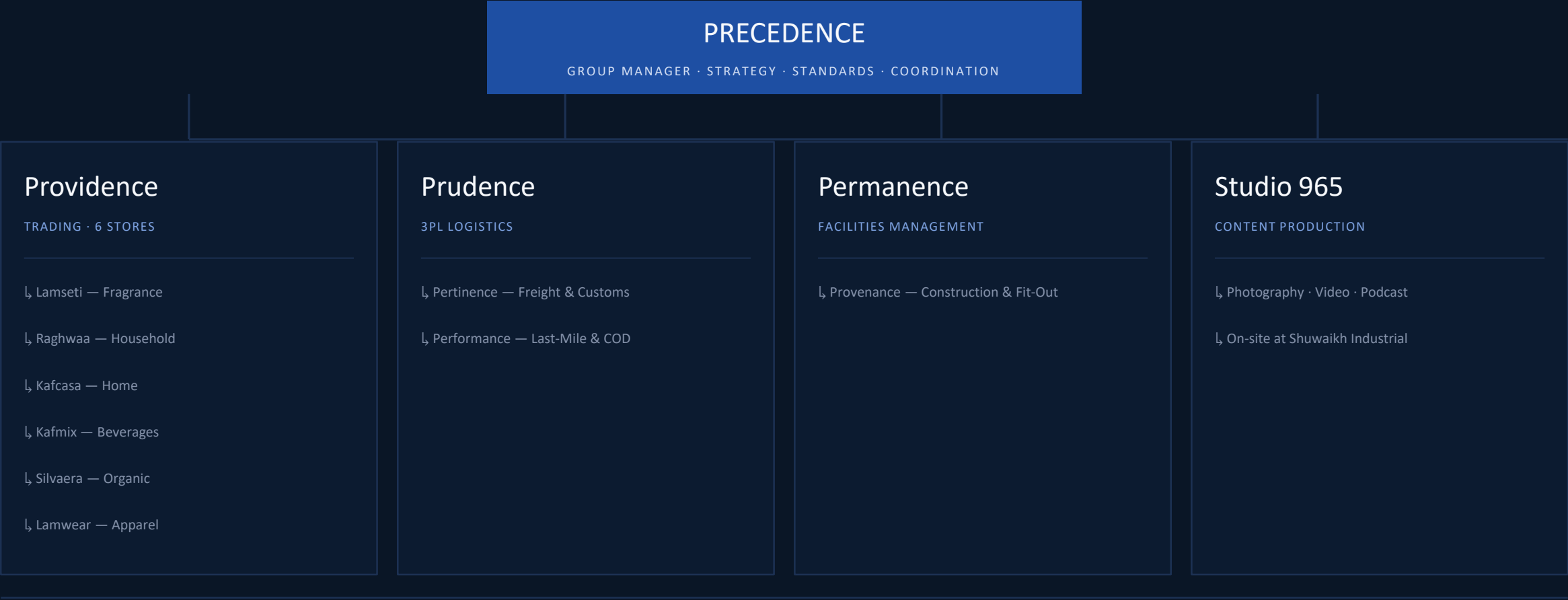
A second testimonial from a different sector (e.g. FMCG vs fragrance, or logistics vs distribution) shows range. If testimonials are not yet available, replace this slide with a case study

One brand's journey from onboarding to first GCC sale, with timeline and outcome data.

Partner Name — Position

Company · Sector · GCC Market

Seven companies. One hierarchy. One operating standard.



HQ: Shuwaikh Industrial 2, Street 26, Block 2, Kuwait

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Ready to join *the ecosystem*?

Whether you're a manufacturer looking for GCC distribution, a brand needing 3PL services, or a company seeking facility space — the next step is the same.

1 Get in touch

Email, call or WhatsApp the Precedence Group. A commercial director will respond within 48 hours.

2 Discovery call

A 30–45 minute call to understand your products, volumes, target markets and commercial expectations.

3 Tailored proposal

A written proposal covering listing terms, SLA specs, pricing structure and onboarding timeline — within 5 working days.

4 Onboard in 14–21 days

From signed agreement to live listings across the GCC — in under three weeks.

CONTACT THE GROUP

GENERAL ENQUIRIES

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