

**COMPANY
PROFILE**
2017



مجموعة فلورا
FLORA GROUP_{W.L.L}



EXECUTIVE PRESIDENT MESSAGE

Since the Establishment of Flora Group We focused on four major success methods: Partnering with world class market leading suppliers with high quality solutions in all fields, connect with our clients and provide them with the best pre-sale and after sale services, always developing and adapting the market changes, and rely on the best qualified staff. We look forward to provide the best solutions to help prepare Qatar for the world cup 2022, as well as to realize Qatar vision 2030.

Bader Alsaeed
Executive President

ABOUT US

FLORA GROUP

Founded in 1993, Flora Group has grown to become a group of leading Qatari specialized trading and service companies that offer a large and diversified portfolio of products and end-to-end custom solutions to its customers in Qatar and the middleeast region. Since its creation, the group focused on offering top quality products and services that have made its reputation and ensured customer satisfaction and group success for more than 22 years. We strive to preserve a high level of business ethics characterized by integrity and honesty in all our business actions and throughout all our companies.

Apart from its core industries, Flora Group also monitors opportunities in different sectors, where it has a potential to create value with its unique know-how and experience.

For more than 22 years we have built a strong and loyal client base across both the public and private sectors and we will continue to innovate and expand for the continuous satisfaction of our existing and future clients.

Flora Group's business domains span a range of 8 core industries:

- Technology and services
- Security solutions
- Retail solutions
- Food and vegetables trading
- Flowers and flower products
- Construction
- Office furniture
- Medical equipment

MORE THAN

50

PARTNERS
WORLDWIDE

85%

OF THE
QATARI
MARKET
SHARE IN
CUSTOMER
EXPERIENCE
MANAGEMENT

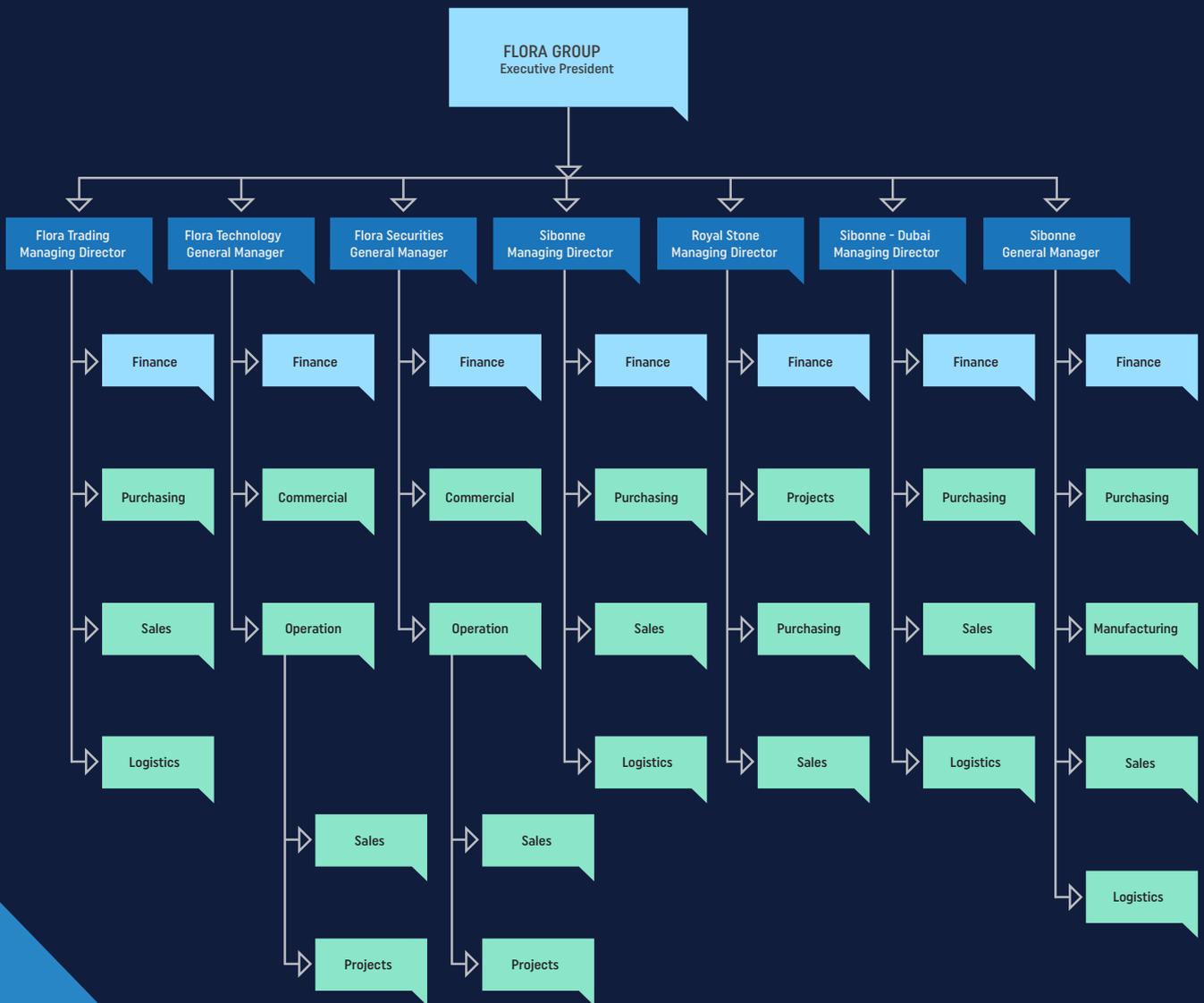
MORE THAN

600

CORPORATE
CLIENTS
SATISFIED



ORGANIZATION CHART



INTRODUCTION

Si Bonne was established in Qatar as part of Flora Group specializing in fresh cut flowers, plants and floral products. All facilities provide customers with a high-level service built on commercial experience and knowledge. Since its establishment, Si Bonne has been achieving a steady growth and has broadened its network and strategic partnerships across more than 25 countries in the world: Holland, Italy, Ecuador, Colombia, South Africa, Kenya, Ethiopia, Egypt, Saudi Arabia, Syria, Jordan, Lebanon, Iran, New Zealand, China, Thailand, India, Taiwan and others .



OUR VISION

is based on presenting the local market with "great" and "innovative" products and so we continue searching for new sources by visiting new international exhibitions across the world.



OUR VALUES ARE

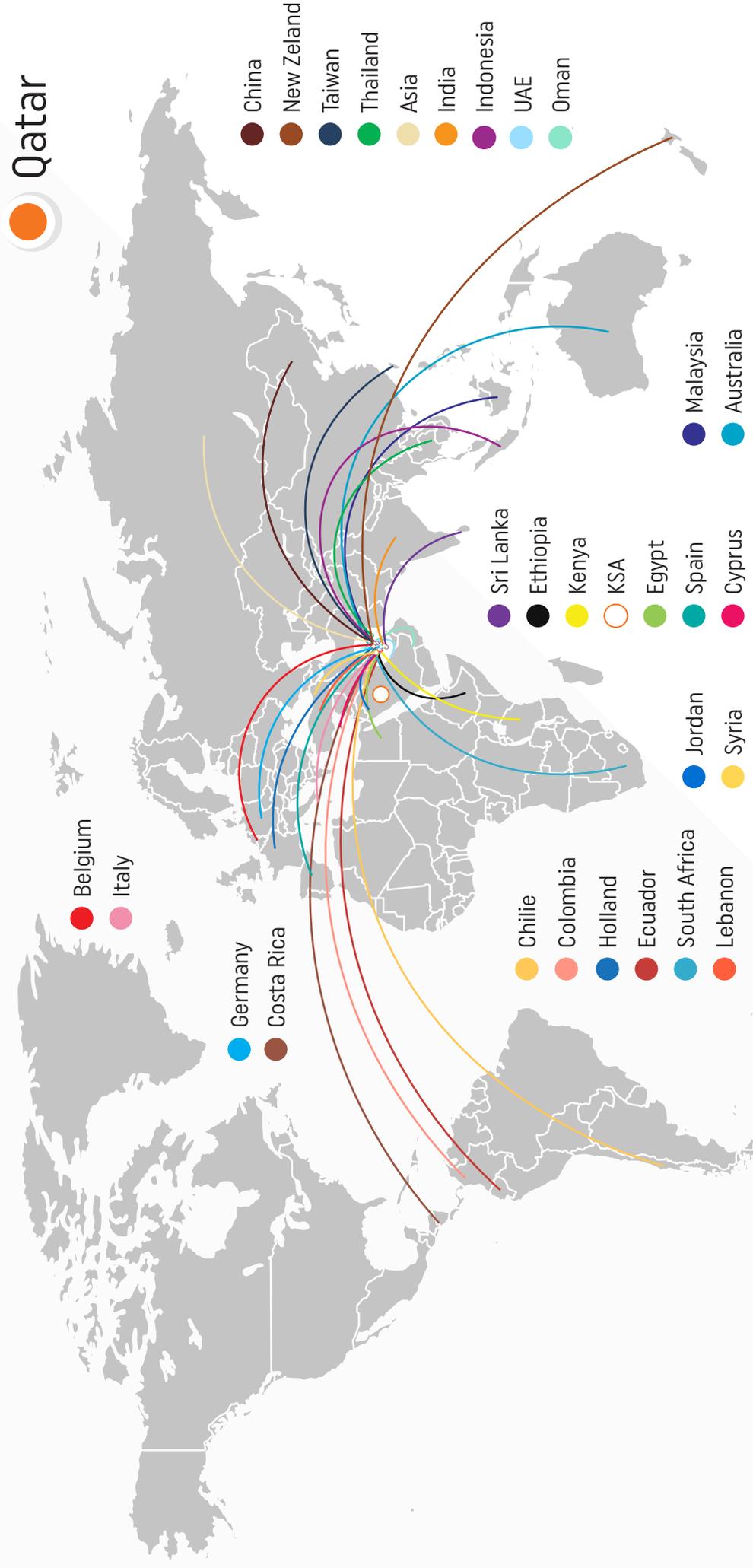
Honesty & Trueness: we base our relationships with our clients, suppliers, and employees with the two key values. Our obligation in high standards gives us integrity and transparency. 

Knowledge and experience: Our staffs have high qualifications in their fields, good experience in the local market and access international networks.  

Customers satisfaction remains one of the core values of our business therefore we spend special care and attention to our clients to study their needs and follow their requirements as much as we can.   

Distinction: we ensure that our products and services compete in quality as the best in the market; therefore, Si Bonne has obtained a leading role in the local markets.    

OUR SOURCES



سييون
Si Bonne

WHOLE SALES

ECUADOR

Next to Cotopaxi volcano - the tallest active volcano on the planet – the best roses farms in the world are located, where they succeed to grow over 160 varieties of premium roses suited for a variety of global markets and tastes. Because of the uniqueness of location we were very fortunate to be able to provide the best roses in the world to our select and special group of clients in Qatar.



HOLLAND FLOWERS AUCTION

For centuries the Dutch have been known for their windmills, wooden shoes, Delft's blue pottery but most of all for their flowers. Holland's horticulture stands for quality and reliability.

Flowers selection must be perfectly matched with our customers' expectations, Si Bonne realize this because of your needs are our priority.

In Aalsmeer Flower Auction, the heart of the international flower trade, our partners have teams of qualified professionals ready to serve your needs around the clock. We have placed the "know-how" we have built up through several years of experience in order to provide you with reliable,



HOLLAND FLOWERS AUCTION

Si Bonne is an exclusive agent for "SPRING FROM HOLLAND" brand, which was established over 40 years ago with a focus on leaf shine for the professional users. Spring products sales and distribution to over 54 countries of the Spring products are being handled.

SPRING COLLECTION INCLUDES:

- Leaf shine
- Anti-lice
- Cut flower food liquid & powder
- Florist Decoration
- Fragrance
- Glitter spray gold & silver
- Adhesive
- Gold / Silver spray
- Silk dried flower Refreshner
- Plants fertilizers



KENYA

Near Lake Naivasha the best fresh water lake in the world, we select high quality and wide variety of fresh cut flowers.

Because of the blending between the European expertise and the African hands we became capable to provide our clients with the highest quality. We owe our success in Kenya to uncompromised professional standards, reliability, and full trust.



ACCESSORIES



ANCHOR



TAPE PAPER RIBBONS



RAFFIA COLORED



RAFFIA NATURAL



CUTTER



SCISSOR STEM CUTTER



SCISSOR



BINDING WIRES



WIRE CUTTER



STANDS



FLORAL TAPE



SAUCER



BOPP FILMS



TAPE BOPP



WRAPPING PAPER



FOAM COLORED



FABRIC RIBBON



TRAYS

DECORATIVE JARS



WOLFF
SIBONNE
RETAIL



FLOWERS ARRANGEMENT

Whether you are celebrating Mother's Day, Christmas, Birthdays, Weddings, baby shower or any other happy event, you can rest easy knowing that all you have to do is pick up the phone or click to our website and you can reach our customer center where you can benefit from the advice and help of the world's largest florist.



CHOCOLATE ARRANGEMENT

Chocolate is, well, different. For the true chocoholic, just thinking about chocolate can evoke a pleasurable response. You may want to grab a bar or make a nice arrangement.



CHOCOLATE BASKETS AND GIFTS





EVENTS

Wedding stage decorations is an important aspect in the entire celebrations of marriage ceremony .



OUR JOINT VENTURES



HAPPY CUSTOMERS



You are the Centre of Our World





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