

Jordan Catering Supplies

Since its establishment in 1988, Jordan Catering Supplies has specialized in providing restaurants, hotels and hospitals with cutting-edge kitchen and industrial laundry supplies and equipment. Jordan Catering Supplies is considered one of the largest manufacturers and importers of this line of products, and is the exclusive dealer for several major international brands within the industry. These include Italy-based professional kitchen producer, MBM, and Spanish commercial laundry equipment manufacturer, GIABAU.

Following its inception, Jordan Catering Supplies witnessed various developments. One of the Company's biggest milestones came in 2000, when it moved its headquarters from the industrial area of Mogablain to Bayader Wadi Al Seer and built a factory there.

After hearing about the grants offered by the European Union and Jordan Enterprise Development Corporation (JEDCO), Jordan Catering Supplies owner, Walid Masa'ad, decided to apply for a grant. The approved grant will be allocated towards promoting the Company through advertisements, commercials, flyers and brochures, and to increase exports through financing Jordan Catering Supplies' participation in various exhibitions. In addition, the grant will help fund the development of a strategy for boosting employee productivity, developing the Company's website, and upgrading its accounting system.

With JEDCO and the European Union's support, Jordan Catering Supplies participated in exhibitions in Dubai, Khartoum, Algeria and Italy in order to remain up-to-date of the latest advancements within the catering supplies industry. The grant also covered the costs of designing and printing brochures and billboards. Currently, Jordan Catering Supplies is working on developing a new website in order to promote the Company's products more efficiently, allowing it to enter new markets and achieve higher sales.

Driven by their ambitions, the owners of the Company are currently working on receiving the ISO certification which would help them significantly enhance Jordan Catering Supplies' existing production lines, as well as expand into new markets across numerous Arab countries.

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