



## **COMPANY PROFILE**

Gadgets World founded in 2004

Sole proprietorship - owned by Mr. Mohammed Al-Ashram

### **Introduction**

The name of our establishment is “Gadgets World” and it is everything related to computer gadgets, gizmos, and cutting-edge consumer electronics. We provide IT related products such as laptops, Pocket PC, Desktops, PC accessories, Software, etc... Our aim has always been to provide first class customer service with value for money innovative products that completely satisfy even the most demanding customer. Gadgets World started as a way to serve a market that is passionate about technology. We have always loved unique and innovative products so dedicating the time and resources to develop the business and make it a reality has been a joy instead of a burden. As we grow, expand, and nurture the business, we realize everyday how lucky we are to do something we love. We have big plans for the future, including opening a chain of showrooms across the nation.

### **Branches**

- Our 1<sup>st</sup> showroom is located in Bur Dubai at Musalla Tower Mall on ground floor, shop No. GW18.
- Our 2<sup>nd</sup> showroom is located at Zabeel Mall on ground floor, shop No. S013.
- Our 3<sup>rd</sup> showroom/shop is an online shopping site located at [www.gadgetsworld.ae](http://www.gadgetsworld.ae)
- Our Head Office is located at Al-Khaleej Center office, first floor, office suite 113.

## **Principal Agencies & Distribution**

- **IRIS**

*Distribution of IRIS Products such as Intelligent Document Recognition and Document Management*

- **PDair**

*Professional mobility solutions and accessories*

- **Gadgeteer**

*Manufacturer of accessories for mobility solutions and general electronics*

- **Brando**

*Accessories for mobility solutions*

- **Xscape**

*Manufacturer of High Quality Multimedia solutions*

## **Brands**

We deal in all major brands in the IT hardware and software industry such as HP, Acer, Toshiba, Asus, Dell, Logitech, Creative, Western Digital, US Robotics, Sony, i-mate, BenQ, Samsung, LG, Sol, IRIS, Touchmate, Shuttle, AOpen, Alcatel, Dialogue, Covertec, Navigon, Mitac, Belkin, Dlink, 3Com, ETEN, A-Data, Imation, Informap, Archos, Fujitsu Siemens, Gadgeteer, Xscape and many more.

## **Business Facilities**

### **Showrooms**

Our showrooms are all located on prime locations. Showrooms are designed with a company's professional theme in mind. In addition, the branches have well equipped customer service set-up which is also being upgraded with additional manpower.

### **Workshop**

Our showrooms have a workshop facility comprising general repair, assembling and local added values. Specialized diagnostic and repair tools are also available. We are looking forward to expand this facility.

### **Human Resources**

Our products are supported by well-trained sales engineers and service engineers with a dedicated team of qualified and experienced managers and office staff. The company current employee strength is about 11 and in progress to increase it.

We provide regular training to our employees in sales techniques, product knowledge repair and maintenance at our well equipped, modern training center staffed by in-house trainers.

## Sales and Prospects

The Middle East represents one of the strongest growth areas for business in the world, especially for mobility solutions, productivity tools and IT. Numerous new and on-going projects provide ample business opportunities. Also being members of “**Sheikh Mohammed Bin Rashid Establishment**” ignited a booming growth for Gadgets World to be amongst the top suppliers at world class standards.

Gadgets World was awarded “**BEST SUPPLIER OF THE YEAR 2006**” by Department of Civil Aviation (Dubai Airport), Government of Dubai.



## Partial list of our Corporate Customers:

- Shaikh Mohammed Bin Rashid Establishment
- Hadeed Trading
- Al Naboodah (S & M Holding)
- Dubai Municipality
- Al Mandab Trading
- Al Nibras International School
- Vcool International
- Dubai Silicon Oasis
- Dubai Naturalization & Residency Admin.
- Dubai Ports, Customs & Free Zone Corporation
- Dubai Civil Aviation (DCA)
- Dubai Airport Free Zone Authority (DAFZA)
- Department of Economic Development
- Dubai Electricity & Water Authority (DEWA)
- Lemon Art
- A1 Décor & General Maintenance
- Binwas Group
- Orange Sports
- Saif Technologies
- Bin Saif Group of Companies
- Supreme Real Estate
- Silver Ball Sports LLC
- Paramount Real Estate
- MultiSell Technology Middle East FZCO
- Trinity Infotech
- Motomax SaS (Italy)
- Etc...

## **Location and Contact details**

### **Gadgets World Head Office**

Office suite No. 113 first floor  
Al-Khaleej Center  
Mankhool Street, Bur Dubai  
P.O. Box 79991 Dubai  
United Arab Emirates  
Tel +971 4 3523377  
Fax +971 4 3523378  
Email info@gadgetsworld.ae

### **Musalla Mall Showroom**

Showroom No. WG18 ground floor  
Musalla Tower Mall - WiFi Computer Zone  
Banks Street, Bur Dubai  
P.O. Box 79991 Dubai  
United Arab Emirates  
Tel +971 4 3969069  
Fax +971 4 3969422  
Email info@gadgetsworld.ae

### **Zabeel Mall Showroom**

Showroom No. WG13 ground floor  
Zabeel Mall "Grand opening 2007"  
Near to Al-Wasl Club, Zabeel  
P.O. Box 79991 Dubai  
United Arab Emirates  
Email info@gadgetsworld.ae

### **Online Super Store**

**www.gadgetsworld.ae**

**Note: Prices quoted on the website are for retail customers only, corporate clients are offered with special prices and discounts.**

Should you need to know further details about our company, please do not hesitate to contact the undersigned. It would be our pleasure to be at your service.

Best Regards,

**Mohammed Al-Ashram**  
**Managing Director**  
**Gadgets World "One Stop Gadget Shop"**  
**Tel +971 352 66 00**  
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