



COMPANY PROFILE 2025



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Fayad Enterprise Corporation ►►►

Company's Overview

Fayad Enterprise Corporation - FEC, was Founded since 1993, the Company has grown from a small General Merchandise Business into one of Liberia's most trusted wholesale importers and logistics providers.



From its early days, the company focused on supplying high-quality products at competitive prices, quickly establishing a strong reputation in the Liberian market.

History & Milestones

The FMCG company was established by the brothers, Jamal and Tarek Fayad, with a vision to deliver high-quality consumer goods. Launched the first product focusing on Soap bars, biscuit, water, shopping bags, sardine & tobacco cases at early beginning, expanded into new products categories - by entering into a strategic partnership with leading suppliers to enhance market presence ensuring that businesses and consumers always have access to the best.



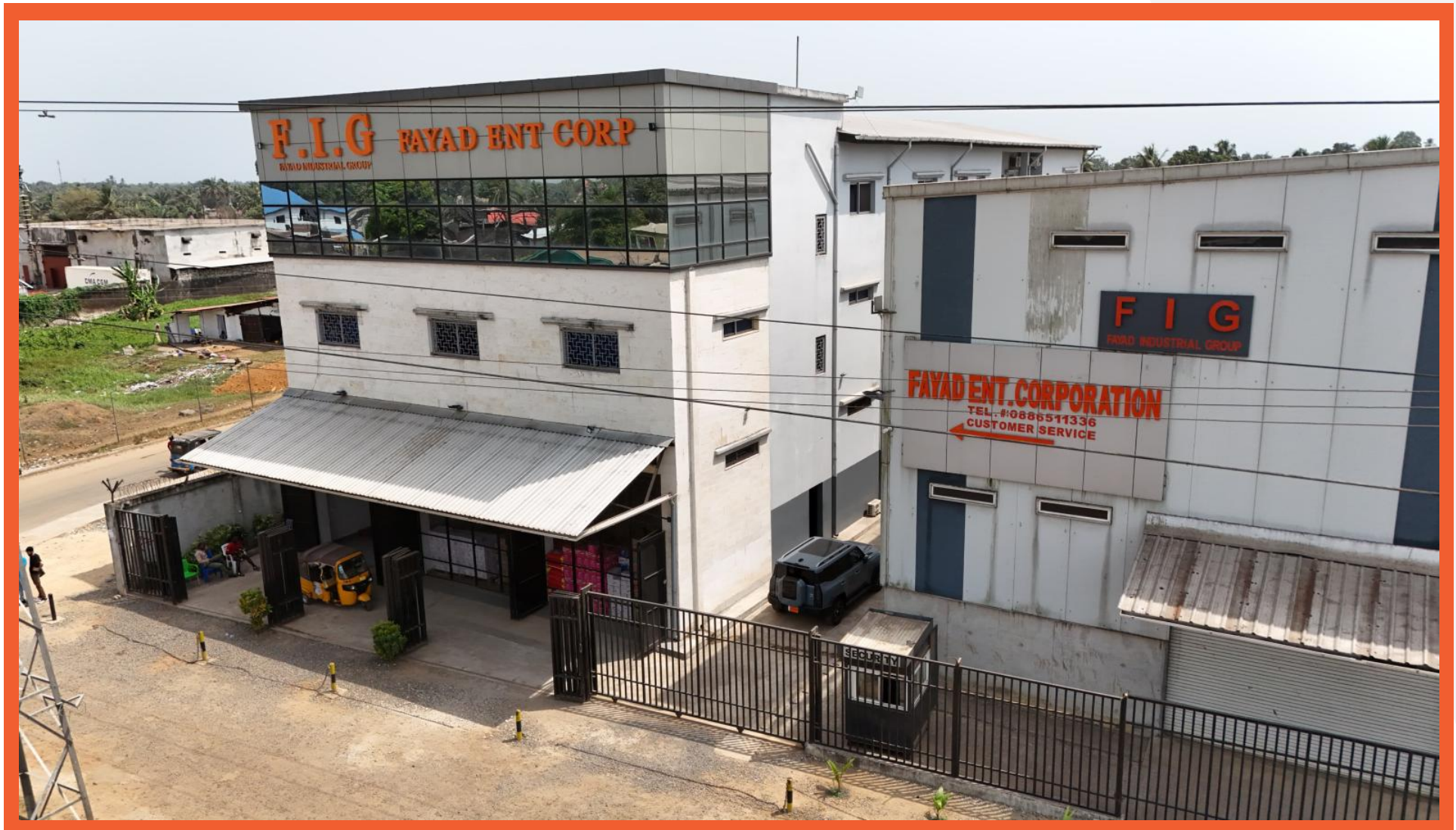
Through dedication, innovation, and a commitment to customer satisfaction, the company continues to set the standard in wholesale trade and logistics. Whether it's premium brands, exceptional service, or fast and reliable distribution, Fayad Enterprise remains the go-to name in the industry.

Vision & Mission

Over the years, the company has expanded its operations, establishing itself as the exclusive agent for globally recognized brands and a key player in the distribution of essential goods and food products. With a strong commitment to customer satisfaction, efficient supply chain management, and reliable logistics services, it has significantly contributed to the development of Liberia's commercial sector.



Guided by visionary leadership, the company has successfully adapted to market dynamics, introduced modern business solutions, and reinforced its nationwide distribution network. Its streamlined logistics ensure timely deliveries and seamless supply chain management, solidifying Fayad Enterprise's reputation as a trusted partner for retailers and distributors.



PRODUCT PORTFOLIO

We provide diverse, high-quality products for various industries. Our offerings include essential items such as seasonings, spices, cubes, tomato paste - Liberia's top-selling products - salt, sugar, onion, condiments, dairy products, baking essentials, pasta, tea, toiletries, cleaning supplies, aluminum foil, safety matches, sanitary pads, and baby wipes, alongside a wide array of further Items.



Key brands and flagship products

Among our flagship products, Crown Cube and Maro Tomato Paste stand out for their reliability and superior performance.



CROWN

SHRIMP CUBE

Weight: 12x100x10g



MARO

TOMATO PASTE

Weight: 50gx100pcs

while Cube Maro Shrimp, Cube Ma-Ju Shrimp, Cube Royal Shrimp, Yazz Toothpaste, SuperSalt and Cube Gio Shrimp are celebrated for their exceptional seasoning quality and customer satisfaction. Each brand is crafted to uphold the highest standards of efficiency, durability, and market relevance.



MARO

SHRIMP CUBE

Weight: 24x60



MA-JUE

SHRIMP CUBE

Weight: 24x60X10



ROYAL

SHRIMP CUBE

Weight: 64X12X12g



YAZZ

TOOTHPASTE

Weight: 48x150



SUPER SALT

SALT

Weight: 50x200



GIO

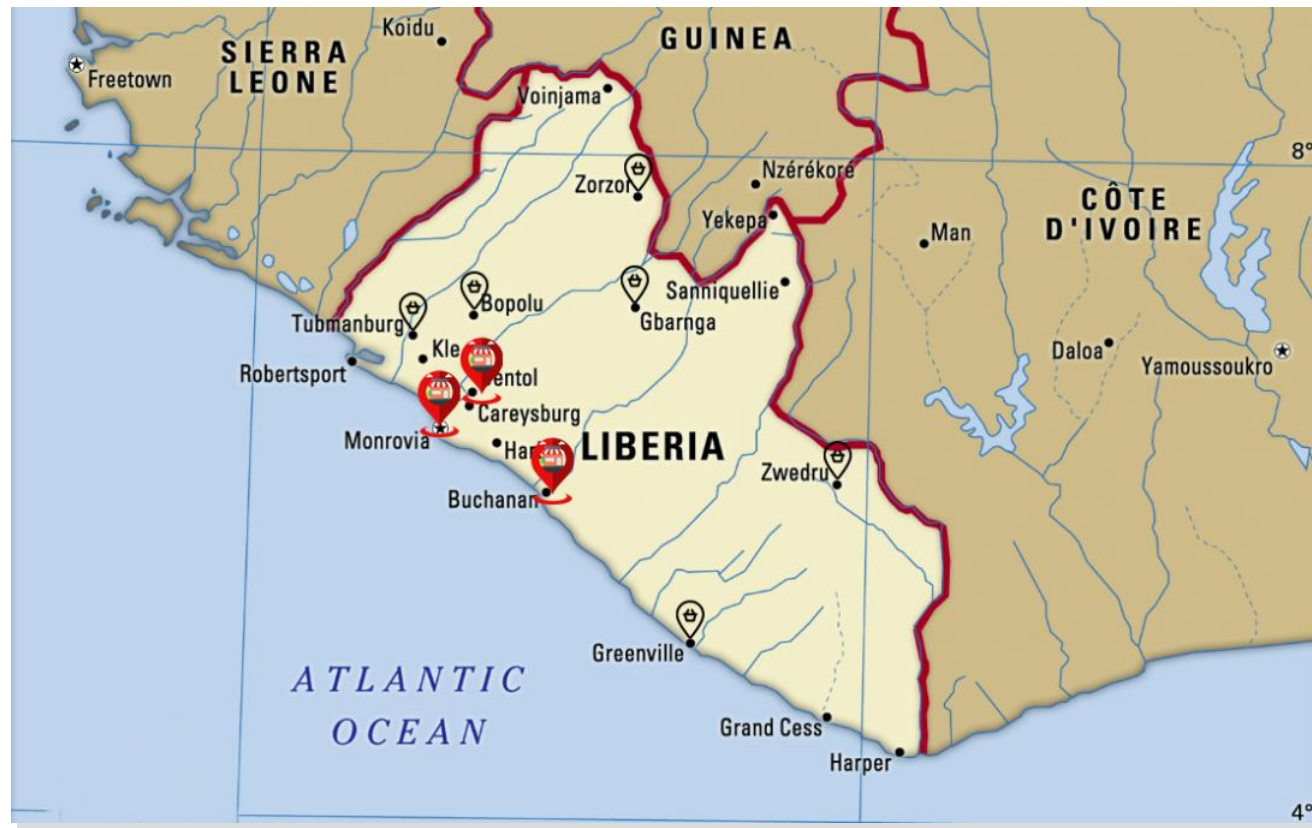
SHRIMP CUBE

Weight: 60x10

MARKET PRESENCE & OPERATIONS

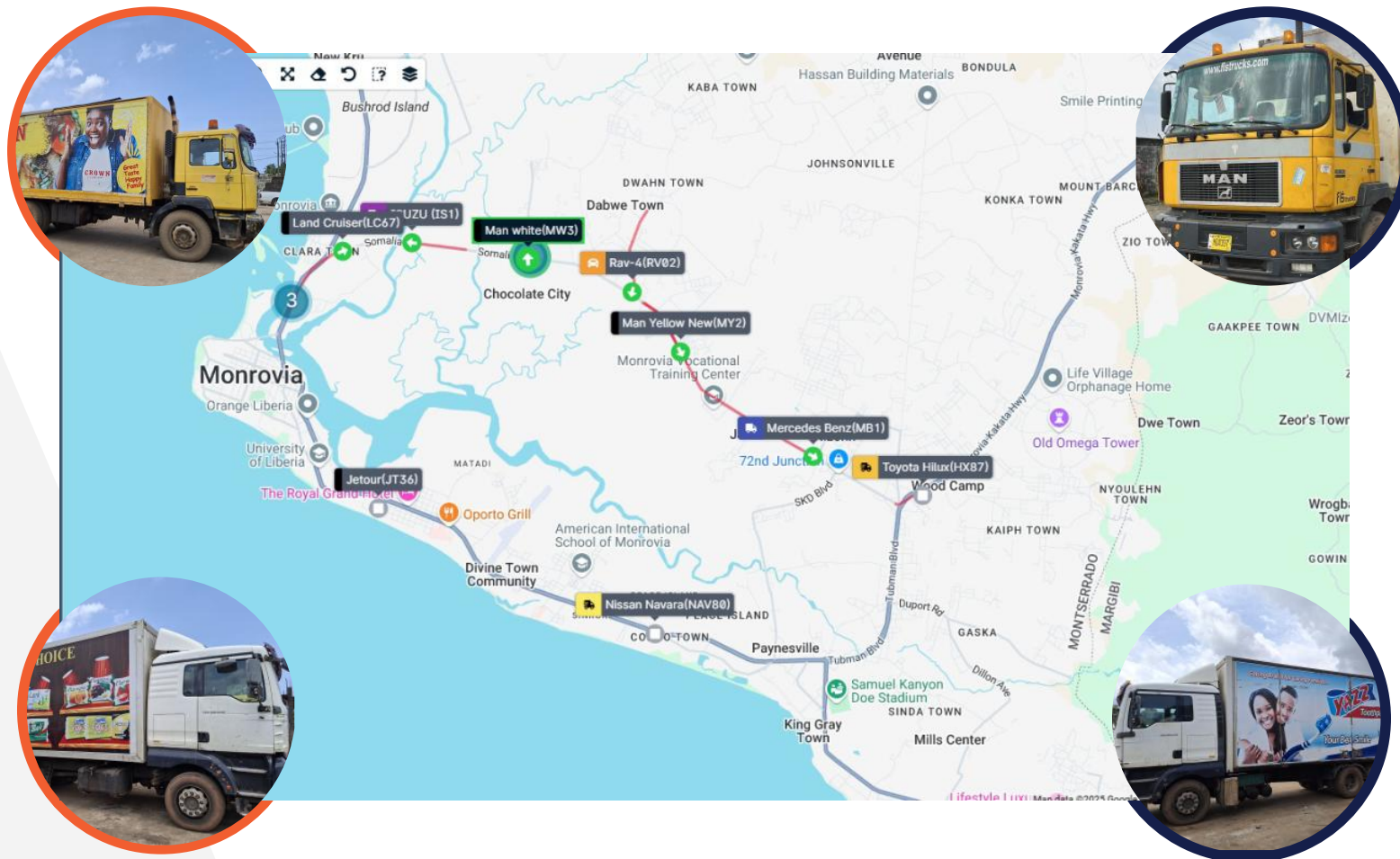
Geographic reach

Our company has established a strong local presence, ensuring that our products are accessible to consumers across all regions. With a well-connected network of distributors and retailers we efficiently serve urban centres, suburban areas, and even remote communities. This extensive geographical reach allows us to meet the diverse needs of our local market, delivering high-quality and reliable products to customers everywhere.



Distribution channels

Our company utilizes a strong and adaptable distribution network to guarantee timely and efficient product delivery to our customers. We currently operate through three strategically located warehouses and offer direct sales and delivery services. In 2026, we will expand with a fourth warehouse in Monrovia, Liberia. Our fleet of supply trucks, ranging from 6 to 25 tons in capacity, is equipped with advanced GPS tracking systems to ensure precise logistics and real-time monitoring.

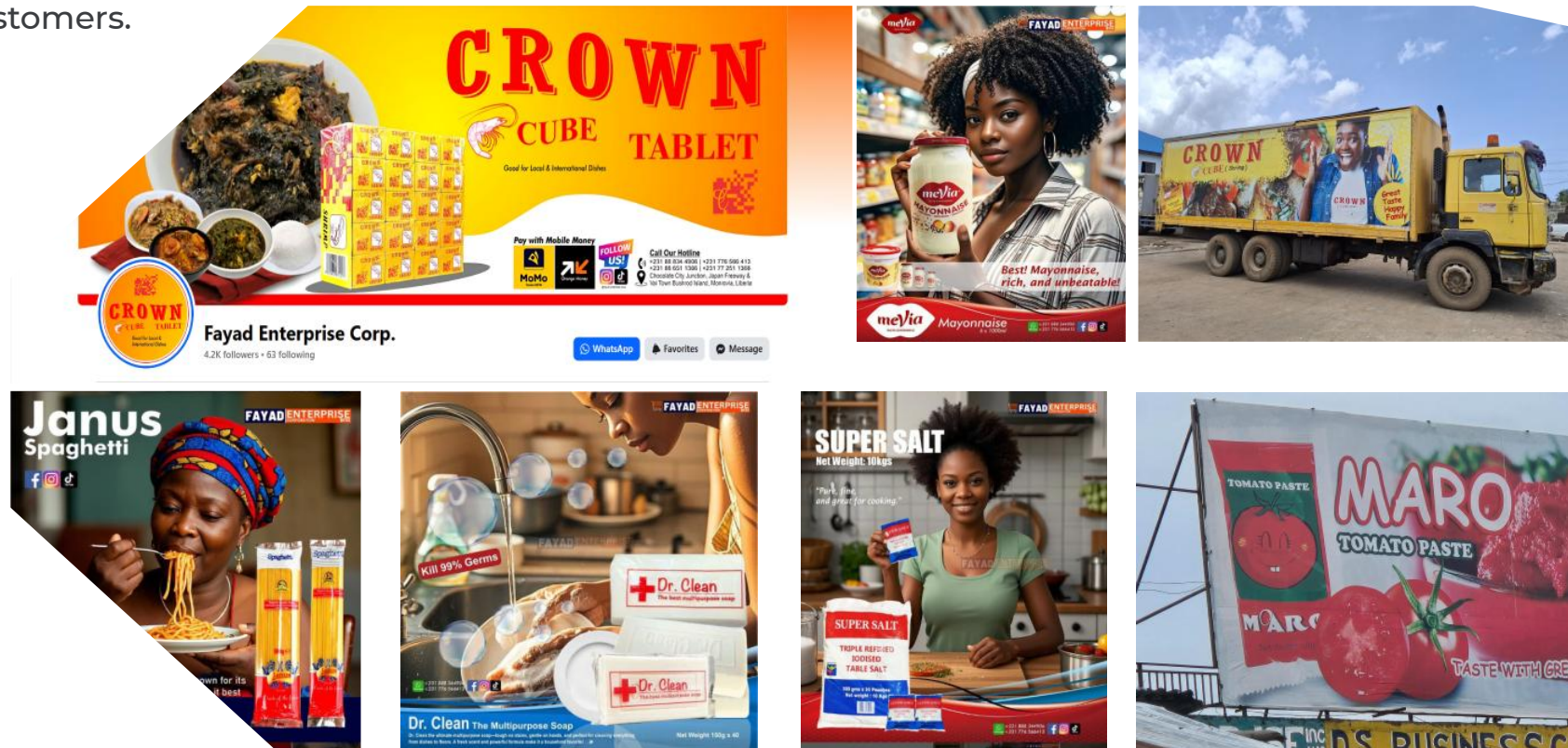


This system enables broad market coverage through our dedicated sales team. Additionally, our upcoming e-commerce platforms will enhance accessibility and meet the increasing demand for online shopping. By continuously optimizing our supply chain and strengthening partnerships with distributors, we ensure timely delivery of high-quality products to all market segments.



MARKETING STRATEGIES AND TECHNIQS

Our company employs a multifaceted marketing approach to enhance brand visibility and engage with a diverse audience. By utilizing impactful outdoor advertising methods, such as billboards and truck posters, we ensure our presence is felt in high-traffic areas, capturing the attention of potential customers.



Additionally, our robust social media campaigns allow us to connect with consumers in real-time, fostering deeper engagement and brand loyalty. Through this combination of traditional and digital marketing techniques, we effectively convey our brand's message and maintain a competitive edge in the fast-paced FMCG sector.

Cutting-Edge ERP and Data Analytics Technologies

In today's hyper-competitive FMCG landscape, staying ahead means embracing the power of advanced online ERP solutions and data analytics tools and software to drive smarter decisions and operational efficiency. Technologies like diagnostic and descriptive analytics help uncover root causes of performance issues and interpret historical trends, enabling companies to fine-tune supply chains, optimize inventory, and personalize marketing strategies.

Platforms such as Microsoft Products (Business Central Dynamics 365, SharePoint, Power BI, Power Apps and many others) analytics dashboards like with real-time visibility into sales, distribution, and customer engagement, allowing FMCG leaders to respond swiftly to market shifts and consumer behavior. By integrating these tools, FMCG companies can not only streamline operations but also unlock new growth opportunities through data-driven innovation.



LEADERSHIP AND TEAM

Profiles of Key Executives

Tarek R. Fayad

The chief executive officer CEO and one of the founders of Fayad Enterprise Corporation, a dynamic and visionary leader who has played a pivotal role in steering the company to its current stature as one of Liberia's most respected and successful enterprises. Under his leadership, Fayad Enterprise Corporation has become synonymous with excellence, innovation, and commitment to national development.

With a strong background in business management, Tarek Fayad has brought a wealth of expertise and strategic insight to the company. His hands-on approach and dedication to quality have been instrumental in delivering high-impact projects, particularly in business development, which has significantly contributed to Liberia's economic growth.





Dani R. Fayad

The Managing Director of Fayad Enterprise Corporation, a dynamic engineer and an ambitious entrepreneur, results-driven leader who has played a crucial role in transforming the company into one of Liberia's leading General Merchandise and Logistics businesses. With strong leadership, strategic vision, and a commitment to excellence, he has successfully taken the company from one level to another, ensuring steady growth, expansion, and market dominance.

Under his management, Fayad Enterprise Corporation has strengthened its position as a wholesale importer and exclusive agent for some of the most renowned global brands in Liberia. His ability to streamline operations, enhance supply chain efficiency, and build strong relationships with international suppliers has significantly contributed to the company's success. Through his leadership, the business has expanded its product portfolio, improved logistics networks, and increased customer satisfaction.



Mohamad K. Jaber

At the helm of our company is Mohamad K. Jaber, serving as Operations Manager, whose vision and leadership have been instrumental in our success. With over 8 years of experience in the FMCG industry and 5 years of experience in Civil engineering, he plays a pivotal role in designing and supervising the expansion of our operations, ensuring that all newly constructed facilities align with the highest standards of efficiency and innovation.

Under his guidance, the company has achieved significant milestones, including operations optimisation, products continuous availability, new products launching, and too many more. Mohamad's passion for excellence and forward-thinking approach continues to inspire our team and shape the future of our business.





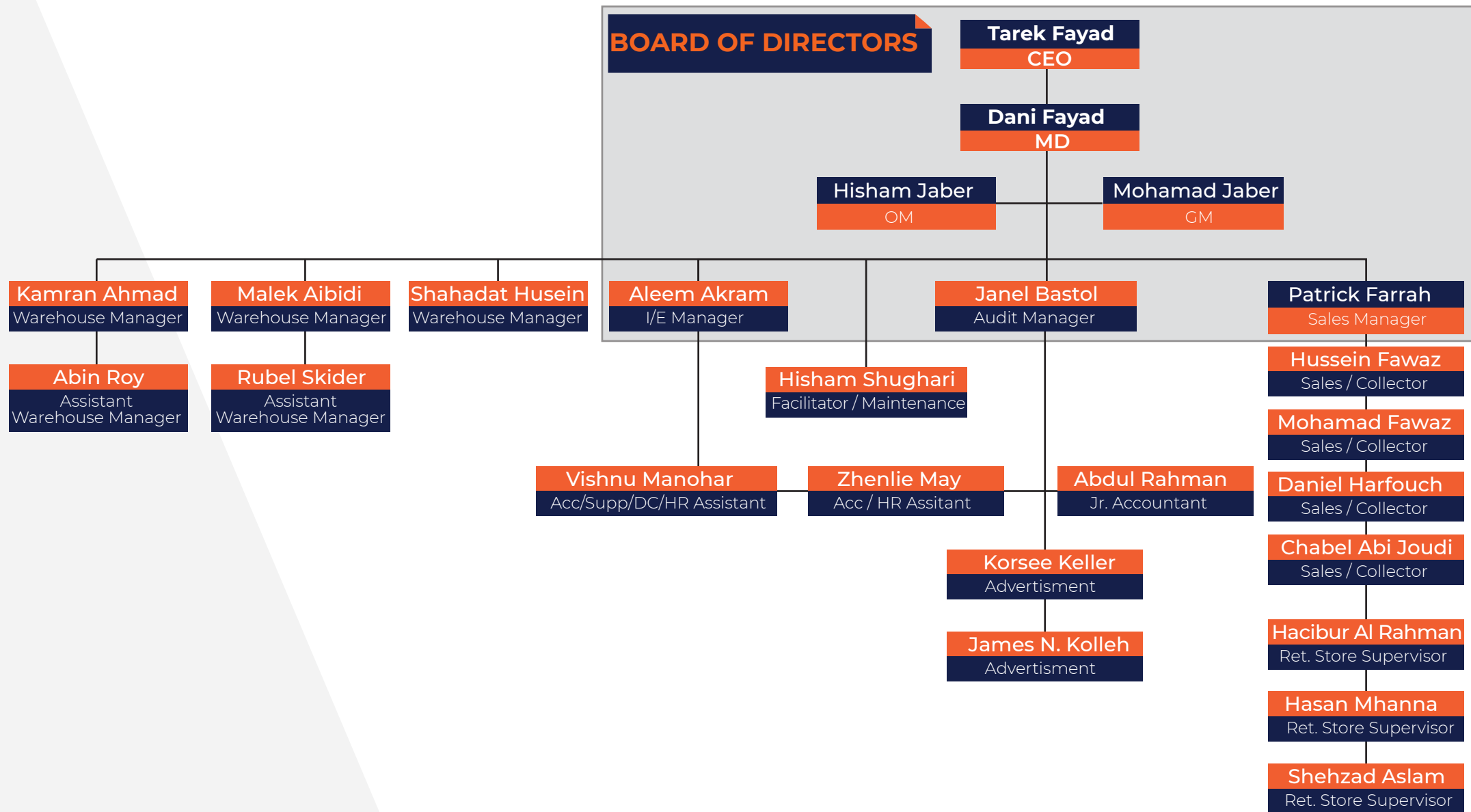
Hisham K. Jaber

One of our esteemed key personnel, Hisham K. Jaber, brings a wealth of expertise in Information Technology, Human Resources, and Business Development Management . Holding Computer & Communications Engineering, with extensive experience in these critical domains for more than 20 years, Hisham K. Jaber has played a pivotal role in streamlining our operational processes and driving organizational growth.

He leverage cutting-edge IT solutions to enhance efficiency, while effectively managing HR strategies to foster a motivated and high-performing workforce. Additionally, Hisham K. Jaber business development acumen ensures the successful identification and execution of growth opportunities, aligning with the company's long-term vision. Hisham's multidisciplinary skill set continues to be a driving force behind our company's success and innovation.



Organizational Structure



Employee diversity and Qualifications

Chief Executive Officer

Tarek Fayad | Business Founder - 1993

General Manager

Mohamad Jaber | B.S. in Civil Engineering - 2014
| Beirut Arab University - Lebanon

Audit Manager

Janel Quilaton Baslot
| P.H.D.in Juris Law - 2026
[University of Bohol - Philippines]
[Certified Public Accountant - 2014
[University of Bohol - Philippines]

Import / Export Manager

Mohamad Aleem Akram
| Master Degrees in Commerce - 2015
[University of BZU Multan - Pakistan]

Managing Director

Dani Fayad
| B.S. in Civil Engineering - 1996
[Beirut Arab University - Lebanon]

Operations Manager

Hisham Jaber | B.S. in Computer & Communication
Engineering - 2004 [Islamic University Of Lebanon]

Sales Manager

Patrick Farah
| Sales Manager at our company since 1998
bringing over 15 years of dedicated service
and expertise specially at Liberian market.

ECONOMIC IMPACT

By engaging in significant projects and creating job opportunities, the Company has contributed to the economic growth of Liberia. Its operations have not only provided employment but also fostered skills development among the local workforce.

RECOGNITION AND AWARDS:

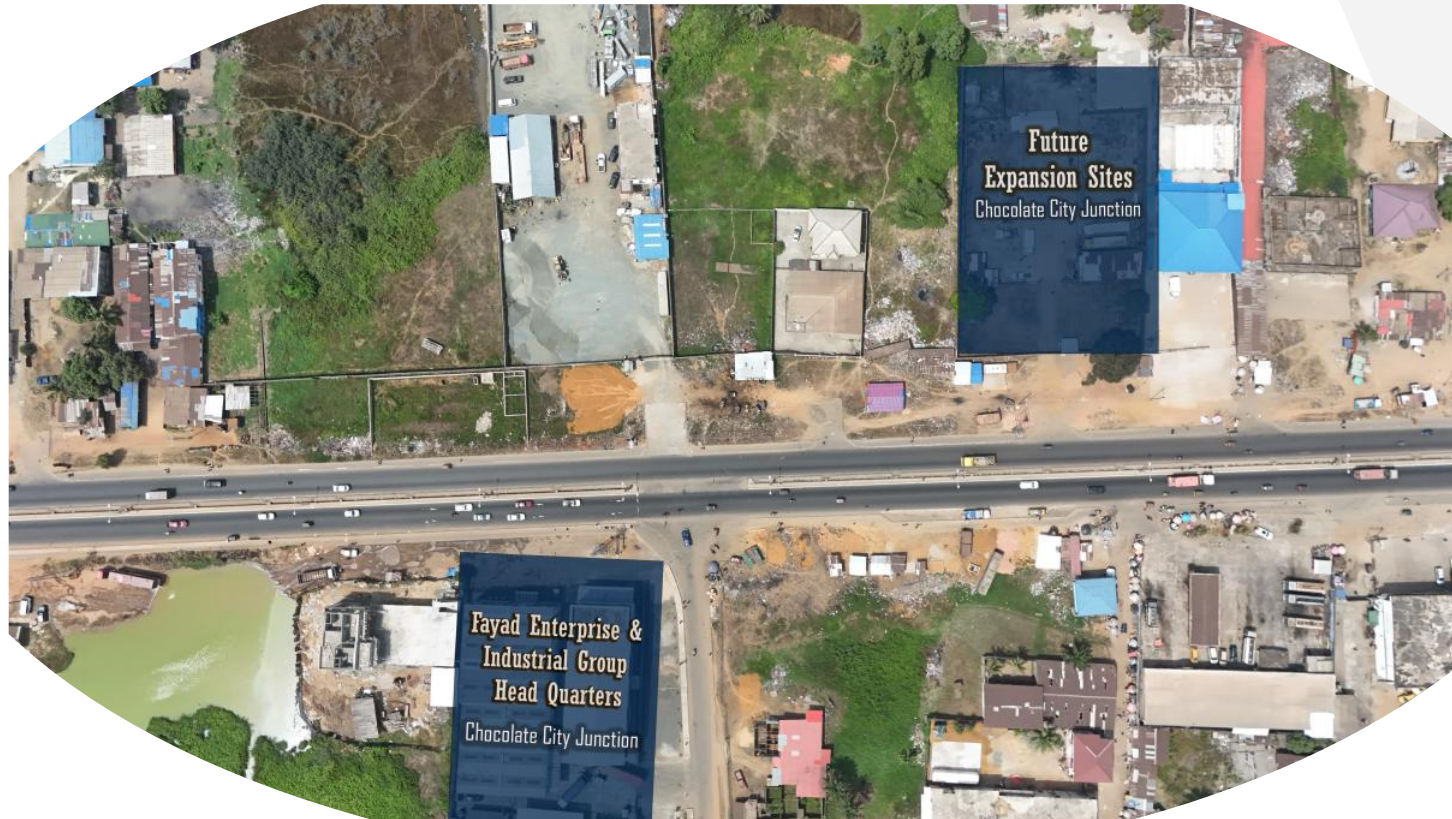
The Company has received various accolades and recognition for its outstanding performance and contributions to Liberia's development. Lately and not last, for being in 2nd place in Whole country for Tax Paying Contribution. These awards are a testament to its leadership and excellence in the industry.



2ND PLACE REWARD
as the highest Merchandise Taxpayer for 2022 & 2023.

FUTURE PLANS

The company has expanded from one to two branches, with three retail stores and three warehouses, and is currently evaluating the establishment of a fourth warehouse and retail store by 2026, integrating advanced warehouse technologies, this expansion is driven by the strong trust of both customers and employees.



Dedicated to continuous growth and innovation, the company aims to expand its product range with new varieties that cater to evolving consumer needs while maintaining high quality and competitiveness. Additionally, it is investing in its sister company, Fayad Industrial Group - FIG, to develop diverse seasoning options using locally sourced raw materials, enhancing market diversification.

OUR LOCATIONS

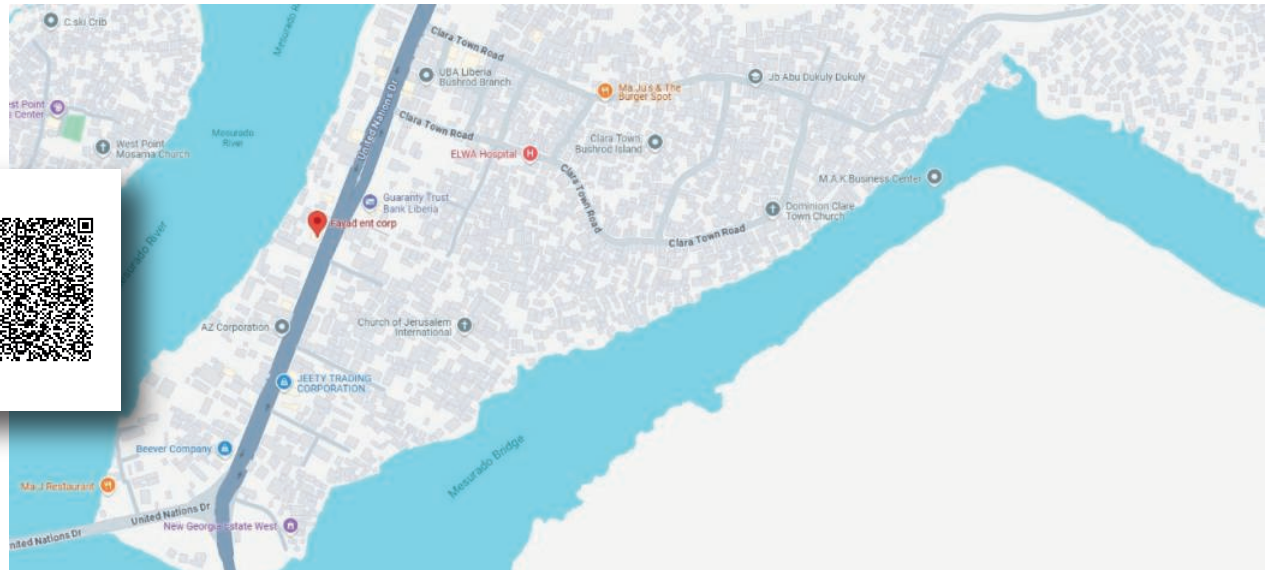
01

FEC Headquarter Address Gardnersville,
Somalia Drive, Chocolate City Junction,
Montserrado County, Monrovia, Liberia



02

FEC 2nd Branch Address United
Nations Drive Vai Town, Bushrod Island
Montserrado County Monrovia, Liberia



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