

COMPANY OSLO FOR PRECIOUS METALS



COMPANY PROFILE

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Oslo International Trading though comparatively young, is going to be a significant player in the global precious metals market. We are confident in making this possible due to our trust in our highly experienced and trusted team behind the company who can easily claim a combined experience in the industry of more than 10 years.

In a short time, span, Oslo International Trading is planning to develop business relationship on almost all continents and is capable of offering a variety of products and services which is difficult to find elsewhere. Oslo International Trading works hand in hand with industry leaders in logistics, refining, and trading.

Our product offering includes a range of Bullion products made in different Weightage and purities. Our unique selling point is our commitment to sustainable and economical method to purchase gold at economical price, which sets us apart from competitors in the industry.

Our management team consists of experienced entrepreneurs with a passion for sustainability and a proven track record of success in bullion trading and refinery. We are confident that our team has the expertise and vision to make Oslo International Trading a leader in the Bullion Industry.

All our Suppliers comply with all applicable laws, rules, and regulations in every jurisdiction in which they do business with Oslo International Trading. Local laws might change in restriction to this Standard in some instances. In such events, Suppliers are expected to comply with this Standard, even if the conduct would otherwise be legal under applicable laws. If local laws are more restrictive than this Standard, Suppliers are expected to, at a minimum, comply with applicable local laws.

Overall, Oslo International Trading is well-positioned to meet the growing demand for sustainable investment model in gold and make a meaningful impact in the lives of our customers.



ABOUT THE MANAGING DIRECTOR

Mr. Osama Jawad Nazar El Egeli is a Bachelor of Business Administration from American university of Mosul and is a 100% shareholder in the Oslo International Trading.

He has been responsible for many of the creative and energetic ideas behind the rapid expansion of the companies where he was employed, He has a vast experience is Gold Trading and Gold Refining where he was responsible for the day-to-day administration and Operation of physical activities in the Bullion Trade and refinery.



MISSION

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"At Oslo International Trading, our mission is to establish a dynamic and trusted presence in the precious metal trading industry, consistently delivering unparalleled value to our clients, stakeholders, and the broader financial ecosystem. We are committed to upholding the highest standards of integrity, transparency, and innovation, as we contribute to the growth and sustainability of the precious metal market. Through strategic insights, cutting-edge technology, and unwavering dedication, we strive to be the preferred partner for those seeking excellence in precious metal trading, fostering enduring relationships and financial prosperity for all."

VISION

"Empowering futures through the brilliance of precious metals, we envision Oslo International Trading as the hallmark of excellence in the global trading landscape. Our vision is to be the foremost choice for individuals, institutions, and nations seeking a secure, transparent, and innovative platform for their precious metal transactions. We aspire to set new industry benchmarks by seamlessly integrating advanced technology, sustainable practices, and financial acumen, thereby shaping the future of precious metal trading and contributing to a world where the intrinsic value of precious metals enriches lives, economies, and aspirations."



STATEMENT OF CORPORATE PHILOSOPHY

It is the policy of the Company to prohibit and actively prevent money laundering and any activity that facilitates money laundering or the funding of terrorism or criminal activities. All employees of the company are required to commit to maintaining the highest possible ethical standards of business conduct and adhere strictly to the Company's policies and procedures.

- ❖ Customer orientation, security, profitability, growth, competitiveness, hard work and attention to details are the pillars of economic success and are the basis on which we run the company.
- ❖ We are committed to the highest ethical standards in the formulation and pursuit of our objectives – “our word is our bond”. The company does not engage in transactions that are doubtful and/or lack transparency.
- ❖ The integrity and commitment of each staff member ensures that the company provides fast, efficient, customer friendly and discreet services.
- ❖ Oslo motivates staff members to exceptional levels of achievement through teamwork, creating an enjoyable working environment, and rewarding staff according to their performance.
- ❖ Oslo believes in equal opportunity for all staff members, irrespective of gender or race, and in the principal of providing a ‘fair day’s pay for a fair day’s work’. We are an attractive, caring, and fair-minded employer.
- ❖ Oslo operates rigorously according to customers’ requirements and market potential, always bearing in mind the need to observe all legal and regulatory rules and regulations.
- ❖ The basic criteria for Oslo to produce maximum benefit for its’ customers by offering a competitive range of tailor made physical precious metals products and services while at the same time optimizing the returns to all stakeholders in Oslo.
- ❖ This is achieved by ensuring that Oslo is known by its’ clients for:
 - Efficiency, speed, and friendliness
 - Error free customer service: any complaints must be settled quickly, fairly, and amicably
 - High levels of security and discretion
 - Exceptionally personal style of customer contact and reaction to the customers’ needs

OUR PRODUCTS & SERVICES

- OTC Hedging & Price Risk Management
- Wholesale Trading in Physical Bullion and Jewellery
- Global Physical Deliveries
- Gold Location Swaps and Transfers
- Bars, Coins, Grains, Sheets, Scrap, Dore.

OUR CLIENTS, COUNTERPARTIES & SUPPLIERS

- Banks and Financial Institutions
- Bullion Wholesale Traders
- Jewellery Wholesalers & Manufacturers
- Investors
- Consumers
- Refineries

BUSINESS DEVELOPMENT AND GROWTH STRATEGIES

Our strategic business target is to provide a complete range of services of bullion bars 995 and/or 999.9 and it is an important part of our long-term business strategy. Although our business as to date has been “UAE centric”, we are exploring wider geographies in the global physical precious metals markets where we see potential for Oslo.

On the sourcing side we are in discussions with mining companies, primary Dore bar and secondary Scrap gold consolidators, and the artisanal mining sector in different geographies. We comply with all international rules and regulations with respect to supply chain in adherence to the OECD guidelines.

On the demand side we are investing in new technology, machinery, and personnel to improve the quality of our bars to world-class standards and extend the range of physical gold and silver products offered to our clients. We are also exploring new markets to which we can sell our bullion bars with a focus on the wider Indian subcontinent, the GCC and the rest of Asia.



BUSINESS CYCLE



We purchase out gold bars from multiple Refineries and bullion traders and sells the Gold Bars to our customer who are individuals and customers.

We purchase gold bars of different variety of purity and weightage, we have established strategic business relationship with refiners and bullion traders to purchase gold bars, the purchase of gold bars.

Marketing Strategy for Oslo:

Define the target audience: Identify the ideal customer for the bullion bar product. Consider factors such as age, income, and investment experience.

Analyse the competition: Evaluate the strengths and weaknesses of competitors in the market. Determine what differentiates the company's bullion bars from others in the market.

Develop a unique value proposition: Determine what makes the bullion bars unique and valuable to the target audience. Highlight the benefits of investing in bullion bars, such as security, stability, and potential returns.

Build a strong online presence: Develop a website that is user-friendly and provides detailed information about the bullion bars. Create social media accounts to engage with potential customers and promote the product.

Leverage email marketing: Build a database of potential customers and develop an email marketing campaign to keep them informed about new products, market updates, and other relevant information.

Use pay-per-click advertising: Use Google Ads or other advertising platforms to reach potential customers who are searching for bullion bars online.

Build relationships with influencers: Collaborate with industry influencers to promote the bullion bars and reach a wider audience.

Offer exceptional customer service: Provide excellent customer service to build a loyal customer base and encourage repeat purchases.

Track and analyse results: Use analytics tools to track website traffic, email open rates, and other metrics to optimize the marketing strategy.

By following these steps Oslo company can build a strong brand and increase sales in a competitive market.

Operations and Logistics:

Inventory Management: Proper inventory management is critical to ensure that the company can meet customer demand while avoiding overstocking or stockouts. Real-time inventory tracking systems can be implemented to manage inventory levels effectively.

Order Fulfilment: Efficient order fulfilment is essential for customer satisfaction. The company should have an effective process for receiving and processing orders, picking the products, packing them securely, and shipping them to customers. Automation of the order fulfilment process can help to increase efficiency and reduce errors.

Shipping and Delivery: Oslo would work with reliable shipping partners to ensure timely and secure delivery of products to customers. The company should provide customers with shipment tracking information to keep them informed of their order status.

Payment Processing: A secure and efficient payment processing system should be in place to ensure that customers can easily make purchases and that their personal and financial information is protected.

Customer Service: The company should have a customer service team in place to address customer inquiries, concerns, and complaints promptly. A knowledge base of frequently asked questions (FAQs) can be developed to provide customers with quick answers to common queries.

Returns and Refunds: The company should have a clear policy for returns and refunds, including a process for handling damaged or defective products.

Security: The company should take measures to ensure that customer data and financial information are secure. This may include implementing SSL encryption on the website, using secure payment processing systems, and regularly updating software to prevent vulnerabilities.

By addressing these key considerations, an e-commerce bullion bar company can build a reliable and efficient operations and logistics infrastructure, which can help to increase customer satisfaction and loyalty.

Financial Projections

To create financial projections for Oslo, the following steps are to be taken:

Sales Projections: Estimate sales volume for the next year based on market research, industry trends, and past sales data. Consider factors such as customer acquisition costs, marketing expenses, and pricing strategies.

Revenue Projections: Use sales projections to estimate revenue for the year. Calculate revenue based on the number of bullion bars sold, their unit price, and any additional revenue streams, such as shipping fees.

Cost of Goods Sold (COGS): Determine the cost of producing each bullion bar, including raw materials, labour costs, and any other direct expenses. Calculate COGS as a percentage of revenue.

Gross Profit Margin: Calculate the gross profit margin by subtracting COGS from revenue and dividing the result by revenue. This will give an idea of the profitability of the company.

Operating Expenses: Estimate the costs associated with running the business, including marketing, shipping, website maintenance, and other administrative expenses.

Net Income: Subtract operating expenses from gross profit to determine the net income of the company.

Cash Flow: Estimate the company's cash inflows and outflows for the next year. This includes cash received from sales, as well as cash paid out for operating expenses.

Break-Even Analysis: Calculate the break-even point by dividing the fixed costs by the gross profit margin. This will indicate the number of bullion bars that need to be sold to cover all expenses.

Organisational Structure:

