



باناجه القابضة
banaja holdings

Banaja Holdings, Profile

Banaja Holdings (formerly Saudi Import Company), a pioneer in the KSA healthcare market, is poised to become the frontrunner of the Gulf healthcare industry. Established in the 1940's, Banaja Holdings, has a key advantage in KSA for being one of the first player in the region to distribute pharmaceuticals and healthcare products. Founded by Sheikh Yehya Banaja, the company compiled the first customer database and delved into new technologies to create this customer-oriented, efficient, and progressive distribution company.

Today, three companies operate under Banaja Holdings. These are Abdullatif Sufian Banaja & Partners for Logistics (Saudi Logistics), Abdullatif Sufian Banaja & Partners for Pharmaceuticals (BPC Pharmaceuticals), Abdullatif Sufian Banaja & Partners for Medical Services (BMC Medical), and one affiliate company, Banaja Trading Company (BTC).

The holding company maintains a role of overall management with guiding responsibilities in human resources, IT, finance, and strategy for the member companies. Each company is then left to focus on its core competency for streamlined and innovative solutions for its clients and business partners.

Saudi Logistics is the leading integrated third party logistics provider in KSA for pharmaceuticals and healthcare products under the holding company. The company adheres to the latest WMS (warehouse management systems) ISO 9001-2000. Saudi Logistics boasts a warehouse capacity of over 25,000 pallets, and has a truck fleet of 60 strong.

With over 200 employees in the holding company, and over 600 employees in total including all of the member companies, Banaja Holdings dedication to its staff is second to none. Development is built around training, international training, encouragement, and rewards. Banaja Holdings maintains excellence in service by adhering to stringent international standards. It is certified as a 'Class A' company for DRP (Distribution Resource Planning), assessed by Buker Inc. in the United States, and enjoys 95% efficiency in sales and distribution coverage throughout KSA. With the commitment of its loyal and dynamic workforce, Banaja Holdings continually strives to improve on this high achievement whilst adhering to and maintaining its ISO 9001-2000 accreditation.

Banaja Holdings restructured its operations to meet the evolving needs of this dynamic market, exceed the expectations of its client base, and gain a further competitive edge in the market. Banaja Holdings' rich heritage in KSA and early guiding principles of progression, integrity, and customer service is evidenced in the deep-seated dedication, and pioneering attitude that has transcended throughout the evolution of the company.