



MUSC  ETECH AE

SPORTS NUTRITION

P O R T F O L I O



S U P P L E M E N T S S T O R E S U P P L E M E N T S S T O R E

ABOUT US

Welcome to our Supplements Store, where health meets excellence! We pride ourselves on offering a diverse range of premium supplements, meticulously selected for your well-being. Whether you're a fitness enthusiast or wellness seeker, our expertly curated products empower you on your journey to peak vitality. With a commitment to quality and customer satisfaction, we provide a one-stop destination for those pursuing a healthier and more active lifestyle. Explore our comprehensive selection, and let us be your partner in achieving your health and fitness goals. Elevate your wellness with us at the Supplements Store



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OUR PRODUCTS AND SERVICES

Our Products and Services Muscle Tech AE Sports Supplements Store is the vitamin and supplements industry to establish a retail store and will make available a wide range of preparing & sailing vitamin and supplement products in the UAE. Our product offerings are listed below,

- Vitamins and Minerals
- Specialty dietary supplements
- Herbs and botanicals
- Protein powder
- Meal replacements and weight loss products
- Specialty and elite sports nutritional's.



OUR MISSION AND VISION

Our Mission and Vision is to grow vitamins and supplements stores all over the UAE and be the brand for quality vitamins and supplements products, a great crew, cool culture, and active community involvement. Our mission is to make available a wide range of vitamins and supplements to a wide range of customers. We want to build a vitamin and supplements business that will become the leader in our line of business; we want to set up a one-stop vitamin and supplements store



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OUR BUSINESS STRUCTURE

Our Business Structure Muscle Tech AE Sports Supplements Store. is all out to build a standard and world-class business from the onset hence the need to follow due process when it comes to setting up structure for the business. We will ensure that we put the right structure in place that will support the kind of growth that we have in mind while setting up the business.

We will ensure that we hire people that are qualified, honest, customer-centric and are ready to work to help us build a prosperous business that will benefit all the stakeholders



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OUR TARGET MARKET

Our Target Market Those who are the end consumers of vitamins and supplements are all-encompassing. Everyone whether old or young, sick or healthy consumes vitamins and supplements. In essence, a vitamin and supplements retail store should be able to sell its products to as many people as possible.



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OUR PRICING STRATEGY

Our Pricing Strategy In an actual sense, pricing is one of the key factors that give leverage to supermarkets and pharmacy stores and a supplements store is not an exception, it is normal for consumers to go to places (retail outlets) where they can get products at cheaper prices which is why big players in the supermarket and pharmacy store industry will attract loads of Consumers. We know we can't compete with multi-million dirhams in vitamin and supplement stores, but we will ensure that the prices of all the products that are available in our stores are competitive with what is obtainable in retail stores within our level.



OUR PRODUCTS

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CONTACT US

 Al Mushrif, Abu Dhabi, UAE

 +971 502030773

 moustafa.touson@yahoo.co.uk

 www.muscletechae.com



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