



COMPANY PROFILE

About us

Bhasin Holdings Co., Ltd. Was established in March 3rd, 2011 having Aarti and Kobe Spice brand for importing, distributing, packaging and marketing of spices, Herbs, nuts, grains, pulses, beverages and other food products. BHD is one of the leading distributor and e-commerce Company in the field of international foods and beverages in Japan which includes importing and distributing foreign foods (Dry + Frozen), Spices, Oil, Liquor wholesale, Online Shops, Retail Foods and Spice Shops and Indian Restaurants. Over the past few years, the company has achieved an aggressive growth and emerged as to the forefront of analogous companies. BHD has identified strategies and targets based on the principle of achieving customer satisfaction through product quality, reliability and efficient service by providing wide range of products with competitive prices. The success story of the company is a commitment to the distinction in the services and the quality of import and distribution operation. The company has transformed from a mere distributor to develop brands and successfully market various products ranging from dry to frozen foods items and beverages. The company owns dedicated logistics and sales team for delivery, distribution and marketing of products to reach out all segments in Japan market. BHD and its group company are having 20 employees who are trained by a distinctive authority of managers having experience and high competence in the food market. BHD strives to scale new heights by various innovative ideas and strategies, being implemented as part of its growth and expansion.

Our Vision

The vision of the company is to become the number one and leading company in importing and distributing of foodstuff which is considered by employees, clients, competitors, suppliers and management as best company performance among other companies in Japan.

Our Mission

Our company's is to be recognized as high quality supplier of goods and services by providing goods and services of the highest standard to meet the need of our customers viz. Co-ops, Super markets, wholesale markets, Groceries, Restaurants, Cafeterias and Food Service companies in Japan. BHD plan to increase the distributor channels by offering variety of products range with high quality and well-known trade agencies, which makes the company to make its own market and adopt a distinctive and competitive strategy, which is not available with the competitors under exclusive trademarks. This will help the company to attract new client resulting in aggressive growth and high profits to maintain its competitiveness locally. Having efficient and high performing human resources and motivated employments with high rate of achievement is one of the basic strength of a company. Hence, we strive to ensure that our client including employees, whom we provide a fair job atmosphere, are getting equitable, sincere, and honest treatment, making them feel that they are the partner in the company's success.

Future Plans

The company has outlined many future plans including the one to keep up with the development of foods manufacturing area. It plans to pursue in providing new products and services in the field of marketing, distributing and developing of new ways and methods of preservation and storage. In addition, the company is obtaining new reputed agencies from regional and international companies in order to cover the new market and focus on its growth and economical status, among those plans are:

- Expansion through increasing the existing agencies categories linked with the company.
- Expansion of the local market through increasing number of customers by addition of food services and restaurant division of the company.
- Increasing local market share of the company by adding new reputed agencies to strengthen the brand portfolio, this will contribute to increase our market share.
- Evaluation and developments of new departments in order to increase their productivity and efficiency through appointing executives having experience and high competency.
- BHD intends to present the new products and new services in different of foodstuffs like activities of opening Kobe Spice Stores all over Japan.

Why Bhasin Holdings Co., Ltd. ...

- BHD has well-qualified and trained sales force that is familiar with our products and is skilled in demonstrating the advantages of those products to the customers in Japan.
- BHD has sufficient resources required for aggressive sales and marketing of products.
- BHD Team will put best effort to achieve market share and other sales goals in specific geographical or other area of responsibility.
- BHD can give commitment to stock recommended inventories of products based on the need of the local market.
- BHD can give commitment for prompt payment of all financial obligations.
- BHD is recognized as high quality supplier of goods and services that encourages long-term loyalty on the part of the customer towards its products.
- BHD has best facilities and uses latest technology necessary to consistently perform the above functions.

