

COMPANY PROFILE



PLANET TEC
بلانت تك

• ABOUT US

Established in February 2005, Planet Tec is a prominent company in the local market that specializes in Air Conditioning, Home Appliances, and Consumer Electronics. As part of the renowned Qatar group - Abu Issa - of the Blue Salon fame, Planet Tec is a trusted name in the industry. The company takes pride in being the authorized distributor of renowned brands, such as HITACHI from Japan, Midea RAC & CAC, Mabe Appliances from Mexico, OTO from Singapore, Xperience from Italy and ORYX, brand that has gained recognition in Qatar as a prominent brand offering state-of-the-art appliances, specifically air conditioning units. Their products are skillfully crafted to guarantee proficient and productive performance, the ultimate goal being to provide absolute comfort to their clientele. Their commitment extends beyond merely selling top-quality appliances, as they pledge to offer products that are not only dependable but also affordable. Planet Tec is committed to expanding its foothold in the consumer and commercial fields, particularly in the Air-conditioning market to meet the increasing demand for affordable cooling solutions in Qatar.

Planet Tec has a wide range of home appliances available to consumers, from small appliances to state-of-the-art air conditioners. From cooking hobs and microwave ovens to vacuum cleaners, small appliances help our daily lives run smoothly. Large appliances such as washers, dryers, and refrigerators help keep your home clean and organized while providing the convenience of modern technology. However, a state-of-the-art air conditioning system is a key factor. Not only does it keep you cool and comfortable in the hottest months, it also ensures healthier indoor air quality, improved energy efficiency, and easy control with smart home technology.

The company's growth in recent years has been remarkable, having established its first showroom in Salwa, and recently opened a second showroom in The Mall. The company's products have become increasingly popular, as they provide innovative and affordable solutions for their customers. The Salwa showroom has been a great success, attracting customers from all over the city, and offering a wide range of products to meet different needs. The Mall showroom, located in a busy shopping district, has also been a huge success, attracting a diverse range of customers. Soon, the company will be opening a new showrooms, which will cater to a larger audience and provide even more diverse product offerings. The company's expansion is a testament to its commitment to providing quality products and services to its customers, and its success is a reflection of the hard work and dedication of its team.

After-sales customer service is a crucial part of any business, and the company understand this concept all too well. Boasting about its exceptional after-sales customer service, they have set the bar high for other businesses to follow. With a well-trained team of customer service representatives, they ensure that all customer queries and issues are addressed in a timely and efficient manner. They take pride in providing an experience that exceeds their customer's expectations, going above and beyond to ensure that they are satisfied with their purchase. Planet Tec has gained a reputation for being a customer-centric company that knows how to take care of its customers, resulting in a loyal customer base that keeps coming back for more. From technical assistance to warranty claims, Planet Tec's after-sales customer service is a reflection of their commitment to providing top-notch services to each and every customer.

ABOUT ABU ISSA HOLDINGS

A company that has spread its branches worldwide, Abulssa Holding is a diversified global entity. With a workforce of more than 4,000 committed employees, the family-owned business has a presence in 9 countries, aiming to extend its reach and identity on a global platform. One of Qatar's most dynamic setups, Abulssa Holding represents numerous leading corporations and is renowned for its versatility and diversity. Providing an impressive array of talent, innovation, knowledge, and resources, Abulssa Holding has become a respected entity in its markets, continually pushing boundaries and setting benchmarks that competitors find hard to match. The organization is committed to supporting future leaders by collaborating with innovators who wish to establish their brand presence in the area.

Having a wealth of experience of over 35 years, Abulssa Holding has been actively operating since 1981, when it first conceptualized the establishment of a Luxury Department Store, the Blue Salon.



• OUR MISSION & VISION

“To ensure we are the #1 in our chosen area of business”

As a local leader in Air Conditioning Systems, Services & Solutions, Planet Tec controls the comfort of the air for people in their homes and many of largest & most prestigious Residential, Commercial, and Industrial & Institutional Buildings.

Planet Tec applies their expertise in environmental technology & energy Conservation to make a difference in energy efficiency for any construction segment.

Planet Tec deals with well known brands such as HITACHI, ORYX, AUX, MABE & OTO and others.

Planet Tec Systems & Services has a leading position in premium Residential, Commercial, Institutional & Industrial markets to build a reputation for reliability with high quality & product innovation with powerful distribution network.

• OUR COMMITMENT

Planet Tec are truly a customer-oriented organization and appreciates the importance of service and quality. We constantly strive for perfection in an ever-increasing competitive market-place and are determined to maintain our position as market leaders.

Customer service and communication form the core values of our business, and that reflects both our business principles and working practices.

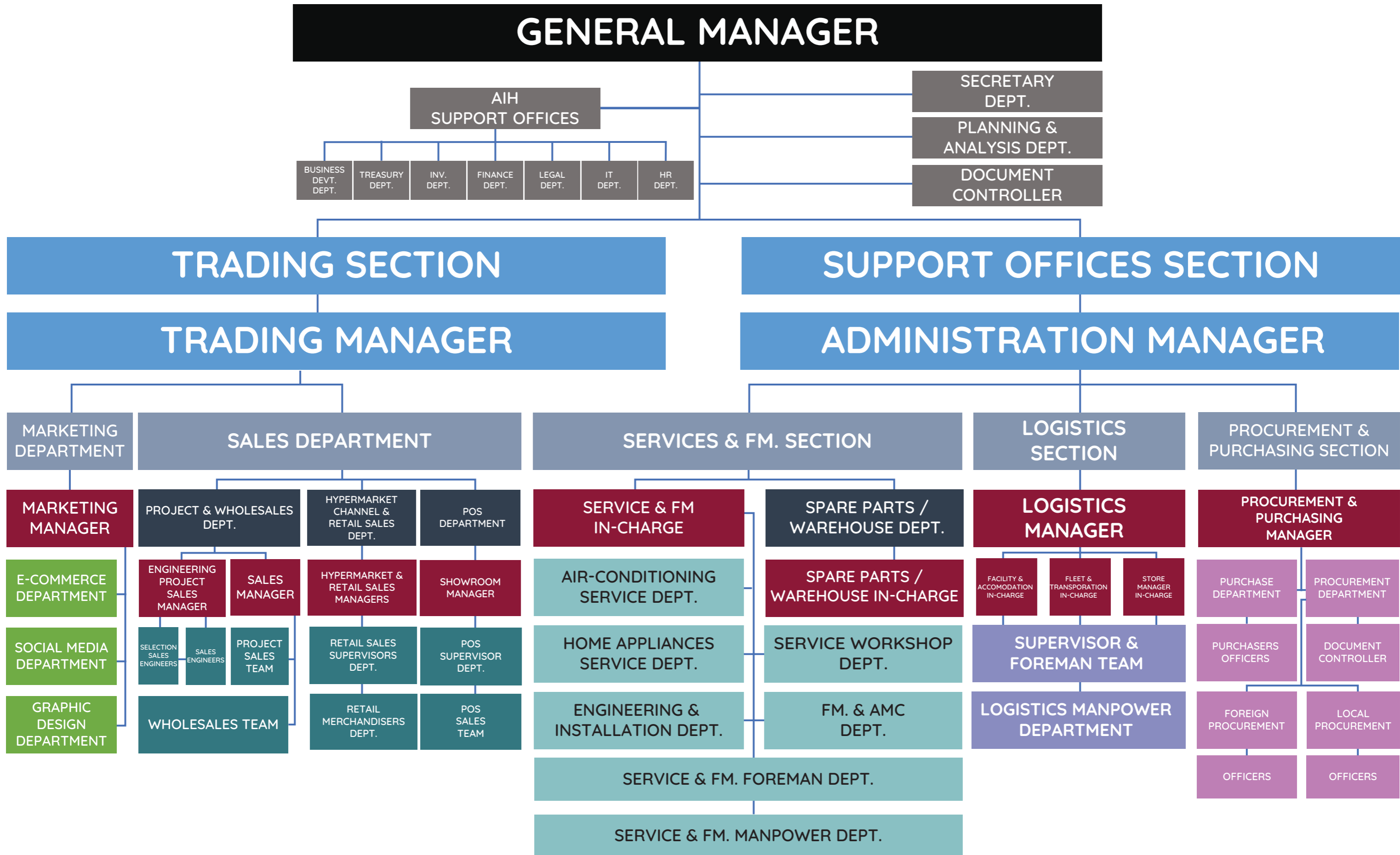
• MANAGEMENT PHILOSOPHY

We are committed to offer customers world class products & turnkey solutions with an unrivalled after sales service ensuring that our customers & partners benefit to the fullest.

• OUR APPROACH

In order to achieve the goals Planet Tec functions collectively as a team in every business vertical and activity of organization. We have dedicated profit centers and staff for every product line thereby ensuring focus on each and every product that we deal in. Apart from this Planet Tec also have dedicated business heads who help maintain right focus thereby fulfilling our commitment to our suppliers & business partners.





PRODUCTS

ORYX
LIFESTYLE YOU DESERVE

HITACHI

OTO

AUX
AIR CONDITIONER

mabe



AIR CONDITIONING AND HOME APPLIANCES

- RESIDENTIAL AC (SPLIT-WINDOW-FREESTAND)
- COMMERCIAL AC (PACKAGE-DUCT SPLIT-VRF)
- REFRIGERATORS / FREEZERS
- LAUNDRY / WASHERS
- COOKERS / OVENS
- TV & AV / VACUUM CLEANERS
- SDA / DISPENSERS
- KITCHEN DOMESTIC APPLIANCES



HITACHI

AIR CONDITIONING AND HOME APPLIANCES

Hitachi is a highly diversified company that operates eleven business segments: Information & Telecommunication Systems, Social Infrastructure, High Functional Materials & Components, Financial Services, Power Systems, Electronic Systems & Equipment, Automotive Systems, Railway & Urban Systems, Digital Media & Consumer Products, Construction Machinery and Other Components & Systems.

Product Portfolio of Planet Tec

Hitachi offers a vast lineup of products for home & office needs that include home electronics, Audio / visual equipment and lifestyle services.

Planet Tec currently carry a large repertoire catering to both consumer & commercial requirements of Qatar such as:

- Room Air Conditioners (Split Type)
- Air Purifiers
- Refrigerators
- Washing Machines
- Vacuum Cleaners
- Water Dispensers
- An array of Small Kitchen Appliances including Coffee maker
- Personal Care & Lifestyle products

In the year 2021, Hitachi Brand is tied up with Arcelix of Turkey- where by all Hitachi products will be Manufactured & marketed by Arcelix turkey. Arcelix having huge experience in Sales & marketing of all major consumer products- is now going to launch slew of new products under the brand Hitachi from 1st Qtr of 2022

—
Hitachi air
 Feel it to believe it

HITACHI

Cooling & Heating



Home
 Appliances

HITACHI

HITACHI
 Inspire the Next



mabe

The Mabe brand was founded in Mexico in 1946 by Egon Mabardi and Francisco Berrondo. with its name originating from a combination of first two letters of their surnames.

The Mabardi and Berrondo families remain the majority stake owners and are very active in the company management. The brand celebrates its Diamond Jubilee - 75th Anniversary - this year! Today Mabe has more than 24,000 employees and is a truly global brand operating in over 70 countries .

Mabe introduced the first cooking range In 1953, and in 1960 produced the world's first range of refrigerators that featured plastic interior which became the norm in the industry.

The company has strong manufacturing capabilities with nine production units worldwide.

In 1997 Mabe made a significant move with its strategic alliance with General Electric appliances (GE) to work together on the development of new product technology and production of major household appliances.

Mabe is currently one of the largest manufacturers of large household appliances in North & South America covering Refrigerators, Stoves and Washing Machines. By the turn of century, in 2000, Mabe was manufacturing the entire range of No-Frost Refrigerators including Side by Side, Top Mounts & Bottom Freezers in Mexico which in turn was distributed across the USA, Middle East and European markets.

Product Portfolio

Planet Tec, authorized distributor of Mabe range of premium Home Appliances, currently carries a vast range of Consumer appliances which includes but not limited to-

- Refrigerators
- Washing Machines & Laundry Centre
- Cookers - Electric / Gas

All Mabe Products are Made in Mexico / Equador



OTO

OTO Wellness boasts more than 40 years of experience in developing healthcare, wellness and sporting equipment and have their products distributed across 26 countries. In East and Southeast Asia alone, they have more than 400 outlets with committed staff providing trusted, value-added service.

OTO Massage chairs acts as a 'personal trainer' that helps you exercise your muscles all in one; a 'reflexologist' that uses electric pulses to invigorate leg muscles; a 'masseur' that gets to work in a flip of a switch - these healthcare innovations inspired by the human condition makes Singapore's OTO Wellness the top choice for Planet Tec to bring the best to Qatar's population

Product Portfolio of OTO

Planet Tec, authorized distributor of OTO range of premium Massage Products, currently Planet tec Markets full range of Massage Products which includes-

- Electronics Massage Chairs
- Portable Massage Products- Facial
- Foot Massagers
- Portable Back Spa
- Trendy Treadmill
- Rowbike
- Sports Massager
- Slimming Belt

OTO MACHO FOOT



FEATURES

- 5 types of foot massage knuckles
- 72 massage knuckle in total
- 6 massage drums, 3 on each foot
- Unique heel massage
- Japan Technology
- Triple air bags massage
- Partial air massage on heel / arch / heel
- Triple auto courses

Product Specification

Power Rating: 80W
Power Output: AC 120V - 60/50Hz
Auto Timer: 30 mins
Weight: 900g
Dimensions: 485 x 400 x 240mm

Rated voltage: 100 or 220V
Power consumption: 120 W
Net product weight: 30kg
Packing: 18/38/57 units

OTO TITAN TT-01



Features:

- 13 auto-program on neck & shoulder, back & waist, thigh & foot
- 8 auto-program for full-body
- Body scanning with shoulder positioning
- Choice of pre-set or self-set massage speed & timing
- Dual-angle zero-gravity
- 16 cm auto-extension on leg massage unit
- Zero-wall
- Bluetooth, Hi-grade speakers, USB charging port

Upper Body Massage:

- Massage rollers cover neck & shoulder, back & waist, buttock & thigh
- Multi-dimensional massage technique with selectable massage speed
- Heat therapy on back & waist area

Lower Body Massage:

- Rubbing & circulating massage on calves
- Kneading massage with 3 rollers on each side of the calves
- Unique air massage on tendon & knuckles massage on toes

Overseas version

Gripping massage on shoulder

Message on Hips / Buttock (seat area)

Rubbing on calf muscles

Air Bags: Left / Right (1 pair on each side)

OTO ADORE FOOT

warm feet keep fit

An adorable design with 3 levels of intensity,

3 special massage modes & soothing heat therapy,

all in to pamper your feet with a refreshing massage.

Power Consumption: 50W
Power Input: AC 100-240V~, 50-60Hz
Auto Timer: 15 mins
Box Dimensions: 426 L x 272 W x 466 H mm
Net / Gross Weight: approx. 5.5 / 7.0 Kg

OTO GRANDELITE

Mimicking the size & pressure of human thumb, executing 1.8cm protrusion of thumb-press massage.

All new ultra-long 'L' massage track covering neck to thighs. Total distance 1.2m

Features:

- 4 rollers multi-dimension hand-grip massage mechanism
- 120 cm long massage track
- Zero-wall
- 3 levels of Zero-gravity angle
- Digital touch-screen controller
- Heat therapy on lower back, calves and hands
- Air therapy on shoulder, buttock, hips, hands, lower back, calves, ankles
- Air & Kneading massage on hands
- Up/down circulating-knead massage on calves
- Double pressed massage on ankles
- Rubbing massage on soles
- Total 88 airbags
- Auto-sensor on foot unit

innovative kneading massage on calves with up/down movement

Trigger point foot roller

Input Voltage: 220-240V
Rated Frequency: 50 / 60Hz
Output Wattage: 180W
Carton Size: 1460mm (L) x 886mm (W) x 1276mm (H)
Product Weight: Net: 116kg Gross: 156kg

120° Reading
150° Stretching
170° Relaxation

• TECHNICAL SUPPORT & AFTER SALES SERVICE

Technical Support

A highly qualified & specialized group of engineers supports the sales team in providing the right solutions and products to our customer's unique needs. The team provides both pre-sale and post-sale technical support which includes from configuring the solutions to the completion of installation process.

There are separate installation workgroups for Air conditioners, Audio & Video & Home Appliances which enables us to complete even the large Turnkey Projects much before our schedule.

After Sales Service

Our Call logging System is highly automated, process driven and Customer Friendly. Many a times, the tele support system resolves the customer's technical queries and small teething problems in the call logging stage.

The Field Service Teams spearheaded by very experienced engineers, ensure each service call is closed in the shortest possible time to make the after sales service a pleasant experience. Our customers usually have a direct access to our engineers who work under their guidelines to solve the problem & do the documentation procedures later.

Service Centre

We strive to have a long term relationship with our customers and believe that the best way to achieve this is by providing credible after sales service. Bearing this in mind, we continuously invest in developing the required infrastructure.

Our service centers are manned by qualified personnel trained at the manufacturing sites and are equipped with relevant tools for completing the job smoothly. The fully automated inventory of parts management coupled with service expertise facilitate a fast turnaround time for our customers

Spares Management

In line with our corporate goals, Customer Satisfaction is our top business priority. It is our basis business process to stock adequate spares and do the necessary service training before launching any new products for our customers.

An efficient logistic management ensures to deliver the required spares in the customer service call site to enable the engineers to close the call at the earliest possible time frame.



• WAREHOUSE & LOGISTICS INFRASTRUCTURE

Planet Tec prides itself in having a logistics operation which delivers its customers' orders in time, accurately and safely. Be it a customer for individual products or bulk purchase for a project, the team has the means to fulfill its commitment to the customer.

Well trained staff and a fleet of vehicles enables the team to keep the performance to optimum levels. The logistics operation is controlled by the totally automated Enterprise Resource Planning system which ensures accuracy of the operation.

Planet Tec Own fleet of 10 Vehicle with professionally trained Drivers / Helper Manages full Logistics & delivery including installations of Key Products in Customer homes within Qatar.

• PLANET TEC- THE ROAD AHEAD

With the new GM, Engr. Thaer Melem at the helm- Planet Tec is slowly but steadily making inroads in the consumer electronics & durables market in Qatar & aims to target at least 15% of the total business in Qatar.

Having taken charge since march 2020, Already many new developments has been made within Planet Tec in this short span of time which includes Adding up of New products & brands in the portfolio.

Expanding dealer/ Hypermarket channels by including many new outlets for doing business with.

Going Forward following expansion plans re underway to be executed soon within first Qtr of 2022-

- Renovation of the Existing Showroom on Salwa Road to accommodate the ever-expanding brand portfolio of Planet Tec
- Start of Ecommerce sales channel considering the huge potential of Online sales in Qatar going forward.
- Revamping of Warehouse & After Sales Service to provide more better & technologically oriented services to the discerning customers of Qatar.
- Expansion of Planet tec Own retail showroom to 3 Nos within 2022.

Planet Tec, An Abu Issa Group company now commands a fair & reasonable share of Qatar business pie & going ahead will become the most sought after premium home Appliances & electronics Destination in Qatar.



THANK
YOU

