

Josour Company Profile



**Taste Of
Palestine**



ABOUT JOSOUR

FOR INVESTMENT AND AGRICULTURAL MARKETING



About Josour for Investment and Agricultural Marketing

Josour for Investment and Agricultural Marketing, founded in 2012 in Ramallah, Palestine, is a pioneering company with a unique mission. This company is dedicated to supporting small-scale producers by marketing their products to local, regional, and international markets. **Josour's** core objective is to enhance the competitiveness of these small producers while fostering valuable networking opportunities within the agricultural industry.



Through its commitment to empowering local producers and connecting them with a broader marketplace, **Josour** plays a vital role in promoting sustainable agricultural practices and economic growth. With a decade of experience, the company continues to make a significant impact in the agricultural sector and beyond.

Josour for Investment and Agricultural Marketing stands as a beacon of opportunity, bridging the gap between local producers and global markets, ultimately contributing to the growth and prosperity of the region.



Our Strategic Framework

Our Vision

A leading company in marketing quality Palestinian products in global markets and leading positive change in the local agricultural products sector to enhance community prosperity.



Our Mission

Supporting the growth of small producers through strategic marketing, enabling local producers to access regional and global markets, enhancing their competitiveness, and promoting the creation of economic opportunities.



Main scope of work

- **Global Market Access:** Facilitating the entry of local products into international and regional markets, ensuring broader export opportunities.
- **Local Market Expansion:** Enabling small producers to access and thrive in local markets, unlocking their potential and reach.
- **Networking and Brokerage:** Offering networking and brokerage services to connect producers with valuable marketing opportunities.
- **Marketing Expertise:** Providing comprehensive marketing services and product development support to enhance product visibility and appeal.
- **Empowering Through Training:** Offering training programs in marketing, business plan preparation, and feasibility studies, empowering individuals and businesses with essential skills.
- **Data-Driven Insights:** Conducting in-depth marketing studies and surveys to inform data-driven strategies and decisions.



Our Values

Trust

Loyalty lies at the heart of our relationships with all our stakeholders.

Quality

In our products, processes, customers and consumer services.

Service

Know our customers well to ensure they are fully satisfied.

Innovation

Staying one step ahead is the best way to lead the future.

Future

Growth, innovation and expansion, based on our trademark of quality.

Profitability

Guarantee of our future development, evolution, consolidation and growth.





Josour's Marketing Strategy

Since its inception, **Josour** has diligently acted as a vital bridge between cooperative producers and consumers, uniting the rich agricultural products of diverse West Bank regions with the eager markets. With a wealth of experience, we possess the acumen to source these products directly, complemented by the ability to secure access to local and regional markets. Our strong affiliations with businesses and merchants in neighboring countries amplify the prospects for Palestinian products in these markets.



At the heart of our marketing philosophy lies a keen understanding of market demands and customer desires. We are committed to delivering products that precisely match these needs, encompassing quality, packaging, sizes, and prices. Subsequently, our focus shifts to customizing these products to cater to specific customer preferences.

Josour aspires to identify distinct products bearing our name and trademarks, bolstering their promotion and marketing to expand their reach, particularly within the domestic market, Saudi Arabia, and soon across the Gulf States. Our core business revolves around marketing, not production. We leverage stringent mechanisms and production conditions when intervening in the production of contracted items to ensure quality and compliance with health and safety standards.



Drawing from our extensive experience, we excel in mass promotion and publicity, channeled through various key activities:

- Organizing and managing local and international marketing exhibitions.
- Executing promotional campaigns on both local and regional fronts, including Saudi Arabia and Jordan.
- Serving as intermediaries between producers and traders, facilitating B2B business meetings.
- Fostering product development, enhancing packaging, and refining pricing policies.
- Conducting comprehensive training programs on a range of marketing topics and building the capacities of marketing cooperatives.
- Undertaking the execution of research, studies, and marketing surveys.
- Crafting meticulous marketing plans and feasibility studies.





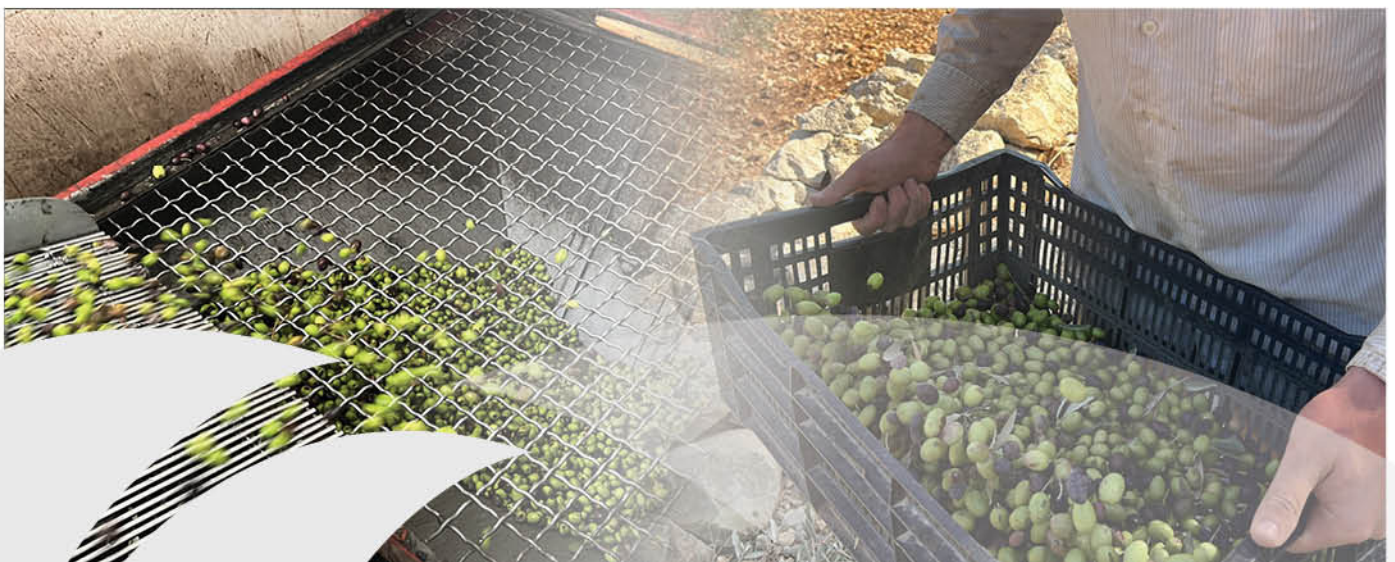
Josour's experience

- **Promoting Cooperative Products:** Championing the marketing of cooperative products from various Palestinian governorates, both at the local and international levels.
- **Market Research Expertise:** Conducting comprehensive research in Palestinian markets to identify formal and informal avenues for marketing rural and agricultural production.
- **Territorial Supply Analysis:** Performing a rigorous analysis of territorial supply, assessing the strengths and weaknesses inherent in the supply of rural and agricultural products. This includes evaluating aspects such as local production system skills, human resource quality, external trade dynamics, marketing potential, product quality, competition, packaging, and human resource proficiency.



Josour's experience

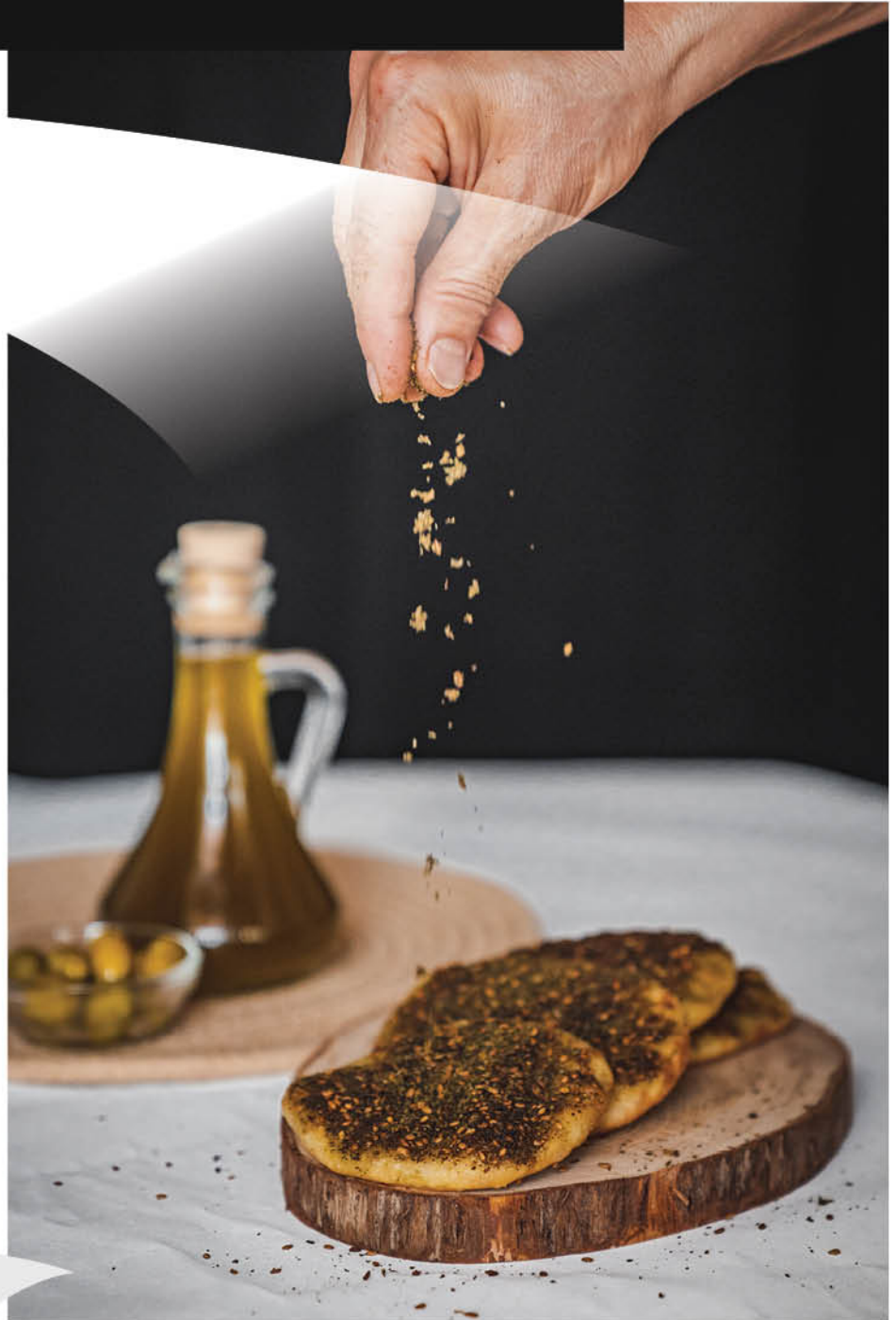
- **Effective Implementation:** Overseeing and executing strategic actions outlined in marketing plans.
- **Building Trustworthy Partnerships:** Establishing and enhancing a network of reliable customers within the local market.
- **Empowering Producers:** Providing support to producers to enhance their knowledge and skills in commercial and marketing processes. Fostering coordination among producers to streamline the marketing of their products.
- **Business Planning and Contracts:** Crafting business plans and developing binding contractual arrangements between agribusinesses, producer cooperatives, and other participants within the value chain.
- **Contract Management:** Facilitating and overseeing the contracting process between local marketing companies, while diligently working to secure favorable terms for producers and buyers.
- **Exhibition and Promotion:** Organizing local and international exhibitions, as well as promotional events and materials dedicated to the marketing of rural and agricultural products. Conducting awareness campaigns to inform and engage producers.
- **Market Center Expansion:** Establishing marketing centers in key cities within the West Bank, tailored to market needs and following a thorough feasibility study for each center, in alignment with available budgets.





Thyme Mix

Suitable for everyone and widely available, **Josour** Thyme Mix is the to-go product for an enjoyable Palestinian "Zatar" taste. It is prepared with mixing grinded thyme with vegetable oil, sesame seeds, salt.



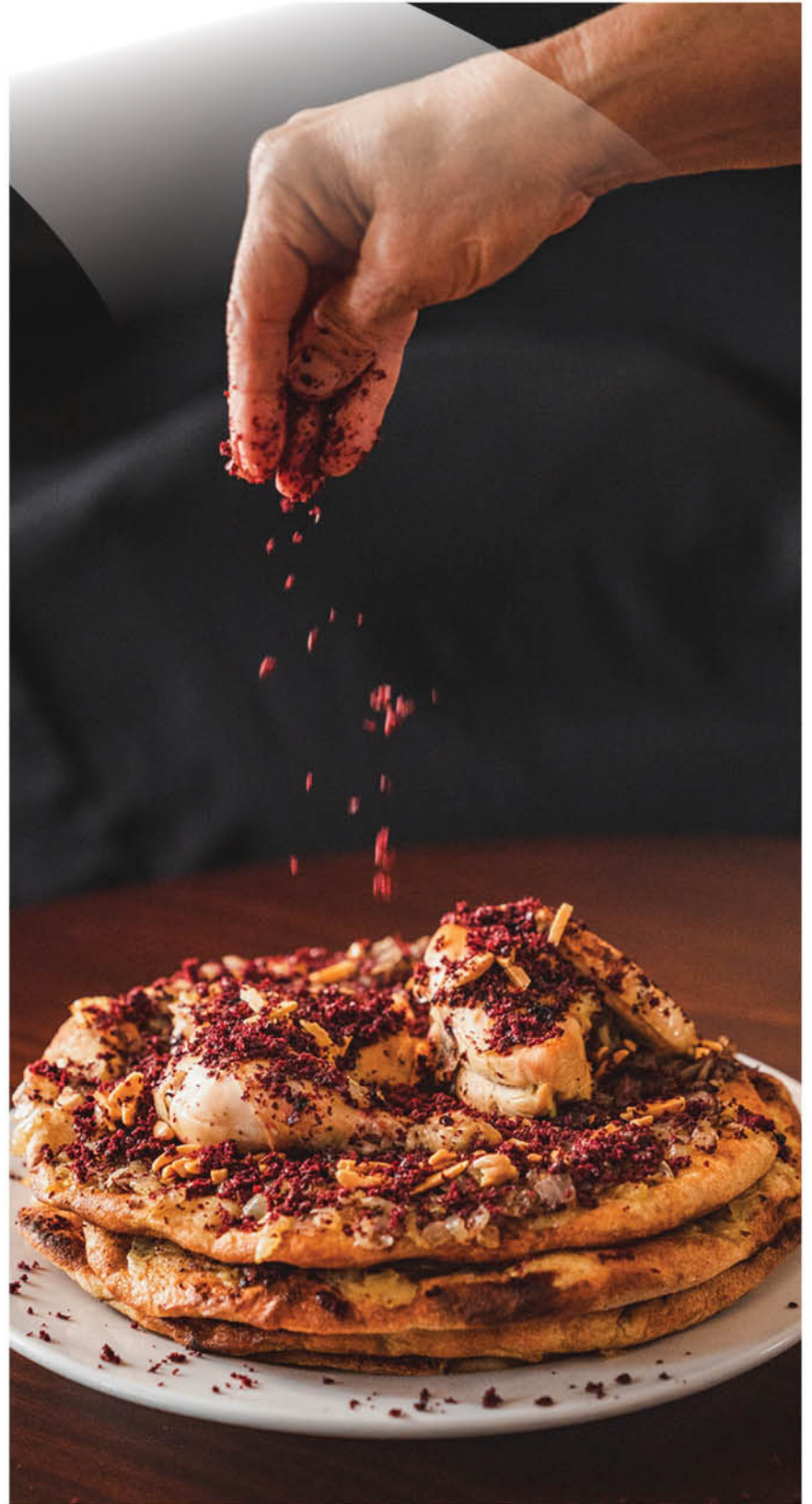
Premium Thyme

Josour Premium Thyme Mix brings the true experience of the traditional home-made Palestinian "Zatar". Carefully prepared with the finest of thyme leaves hand-picked from Palestinian mountains, and are grinded and mixed with sumac, sesame seeds, high quality olive oil and a little of salt. **Josour** Premium Thyme Mix is a healthy product, very rich in flavour and an excellent example of the true traditional Palestinian taste.



sumac

Palestinian sumac is a tangy spice made from ground sumac berries, widely used in Palestinian and Middle Eastern cuisine to add a citrusy flavor to various dishes.





List of Josour Products



No.	Item	Net Weight	Packaging
1	Extra virgin Olive oil	liter 16.4	Metal bottle
2	Extra virgin Olive oil	Liter 4	Metal bottle
3	Extra virgin Olive oil	liter 2	Metal bottle

No.	Item	Net Weight	Packaging
4	Virgin Olive oil	liter 16.4	Metal bottle
5	Virgin Olive oil	Liter 4	Metal bottle
6	Virgin Olive oil	liter 2	Metal bottle

No.	Item	Net Weight	Packaging
7	Pickled olives	kg 9	Metal / plastic



List of Josour Products

No.	Item	Net Weight	Packaging
8	Extra virgin Olive oil	ml 250	Glass bottle

No.	Item	Net Weight	Packaging
9	Extra virgin Olive oil	ml 500	Glass bottle

No.	Item	Net Weight	Packaging
10	Extra virgin Olive oil	ml 750	Glass bottle

No.	Item	Net Weight	Packaging
11	Extra virgin Olive oil	Liter 1	Glass bottle

No.	Item	Net Weight	Packaging
12	Virgin Olive oil	ml 250	Glass bottle

No.	Item	Net Weight	Packaging
13	Virgin Olive oil	ml 500	Glass bottle

No.	Item	Net Weight	Packaging
14	Virgin Olive oil	ml 750	Glass bottle

No.	Item	Net Weight	Packaging
15	Virgin Olive oil	Liter 1	Glass bottle

No.	Item	Net Weight	Packaging
16	Natural honey	gr 500	Glass bottle

No.	Item	Net Weight	Packaging
17	Natural honey	gr 1000	Glass bottle

List of Josour Products

No.	Item	Net Weight	Packaging
18	Thyme moloki	gr 500	Plastic Jar



No.	Item	Net Weight	Packaging
19	Thyme mix	gr 500	Plastic Jar



No.	Item	Net Weight	Packaging
20	(Freekeh) crushed wheat	gr 700	Plastic Jar



No.	Item	Net Weight	Packaging
21	Couscous	gr 800	Plastic Jar



No.	Item	Net Weight	Packaging
22	Bulgur	gr 800	Plastic Jar

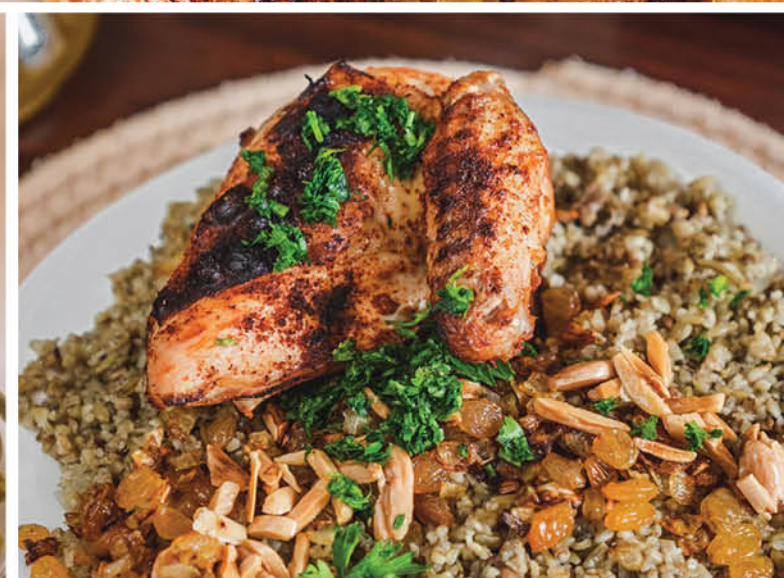


No.	Item	Net Weight	Packaging
23	Sage	gr 100	Plastic Jar



No.	Item	Net Weight	Packaging
24	Sumac	gr 250	Plastic Jar







Contacts:

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