

# Medical supply distribution optimized by SAP Business One

Ever since 1967, Riyadh-based Bassam Trading Company has been a leading and respected Saudi Arabian distributor for major global healthcare supplies, ambulances, mobile clinics as well as cosmetic, kitchen, laundry and furniture supplies for the hospitality industry. In the midst of the the country's economic boom, the company resolved to takes its operations to the next level with SAP Business One and expert support from Seidor MENA. As a result, Bassam Trading Company now benefits from time and cost savings thanks to its new, reliable data platform, advanced inventory traceability, complete financial oversight, and cutting-edge reporting tools, positioning the company for further expansion both domestically and throughout the GCC region.

## Before: Challenges and Opportunities

- Seeking an ERP capable of handling the full range of corporate activity and transactions
- Aspiring to streamline inventory management
- Striving to achieve greater financial oversight and more accurate and efficient reporting

## Why SAP Business One and Seidor MENA

- Solution offers a scalable, reliable data platform with real-time data and analytics and a comprehensive set of tools for facilitating growth
- Solution offers comprehensive, cutting-edge financial reporting tools
- Partner considered to be very supportive 24/7 in both Arabic and English and productive collaborators

## After: Value-Driven Results

- Faster, more accurate processes, particularly for sales, purchasing and inventory monitoring
- Cost-savings thanks to purchase and serial number traceability, thus avoiding sales of expired products
- Total financial oversight through cutting-edge reporting tools
- Solution deemed easy-to-use and excellent value for money



**“SAP Business One is not as expensive as people might think because it offers comprehensive tools that allow the company to grow and achieve its goals.”**

Nadim Chenaya, CFO, Bassam Trading Company

## 55 years

as a leading Saudi distributor for major global healthcare and hospitality manufacturers

Featured Partner



**Bassam Trading Company**  
Riyadh, Saudi Arabia  
[www.bassamtrading.com](http://www.bassamtrading.com)

**Industry**  
Healthcare; Consumer Products;  
Wholesale Distribution; Life  
Sciences; Public Sector;  
Professional Services.

**Products and Services**  
Distribution of medical disposables  
and equipment; ambulances and  
mobile clinics as well as cosmetic,  
kitchen, laundry and furniture  
supply for the hospitality industry.

**Featured Solutions**  
SAP Business One

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[Bassam Trading Company gains wholesome business plans with SAP Business One](#)

THE BEST RUN

