

# Corporate Brochure



*Creating Flavours & Fragrances, Enriching Your Brands!*

**A.M INTERNATIONAL**

**Home of Flavours & Fragrances**

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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# BOARD OF DIRECTORS



Muhammad Ali Hassan  
(MBA - Marketing)  
**Managing Director**



Lt. Col. Nayyer Hameed (Retd), TI (M)  
(MBA - Marketing)  
**Director**



Ahmed Mustafa (ACCA)  
**Director Operations**

## Vision:

Our vision is to redefine sensory experiences globally. As an innovative and sustainable Flavours & Fragrances manufacturing company, we aspire to be the foremost leader in creating captivating and evocative flavours and fragrances that enrich every aspect of life.

## Mission:

Our mission is to passionately create and deliver exceptional Flavours and Fragrances that enrich people's lives and inspire their senses and become the premier choice for customers.

# COMPANY PROFILE



## Year of Establishment:

Serving since "2004"



## Product Range:

Over 2500 different food flavours (Liquid & Dry Powder) and fragrances are manufactured at our plant.



## Sales Team:

We have a dedicated and energetic sales team of "23" persons who are running the sales operations professionally.



## Total Team:

A team of about 80 professionals.



## Countries of Operations:

Pakistan, UAE, Iran, South Africa, Afghanistan & Bangladesh.



## Manufacturing Facility:

A state of the art factory near Coca Cola Factory Raiwind Road Lahore.



## Clients:

Serving the requirements of over 3000 clients across the globe.



# WE PRODUCE

## Flavours

\* Liquid Flavours

\* Dry Powder Flavours

## Applications



Bakery



Pharmaceuticals



Beverages



Savoury



Dairy



Confectioneries



Snacks



Ice Cream & Sweets

## Fragrances

\* Liquid Fragrances

\* Dry Powder Fragrances

## Applications



Body & Skin Care



Cosmetics



Paints

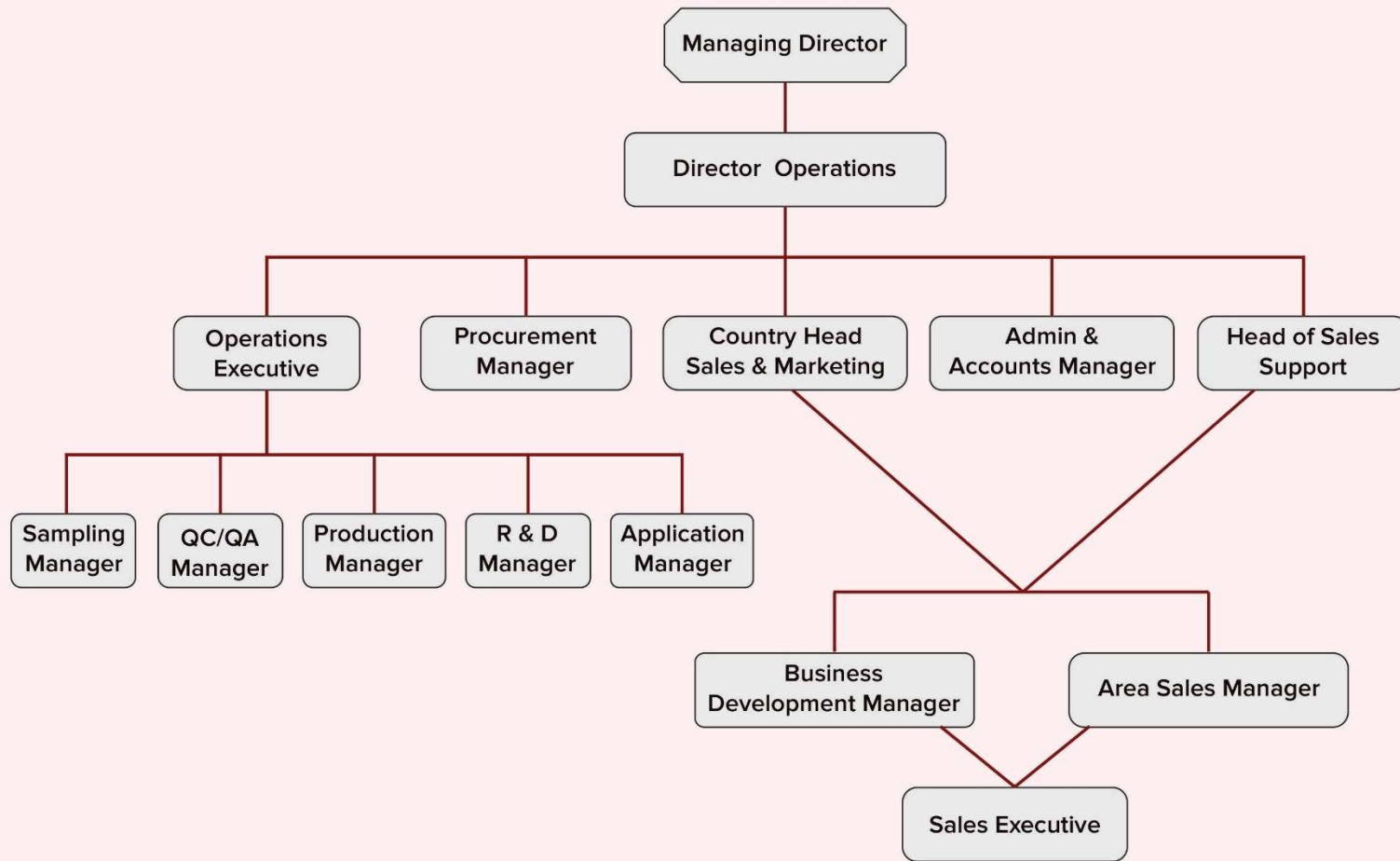


Shampoos



Soap & Detergent

# ORGANIZATIONAL STRUCTURE



# “A.M INTERNATIONAL” A MARKET LEADER?

**“Market Leader is the one who is known as trend setter and is responsible for introducing innovative techniques in the market and is followed by the other stakeholders.”**



## Trendsetter

A.M International became the first Pakistani Flavours & Fragrances Manufacturing company which achieved the following certifications:

- ISO-22000
- ISO-14001
- HALAAL Certified

## Innovator

A.M International sets the bar and has become the first company in the world, which launched Fragrances in Dry Powder form in 2008 which proved to be a major break through in “Fragrances” industry globally.

## Fittest Survivor

Forecasting Political, Economical, Social and Technological factors and strategizing accordingly. A.M International once again proves to be the fittest survivor. Our focus does not only remain on Development but also on Marketing and Brand Positioning. Resultantly, AMI holds a strong engaging market community.



**A true market leader does not only claim but proves itself by doing it practically. We have done and looking for new dimensions in future.**

# OUR VALUABLE CLIENTS





# OUR VALUABLE CLIENTS



# INTERNAL CORE TEAM

It is ultimately the Quality of the management team that builds successful companies rather than their technology.



**Hamid Ali**  
Procurement Manager

**Bilal Qayyum**  
Sales Administrator

**Ahmed Mustafa**  
Director Operations

**We**

**P**LAN

**O**RGANIZE

**L**EAD

**C**ONTROL

**Mahad Hassan**  
Operations Executive

**Sajjad Ali**  
Accounts Manager

**Abdul Majid**  
Head of Sales Support

**Muhammad Ali Hassan**  
Managing Director



## PLANNING

At A.M International we make sure that our strategic decisions are made to optimize production processes, resource allocation, and supply chain logistics. Our Effective planning ensures streamlined operations and facilitates meeting production targets while maintaining quality standards.



## LEADING

At A.M International we Lead, Inspire and Motivate our team to achieve their best performance, setting a positive example and guiding them towards shared goals. Our effective leadership fosters a culture of innovation and continuous improvement, driving the firm's success and adaptability in a competitive market.



Head Office Location: Lahore

Other Sales & Marketing Offices Location: Karachi | Faisalabad

## ORGANIZING

Organizing at A.M International involves structuring the workforce, defining roles, responsibilities, and establishing clear lines of communication. This ensures efficient coordination among teams, fostering a cohesive work environment and enhancing overall productivity.



## CONTROLLING

At A.M International we Control by monitoring performance, comparing it against predetermined targets and implementing corrective actions to ensure that operations remain on track and in alignment with the company's objectives. It plays a critical role in optimizing efficiency, quality and resource utilization, ultimately contributing to the firm's profitability and success.



# SALES AND MARKETING



## Hasnain Syed - Country Head Sales & Marketing

Hasnain Syed leads as the Head of Sales & Marketing Globally at A.M International, while continuing as Chief of Sales for Pakistan region as well. His passion for innovation, a commitment to excellence and a drive to provide valuable insights will mark a further step in implementing a leaner, more efficient corporate structure aimed at basing certain Group activities out of the local operations. Hasnain drives growth and success by orchestrating effective strategies and by motivating teams to achieve their goals.

Hasnain has over two decades of experience as a senior executive across multiple industries and has worked in different regions of Pakistan. Prior to joining A.M International, Hasnain was a Regional Director Sales at Ufone. Hasnain previously held senior leadership positions at Jazz & Bank Alfalah as well. He currently heads one of the most successful portfolio and looks forward in helping grow our core connectivity business and accelerating the pace of development.



Left to Right: Nasir Javaid, Anwer Kamal, Agha Ahmed, Asad Javaid



Left to Right: Danish Wajid, Nadeem Khan



Left to Right: Ahmed Ali, Arshad Mehmood



R1 - Left to Right: Col Nayyer Hameed Qureshi, Ali Hassan, Ahmed Mustafa

R2 - Left to Right: Khurram Waheed, M Faisal, Moazzam Ali, Arshad Munir, Mahad Hassan, Hasnain Syed, Abdur Rehman., Arshad Mehmood, Ahmed Ali, Danish Wajid



Left to Right: Ahmed, Abdur Rehman, Arshad, Moazzam, Ammad, Khurram, Zaheer



Managing Director addressing to Area Sales Mangers



Monthly Sales Meeting happening at Head Office Lahore.

Our efficient sales and marketing team of 23 sales warriors has a well-coordinated approach and has aligned its efforts to achieve common goals and objectives.

Their ability to adapt quickly to market trends and customer feedback enables them to stay ahead of the competition and consistently drive growth.



R1 - Left to Right: Col Nayyer Hameed Qureshi, Ali Hassan, Ahmed Mustafa

R2 - Left to Right: Arshad, Ammad, Shahid, M Faisal, Nadeem, Bilal, Moazzam, Danish, Ahmed Ali, Abdur Rehman, Nasir, Ahmed, Anwer, Khurram

R3 - Left to Right: Sajjad, Saleem, Abdul Majid, Faisal, Nadeem, Mahad, Arshad, Sohail, Hasnain, Agha Ahmed, Asad, Zaheer, Mazhar

# THE FACTORY



## **Zia Ullah** - Production Manager

Zia Ullah has over 27 years of experience in this field. As a Production Manager in A.M International, he oversees the daily operations of the production floor, ensuring efficient production schedules and maintaining strict quality control standards. Through process optimization and team training, we achieve a significant reduction in production lead times and minimized product defects, leading to increased client satisfaction.



## **Azam Naseer** - Research & Development Manager

Azam Naseer has over 22 years experience of developing Flavours and Fragrances. As a R&D manager at A.M International, he leads a cross-functional team to conceptualize and execute innovative projects. Successfully developing cutting-edge products, meeting market demands and surpassing competitors. This achievement not only boosts A.M International's efficiency but also strengthens our reputation as industry leaders.



## **M. Abrar Wahad** - QC/QA Manager

With over 10 years of experience, Abrar as A.M International QC/QA Manager is committed to ensure that each product manufactured at AMI is of best quality as "Quality is our Excellence". His team makes sure that all products are manufactured in an environmentally sustainable way that are safe, Halaal and meet the expectations of our esteemed clients spread all over the sectors from Pharma to food and non-food sectors.



## **Mazhar Masoom** - Product Application Manager

Mazhar Masoom has over 20 years of experience in this field. As a product application manager at A.M International, he collaborates with clients to understand their specific needs. Through comprehensive testing and formulation adjustments, he delivers customized solutions that meet customer expectations, resulting in long-term partnerships and increased sales.



*Factory Managers and Production Team*



*Research & Development with Ahmed Mustafa and Azam Naseer*



Aerial View of Factory & Head Office : Total Area 30 Kanal | 80 Employees | Located at Raiwind Road near Coca Cola Plant

A state of the art manufacturing unit on Raiwind Road, Opposite Coca Cola Factory which features a vast inventory of thousands of chemicals as raw materials, supporting their ability to fulfill large-scale orders and meet diverse customer needs promptly.



A.M International has well-organized four warehouses. Our efficient inventory management ensures seamless operations and reliable supply chain capabilities.



# PRODUCTION AND PACKING



Our production facility allows us high capacity production of manufacturing 10 TONS of Flavours and Fragrances daily with a focus on sustainability and safety. Our manufacturing plant maintains high standards, delivering exceptional results to meet global demands.





A.M International ensures top-quality packaging for their products, combining elegant design with secure materials. Our packaging solutions are tailored to preserve the essence and freshness of each product, providing a secured unboxing experience for customers worldwide.



Dry Powder Flavours Packing in Process

Our Packing Facility consists of separate halls for Flavours and Fragrance which are further divided into Liquid and Powder form. We provide different packing sizes according to our customer's demand. At A.M International meticulous packing of products is paramount to preserve the delicate aromas and ensure consistency in quality.



Left to Right: Standard Carton, 5 ltr can, 500ml Bottle, 10 ltr Can, 25 ltr Can, 60 kg Drum



Sampling Department



Raw Material Warehouse



Ready to Dispatch Material

# RESEARCH & DEVELOPMENT - QUALITY CONTROL - APPLICATION



Quality Control Lab

The brilliance of A.M International's Quality Control lies in its relentless pursuit of perfection. Our properly managed Laboratories with cutting-edge technology enable precise analysis, resulting in flawless and innovative products. Our unwavering dedication to maintaining the highest quality sets us apart as a leader in the industry.



Testing Fragrance in Perfume application

The Research & Development department of A.M International operates with remarkable efficiency, constantly pushing the boundaries of innovation. Our agile approach, combined with a talented team of 4 experts, enables swift development and introduction of captivating new flavours and fragrances to the market.



Research & Development Lab.



Left to Right: Abrar Wahad, Kashif Ali, Nafees Sattar

At A.M International, we test our products internally before launching it in the market. So, we have a strong grip of our products and are able to present them in the market. Our Application department collaborates with clients to understand their specific needs. Through comprehensive testing and formulation adjustments, they deliver customized solutions that exceeds customer expectations.



Testing Flavour in Cake application

# WHY A.M INTERNATIONAL?

## Tests Conducted at our QC Lab



1 Flash Point



2 Moisture



3 Tapped Density



4 Mesh Size



5 Specific Gravity

6 Refractive Index

7 Brix

8 Conductivity

9 pH

## Research & Development

Thousands of Chemicals involved in our R&D Lab which boosts our efficiency of product development

## Application Lab

Two Properly operated Application labs to examine results of our Products in Food and Non-Food Applications.

## Separate Halls

### Production

◆ Four separate Production Halls for Liquid and Powder Flavours and Fragrances.

### Packing

◆ Four separate Packing Halls for Liquid and Powder Flavours and Fragrances.

## Our Achievements





## **FACTORY / HEAD OFFICE**

10.5 KM Raiwind Road, Near  
Coca Cola Plant, Lahore.

- ☎ +92 42 35459524-25
- ☎ +92 322 8445661
- ☎ +92 321 8404292

## **KARACHI OFFICE**

Office No. 116, Mezzanine Floor Saba  
Palace, Plot No. 29-A, Block-6, P.E.C.H  
Society, Main Shahrah-e-Karachi

- ☎ +92 321 4292406

## **FAISALABAD OFFICE**

Hassan Center Katwali Road Near  
GCUF (Old Campus) Gate No. 2  
Opp. Govt. Sabria Sirajia School  
No. 1, Street No. 1 Faisalabad.

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