



**Cheraghi Holding**  
Dream, Believe, Succeed



About Us



Our Services



Contact Us



# About



Fourteen years ago, in 2010, our company was founded with an ambitious vision under the leadership of Saeed Cheraghi. This journey began with a strong drive for innovation and progress in the global trade industry. Over time, like-minded friends and colleagues joined our team, and through collective effort, we elevated the company to new heights of success.

We specialize in import and export, particularly in the field of electronic products. The quality of our services has established our brand as a symbol of expertise and trust in international markets.

Signing contracts with reputable global companies and establishing offices in various countries has been a milestone in our international expansion. Additionally, by providing support services to factories in completing their production cycles, we have played a key role in streamlining industrial processes.

Throughout all these years, principles such as integrity, efficiency, and expertise have always guided our path, and we have consistently emphasized transparency and simplification in all our operations.

Our primary market is in Asia, where we are now recognized as one of the pioneers in the trade and exchange of electronic goods.



# Companies



**Hamsou Yekta Vida Spain Qeshm:**  
"International Business & Consulting"

**Saharafood:**  
"Premium Food Products"

**Sepehr Sanat Amatis:**  
"Audio equipment manufacturing factory"

**Ista Sanat Amatis:**  
"Industrial Solutions & Engineering"

**Five Continent Fusion LLC:**  
"Global Trade & Partnerships"

**ECIS (Echo Cheraghi):**  
"Electronic Collection In Shop"





## Imports

Import Services for Retailers, Wholesalers, Manufacturers, and Consumers



## Exports

Export services for manufacturers. Tracking, sourcing, export services, needs assessment.



## Hospitality

Hospitality Support for new traders: exhibition assistance, translators, plus hotel reservations, and more.



## Legal

Financial matters, contract agreements with local regulations, necessary follow-ups, warranty, and referrals.



# Our Mission & Objectives



Our company has pioneered a new approach to commercial services with the goal of expanding the market for small retailers and enhancing service quality through the use of cutting-edge knowledge and artificial intelligence. Our focus is on accelerating response times and improving customer experience, ensuring access to the best suppliers and fast delivery, even for small orders.

In today's competitive world, small retailers are expected to face declining profit margins. Therefore, we believe that by granting small stores access to primary and exclusive resources, they can enhance their profitability. Strengthening the financial foundation of these businesses remains one of our top priorities.

Another long-term objective is expanding into new markets, particularly in African countries. This strategy will enable us to extend our services globally and contribute to the growth and development of small businesses.



# Company Expertise & Capabilities



Our company, leveraging the extensive technical expertise of its founders in electronic engineering, specializes in the import and export of electronic products, particularly audio and visual equipment. This expertise has positioned us as a leading player in the industry, enabling us to provide our customers with the highest quality and services.

We excel in delivering services to downstream industries and factories, maintaining close collaborations with suppliers and manufacturers through exhibitions and representative offices. Additionally, we actively offer consultancy and technical solutions to factories and producers to optimize processes and enhance efficiency.

In research and development, we place a strong emphasis on strict compliance with import and export regulations and the continuous improvement of related processes. By utilizing technologies such as Customer Relationship Management (CRM) systems and advanced tools, we effectively manage customer relationships and consistently enhance the quality of our services.



# Company Capabilities in Imports



Our company, with its vast experience and technical expertise in importing consumer goods, has established precise processes for sourcing and importing products. These processes include the following steps:

**Thorough Customer Request Review:** We first assess the precise needs of our customers to offer the best and most suitable products.

**Research on Product Technology:** Before importing any product, we conduct comprehensive research on its features and technology to ensure product quality and performance.

**Online and Social Media Research:** To identify trends and customer opinions in global markets, we utilize the internet and social media to gather information and compare products.

**Sending Representatives to Relevant Exhibitions:** Our representatives attend reputable international exhibitions to familiarize themselves with the latest products and technologies, and visit direct suppliers.

**Factory and Warehouse Visits:** To ensure quality and meet standards, we directly visit suppliers' production lines and warehouses.

**Receiving Samples and Product Testing:** Before making the final decision to import, we receive product samples from suppliers and test them according to the destination country's standards.

**Dealing with Legal and Customs Challenges:** Given international sanctions and domestic regulations, our company has effectively navigated legal and customs challenges with the help of local experts.

**Utilizing Advanced Import Management Systems:** We use specialized import management software and systems designed and developed by our in-house team to optimize and manage processes.

**Quality Assurance:** Product inspection and the use of local standardization services guarantee the quality of our imports.

**Importing Custom and Special Products:** One of our core capabilities is importing custom or special products as requested by customers. We have the ability to source products with specific features that meet market needs.

**Import Cost Reduction Strategies:** To optimize import costs, we leverage knowledge of various countries' regulations, local representatives, and partnerships with transport companies to reduce expenses and increase import efficiency.

These specialized capabilities and precise processes enable our company to operate effectively in the import and export sectors, offering high-quality products to the market.



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