



Commercial  
G r o u p

**mehrsa**



## Company Overview

Mehrsa Company is the result of thought from a creative and dynamic team in the Middle East, which has been working for more than a decade in the field of making various decorative wall clocks made of different types of wood, plastic, filigree, enamel and Khatam. It should be noted that after going through many ups and downs, it has remained steadfast in this path. The artists of this collection delicately turn all kinds of raw materials such as wood, metal and plastic into eye-catching and popular products with the traditional arts of Filigree, Khatam-Kari (technique of inlaying), Vitreous enamel, etc. Furthermore, we intend to consider the needs of large traders and have a major share in global markets through fabricating a variety of products.





## Business Description

In the Middle East, several handicrafts are produced including wall clocks and decorative clocks. Mehrsa Company uses Filigree, Khatam-Kari (technique of inlaying) and Vitreous enamel to make this type of clock, requiring a great deal of expertise and experience. For instance, in Filigree or metalwork, the silver material is transformed delicately with special tools and finally turns into a product such as a wall clock. This type of business depends more on the experience, expertise and ability of the workforce, and its tools are usually simple and traditional. Applying these tools, the artist works with great precision and focuses on a specific material such as wood or metal, so that he can shape based on his liking. To market these products, you also need to work with specific exhibitions and centers that usually bring together regular and special customers.





## Vision and Values

The vision of Mehrsa Company is to be recognized as the top brand in its field of work in the not-too-distant future in order to meet the demands from active traders in this field. Some of the values of Mehrsa Company include:

- Respecting customers' tastes
- Promoting the tradition and culture of our ancestors
- Putting efforts into improving the quality and elegance of products
- Creating multiple job opportunities
- Commitment of all staff to professional ethics
- Commitment to order and tidiness in the workplace
- Maintaining the dignity of customers





## Mission and Target

Mehrsa Company's mission is to multiply the current capacity and become the largest economic enterprise in the field of production and supply of wall and decorative clocks.

### Targets

- Continuous presence in international handicraft exhibitions
- Acquiring world-renowned certifications
- Expansion of activities and cooperation beyond the Middle East
- Holding seminars and workshops to improve the level of the staff
- Promoting the sales network and using new marketing methods
- Developing investment and promoting branding



## Message from the CEO

In the present age, a successful competition in the field of creativity puts creativity and innovation at the forefront of its work and does not give in to various challenges. Considering the different tastes of our customers, we produce quality, elegant and customer-friendly products, and if today Mehrsa brand is mentioned as a creative and dynamic company in handicrafts, it is supported by the foresight and unremitting efforts of the managers and employees of this collection. Undoubtedly, we will need a comprehensive look at the market influences on the production and sale of wall clocks and decorative clocks. We hope to be able to respond better to large markets by developing manpower and diversifying products.





## Products

- Wooden wall clocks
- Plastic wall clocks
- Khatam wall clocks
- Filigree wall clocks
- Vitreous enamel wall clocks
- Different types of decorative clocks





## Services

- Sending product catalog via email
- Ordering and purchasing through the company website
- Providing consultation on products info on the phone
- Unlimited sending to different countries





## Delivery and Payment

Considering that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air, Mehrsa Trading Company exports its products to different countries easily, conveniently and promptly. International customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, we suggest telegraphic transfer. You can also discuss your desired payment method with our experts.

