

# PROFILE 2020

**WHOLEMART**

whole world; whole mart



## About Us:

Whole Mart (SMC-Private) Limited (WML) is a trading company in Lahore, Pakistan.

We established longer and closer working relationships with our clients and supplier not only provide immediate and reliable service but to continually exceed expectations and goals.

We create commercial flows, import and export products, arranging and managing international procurement with our partners.

Supported our network, we are able to integrate all these functions with our fruitful experience. Our numerous competencies allow us to respond to the needs of industries looking for a new market.

Our focus on delivering quality goods and products at competitively low prices with superior services.

Our services include:

- imports;
- exports;
- e-commerce;
- general order supplier;
- IT solutions;

All services serve a wide range of domestic, regional and multinational clients in Pakistan and are recognized as market leaders in multiple business areas.

We look forward to welcoming you to our company and work to develop and enhance your current business in Pakistan.

Thanks and regards,

CEO

## Table of Contents

| Contents  |  | Page |
|---|--|------|
| <b>Part – 1   Overview and Registration</b>                 |  |      |
| 1.1   Overview  |  |      |
| 1.1.1   Introduction  |  | 6    |
| 1.1.2   Purpose of Establishment                            |  | 7    |
| 1.1.3   Formation (Year, Process, Place)                    |  | 8    |
| 1.2   Registration  |  |      |
| 1.2.1   Registration / Affiliations                         |  | 9    |
| 1.2.2   Affiliations (National / International)             |  | 10   |
| 1.2.3   International / National Partnership / Distribution |  | 11   |
| 1.2.4   Our Valuable Clients                                |  | 12   |
| <b>Part – 2   Strengths</b>                                 |  |      |
| 2.1   Personnel Strength                                    |  |      |
| 2.1.1   Management  |  | 15   |
| 2.1.2   Key Personnel                                       |  | 15   |
| 2.2   Organizational System                                 |  |      |
| 2.2.1   Organogram  |  | 17   |



W H O L E M A R T

## WHOLE MART (SMC-PRIVATE) LIMITED

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### Corporate Office

P1-48, 1st Floor, Jeff Heights, 77-E-1 Main Boulevard, Gulberg-III  
Lahore-54660, Pakistan

+92-(0)336-7211110

[www.wholemart.com.pk](http://www.wholemart.com.pk) | [info@wholemart.com.pk](mailto:info@wholemart.com.pk)



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# Part-1

## Part – 1 | Overview and Registration

### 1.1 | Overview

1.1.1 | Introduction

1.1.2 | Purpose of Establishment

1.1.3 | Formation (Year, Process, Place)

### 1.2 | Registration

1.2.1 | Registration / Affiliations

1.2.2 | Affiliations (National / International)

1.2.3 | International / National Partnership / Distribution

1.2.4 | Our Valuable Clients

## 1.1 | Overview

### 1.1.1

#### Introduction

Founded in 2019, Whole Mart (SMC-Private) Limited is a hands on private business that has grown to establish itself as a highly professional trader. Client satisfaction has always been the ethos of the firm. This is achieved by a combination of prompt and efficient services, finish quality, adherence to health, good people, and presentation, good client relationship and a non-contractual approach.

As such we have successfully built up long term relationships and repeat business with a host of leading organizations across the commercial, industrial and local authority sectors throughout the world.

Whole Mart (SMC-Private) Limited help organizations to solve issues, create value, maximize growth and improve business performance. They use their business skills to provide objective advice and expertise and help an organization to develop any specialist skills that it may be lacking.

We are primarily be concerned with import, export, e-commerce, general order supplier, procurement, supply chain management operations of a company. Our role is to provide solutions for the organization and suggest recommendations, as well as providing on additional resources to implement solutions.

Our services include:

- imports;
- exports;
- e-commerce;
- general order supplier;

- IT solutions;

### Our approach

To take on and respond to our clients problems as our own; earn trust through services, quality of finish and commercial fairness; thereby generating repeat business.

#### 1.1.2

##### Purpose of Establishment

##### Our Focus

- WML focus is to foster growth and promote enduring business ties with its client. Customer responsiveness and commitment is the driving force in the quest for excellence.
- An effective supply chain manager - Right from sourcing supply of material at the door step of the customer / client.

##### Our Mission

- Striving to meet the increasing and diversified demands of the customers.
- Being market leaders in defend market segments.
- Providing quality products & reliable services and sourcing from reputed manufacturers.
- Becoming professional marketing partners for our principals to meet the objectives of sales, market information, and customer service.
- Being the preferred supplier of our customers, with our products exceeding their quality requirements.
- Harnessing the creative energies of all our people through team work, develop and a transparent work environment.

## Core Values

At Whole Mart (SMC-Private) Limited, our Core Values are at the heart of our culture and guide our actions and decisions. Our team strives to live out our mission and Core Values each day.

**Collaboration:** Whether it is with a client or with other project team members, we value collaboration as a means to achieve a common goal.

**Innovation:** Innovation, to us, means using the latest and greatest solutions. We won't apply the same technology to every given challenge.

**Transformation:** We strive to help our clients transform the way they work. We are also committed to our own continual improvement.

**Open + Honest Communication:** Clear, concise language is how we communicate. Honest and open communication helps set clearer goals and smoother paths to success.

**Integrity:** We make sure that everything we provide is understood clearly. We put forth integrity in all that we do.

**Commitment to Client Success:** Success can be defined in many ways, but for us, making sure that our clients achieve success is our highest priority.

1.1.3

Formation

Year  
Process  
Place

January, 2019

Securities and Exchange Commission of Pakistan (SECP)

Lahore – Pakistan



## 1.2 | Registration / Affiliations

### 1.2.1

Registration  
of WML

Certificate of  
Incorporation

Whole Mart (SMC-Private) Limited is incorporated under the Section 16 of Companies Act, 2017 (XIX of 2017) as a private limited company with following minutiae:

Identification No. 0128728

Dated January 16, 2019

Authority Securities and Exchange Commission of Pakistan (SECP)



Taxpayer  
Registration  
Certificate

NT No. 5239739-2

Category Company

Status Resident

Authority Federal Board of Revenue (FBR), Pakistan



STR No. 32-77-8761-577-22

Category Company

Status Resident

Authority Federal Board of Revenue (FBR), Pakistan



PNT No. P5239739-2

Category Company

Status Resident

Authority Punjab Revenue Authority (PRA), Pakistan



WeBOC for  
Imports /  
Exports

Whole Mart (SMC-Private) Limited has also got license from Federal Board of Revenue (FBR) with following details:

WeBOC No. Under Process  
Category

Authority Federal Board of Revenue (FBR), Pakistan



1.2.2

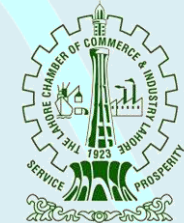
Affiliations  
(National /  
International)

Chamber of  
Commerce

Whole Mart (SMC-Private) Limited is follow member of The Lahore Chamber of Commerce and Industry, Lahore (LCCI) with following details:

Membership No. Under Process  
Validity

Authority The Lahore Chamber of Commerce  
and Industry (LCCI), Pakistan



### 1.2.3

International  
Partnership/  
Distribution

Software's

Reg. Partnership  
Type  
Valid Till  
Organization

Kaspersky (Antivirus)  
Partner  
December 31, 2024  
Kaspersky Lab



Reg. Partnership  
Type  
Organization

Bitdefender (Antivirus)  
Bronze Reseller  
BitDefender, LLC



National  
Associates

IT &  
Software's

Associate Name  
Contact Person  
Contact No.  
E-mail Address  
Visit Please  
Address

onsITe-Pakistan  
Tauseef Hashmi  
+92 300 487 5128  
info@onsite.com.pk  
www.onsite.com.pk  
Onsite-IT, Office No. 7, Nishtar Heights, Nishtar  
Block, Bahria Town, Lahore-54000, Pakistan



Partnership /  
Distribution

- Kerio
- Sophos
- DigiCert
- Trend Micro
- ESET Antivirus
- Microsoft CSP
- Fortinet Firewalls
- Symantec Antivirus
- CISCO
- Win RAR
- CodeTwo
- AVG Antivirus
- Microsoft AEP
- Kaspersky Antivirus
- Rapid SSL Certificate
- Emsisoft Anti-Malware

- Thawte SSL Certificate
- GeoTrust SSL Certificate
- Comodo SSL Certificate
- Internet Download Manager

## 1.2.4

### Our Valuable Clients

### Government



Hospital / Public Health  
Punjab Institute of Cardiology (PIC)  
Ghous-ul-Azam (Jail) Road, Lahore

1 2



Sanitation / Public Health  
Water and Sanitation Agency (WASA)  
2-Zahoor Elahi Road, Gulberg-II, Lahore



Public Health  
Director General Health Services Punjab  
24 Cooper Road, Lahore

3 4



Information Technology  
National Database and Registration Authority  
NADRA Headquarters, Islamabad

5 6



Industrial Estate  
Quaid-e-Azam Industrial Estate (QAIE)  
169-A/S, Kot Lakhpat, Lahore



Petroleum Industry  
Pakistan Petroleum Limited  
PIDC House, Ziauddin Road, Karachi

Private



Development Consultant  
Chemonics International Inc. (PEEP)  
78-A, Block-B/3, Gulberg-III, Lahore

1 2



Informational Technology  
Ebryx Private Limited  
Office-1, 4<sup>th</sup> Floor, IT Tower, Lahore

3 4



Microfinance Bank  
Mobilink Microfinance Bank Limited  
3-A/2, F-8 Markaz, Islamabad – Pakistan

5 6



Commercial Bank  
MCB Bank Limited  
15-Jail Road, Main Gulberg, Lahore



Petroleum Industry  
Pak-Arab Refinery Limited  
Korangi Creek Road, Karachi– Pakistan

7 8



Petrochemical Industry  
International Petrochemicals Limited  
77-D, Main Wahdat Road, Lahore



Educational Institute  
SKANS School of Accountancy  
116-Tipu Block, Garden Town, Lahore



Educational Institute  
Beaconhouse School System  
10-11, Gurumangat Road, Lahore

# Part-2

## Part – 2 | Strengths

2.1 | Personnel Strength

2.1.1 | Management

2.1.2 | Key Personnel

2.2 | Organizational System

2.2.1 | Organogram

## 2.1 | Personnel Strength

### 2.1.1 Management



Abdul Sattar  
Chief Executive / Director  
Since: January, 2019



Parveen Fareed  
Company Secretary  
Since: January, 2019



Tauseef Hashmi  
Executive Director  
Since: January, 2019



Muhammad Arif  
Executive Director  
Since: January, 2019

### 2.1.2 Key Personnel



Abdul Sattar  
Consultant – Sales Tax  
Since: January, 2019



Muhammad Hassan  
Consultant – Income Tax  
Since: January, 2019



Dilshad Sohail  
Material Engineer  
B. Sc (Hon) Metallurgical Engineering  
Since: January, 2020



Waqar Manzoor  
Accounts Officer  
B. Com (Hon)  
Since: January, 2019



Asia Fareed  
M. Sc (Physics)  
Since: January, 2019

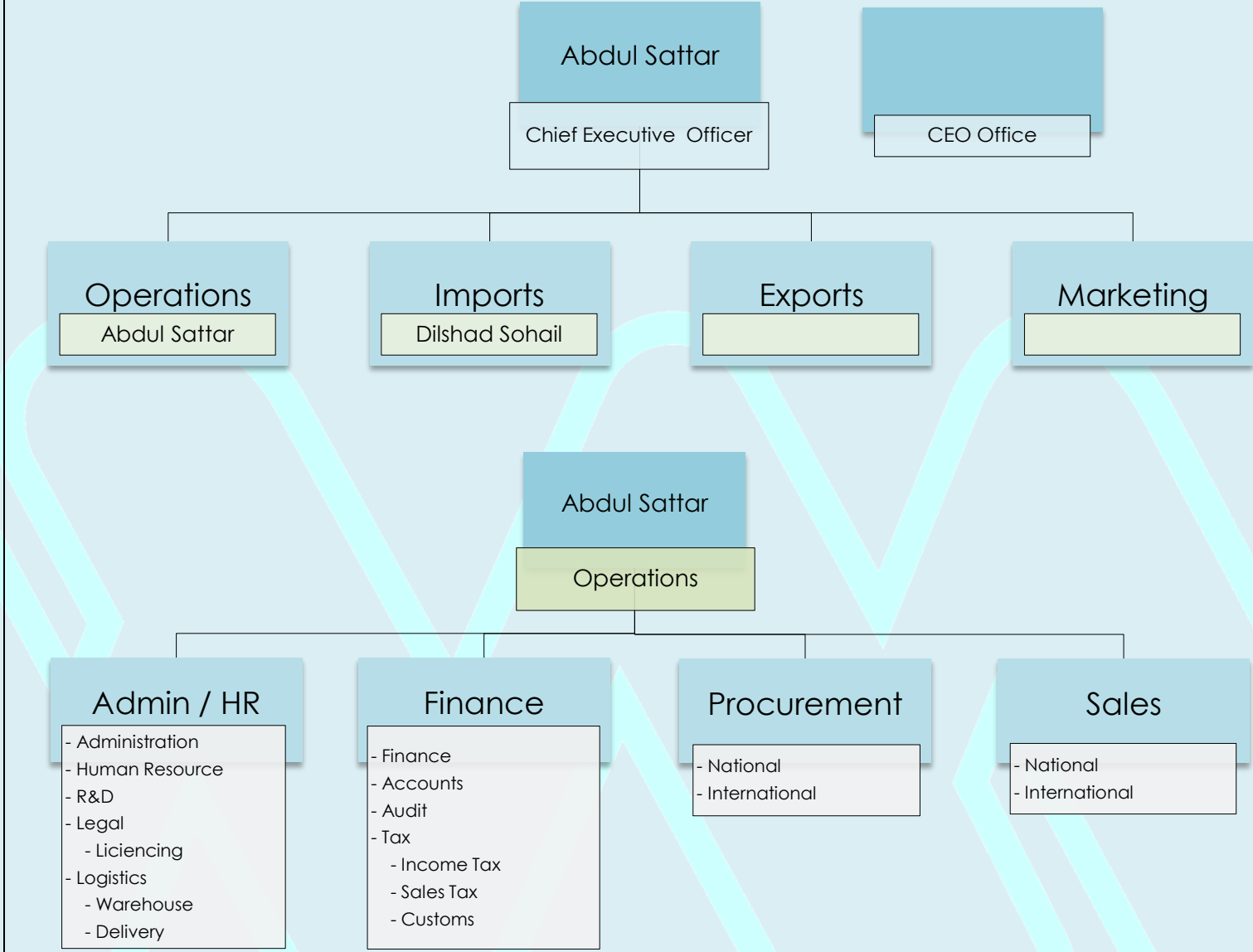


Tahira Aashiq  
Accounts Officer  
B. Com (Hon)  
Since: January, 2020



2.2 | Organizational System

2.2.1  
Organogram





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