

## BROADCASTING TRADING DEPARTMENT & NEW E-COMMERCE

Success is a hard task however one should always try to find ways to grow and succeed in business and life as well. Following a good strategy is the only way for reaching targets; trading department follows good managerial practices since the most important part of the business is not simply getting offers, and giving prices ...but connecting and informing clients in a way or another with the new products MEFOSA can offer... Broadcasting is one of the major steps our departments have followed recently:

**Importance of Broadcasts:** By issuing broadcasts Mefosa can always ensure that its job will strengthen, widen and gain new customers. Although MEFOSA is a Food safety company however many of the equipment we have can serve other operations so now we are trying to improve and extend to our clients technologies to reach most new targeted clients and groups .Broadcasts mainly are issued 2 times per month

**Mefosa New Broadcasts:** Lately we have issued two important broadcasts that inform people about 2 new products and how can they serve to help the environment and different purposes, these machines are:

**1- Kd2 Thermal conductivity:** KD2 is a compact, portable meter used to measure thermal properties. It consists of a hand-held readout and a single-needle sensor that can be inserted to the medium you wish to measure.

**2- Metal Detector:** device which responds to metal that may not be readily apparent. Metal Detectors are widely applied to fields such as **food, medicine, chemicals, rubber & plastic, toys, clothing, textiles, Archaeology, Security screening and Civil engineering.** At present, the various features of the products have been greatly enhanced and reached the international advanced level through several stages of product upgrading and technology innovation.



JT-300



For Simplicity and easier work please check our E-Commerce solution by visiting **[www.mefosa.net](http://www.mefosa.net)**, where you can find all MEFOSA products including these 2 new broadcasts, and accordingly choose your requested items to buy and contact us whenever you want .we are always waiting for clients’ needs I hope these broadcasts will reach all targeted trading customers and resellers providing them with solutions for some of their client’s problems. And in turn I appreciate if companies who had received the broadcast to spread the word to other companies that might have interest in our products.

Abeer Hatab (Trading department)

