



# FRONT LINE

4 Peak Performance



# COMPANY PROFILE

# 2025

# Word From Chairman

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It is both an honor and a pleasure to address you today as we mark a significant chapter in our company's journey. The food and beverage sector is evolving at an unprecedented pace, shaped by changing consumer preferences, technological innovation, and growing demand for sustainability and transparency.

In light of these challenges and opportunities, we have made several strategic appointments that I believe will strengthen our position in the market and drive long-term value.

We have also onboarded experts in supply chain management, sustainability, and product innovation, ensuring our leadership team reflects the broad capabilities needed in today's fast-moving environment.

These appointments are not just about filling roles—they are about shaping our future. With the right people in place, we are better equipped to deliver quality, adapt swiftly to market demands, and remain true to our mission: providing food and beverage service that are not only innovative but responsible and forward-thinking.

Let me close by thanking our outgoing leaders for their valuable contributions and welcoming our new team with enthusiasm and confidence. I look forward to the great strides we will make together.

**Mohamed Abd elbaset**  
Founder & COO



# ABOUT US

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At Frontline, we are more than just a service provider — we are your strategic partner for success. Founded with a vision to bridge expertise, innovation, and precision, we deliver comprehensive, tailored solutions that support our clients across a wide range of services including HR, consulting, hiring, training, packing, printing, and digital campaigns.

We believe that every client is a long-term partner, and we are committed to driving their growth by offering customized services that elevate performance and professionalism.



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## Values

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At Frontline, our values are the foundation of everything we do. They guide our actions, shape our culture, and define our commitment to clients and partners.

"To be a leading force in empowering skilled professionals to elevate the standards of the food and beverage industry."



# Mission

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As we all know, the success of any food and beverage enterprise—whether a five-star hotel, a quick-service chain, or a manufacturing facility—ultimately depends on the quality, professionalism, and dedication of its people. That is why our focus has always been clear and unwavering: to identify, train, and appoint top-tier talent that drives excellence and elevates standards across the industry.



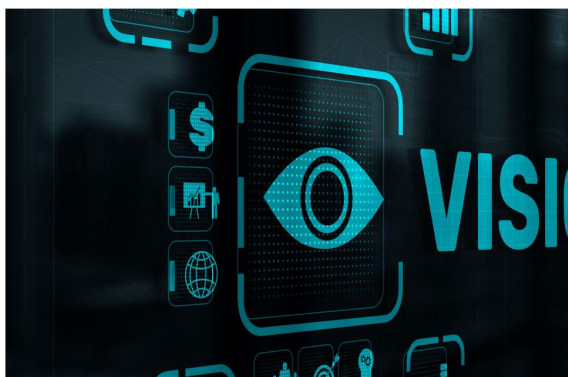
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# Vision

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To become a leading and trusted provider of integrated business solutions in the region. We aim to be recognized as a strategic partner that plays a vital role in shaping modern work environments and driving sustainable growth for our clients through our diverse and connected services.

Here's a revised version of your vision that better fits that purpose:



# OUR SERVICES



**Human Resources**

01



**Training Consultancy**

02



**Hiring Staff for F&B**

03



**Design & Printing**

04



**Digital Marketing Campaigns**

05



**Packaging Solution**

06



**Online Market Place**

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**Start Up Projects**

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## Human Resources

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At human Resources, we specialize in connecting the food and beverage industry with passionate, well-trained professionals who are ready to make an impact. With deep expertise in hospitality recruitment and workforce development, we are committed to raising service standards by supplying skilled and reliable talent to restaurants, hotels, cafes, catering services, and more.

Our mission is to not only fill roles, but to build careers. We invest in training and upskilling our candidates, ensuring they meet the high expectations of today's dynamic F&B industry. Whether you're a business looking for exceptional staff or a candidate seeking the right opportunity, Front Line is your trusted partner for long-term success.



## Training Consultancy

At Front Line Training & Consultancy, we empower businesses and individuals in the food and beverage sector through targeted training programs and expert consultancy services. Our focus is on building capabilities, improving service quality, and fostering a culture of continuous improvement within hospitality teams.

With a team of industry-seasoned trainers and consultants, we offer practical, hands-on training that covers everything from customer service excellence and food safety to leadership development and operational efficiency. Our consultancy services are tailored to each client's needs, offering strategic guidance on staffing, workflow, compliance, and performance optimization.

Whether you're launching a new venture or seeking to enhance an established operation, we are your partner in building a stronger, smarter workforce.



# Hiring Staff for F&B

At Front Line, we specialize in hiring top-quality staff exclusively for the Food & Beverage industry. From front-of-house roles like waiters, hosts, and baristas to back-of-house positions such as chefs, kitchen assistants, and cleaners, we provide reliable, well-trained professionals tailored to meet the unique needs of each establishment.

Our recruitment process is built on industry knowledge, attention to detail, and a commitment to service excellence. We understand that in hospitality, people make the difference — and we take pride in matching the right talent with the right environment to ensure seamless operations and memorable customer experiences.



## Design & Printing

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At [Front Line], we bring ideas to life through creative design and high-quality printing. With a passion for visual storytelling and precision craftsmanship, we help individuals, startups, and businesses make a lasting impression through custom-made print materials.

Founded in [Year], our team combines years of industry expertise with cutting-edge technology to deliver everything from business cards, brochures, and banners to packaging, branding, and large-format prints. Whether you're launching a brand or running a campaign, we tailor our solutions to meet your unique needs and budget.

We pride ourselves on fast turnaround times, attention to detail, and personalized service. Our mission is simple: to make your brand stand out—boldly, beautifully, and professionally.



# Digital Marketing Campaign

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A Digital Marketing Campaign is a coordinated set of online strategies used to achieve specific business goals—like increasing brand awareness, driving website traffic, or generating leads.

## **1-Campaign Goal**

What are you trying to achieve? (e.g., sales, engagement, brand awareness)

## **2-Target Audience**

Who are you reaching? (Demographics, interests, behaviors)

## **3-Channels**

Social Media (Facebook, Instagram, LinkedIn)

Email Marketing

Google Ads / PPC

SEO / Content Marketing

Influencer Marketing



# Packaging Solutions

At [Front line], we provide innovative and reliable packaging solutions that protect, promote, and enhance your product. From concept to creation, our custom packaging is designed with your brand, budget, and sustainability goals in mind.

We specialize in:

Product Packaging – Custom boxes, labels, pouches, and containers tailored to your industry.

Retail & E-commerce Packaging – Durable, attractive packaging that improves the unboxing experience and protects products in transit.

Eco-Friendly Packaging – Recyclable, biodegradable, and sustainable options to reduce environmental impact.

Design & Prototyping – Creative packaging design backed by 3D mockups and real-world testing

Whether you're staffing a high-end restaurant, a busy café, or a catering team for events, Front Line is your go-to partner for dependable, qualified, and hospitality-ready personnel.



# Online Market Place

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Welcome to [Front Line], your trusted platform for buying and selling [products/services] with ease, security, and convenience. We connect sellers and buyers across a wide range of categories, creating a dynamic digital space where opportunity meets simplicity.

Our online marketplace offers:

Diverse Product Listings – From [category A] to [category B], shop thousands of items in one place.

Secure Transactions – Safe payment systems and buyer protection for peace of mind.

User-Friendly Experience – Easy navigation, smart search, and responsive customer support.

Seller Tools – Inventory management, sales analytics, and marketing tools to grow your online store.

Whether you're shopping for the best deals or setting up your own shop, [Front line] makes online commerce fast, fair, and accessible.

Join our marketplace today—where the world comes to trade.



# Start Up Projects

We Support Startups

At Front Line, we believe in the power of new beginnings.  
We proudly stand by entrepreneurs and small businesses as they take their  
first steps in the market.

Whether you're building your brand, launching your first campaign, or looking  
for expert advice — we're here to help.

We offer flexible solutions tailored to your business stage and budget.

Let's grow together, from idea to impact



# FRONT LINE

4 Peak Performance

## GET IN TOUCH!

### | Location

**Cairo:** 9 Ahmed Abdel Azim Street, branching  
off from El Nasr Street first section of El Lasilki

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