MISSION

Total Marketing Middle East FZE, is involved in the manufacturing and marketing of Automotive, Industrial and Marine Lubricants along with Greases and Specialty products. The company is also active in Aviation Fuels and High Performance Motor Racing Fuels. Total Marketing Middle East FZE operates in a highly competitive market environment and is committed towards providing latest technology products and service to its customers.

VISION

To be amongst the market leaders in the countries it operates in. Being in line with customer demands for it to emerge as a most reputed brand. Ensuring high degree of Customer Satisfaction, preserving & enhancing the high levels of Quality and HSE performance.

A committed contributor to the society by implementation of sustainable development policies.

Being a centre of expertise and excellence, providing an opportunity for professionals within the group, partners and stakeholders to share and learn the best practices and technology.

Ambitiously, it aims for being best in class through Global Excellence by 2015 demonstrated by sound, structured and innovative strategies deployed across all its processes, resulting in positively impacting consistent results capable of being benchmarked within the group & across industry / industries.

QUALITY POLICY

Total Marketing Middle East FZE, adopts the ten principles of the TOTAL Quality, Safety and Environmental policy. Explicitly stated, Total Marketing Middle East FZE, while ensuring the safety of operations, health of the staff and the respect of the environment, shall strive continually to improve the Quality performance by committing:

1. To achieve enhanced Customer Satisfaction and confidence, by meeting the explicit and implicit needs of the customer.
2. To optimize the various internal processes including manufacturing service levels, productivity etc.
3. To meet the needs of all the interested parties of the company - stakeholders, regulatory bodies, customers, suppliers, neighboring organizations, society at large – financially, morally, optimally and responsibly. Thus contributing to the image of the group.
4. To monitor and control the costs at all times, whilst continually improving the quality of products, processes and services.
5. To achieve People Satisfaction by promoting training, development, creativity and innovation, empowerment as well as motivation of the people.
6. To ensure asset integrity and management, abiding by the policy of durable development

To achieve Excellence Orientation in its business- by measuring the progress made through the appropriate indicators, regular checks, client satisfaction surveys, internal and external audits, benchmarking with appropriate businesses / entities, encouraging and sharing best practices to its subsidiaries, suppliers and contractors etc.

Dated: 9th February 2014
Dubai, UAE

David KALIFE
Managing Director