



Trading since 2000
Manufacturing since 2005
Celebrating a decade of manufacturing excellence!

CORAL ENTERPRISES Pvt. Ltd.
www.coralssweets.com

COMPANY PROFILE

Introduction and Present Position

The company was founded in Feb. 2000, and after successfully trading in various overseas markets, we set-up a full fledged manufacturing facility in June 2010. Our product lines include chew toffees, bubble gums, panned novelties and compressed candies. Our target audience is kids and tweens, and we market our range of quality confections under the brand name **SweetTrix** - All Treats, No Tricks.

In addition to our local market, we are presently selling our quality products in Australasia: Australia, New Zealand and the Pacific Islands; Far East and Middle East: South Korea, Sri Lanka, Kingdom of Saudi Arabia, UAE, Bahrain, Kuwait, Yemen, Jordan; Europe: Republic of Ireland and the United Kingdom, Germany, Sweden, Finland, Holland Poland, Serbia; African Continent: Tanzania, South Africa, Ghana and the Americas: North America: USA, South America: Argentina and Colombia.

We are continuously expanding our product portfolio as well as our production facilities in order to fulfill the demand of our valued customers. Our state of art manufacturing site is situated in the suburbs of the historic city of Lahore, and we work closely with our partners to develop successful and profitable brands.

Mission Statement

To offer one-stop' buying solutions by way of innovation in product concepts, timely deliveries, reliability as regards product quality, and persistently better service with an emphasis on customer relationships.

Vision

The vision of the company is to be identified as a preferred supplier by it's existing customers as well as by potential (new) customers. We aim to achieve this objective by means of 'operational-excellence'.

In the pursuit of 'operational-excellence', the company has identified the following areas that will merit attention:

1. Deliver consistent and measurable 'top-quality'.
2. Remain competitive.
3. Manage the current business volume operationally and financially; define key systems and procedures as well as existing bottlenecks.
4. Arrange for projected growth / expansion in terms of HR and funding.
5. Identify the right areas for growth in terms of destination markets and product mix as well as expansion in operations by integration and/or diversification - forge strategic partnerships and alliances with key customers.

The company's commitment to it's share-holders and employees is equally of importance; by virtue of growth, the company aims to generate handsome dividends for it's shareholders, and last but not least to impart 'real-value' remuneration to it's employees.

Quality Policy Statement and Quality Control Procedures

Our quality objectives are:

- C - Customer Care
- O - On-Time Delivery
- R - Relentless Pursuit of Quality
- A - Attractive Pricing and Packaging
- L - Long-Lasting Relationships
- S - Sustained Growth

Our quality objectives acknowledge our commitment to quality, and Coral's intent to maintain ongoing compliance to international standards. Coral's complies with statutory requirements, and international standards to meet or exceed customers' expectations.

The company has an effective Quality Management System (QMS) accredited to the ISO 9001:2008 standard. The QMS embodies the fundamental philosophy of ongoing compliance to stated standards, thereby ensuring consistency in production standards and customer service.

Food Safety Policy

Coral's SAFE FOOD policy underlines the Company's commitment to producing quality sugar confectionery products that do not pose any potential risk or health hazard to the consumer, comply consistently with relevant statutory requirements, and furthermore are produced according to internationally acceptable norms and standards of Good Manufacturing Practices (GMPs).

In order to fulfill our SAFE FOOD policy objectives, we will:

- Improve the quality and safety of our products by continually monitoring the rate of 'acceptable' rejection, and by making efforts for a progressive decrease in the percentage of acceptable rejection.
- Carry out risk assessment from raw-materials to processing / manufacturing, and finally to finished products storage / dispatch based on Hazard Analysis Critical Control Point (HACCP) principles; HACCP will be adopted to provide a proactive approach to hygiene and product safety
- To promote GMPs, and further to introduce and incorporate latest food safety and hygiene practices in the Company thru development of human resource and improvements in process, facilities and infrastructure; the management recognises it's responsibility to provide resources to meet these requirements.

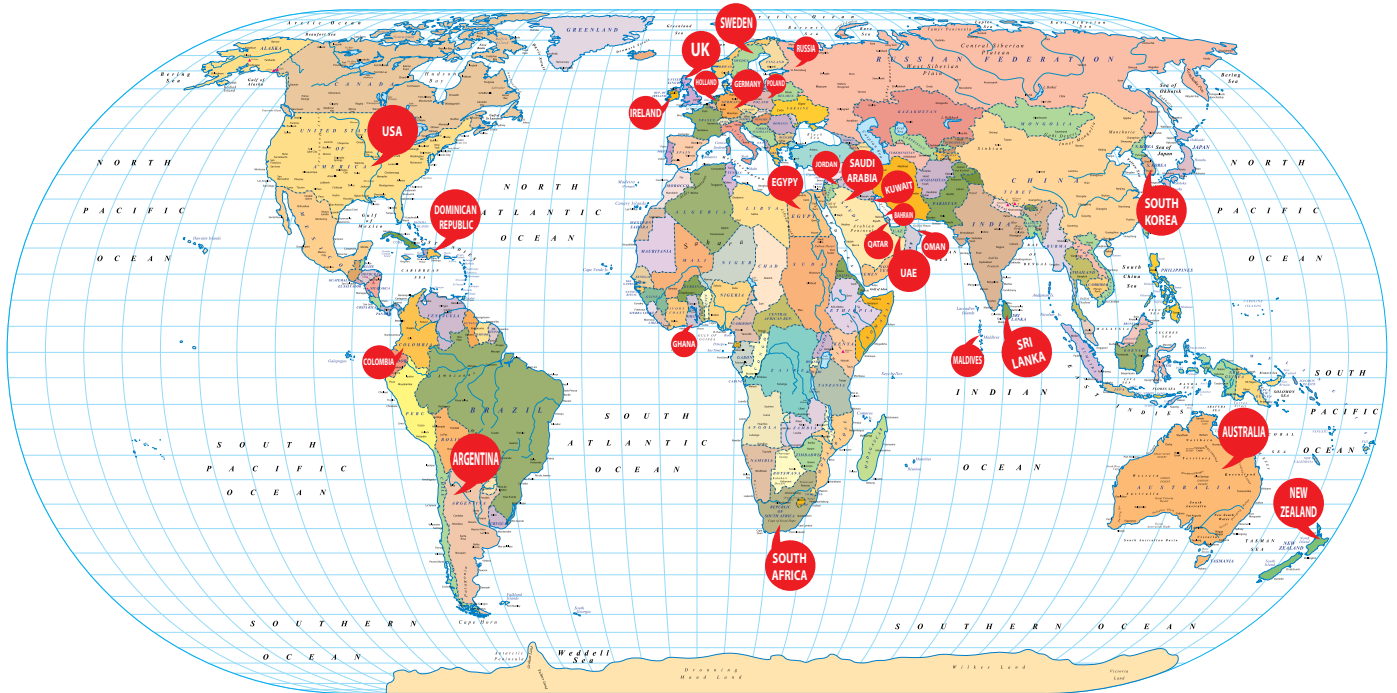
Each team-member at Coral's represents an essential link in complying with the afore-mentioned objectives, and by doing so we aim to facilitate the growth of our trade partners, and also aim to fulfill consumers' expectations and requirements.

Acquired Accreditations and Future Certification Targets

Our manufacturing operations are accredited to ISO 22000:2005 standard. Our on-site manufacturing practices have also been accredited to the FSSC 22000:2013 standard, and we are now gearing-up to qualify for the BRC standard.

Operational Overview

Exports



Local Sales



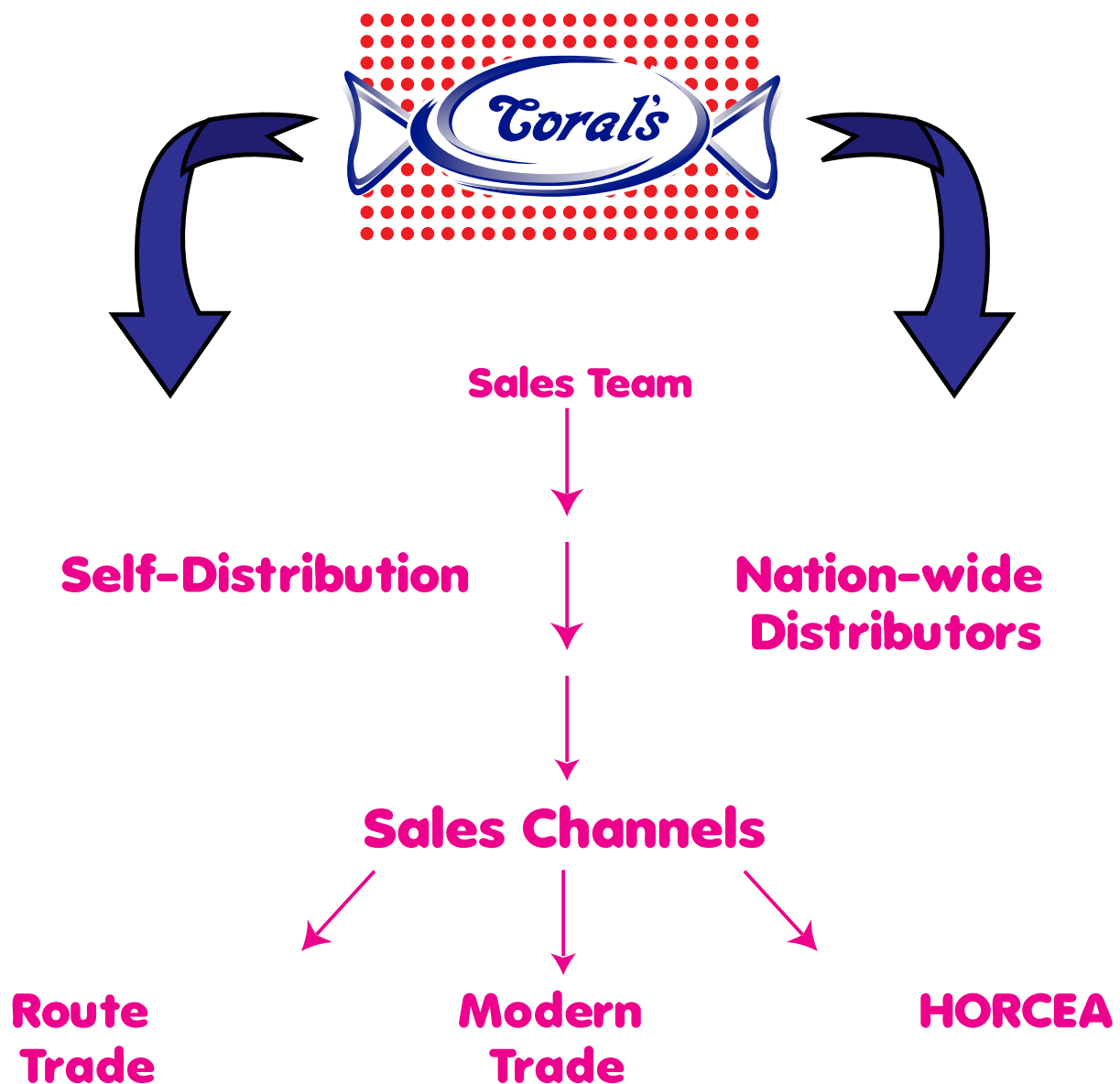
National Distribution and Sales Channels

Distribution Network

In Lahore the company operates it's own fleet of delivery vehicles under our direct distribution network

OLIVITAL PAKISTAN (PVT.) LIMITED

In other cities and metro towns, we have appointed sole and/or local distributors.





Certificate SG15/05281

The management system of

Coral Enterprises(Pvt)Ltd

3.75 km Boptian Chowk, Defence-Mohlanwal Road, Off Raiwind Road.
Lahore, Pakistan.

has been assessed and certified as meeting the requirements of

ISO 9001:2008

For the following activities

Production, Storage, Sales & Marketing of Sugar Confectionary Products

Further clarifications regarding the scope of this certificate and the applicability of
ISO 9001:2008 requirements may be obtained by consulting the organisation

This certificate is valid from 06 August 2015 until 05 August 2018
and remains valid subject to satisfactory surveillance audits.

Re certification audit due before 04 June 2018

Issue 1. Certified since 06 August 2015



Authorised by

SGS United Kingdom Ltd Systems & Services Certification
Rossmore Business Park Ellesmere Port Cheshire CH65 3EN UK
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DD0164



Certificate CH15/0930

The management system of

Coral Enterprises (PVT) LTD.

3.75 km Boptian Chowk, Defence-Mohlanwal Road, Off Raiwind Road.
Lahore-Pakistan



has been assessed and certified as meeting the requirements of

ISO 22000:2005

For the following activities

**“Production of Sugar Confectionary Products that include
Chews, Bubbles and Coated Candies.”**

This certificate is valid from 18 July 2015 until 17 July 2018
and remains valid subject to satisfactory surveillance audits
Recertification audit due before 4 June 2018
Issue 1. Certified since July 2015

Authorised by



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DD0167



Certificate PK16/00144

The Food Safety Management System of

Coral Enterprises (PVT) Ltd.

3.75 Km Bobtian Chowk, Defence- Mohlanwal Road, of Raiwind Road,
Lahore, Pakistan.

has been assessed and complies with the requirements of

FOOD SAFETY SYSTEM CERTIFICATION 22000

Food Safety System Certification scheme for food safety systems including
ISO 22000:2005, ISO/TS 22002-1 and additional FSSC 22000 requirements

For the following activities

Production Of Sugar Confectionery Products That Include Chews, Bubbles And Coated Candies. [E3-Confectionery]

This certificate is provided on the base of the FSSC 22000 certification scheme, version 3.2 published on 26
February 2015. The certification system consists of a minimum annual audit of the food safety management
systems and a minimum annual verification of the PRP elements and additional requirements as included in the
scheme and the ISO/TS 22002.



This certificate is valid from 22 May 2016 until 22 May 2019
and remains valid subject to satisfactory surveillance audits.
Date of Certification decision 22 May 2016
Re certification audit due before 26 January 2019
Issue 1. Certified since 22 May 2016

Authorised by

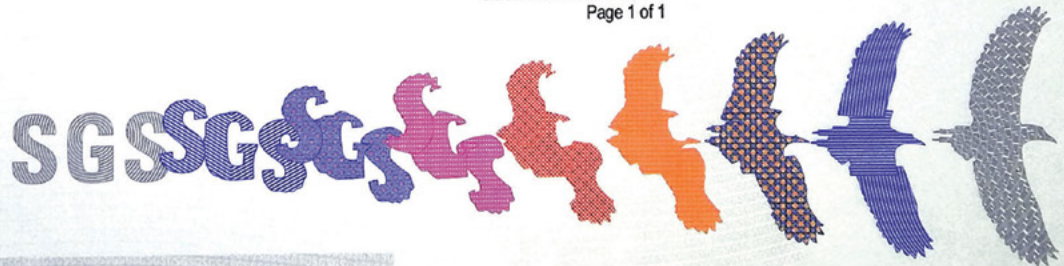
Authorised Accredited Office Manager

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Celebrating a decade of manufacturing excellence!

Coral Enterprises Ltd.

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