

ATHAR BUSINESS MACHINES

FZE - DUBAIMACHINES.COM

DM DUBAI
MACHINES.COM

athar®

COMPANY PROFILE

About Us

We are a vibrant organization Incorporated and physically situated in one of the best cities in world by the name of Dubai. We are a leading retailer of Office Equipment, Niche Technology Products and Musical Instruments

+971-4-3360300

Our Mission

Provide quality services, support, and product delivery at the client's doorstep to compete with more established businesses & why it is preferable to spend a little more for extra value.

info@dubaimachines.com

Our Goal

To establish our organization as a leading online procurement portal offering Niche, Commercial Products revolutionized by our live customer services. You want it, we got it.

www.dubaimachines.com



A Summary of Our Company Profile



With over 90,000 products listings and top brands from around the globe with shipping worldwide, one of the leading e-commerce portals based in UAE, is an online platform specialising mainly in office automation and industrial equipment, serving a diverse clientele from three offices located in Dubai, Karachi, Uganda and Houston.

The company has now crossed AED 100 million in revenue. Following a unique blend of B2B selling and e-commerce marketing techniques, the company holds a clientele that varies from individuals to large governmental and non-governmental enterprises across the globe.

Our Business Objective

Our biggest asset is our people and when we say it, we mean it.

Our Philosophy is that if our people are always synergized and they are given the direction with an ultimate aim to serve and fulfil the customer requirements. Rest of it comes automatically. Our staff is dedicated to making your buying experience a productive one. From the moment you call, you'll find we take an active interest in satisfying your needs. All of us are working to make sure you get more than just a product.



Our Team

We have a dedicated team of professionals who are passionate about delivering high-quality solutions to our clients. With years of experience in the industry, our team is skilled in understanding the unique needs and challenges of each project we take on.



MUHAMMAD ZEESHAN HUSSAIN

CEO



DANISH MANSOOR

Head of Digital Marketing
& Human Resource



NADEEM ARSHAD

Senior AP/AR Supervisor &
Admin Manager

We believe in open communication, collaboration, and a commitment to excellence that sets us apart from the rest. From our sales and marketing teams to our developers and customer support staff.

Our Support Team



MOHSIN JAVED
Sales Manager



ANN OPALLA
Senior Manager Sales
and Fulfillment



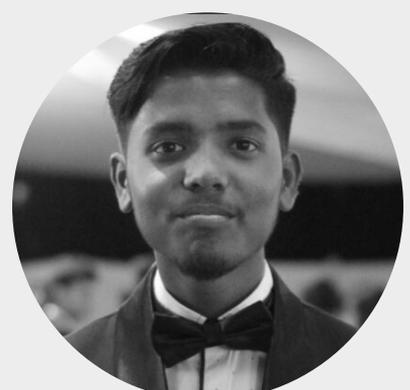
WAQAR ALI
Assistant Manager
Sales



MUHAMMAD ADIL
Senior Manager
Business Operations



TABAH JUNAID
Manager - Digital
Marketing & Creatives



HUSSAIN MANSOOR
Product Portfolio
Manager

Our Brand Identity



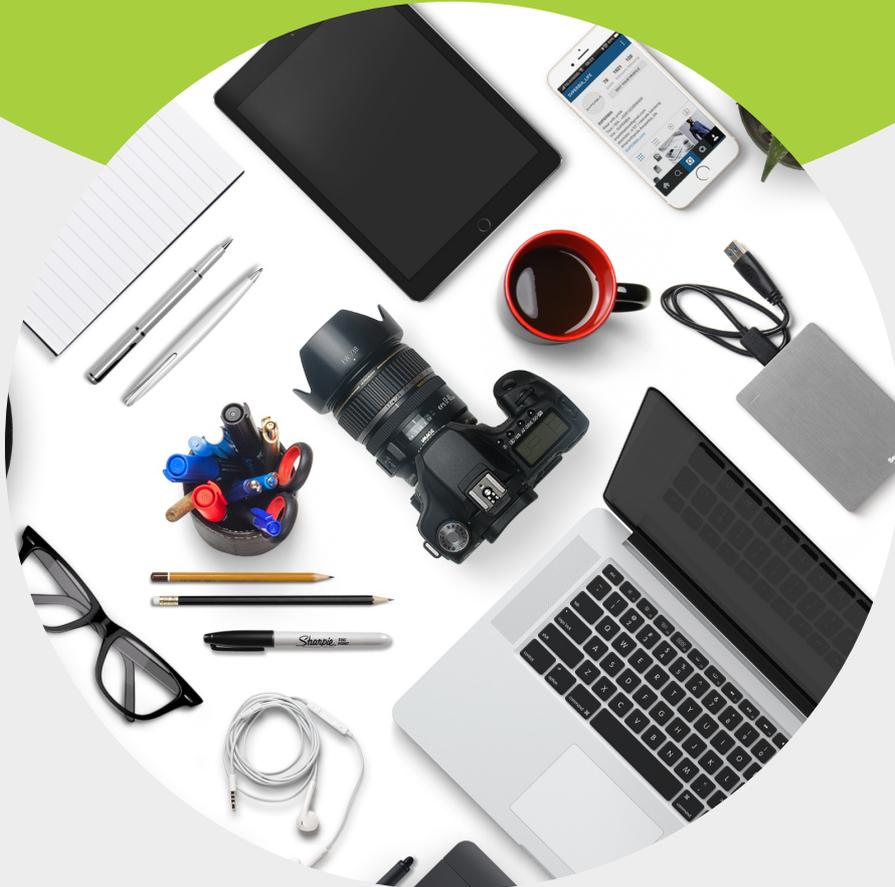
Our Competitive Edge

OUR EXPERTISE	WHAT WE ARE BEST AT	WHY WE ARE THE BEST
Products	Our team is not just Box Movers. We know what they are selling. Consultative Selling is our integral way of selling and customers love to know about the product before buying it. Win-win situation	Our team receives ongoing training on new products added to our portals, including product specifications, performance, warranty, and customer-specific offerings provided by our distributors and senior executives
Alternative Channel Partnership-Target Achievements	We take pride in directly taking on challenges from manufacturers. We advise manufacturers to provide us with product data, stock availability, sales support, and leave the rest to us.	Our team ensures that we pitch products to customers that are typically in stock or fast-moving, using a two-way continuous communication approach with both consumers and distributors/manufacturers' end.
Google Site Indexing & Algorithm Studies	We have an exceptional team of search engine optimization experts who specialize in product-based optimization of our portals. As a result, we are leading the online channel for office products marketing in GCC.	Our management ensures that we are working with the best people in the industry as our portals are our main source of income. We continuously optimize, enhance, and innovate our processes.
Market Research & Analysis	We closely monitor the online marketing industry and keep a watchful eye on our competitors, enabling us to offer you the best prices from around the globe, all in one place. Additionally, we provide excellent support to ensure you have a positive shopping experience.	We have a dedicated offshore team that focuses on price analysis, visitor analytics, and updating our portals with pricing information, product specifications, and more.
Customer Experience & Convenience	Our main competitive edge lies in our ability to persuade, retain, and cherish our customers, which leads to automatic success in all other areas. To us, our customers are our guests.	Our team is trained to prioritize the needs of our customers, and despite being a small and vibrant team, we have successfully acquired both SMB and large-scale organizations because of our exceptional services.

Our Sales Process



Our Product Range



MORE THAN 90,000 SKU

OFFICE AUTOMATION & EQUIPMENT

**WE SHIP
WORLDWIDE**



+971-4-3360300



info@dubaimachines.com

Meet Our Brand

DMInteract[®]



- 4K Touch Screen
- Core i7, 8GB, 512GB SSD
- Licensed Windows 11
- Built-in Camera & Microphone

DMInteract Interactive Flat Panels

HOT

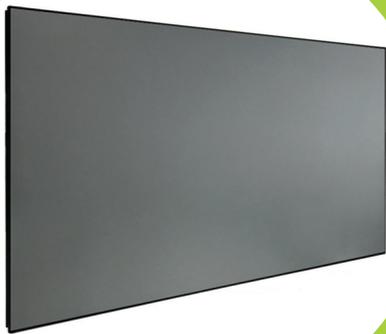
- 1200 Notes Per Minute Counting
- Multi Currency - 1+1 Pocket
- 2CIS, IR, MG, UV Counterfeit Detection
- Chain, Double, Half Note Detection

DMInteract Money Counting Machine



- Anto-Glare 4K UHD Resolution
- Ultra Slim Commercial QLED Display
- Built-In Android & Wi-Fi
- CMS Cloud Remote Control

DMInteract Digital Signage Display



- Perfect For Home Theater Setup
- Available from 80" to 200"
- Thin Frame Black Crystal
- Thinnest Visible Bezel/Frame

DMInteract Thin Frame Projector Screen

- Perfect For Home, Office & Worship Place
- Available From 80" to 170"
- Tensioned 4K ALR Black Crystal
- As Low As 0.32mm Bezel

DMInteract In-Ceiling Projector Screen



- Ideal For Indoor & Outdoor Events
- Available In 162", 192", 240" & 300"
- 14, 16, 20 & 25 Feet Tall
- Light-weight & Ultra-Portable

DMInteract Inflatable Projector Screen



- Best For Shopping Malls & Exhibitions
- Commercial Digital Poster Display
- 800-1200 Nits Brightness
- Can Be Played Offline

DMInteract Indoor Poster LED

- Perfect For Office, Trade Show, Hospitality & Simple Home Theater
- Available From 100" to 150"
- PVC Black Crystal Fabric

DMInteract Floor Rising Projector Screen



Our Product Categories

Projectors & Projection Equipment

Basic

Large Venue

Home Theater

Gaming

Auditorium/ Outdoor

Meeting Room

Classroom



Paper Shredders

Personal

Small Office

Heavy-duty

Hard Drive

Cross Cut

Strip Cut

Micro Cut

Super Micro Cut



Our Product Categories

Uninterruptible Power Supply & Accessories

APC

ABB

Premax

Tripp Lite

Eaton

Vertiv

PDU

Charging Stations



Money Handling Equipment

Currency Counter

Counterfeit Detector

Mix Counter

Coin Sorter

Multi-Currency

S/N Scanning

Business-Grade



Our Product Categories

Interactive Touch LED/ Meeting Room Devices

Interactive Flat Fanel

Interactive Whiteboards

Room Managers

Video Conferencing Solution

Smartboards

Conference Phones



Digital Signage and Smart Display

Signages Video Walls

Dot LED Display Video Switchers

Floor Standing Signages

Digital Kiosk/ E-Posters

E-Posters Hospitality TV



Our Product Categories

Security Safe / Cash Drawer

Security Safe

Burglary Safe

Fire-Resistant Safe

Digital/Key Safe

Cash Drawers

File Cabinets

Document Storage



Copiers, Printing & Scanning Machines

MFP

Label Printer

3D Printer

ID Card Printer

Receipt Printer

Barcode Printer

Large Format Printer

DTG/ T-Shirt Printer

Scanners



Our Product Categories

Industrial Products

Industrial Tools Road Markers

Food/Snack Maker

Sewing Machines Pulverizer

Shaft Alignment Tools

Industrial Crushers Fusion Splicer



Consumer Electronics

Air Cooler

Humidifier Bladeless Fan

Hotel LED TV Air Purifier

Vacuum Cleaner Smart Plug

QLED Smart Android TV



& much more!

Our Portals



DubaiMachines.com

This is the mothership of all our online portals



Projectoruae.com

This is dedicated for the projectors in UAE and GCC



Tonersuae.com

This is dedicated for the toners in UAE and GCC



This is dedicated for meeting room and collaborative solution in UAE & GCC, African countries



Projectorlampsuae.com

Find your desire lamp(s) for your projector at projectorlampsuae.com



Shredderuae.com

This is dedicated for Shredders in UAE & GCC countries



Banknotemachines.com

Currency counter, detector machines



UPSforce.com

This is dedicated for UPS machines in UAE & GCC countries



Routersandswitchesuae.com

This is dedicated for the routers & switches in UAE and GCC



firesafeme.com

This is dedicated for security, burglary safes and filing cabinets in UAE & GCC countries



copierjunction.com

This is dedicated for photocopier and printing solution in GCC & African region.



Prodisplaysuae.com

This is dedicated for Display Screens

Our Dealerships

EPSON[®]
EXCEED YOUR VISION

DELL[™]

SAMSUNG

Optoma

LG

SONY[®]

Fellowes

brother[®]

BenQ

HITACHI
Inspire the Next

Prestigio
SOLUTIONS

CASIO[®]

Chubbsafes
Trusted the world over.

BOSE[®]
Better sound through research[®]

lenovo[®]

ANCHOR
AV ACCESSORIES

RICOH
imagine. change.

Legamaster

HSM[®]

Rexel[®]

KYOCERA

IDEAL

DAHLE

SHURE[®]

SENNHEISER

SentrySafe

magnetoplan

NEC

ELMO
— SINCE 1921 —

hp

Cassida[®]
moving money forward

Logitech

& many more!

How to Contact Us



UAE - Main Office:

G-02, IT Plaza, Dubai Silicon
Oasis, Dubai, United Arab
Emirates



UGANDA - Branch Office:

G-07, Ground Floor Mulawa Mall
Kira Municipality Kampala,
Uganda

If you are interested in creating a purchasing, bulk ordering or partnership with us, you can connect with us via these contact details :

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