

LAMACOM[®]

GROUP
SMART INDUSTRY

PROFILE





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Company

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01 ABOUT COMPANY



Lamacom group's story begins in 1984 in Casablanca, Morocco. The Sekkat family decides to enter the kitchen and butcher knife industry. Due to its culture, Morocco celebrates Eid El Adha every year, a religious festival where more than 5 million sheep are sacrificed by Moroccan families. Khalid Sekkat sees this as an excellent opportunity to launch the first local brand of knives. The idea proved to be a great success with consumers, which prompted the founder to expand his offer and diversify his product line.



01 ABOUT COMPANY

LAMACOM is the moroccan leader of Kitchen Utensils and tableware, present in all Hypermarkets and supermarkets.



**MARJAN
MARKET**

40 HYPERMARKETS
(8500M2 AVERAGE)



**ASWAK
ASSALAM**

17 HYPERMARKETS
(5000M2 AVERAGE)



CARREFOUR

15 HYPERMARKETS
(4000M2 AVERAGE)
&
77 SUPERMARKETS



ATACADAO

13 HYPERMARKETS
(5000M2 AVERAGE)

And many others ●●●●●

02 COMPANY VISION

Today, LAMACOM has been able to build an offer made up of more than 40 product ranges of knives, frying pans, saucepans, cutlery and innovative tools dedicated to the kitchen with the mission: To produce Culinary Solutions that make life easier in the kitchen and at table.

01 innovation

LAMACOM's vision today is to become the most preferred brand in the field of cooking equipment by adopting innovative solutions

02 Sustainability

Our vision is to be a global leader in building a sustainable and environmentally conscious cookware manufacturing industry.

03 Quality

Our overall vision of top LAMACOM is to achieve our commitment, we provide excellent customer service and superior products with the highest quality.

02 COMPANY MISSION

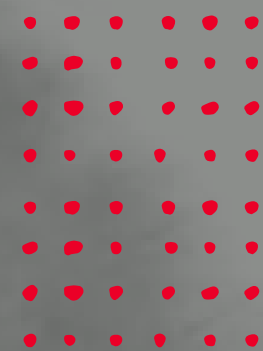
Our mission is to produce superior quality kitchenware and cookware products, and build customer loyalty through timely service. We use transparent business and manufacturing practices, and operate with social and environmental responsibility.

01

To provide real added value to cooking lovers through useful and innovative products that promote the pleasure of cooking.

02

Our mission is to produce superior quality kitchenware and cookware products, and build customer loyalty through timely service.





03 EXPORT

Today, and thanks to the diversification of its product range, and the position of reference in Morocco as the market leader, LAMACOM has succeeded in meeting the needs of its international partners and is now exported to several countries in Europe, Africa and in the Middle-East. And will continue its global expansion.

03 EXPORT / OUR DISTRIBUTORS



MORITANYA

Lamacom is well placed on the Mauritanian market.



03 EXPORT / OUR DISTRIBUTORS

SENEGAL

Lamacom is working hard in order to be Senegal's no1



The Lamacom factory is made up of 4 sections divided into:
4 different Mechanical manufacturing workshop;

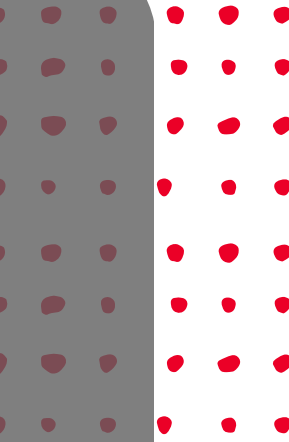
- Press Section;
- Metal processing section;
- Section Plastic injection;
- Assembly – Packaging section;



04 PRODUCTION

04 QUALITY

- L** Liberate : Unleash the potential of our employees by empowering individuals and ensuring the development of their skills by optimizing our recruitment and training system;
- A** Ameliorate : Continuously improve all our processes to develop the quality of our products and services.
- M** Modernize : our products to support the evolution and development of our sector.
- A** Assure : Ensure the satisfaction of our customers by offering products adapted to consumers and users and by adopting tools that make it possible to monitor and anticipate their expectations;
- C** Consolidate our quality management system by ensuring that the requirements of the ISO9001-2015 standard are applied and maintained;
- O** Optimize the costs of our processes;
- M** Maintain our leadership by anticipating market needs.



05 OUR PORTFOLIO



LAMACOM COOKING



LAMACOM CUTLERY



LAMACOM PRACTICAL



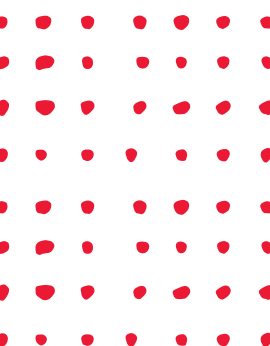
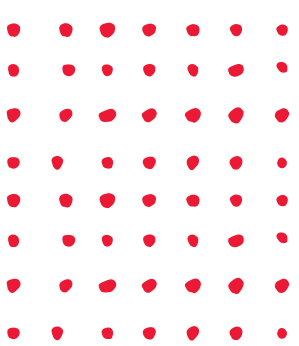
LAMACOM PASTRY



LAMACOM ELECTRIC



LAMACOM DIAFA



06

LAMACOM IN NUMBERS

Area of
20000m²
Production &
Warehouse

38+
Years of
experience

40+
Product
Range

International
Standard
ISO 9001: 2015

3000+
References

Certified "ELITE"
by the London
Stock Exchange



PHONE

+212 661 196 641



EMAIL

hamroaui@lacom.ma



LOCATION

**Parc industriel Sapino,
Nouaceur
27000CASABLANCA
MOROCCO**

