



COMPANY PROFILE  
2017

موسى - ديلي

moosa - daly

Complete **Systems**  
from the **MAINS** to the **DRAINS**

## Word from our Managing Director



As we celebrate our 50<sup>th</sup> anniversary in 2017, I have a strong feeling of pride and satisfaction reflecting on the progress of Our Company over the last 50 years; progress based on the deep values and principles laid by our Founder and my father, Mr. Michael F. Daly, which are still being followed. Looking back at our unique company history, gives me the opportunity to reflect on our accomplishments and to ponder on our direction in the future.

Change, which is often regarded with reluctance, is vital to remain competitive and profitable. Rapid advancement in the field of information technology changed how we do business and how we live our lives. Materials, equipment and processes are constantly being improved, updated or replaced.

At Bin Moosa & Daly we are no strangers to this concept. For the past 50 years we have embraced change for the better to meet the needs of our customers in evolving industries and market places. We have created opportunities to test our limits and to push the boundaries of innovation. Our Product Range has expanded to include Solar hot water systems, Ultrasonic water meters, Manhole covers and Pool Products.

Changing the mindset of each of our staff members is, as well, of the utmost importance. We encourage our staff members to proactively engage with customers and discover new market needs. Regular training programs, annual get togethers, sports events are some of the activities that helped build the bond, encouraged team work and empowered our Staff to do better.

In this memorable year of our 50th anniversary, we have ushered in many changes: launching our new website, new IT system incorporating ERP and CRM, an Anniversary Logo conveying our branding in a more contemporary light and venturing into the world of social media. This has set the platform to take moosa-daly to new heights. We can proudly say that today moosa-daly is Fifty years young!

Regards,

Michael P. Daly  
Managing Director

## About Us

M. F. Daly established one of the first ever Abu Dhabi trading companies in 1967. With the assistance of his sales director, Mukhtar Ali, Mike established sound business relationships which remain solidly in place today. During this early period, prior to the establishment of the UAE, the business was founded on a simple principle -meet the needs of the local market by supplying excellent products at competitive prices backed by reliable after-sales service.

The UAE has been transformed since those early days in the formation of the Nation. M. P. Daly has taken over from his father and continues his legacy overseeing the progression of the company into the 21st Century.

The company has matured to meet the demands of a sophisticated market while remaining true to the founding principle of reliable customer service. From modest beginnings Bin Moosa & Daly has earned a reputation as the Professionals supplier of choice.

This could only have happened with the support and dedication of our dedicated people some of whom have been with us for over 35 years.

Bin Moosa & Daly is renowned for its sound business practices (with ISO accreditation), customer orientated approach and as a "one stop shop" for leading European and Australian brands of MEP products.

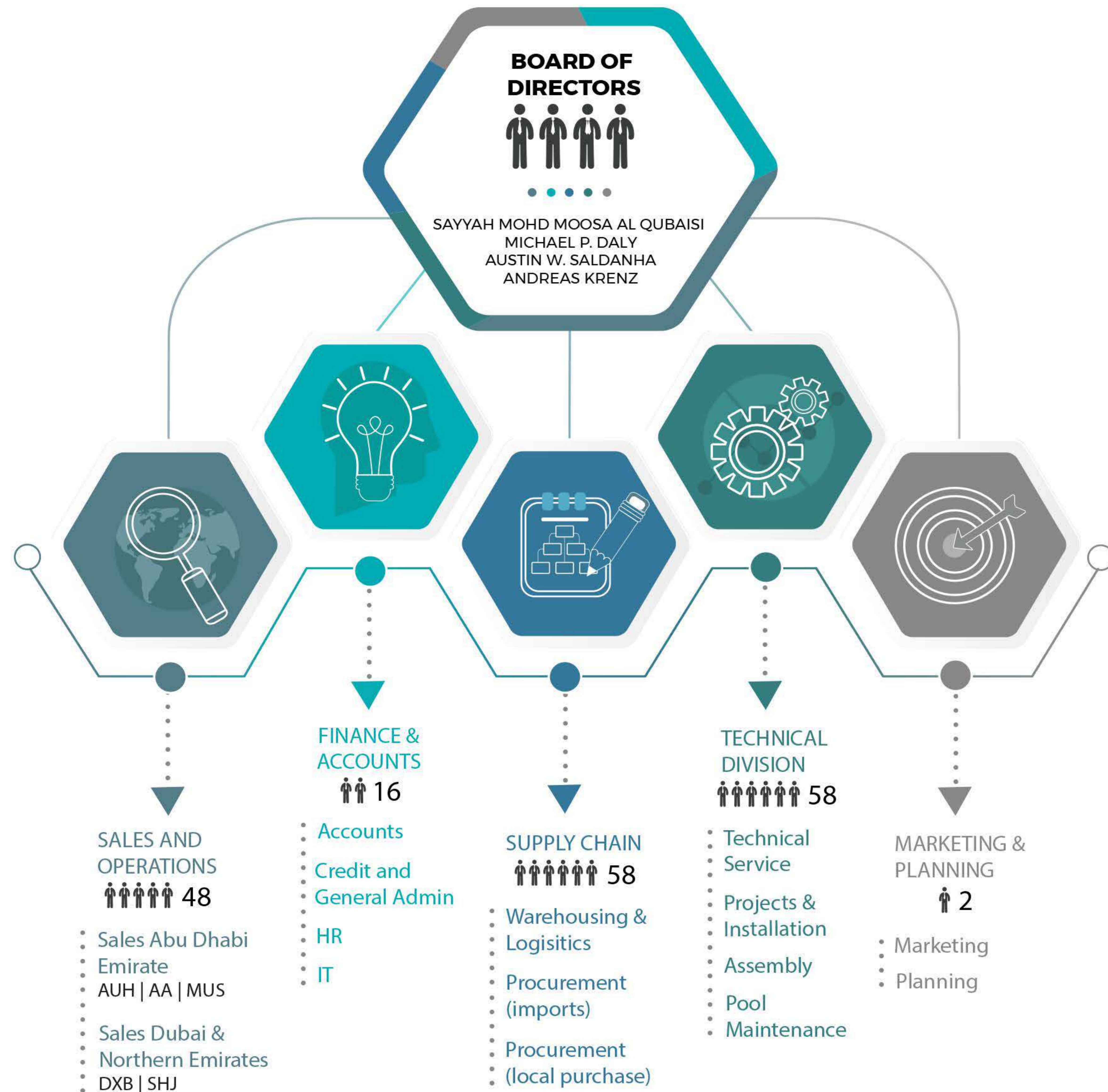
Our experienced Engineers provide accurate solutions, backed by dedicated, reliable Service and Logistics Teams. Together, they ensure that Customers are delivered the right product with the right quality at the right time. Our slogan "every drop counts" signifies our drive towards conservation of resources.

The company is now poised for sharp growth with its dynamic teams located strategically throughout the UAE. Bin Moosa & Daly is and will always be a local company. We are very proud of our Emirates heritage.

## What makes us different

- One of the first ever Abu Dhabi trading companies, established in 1967;
- Substantial growth in our resources over the last 10 years;
- 17,000 square meters of Warehousing Space & Capacity to handle 500 Containers Annually;
- Live customer delivery updates and real-time inventory position;
- Over 80 Qualified Sales Engineers and Service Technicians in all Branches;
- Specialized in assembling Standard and Customized Transfer and Booster pump sets; Comprehensive Pre- and After-Sales Service ranging from specification, installation and operation to maintenance, repair, optimization and energy saving solutions.

# Company Structure



# Our Aim

To build a noteworthy contribution to the development of the United Arab Emirates - Our Home.



# Our Philosophy

To Supply and Service the local market with Complete Systems from the Mains to the Drains.

# Our Commitments

moosa-daly has developed a reputation for its sound business practices, customer orientated approach and accurate solutions, backed by dedicated, reliable Service and Logistics Teams. Together, we ensure that Customers are delivered the right product with the right quality at the right time.



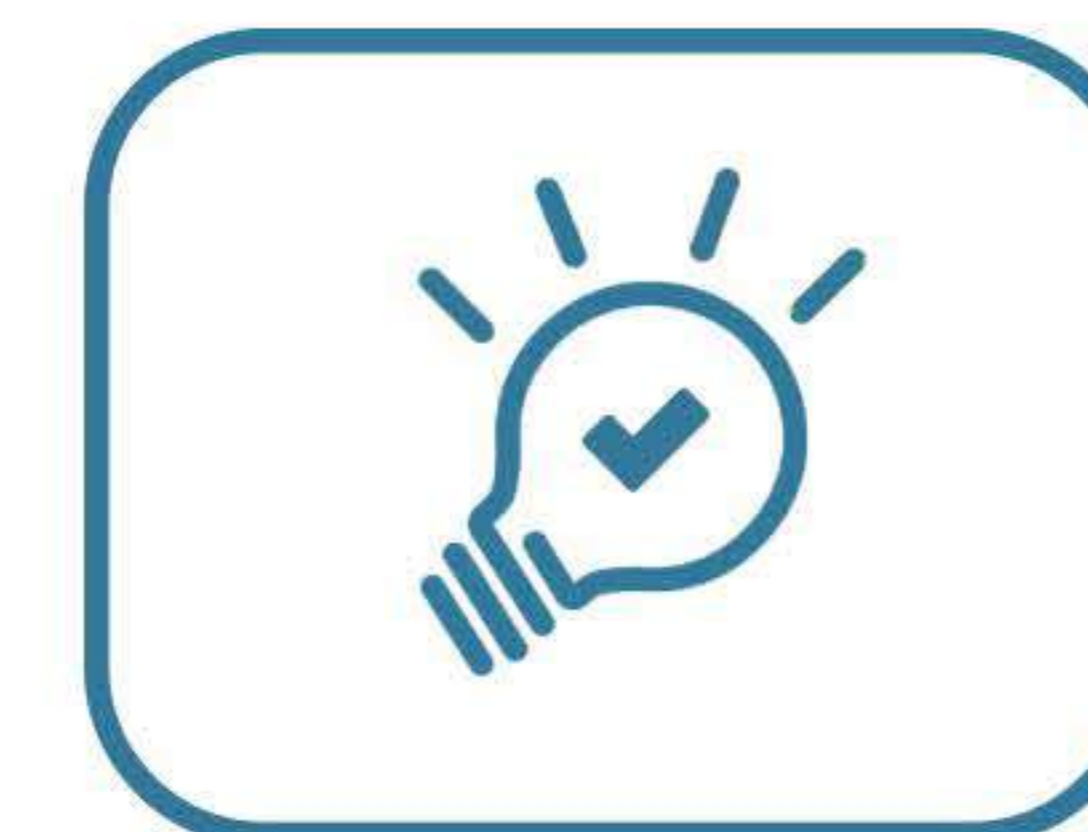
RELIABILITY



QUALITY



INTEGRITY



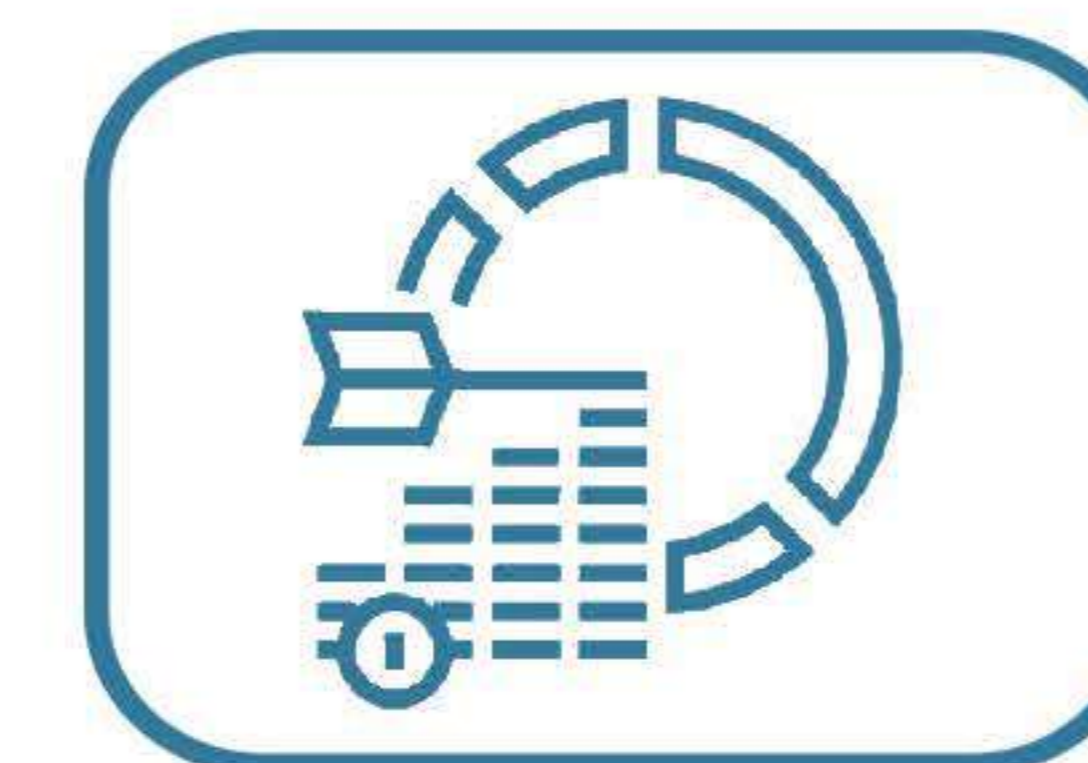
INNOVATION



CUSTOMER FOCUS



TEAMWORK



LONG TERM THINKING



OPERATIONAL EXCELLENCE



CONTINUOUS IMPROVEMENT