



With you in every step...

Moon Shine Group

(Building & Construction Materials Division)

U.A.E | INDIA | QATAR | KENYA | TANZANIA

Customer-Centric International Procurement, Sourcing, Risk Management & Trade Execution Services

**A Technology-Driven, SOP-Driven, Due-Diligence-Based, Commodity
Market Intelligence-Driven & Relationship-Focused International
Business Development & Trade Execution Partner**

Who We Are

Moon Shine Group is a professionally managed Global Sourcing Specialist focused on Building & Construction Materials, mainly ferrous and non-ferrous products, serving customers primarily across the Middle East, Africa and India.

Customers work with Moon Shine Group not merely for sourcing products, but for obtaining professionally coordinated, risk-conscious, execution-focused, and commercially transparent procurement support throughout the complete international transaction lifecycle.

Our role extends far beyond conventional sourcing activities by actively supporting customers from market intelligence, supplier evaluation, risk assessment, commercial negotiations, order execution, documentation control, shipment coordination, customs follow-up, and complaint resolution support whenever required.

A. Market Intelligence & Strategic Sourcing Support

- Periodic sharing of international market intelligence and industry developments
- Regular updates on competitive price trends for products of customer interest
- Strategic sourcing insights based on prevailing market conditions
- Assistance in identifying alternative sourcing options during volatile market situations
- Multi-country sourcing support for improved competitiveness and supply continuity
- Identification of emerging sourcing opportunities and alternative supply markets

B. Procurement Strategy & Cost Optimization Support

- Procurement planning support based on market conditions and project requirements
- Assistance in identifying optimal buying windows
- Comparative sourcing evaluations across multiple countries
- Cost optimization through supplier and logistics analysis
- Support in balancing quality, delivery schedules, and commercial competitiveness

C. Product Consultation & Requirement Assessment

- Detailed review and understanding of customer requirements
- Assistance in product selection based on application and project suitability

- Guidance on specifications, grades, standards, and alternatives
- Coordination with manufacturers for technical clarifications
- Assistance in identifying technically and commercially suitable sourcing solutions

D. Supplier Identification, Due Diligence & Risk Assessment

- Identification and shortlisting of suitable manufacturers and suppliers
- Preliminary supplier background verification
- Basic credibility and operational assessment
- Review of supplier export capabilities, responsiveness, and reliability
- Verification of available certifications and credentials
- Assistance in minimizing sourcing and counterparty risks

E. Supplier Performance Monitoring

- Ongoing monitoring of supplier responsiveness and execution performance
- Evaluation of delivery reliability and service consistency
- Collection and review of supplier performance feedback
- Recommendations for supplier retention, diversification, or replacement where appropriate
- Support in developing reliable long-term supply chains

F. Enquiry Evaluation, Commercial Risk Assessment & Techno-Commercial Vetting

- Receipt and detailed review of customer enquiries
- Techno-commercial evaluation of sourcing feasibility
- Verification of commercial suitability and operational practicality
- Identification of potential procurement and execution risks
- Review of payment terms, delivery commitments, and contractual obligations
- Coordination with manufacturers for optimized sourcing solutions

G. Quotation Submission & Commercial Negotiation

- Submission of techno-commercially compliant offers
- Professional and principled negotiations with mills and manufacturers
- Commercial optimization to achieve competitive sourcing solutions
- Continuous follow-up for order finalization
- Assistance in improving commercial transparency
- Comparative evaluation of competing offers

H. Payment Structure Advisory & Negotiation Support

- Assistance in negotiating commercially balanced payment terms
- Evaluation of supplier payment demands against prevailing market practices
- Support in minimizing unnecessary advance payment exposure
- Assistance in structuring commercially prudent transactions
- Coordination of secure and workable payment arrangements

I. Order Confirmation & Contract Coordination

- Confirmation and validation of finalized orders
- Issuance of International Purchase Orders (IPO) to suppliers on behalf of customers
- Preparation and coordination of Sales Contracts and Proforma Invoices
- Review of contractual documentation
- Assistance in aligning commercial, technical, and delivery commitments

J. Payment Coordination & Banking Support

- Coordination of agreed payment procedures
- Assistance in smooth execution of banking processes
- Follow-up and confirmation of payment receipt by suppliers
- Preliminary review of trade documentation requirements
- Assistance in minimizing banking and documentary discrepancies

K. Production Monitoring & Execution Follow-Up

- Continuous coordination with suppliers regarding production schedules
- Periodic production status updates
- Monitoring adherence to agreed specifications and delivery commitments
- Early identification and communication of execution risks or delays
- Follow-up to ensure compliance with contractual commitments

L. Inspection & Quality Coordination

- Coordination of third-party inspections whenever required
- Assistance in quality verification and compliance monitoring
- Review of inspection reports and production documentation
- Support in minimizing quality-related execution risks

M. Claims Prevention & Risk Reduction

- Identification of potential quality, specification, documentation, and shipment risks before dispatch
- Preventive coordination with suppliers to reduce dispute probability
- Assistance in minimizing avoidable claims and execution disruptions
- Early intervention to address emerging concerns before shipment

N. Pre-Shipment Documentation & Compliance Management

- Verification of commercial and shipping documents prior to dispatch
- Ensuring compliance with order terms and international trade requirements
- Submission of vetted document sets to customers
- Assistance in minimizing documentation discrepancies
- Coordination for banking and customs compliance

O. Logistics, Shipment Monitoring & Delivery Coordination

- Coordination with freight forwarders and logistics service providers

- Assistance in shipment planning and container optimization
- Support in identifying practical and cost-effective shipping solutions
- Continuous shipment monitoring
- Regular ETA updates
- Coordination for smooth shipment execution

P. Balance Payment & Original Document Coordination

In Case of Letter of Credit (L/C)

- Follow-up for timely document presentation to banks
- Coordination and sharing of AWB/Courier details

In Case of Telegraphic Transfer (TT)

- Coordination of balance payment remittance
- Confirmation of supplier receipt of funds
- Coordination of dispatch of original shipping documents

Q. Customs Clearance & Closing Coordination

- Monitoring shipment arrival status
- Coordination to ensure timely receipt of original documents
- Follow-up support for customs clearance and cargo delivery
- Assistance in closure of shipment execution formalities

R. Complaint Handling & Resolution Support

- Detailed review and assessment of complaints
- Verification of contractual and documentary conditions
- Coordination with suppliers for practical and amicable resolutions

In Case Complaint is Found Non-Substantial

- Submission of detailed explanations and supporting evidence
- Coordination for complaint closure

In Case Complaint is Found Genuine

- Collection and review of evidence and supporting records
- Physical inspection whenever necessary and feasible
- Aggressive follow-up for corrective action and compensation settlement
- Facilitation of settlement discussions
- Coordination until agreed resolution is implemented

S. Supply Continuity & Alternate Source Development

- Development of alternate sourcing channels for critical products
- Reduction of dependency on single suppliers
- Assistance in maintaining supply continuity during disruptions
- Multi-country supplier development initiatives

T. Trade Advisory & Knowledge Support

- Guidance on international trade practices

- Assistance in understanding Incoterms, payment methods, and trade procedures
- Support in understanding documentation requirements and trade risks
- Assistance for customers entering new sourcing markets

U. Post-Delivery Relationship & Procurement Support

- Continued post-delivery coordination support
- Assistance in maintaining long-term supplier relationships
- Support for repeat procurement planning
- Ongoing coordination for future sourcing opportunities

V. Project Procurement & Supply Planning Support

- Assistance in procurement planning for project-based requirements
- Supply scheduling support based on project timelines
- Coordination of phased deliveries and call-off schedules
- Assistance in minimizing project delays arising from procurement challenges

W. Emergency & Time-Critical Procurement Support

- Assistance in identifying alternate sources for urgent requirements
- Fast-track supplier coordination and quotation management
- Priority execution monitoring for time-sensitive orders
- Support in minimizing supply disruptions

X. Long-Term Procurement & Supply Chain Development

- Assistance in developing reliable long-term sourcing strategies
- Support in supplier diversification initiatives
- Procurement continuity planning
- Supply chain resilience enhancement

Y. New Market & New Product Sourcing Support

- Assistance in identifying sourcing opportunities in new countries
- Support in evaluating unfamiliar suppliers and markets
- Guidance for first-time imports from new sourcing destinations

Z. Supplier Consolidation & Vendor Rationalization

- Assistance in reducing excessive supplier fragmentation
- Identification of strategic suppliers capable of supporting multiple requirements
- Improved procurement efficiency and supply-chain simplification

AA. Procurement Analytics & Business Intelligence

- Historical procurement analysis
- Supplier performance trends
- Purchase pattern analysis
- Cost comparison support
- Data-driven sourcing insights

AB. Early Warning & Procurement Risk Alerts

- Communication of significant market developments
- Alerts regarding supply disruptions
- Monitoring of major logistics challenges
- Updates on trade restrictions, duties, sanctions, and regulatory changes affecting procurement

AC. Customer Growth Support Philosophy

- Assistance in improving procurement efficiency
- Support in reducing sourcing risks
- Contribution towards improved competitiveness
- Long-term commitment to supporting customer growth through reliable procurement solutions

AD. TradeALLY™ ERP – Our Proprietary International Procurement & Trade Execution Platform

To further strengthen operational efficiency, execution control, traceability, transparency, and customer service excellence, Moon Shine Group has developed its own proprietary ERP platform — **TradeALLY™ ERP by Moon Shine Group** — specifically designed to meticulously manage and monitor every stage of the international procurement and sourcing lifecycle.

TradeALLY™ ERP has been conceptualized based on years of practical experience in global sourcing, international trade, supplier management, procurement coordination, risk management, documentation control, and transaction execution, particularly within the Building & Construction Materials sector.

The platform is designed to systematically manage and coordinate the complete procurement lifecycle, including:

- Market intelligence and price monitoring
- Customer enquiry management
- Product and supplier evaluation
- Supplier due diligence and risk assessment
- Techno-commercial analysis
- Quotation management and comparison
- Commercial negotiation tracking
- Order execution management
- Production monitoring
- Inspection coordination
- Documentation verification
- Shipment tracking and logistics coordination
- Payment monitoring
- Complaint handling and resolution management
- Customer communication and follow-up management
- Historical transaction management and analytics
- Procurement analytics and management reporting
- Supplier performance intelligence
- Historical buying pattern analysis
- Customer-specific procurement dashboards

TradeALLY™ ERP enables structured workflow control, centralized data management, document traceability, execution monitoring, follow-up scheduling, supplier/customer coordination, and real-time operational visibility throughout the procurement process.

The platform has been developed with the objective of minimizing dependency on fragmented communication, manual tracking methods, spreadsheets, and isolated record-keeping practices, thereby improving transparency, accountability, accuracy, responsiveness, and execution discipline.

TradeALLY™ ERP is the brainchild of Mr. Sankar Nair, Founder of Moon Shine Group, who independently conceptualized and has been relentlessly developing the software using Java and MySQL technologies. The platform reflects a unique blend of knowledge acquired through higher education, extensive practical experience gained over more than two decades while serving in responsible positions across diverse business functions with leading international organizations, together with the entrepreneurial and international trade experience accumulated through his own business operations since 2005.

Mr. Sankar Nair strongly believes that technology should not merely record transactions but should create greater confidence, visibility, accountability, and control for all stakeholders involved in international trade.

One of the core visions behind TradeALLY™ ERP is that a single reference code shared with a customer should eventually enable the customer to instantly access the precise status of enquiries and quotation records, an order, shipment progress, documentation milestones, communication records, follow-up history, and the complete history of previous transactions through structured drill-down and intelligent traceability mechanisms.

The foundation philosophy behind TradeALLY™ ERP is rooted in Mr. Sankar Nair's long-standing belief that the sustainable success of Moon Shine Group can only be achieved by actively contributing towards the steady and continuous growth of its customers' businesses through professionally managed, transparent, reliable, and successful procurement support.

The platform continues to be enhanced and refined as part of Moon Shine Group's long-term commitment to delivering world-class procurement management, trade execution, customer support, and transaction visibility services.

AE. Standard Operating Procedures (SOP) & Process Excellence

Moon Shine Group is a process-driven organization, and not a personality-driven organization.

Moon Shine Group firmly believes that sustainable business growth, operational excellence, customer satisfaction, and execution consistency can only be achieved through disciplined processes and well-defined Standard Operating Procedures (SOPs).

Accordingly, Moon Shine Group has developed and implemented a comprehensive and meticulously structured SOP framework comprising approximately 185 pages, covering virtually every aspect of its sourcing, procurement, trade execution, customer support, supplier selection and coordination, documentation management, communication protocols, risk management practices, and internal control procedures.

The SOP framework has been developed based on years of practical international trade experience and is continuously reviewed and enhanced to align with evolving business requirements and industry best practices.

Moon Shine Group's management places strong emphasis on process discipline and ensures that all team members consistently adhere to the established SOPs in their day-to-day responsibilities. This structured approach helps maintain operational consistency, accountability, transparency, accuracy, responsiveness, and service quality across all customer interactions and transaction stages.

The objective is to ensure that customers receive a uniform, professional, and reliable experience irrespective of the complexity, size, location, or duration of the transaction.

Together, TradeALLY™ ERP and Moon Shine Group's SOP framework form the foundation of our commitment towards professionally managed, process-driven, transparent, and execution-focused international procurement and trade support services.

AF. Customer Confidentiality, Data Protection & Business Ethics

Moon Shine Group recognizes that confidentiality, trust, and ethical conduct are fundamental to successful long-term business relationships.

Accordingly, all customer information received during the course of business, including but not limited to enquiries, specifications, projects, pricing, procurement plans, sourcing strategies, purchase history, commercial discussions, transaction records, supplier information, and business intelligence, shall be treated as strictly confidential.

Moon Shine Group shall not knowingly disclose, share, distribute, or utilize such information for the benefit of any third party except where disclosure is required for the legitimate execution of the customer's sourcing requirements or where such disclosure is expressly authorized by the customer.

Moon Shine Group is committed to maintaining appropriate controls and business practices to safeguard customer information from unauthorized access, misuse, disclosure, or exploitation.

The company further undertakes to conduct all business activities with professionalism, integrity, fairness, transparency, and respect for the commercial interests of all stakeholders involved.

Protection of customer relationships, commercial interests, proprietary information, and business continuity forms an integral part of Moon Shine Group's operating philosophy.

Moon Shine Group firmly believes that customer trust is earned over many years but can be lost in a single moment. Accordingly, maintaining the confidentiality of customer information and protecting customer business interests shall always remain one of the company's highest priorities.

AG. Customer Cost Advantage & Service Fee Policy

One of the key advantages of working with Moon Shine Group is that customers receive the benefit of our comprehensive procurement, sourcing, trade execution, risk management, coordination, and support services without paying any separate consulting fees, sourcing fees, retainers, service charges, or commissions to Moon Shine Group.

Our business model is structured to ensure that customers benefit from professional procurement support, supplier evaluation, commercial negotiations, trade execution coordination, and ongoing transaction assistance without incurring additional service costs from Moon Shine Group.

Accordingly, customers are able to leverage our extensive market knowledge, global supplier network, procurement expertise, execution monitoring, documentation support, logistics coordination, and complaint resolution assistance while remaining focused on achieving competitive sourcing solutions and successful transaction execution.

Our objective is to create a mutually beneficial business environment where customers benefit from professionally managed procurement support, reduced sourcing risks, improved commercial transparency, and access to competitive international supply sources.

This business model enables Moon Shine Group to remain focused on protecting customer interests, improving procurement efficiency, reducing transaction risks, and contributing towards the steady and continuous growth and success of our customers' businesses.

At Moon Shine Group, we firmly believe that our own growth and success can be sustained only by actively contributing to the growth, competitiveness, and long-term success of our customers.

AH. Why Even Experienced Procurement Organizations Work With Moon Shine Group

Moon Shine Group fully recognizes that many customers possess extensive technical, commercial, procurement, and international trade expertise within their respective industries.

However, successful international procurement often requires much more than product knowledge and purchasing experience. It demands continuous market monitoring, access to a broad and reliable supplier network, supplier qualification and due diligence, commercial negotiations, execution follow-up, documentation control, logistics coordination, risk management, and ongoing relationship management across multiple countries and time zones.

Many organizations find it more practical and commercially beneficial to leverage Moon Shine Group's established market presence, supplier relationships, procurement infrastructure, international trade experience, and execution resources rather than dedicating significant internal time and manpower to these activities.

By partnering with Moon Shine Group, customers are able to remain focused on their core business operations while benefiting from an extended procurement, sourcing, and trade execution support team working continuously on their behalf.

Our objective is not to replace a customer's procurement capabilities, but to strengthen them by providing additional market reach, sourcing intelligence, execution support, risk mitigation, and international trade coordination that may otherwise require substantial internal resources to develop and maintain.

AI. What We Expect From Our Customers

At the initial stage of our relationship, we do not expect any exclusive commitment, minimum business volume, or immediate order placement from our customers. What we seek is simply the opportunity to participate in your sourcing and procurement process by receiving your active and genuine buying enquiries and being given the opportunity to submit our techno-commercially compliant quotations and sourcing proposals.

We fully understand that confidence and long-term business relationships are built progressively through consistent performance, professionalism, transparency, responsiveness, and successful

execution. Accordingly, we welcome the opportunity to demonstrate our capabilities and value proposition through our market knowledge, supplier network, commercial competitiveness, execution support, and overall procurement expertise.

Even where an immediate order may not materialize, we believe that professionally prepared quotations, market intelligence, sourcing alternatives, and commercial insights can assist customers in making more informed procurement decisions and evaluating available options in the marketplace.

Our objective is not merely to secure individual orders, but to gradually earn the confidence, trust, and long-term partnership of our customers through sustained value creation and professional support.

We remain confident that customers who experience the depth of services, market reach, execution capabilities, technology platform, and business ethics of Moon Shine Group will recognize the value of having a dedicated international procurement and trade execution partner working continuously on their behalf.

AJ. Our Commitment

Moon Shine Group remains actively involved throughout the complete procurement and execution cycle with the objective of ensuring:

- Competitive sourcing
- Reduced commercial risk
- Supplier reliability
- Commercial transparency
- Smooth order execution
- Secure transaction structures
- Reliable customer support
- Long-term business continuity

We function not merely as a sourcing intermediary, but as a dedicated international procurement, risk management, and trade execution partner committed to protecting customer interests throughout the transaction lifecycle. We do not view ourselves as a sourcing intermediary, but as an extension of our customers' procurement, sourcing, and international trade functions.

Submission of enquiries does not create any obligation on the customer to place an order with Moon Shine Group.

Our philosophy - "Moon Shine can grow only when its customers grow"

We Commit 'To Be With You In Every Step...'