

Executive Summary

Egyptian Olive Oil Supplier Evaluation

DXN Egypt – Private Label Sourcing Initiative

Purpose

Following your guidance to identify suitable Egyptian manufacturers for DXN Egypt's Private Label initiative, I conducted an initial supplier sourcing and qualification exercise focusing on the olive oil sector.

The objective was to identify manufacturers capable of supplying premium-quality Extra Virgin Olive Oil while meeting DXN's key requirements, including product quality, competitive pricing, reasonable minimum order quantities (MOQ), Private Label capability, and long-term partnership potential.

Sourcing Methodology

The supplier evaluation was conducted using a structured qualification process rather than comparing suppliers solely on price.

Each supplier was assessed based on multiple technical and commercial criteria, including:

- Private Label capability
- Packaging options
- Manufacturing model (factory, mill, farm ownership)
- Export experience
- Existing Private Label projects
- Product portfolio
- Certifications and regulatory compliance
- Awards and market recognition
- Minimum Order Quantity (MOQ)
- Flexibility for future product development, including mushroom-enriched products
- Olive varieties used
- Quality management practices
- Commercial pricing
- Communication quality and technical transparency

This approach was intended to identify suppliers capable of becoming long-term strategic partners rather than simply offering the lowest price.

Preliminary Findings

A total of **seven Egyptian olive oil suppliers** were evaluated during the initial assessment.

The suppliers demonstrated varying levels of manufacturing capability, commercial flexibility, export experience, and quality management.

While several suppliers offered competitive pricing, the evaluation indicated that supplier capability should be assessed through a broader perspective that includes production practices, technical expertise, quality control, transparency, and long-term reliability.

The assessment also confirmed that ownership of a production facility alone is not necessarily an indicator of superior product quality. Greater importance was placed on process control, olive selection, production management, storage practices, and the supplier's overall commitment to maintaining consistent quality.

Recommended Suppliers

Based on the current evaluation, **3 suppliers** have emerged as the strongest candidates for the next phase of assessment.

These suppliers demonstrated the best overall balance of:

- Product quality
- Commercial competitiveness
- Private Label capability
- Flexible MOQ
- Export readiness
- Professional communication
- Long-term partnership potential

One supplier, in particular, distinguished itself through its comprehensive quality management approach, including close supervision of olive cultivation, careful olive selection, same-day milling after harvest, controlled storage practices, and a highly transparent technical discussion regarding its production methodology.

Recommended Next Steps

I recommend proceeding with the following activities before making a final supplier selection:

1. Request technical documentation (COA, certifications, laboratory analysis, and product specifications).
 2. Obtain product samples for quality evaluation.
 3. Conduct factory and production facility visits where appropriate.
 4. Verify Private Label production workflow and contractual manufacturing arrangements.
 5. Prepare a final comparative evaluation with recommendations for supplier selection.
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Conclusion

The initial sourcing phase has successfully identified several promising Egyptian suppliers capable of supporting DXN Egypt's Private Label strategy.

The next stage will focus on technical validation, sample evaluation, and supplier verification to ensure that the selected partner consistently meets DXN's quality expectations and long-term business objectives.

I look forward to discussing the findings and receiving your feedback before proceeding to the next phase of supplier evaluation.

Kind regards,

Abdulrahim Ahmed

Independent Business Development & Strategic Sourcing Consultant
Representing sourcing discussions on behalf of DXN Egypt