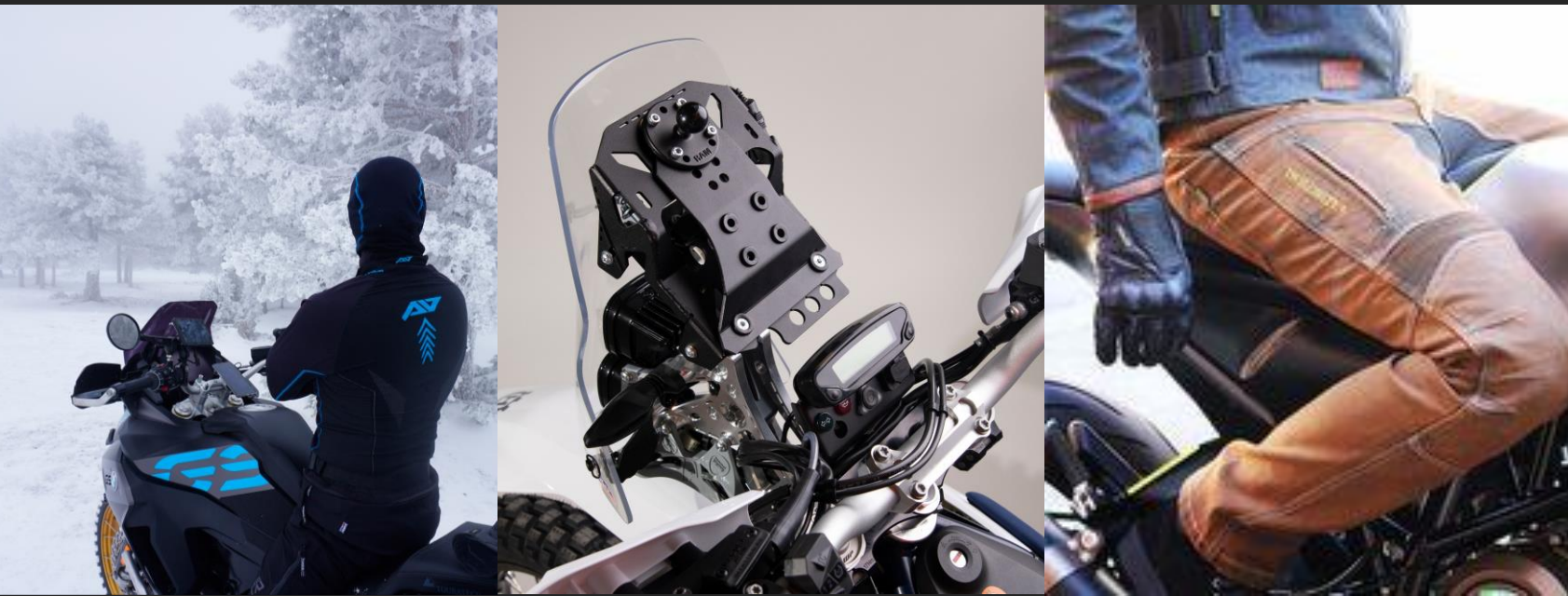


GRUPO GUIREN

DISTRIBUCIÓN



Corporate dossier

2023 - Passion in movement



**THE BEST WAY
TO GROW IS TO
TRAVEL THE
ROAD
TOGETHER**

WHO WE ARE?

Distribution in
Spain of
accessories for
motorcyclists



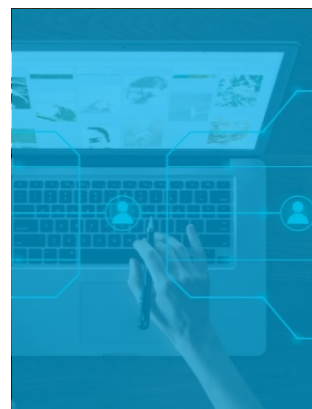
Our Project

GRUPO GUIREN S.L. is a company born in 2021, fruit of the great experience of the people who compose it, with 13 years of experience within the sector of the biker boutique and accessories for the main motorcycles of the market.



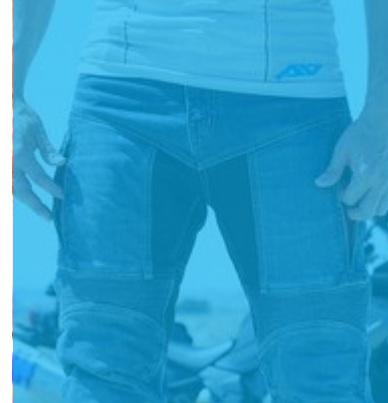
Our objective

Accompanying brands in the commercialization of their products, introducing and/or consolidating them in the national market, giving them the place they deserve and generating a strong and solvent brand culture. Establishing a lasting network between manufacturers, points of sale and end users.



At your service

GRUPO GUIREN S.L. offers its experience, professionalism and know-how of the Spanish market in terms of motorcyclist accessories. Generating synergies between brands and stores throughout the national territory. Betting for the quality in the service and the satisfaction of the customers and users.



OUR VALUES

Professionalism

Our team develops its work meticulously and always with the utmost seriousness and respect for the brands we market and for the customers who trust them.

Experience

We are a team of people linked to the motorcycle sector for more than 13 years, with extensive experience in the marketing of accessories for motorcyclists and motorcycle components.



Honesty

We do our job, being transparent with clients and offering only what we can deliver. We are win-win oriented to offer benefits to brands and clients.

Commitment

Our team is fully involved with each brand and each client. Our greatest satisfaction is to see the objectives and commitments we establish with each of them fulfilled.



**WE WANT
TO CREATE A
BRIDGE WITH
OUR BRANDS**

CORPORATE PHILOSOPHY

Grupo Guiren's business philosophy is based on maintaining a firm commitment with the brands. We are aware that the commercial work does not end when the commercial agreement is closed. We assume the principle that excellence depends both on what is done and the way in which it is done. Grupo Guiren stands out for its know-how, as we have accumulated more than 13 years in the sector. That is why Grupo Guiren pursues excellence through a process of continuous improvement: demanding results, working better every day, exceeding the established expectations. Our priority is to maintain long-term relationships with our clients, offering them the technical and human support they need. Grupo Guiren is the result of a business philosophy focused on customer satisfaction, based on quality and professionalism. Through the experience acquired over the years, it has the Know How and the necessary resources to offer its customers a service that meets their needs with the best guarantees and in the shortest possible time. Translated with www.DeepL.com/Translator (free version)

In short, we respond to the needs of the brands we market and at the same time we work with the stores to achieve the commercial remains that are presented to them. We are always committed to maintaining the commercial policies of the different brands.



MISSION

To be a benchmark in the sector

We aim to be a reference in the distribution of accessories for motorcyclists, providing maximum added value to our customers, thanks to our ability to manage and integrate the knowledge acquired through experience, information and training.

VISION

To be an ally of our customers

To be competent, to collaborate closely with the brands, to become partners of our points of sale and to contribute to the training of products and sales techniques. To focus on quality sales and respecting the commercial policies of the brands. And always, with the focus on the sensitivity and satisfaction of the users.

VALUES

Our team

Our main value is our team, they are the ones who make this project possible. Encouraging and working with motivation and involvement, working with commitment, honesty and professionalism.





**IN ADDITION TO
POSITIONING
PRODUCTS IN THE
MARKET, WE
CREATE BRAND
IMAGE.**

HOW DO WE DO IT?

The experience acquired in the last 13 years, allows us to carry out:

- Constant promotion of the brand and its products, through various communication channels and social media.
- Customer follow-up and constant accompaniment.
- Action plans and customized commercial challenges.
- Constant feedback with the brand.
- Excellent after-sales management.

VALUE PROPOSAL

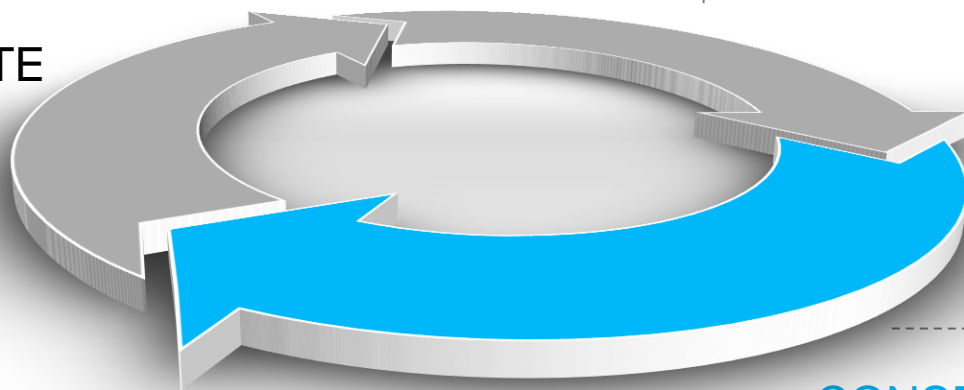
Grupo Guiren offers a winning proposal when it comes to commercializing products, positioning them strategically in the different areas and achieving a good management of them, guaranteeing the defense of commercial policies and prices. At the same time it bets for the formation of the different points of sale to achieve apostles in each one of them.

WE COMBINE

- Customer service
- Commercial orientation
- After-sales service
- Constant advice

WE CONTRIBUTE

- Experience
- Skills
- Knowledge
- New



CONSEGUIMOS

- Commercial results
 - Brand loyalty
- Product positioning
- Win-Win-Win (Store-Retailer-Manufacturer)

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