



Copima
كوبِيما
COPIMA

Your Mobility Solutions Partner

We connect global car parts suppliers
with local businesses, ensuring seamless
distribution and optimal service quality.



Copima.ma



Family Foundations, Automotive Aspirations

Deeply rooted in family values and traditions, **Copima** is a privately owned business managed by two brothers. With more than **170 committed employees**, we have grown into a leading importer and distributor of automotive spare parts in **Morocco**. At the heart of our operations lies our aspiration: **to become the leader for automotive spare parts distribution in Morocco and lead the way to bringing value as a comprehensive mobility solution provider**. Our family roots and core values guide us in every step of our journey, ensuring we continuously evolve and excel in meeting the needs of our market and suppliers.



170+
**Active
Collaborators**

1971
**Creation
Date**

1400+
**Active
Resellers**

80+
**Brands
Represented**

Driving the Automotive Sector in Morocco Forward.

“

At Copima, our vision is to be the **leading provider of high-quality automotive parts in Morocco**, setting industry standards for reliability and customer service. **We are committed** to continuous support and training, ensuring that our clients are well equipped for the advancements that the automotive market is continually bringing. **Our goal is to build lasting relationships based on trust, excellence, and unparalleled support**, driving forward the automotive sector in Morocco.

Mohamed El Housni
CEO - Cofounder





Our Mission & Philosophy

1

Improve the range of spare parts and services on offer - **Contribute** to an efficient Moroccan Mobility experience through Technology.

Our Mission

Our philosophy is rooted in the belief that "**We rise by lifting others.**" This principle guides every aspect of our business, from nurturing our employees and supporting our partners to serving our customers and contributing to the community.



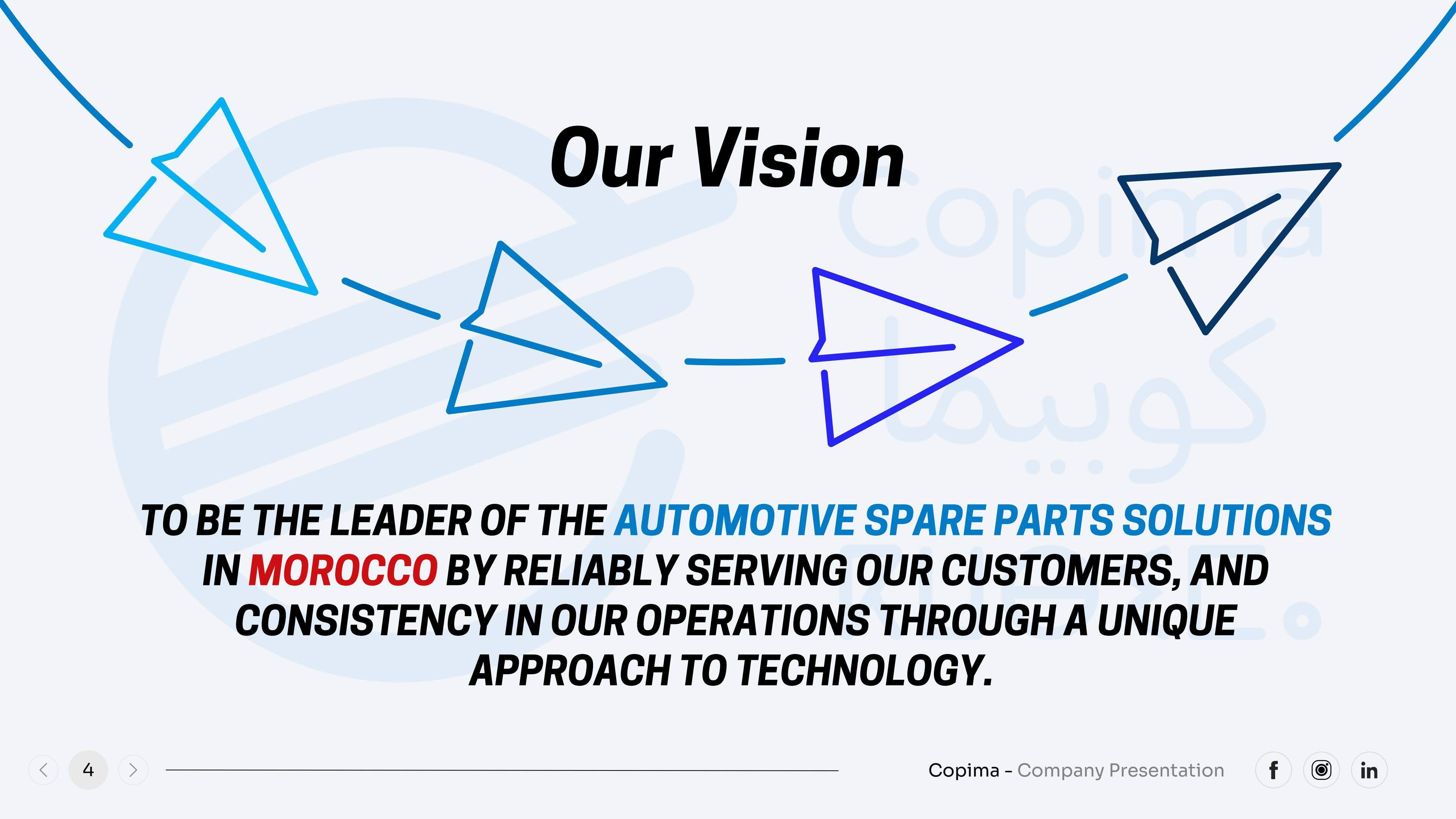
Through innovation and a customer-centric approach, we strive to support the evolving needs of Morocco's automotive sector and ensure a seamless experience for all our partners and clients.

Our Philosophy

2

Fostering a culture of collaboration, empowerment, and mutual support, we **ensure** that our collective success is built on the strength of our shared growth and commitment to excellence.





Our Vision

**TO BE THE LEADER OF THE *AUTOMOTIVE SPARE PARTS SOLUTIONS*
IN *MOROCCO* BY RELIABLY SERVING OUR CUSTOMERS, AND
CONSISTENCY IN OUR OPERATIONS THROUGH A UNIQUE
APPROACH TO TECHNOLOGY.**

Meet the Leadership that is Driving Copima's GROWTH

Empowering the team for lasting impact.



Driving Sales through Education



Identify Customer Pain Points and Knowledge Gaps

Surveys, interviews, and feedback forms to understand the common challenges and knowledge gaps.

Develop and Deliver Educational Content

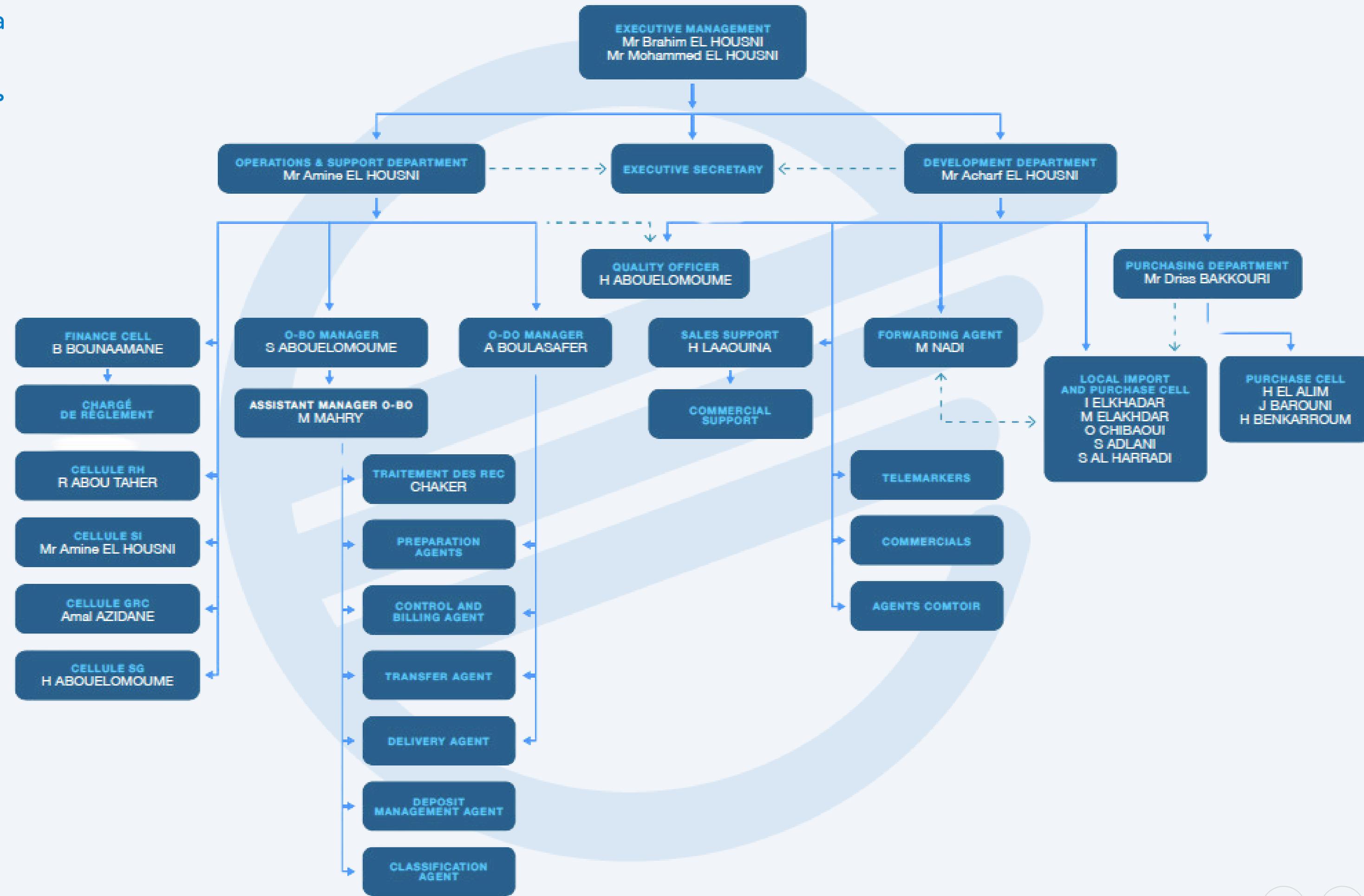
Conduct training sessions allowing for direct interaction, immediate feedback, and the opportunity to address questions in real-time.

Measure Impact and Iterate

Measure effectiveness by tracking sales performance, analyzing customer feedback, and assessing improvements in customer knowledge and satisfaction



Organizational Chart

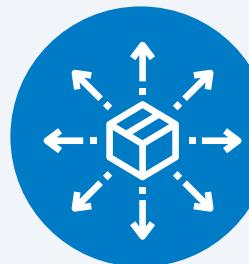




What We Offer...

Streamlining Automotive Parts Distribution

At **Copima**, we focus on delivering quality customer support as a trusted reseller and importer. Our commitment extends to providing technical assistance, personalized guidance, and proactive solutions. These efforts aim to ensure that every interaction with our clients is characterized by a dedication to service and satisfaction, fostering relationships built on trust and reliability.



Distribution of Automotive Parts

Comprehensive range of high-quality automotive and agricultural spare parts.



Digital Solutions

Customer interactions through online product catalogs, order placements, and transaction management (Copima Edge)



Customer Support

After-sales service, including technical assistance and guidance.



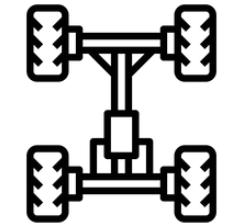
Market Penetration

Assisting car parts distributors in expanding their market presence, with a solid and trusted network of resellers

A Comprehensive Range of Components



**ENGINE
PARTS**



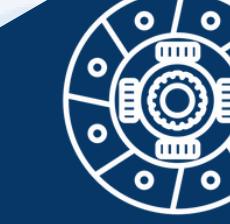
**CHASSIS AND
SUSPENSION
PARTS**



FILTRATION



BRAKING



**CLUTCH AND
TRANSMISSION
PARTS**



**BEARINGS, HUB
BEARING AND
WHEEL PARTS**



WIPING



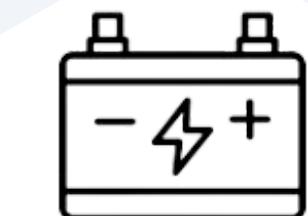
**COOLING
PARTS**



**ELECTRICAL
PARTS**



LUBRICANTS



BATTERIES



Copima
کوییما
RUEE.

Our Products Catalogue



Copima - Company Presentation





YOUR VISION
OUR EXPERTISE

Our Material Ressources

<5000m² OF STORAGE SPACE

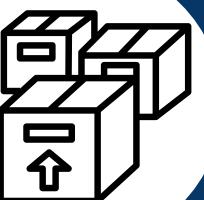
Merchandise Reception



Storage/ Picking Area



Packing





LOGISTICS & TRANSPORTATION



24h

Shipping Challenge



Clients

Preferred Shipping Option



20+

Shipping Companies



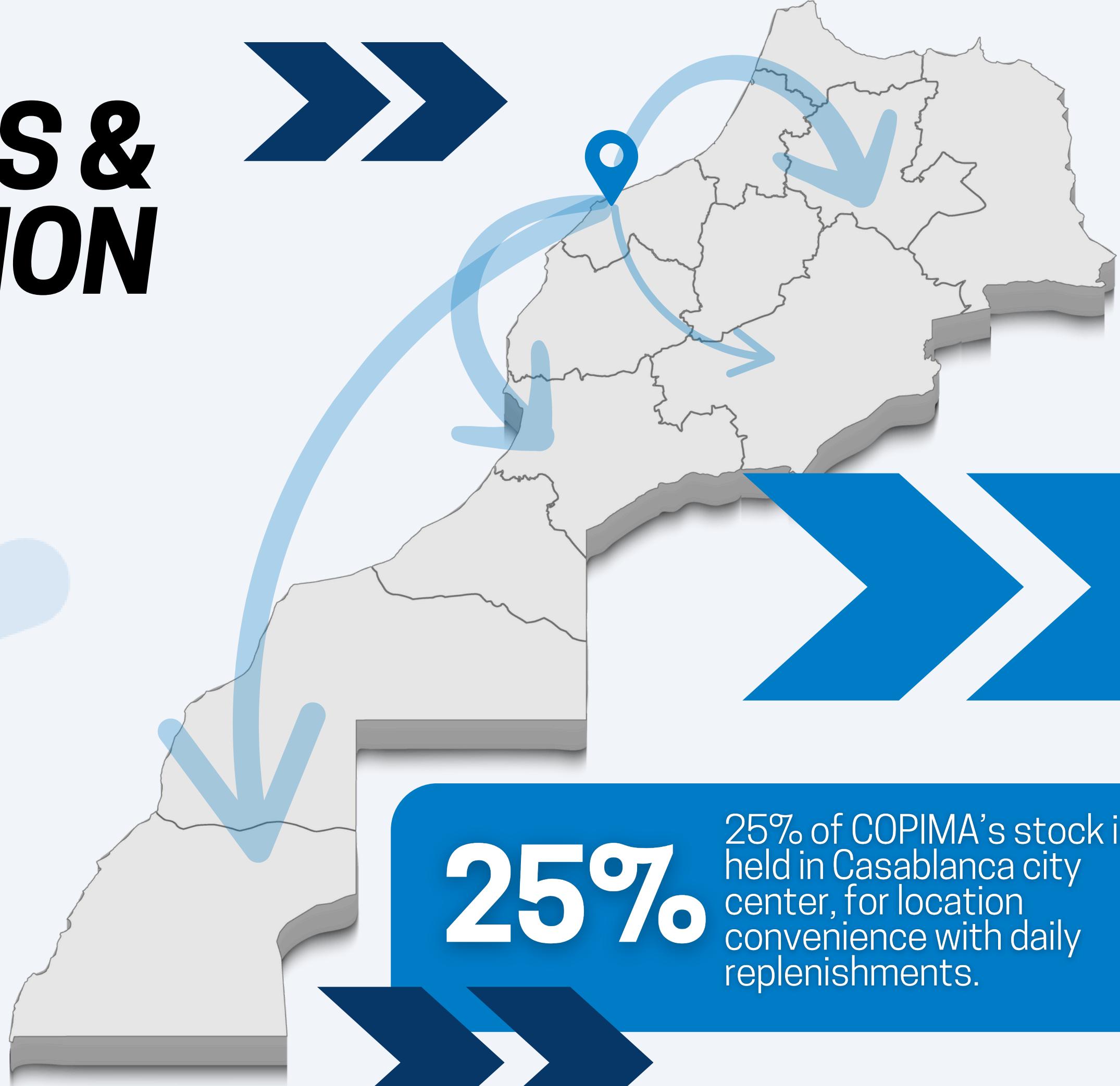
100%

National Coverage



Instant

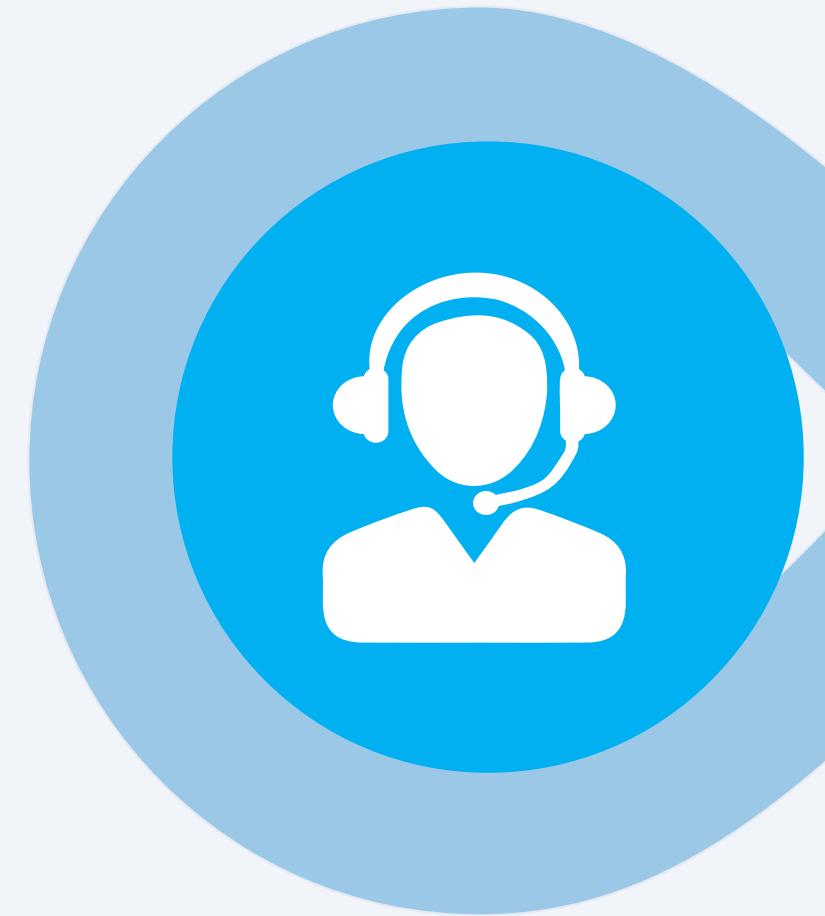
Shipment Tracking



25%

25% of COPIMA's stock is held in Casablanca city center, for location convenience with daily replenishments.

Our Sales Strategy



Call Center

- 8 sales people taking over 300 calls /day.
- Smaller, urgent orders usually for final customers (mechanics or individuals).
- Often involve down payments, emphasizing the need for quick availability.
- Resellers can influence brand choice or offer alternatives when needed.



Sales Representatives

- 9 sales reps assigned to regions for customer orders and relationship building.
- Proactively present product updates, new brands, and categories.
- Manage payments, ensuring clear terms and payment consistency.



Direct Sale at the Counter

- Small counter in Bouskoura for local shops; main sales are handled at the city center office.
- Allows market monitoring and assessment of mechanic and customer needs.
- Located on a street with the highest concentration of spare part importers.

Sales Strategy

Centralized Sales Efficiency:

- Consolidates operations and data management at the city center office, streamlining order processing and inventory control.



Improved Customer Feedback:

- Direct interaction with local shops and mechanics provides valuable, real-time insights into customer needs and preferences.

Enhanced Customer Engagement:

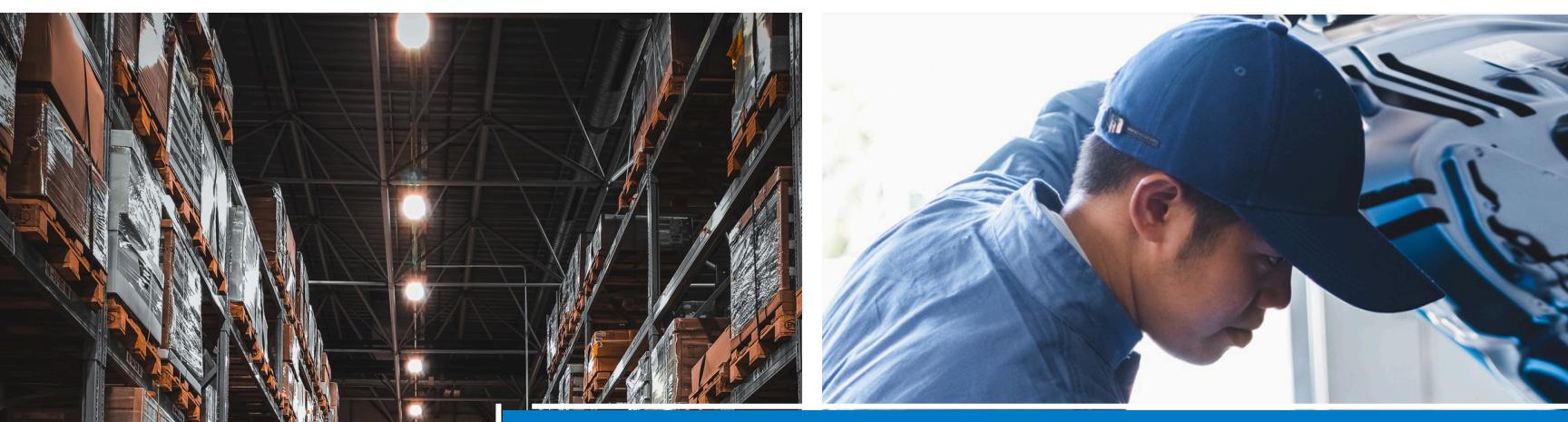
- Frequent visits and personalized service strengthen relationships and build trust with both local shops and final customers.

Strategic Location Advantage:

- Situated on a major aftermarket parts hub street, boosting visibility and attracting more customers to the city center office.



Copima
كوبِيما
RUEΣC.



**STOCK KEEPING UNITS
+50.000**

Extensive range to meet diverse customer needs and preferences, ensuring comprehensive solutions for every automotive requirement.

**SUPPLIERS WORLDWIDE
+60**

Providing a diverse range of brands across the same product line to ensure we meet all customer needs comprehensively

**RELIABLE BRAND
REPRESENTATIVES FOR
AUTOMOTIVE SPARE
PARTS IN MOROCCO.★**



Copima
کوبیما
RUEE.

<#>

FUTURE



Innovating
at our core:
**TECHNOLOGY AT
THE HEART OF
OUR PROCESSES**



FORWARD

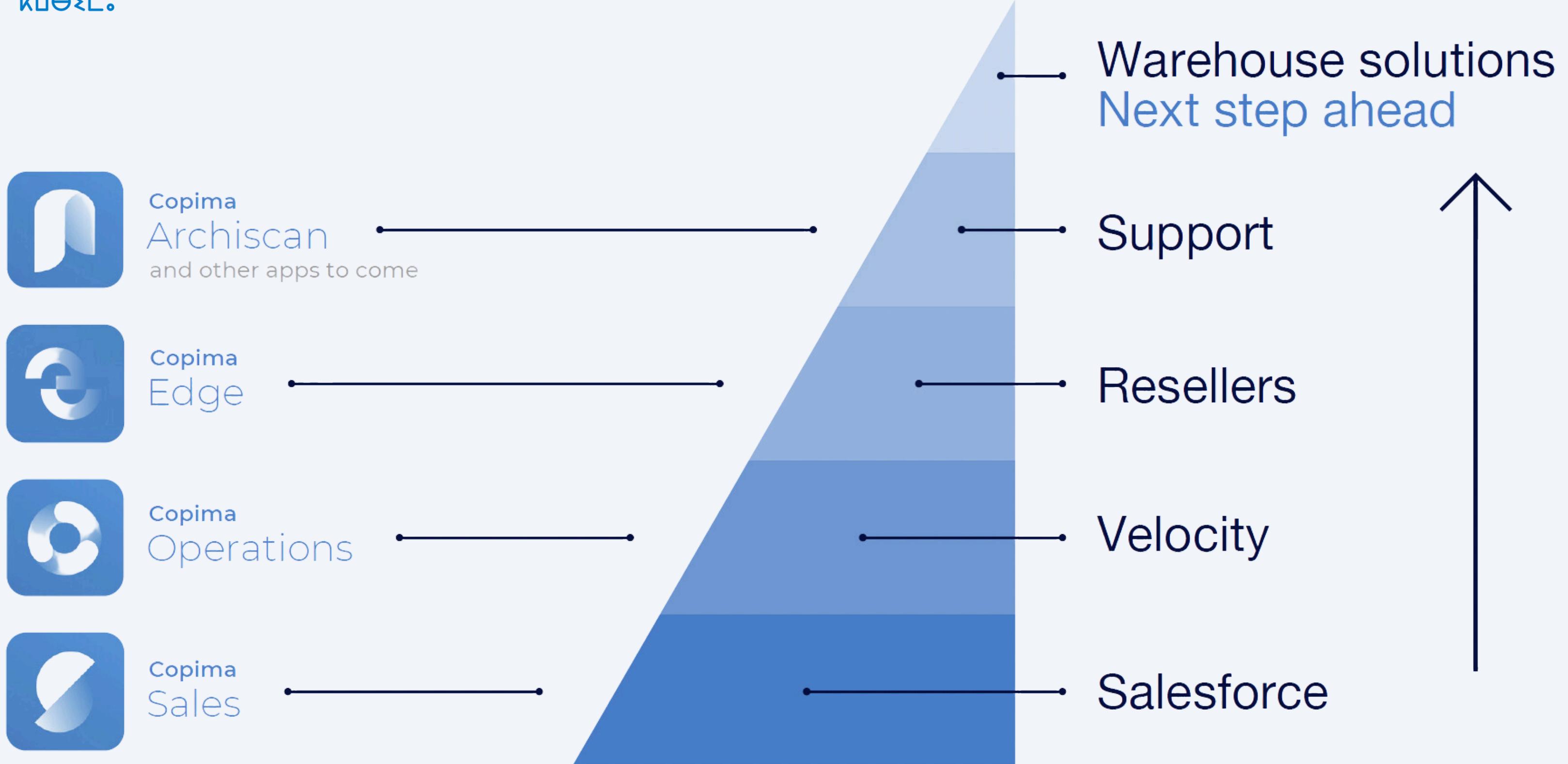


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Copima - Company Presentation





Thank you for your attention

Contact us

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