
OBEGI GROUP

The Obegi Group is a large family-owned conglomerate established in 1905. Today, the Group operates in diverse sectors of activities, comprising, among others:

- **Consumer goods:** Obegi Consumer Products is one of the three leading marketing, sales, and distribution companies for FMCGs in Lebanon.
- **Banking:** The Obegi Group started its Banking activities in Lebanon in 1961 with Credit Libanais. With Banque BEMO, it is currently present in France, Luxembourg, Cyprus, Lebanon, and Syria.
- **Chemicals:** Obegi Chemicals Group [OCG] is one of the largest independent distribution networks in the Middle-East and the Gulf for chemical raw materials. It is also the producer of other goods such as detergents.
- **Retail:** Obegi Better Home in Lebanon and Obegi Better Office in Dubai are importers and distributors of a wide range of luxury residential and office furniture.

CDS has been a trusted partner of the Obegi Group for more than 12 years, starting its first assignment with the Group in 1998 and successfully working with the second and third generations of the Obegi family on diverse engagements covering all their companies.

In 1998, CDS conducted its first assignment with Obegi Consumer Products [OCP], assisting the company to develop its national sales strategy. In 1999, OCP asked CDS to revisit and optimize its warehousing and distribution strategy and operational processes. The company became a reference and a model at the time in advanced distribution in Lebanon.

In 1999, CDS redefined the sales concept and approach of Obegi Better Home.

In 2000, CDS conducted a full institutional audit of Obegi Chemicals Group that resulted in the establishment of a comprehensive set of improvement initiatives. CDS did the same for Unifert, a sister company of OCG, active in the production, sales, and distribution of fertilizers across the Middle-East.

In 2000, CDS also worked with Banque BEMO on a full institutionalization program, assisting the bank in achieving strategic focus in the corporate and private banking sectors and creating synergies with the entities of the bank located in Europe. A full reorganization and restructuring of the bank operations was also conducted, allowing the bank to establish itself as a reference in the quality and speed of service offered to customers.

In 2004, CDS conducted a process engineering assignment for branch operations of the bank in Syria. This resulted in faster and more streamlined customer interactions and experience within the branches, leading to significantly improved customer satisfaction.

In 2010, Banque BEMO called upon CDS to assist it in taking the bank to its next level of development covering a rejuvenation of its vision, mission, and values, the realignment of its business and corporate objectives, and, accordingly, the development of its marketing and organizational strategies.

MR. GEORGES OBEGI:
CHAIRMAN & GENERAL MANAGER
OF OBEGI CONSUMER PRODUCTS

“ CDS consultants gave us a hard time...challenging our preconceived opinions. But their work was excellent, and in the end, we fully adopted the solutions they recommended.”

MR. RIAD OBEGI:
CHAIRMAN & CEO
OF BANQUE BEMO

“ Our Change Program with CDS profoundly transformed and focused our bank. It gave us the ability to continuously adapt to the changing environment.”