



COMPANY PROFILE

RUKN UMAYYA TRADING CO





Introduction

(UMC) is a leading provider of medical devices for diagnostic laboratories in the Kingdom of Saudi Arabia, offering high-quality solutions supported by comprehensive technical services. We are committed to delivering precise and reliable devices to enhance healthcare quality.





Founded in 2011 in the Kingdom of Saudi Arabia, (UMC) specializes in providing medical devices and laboratory consumables for diagnostic laboratories. The company is committed to delivering advanced technological solutions that enhance diagnostic quality and support the healthcare sector with high-level services.









To provide innovative and reliable medical solutions that support diagnostic laboratories, focusing on device quality, continuous development of after-sales services, and ensuring customer satisfaction by delivering the best products at the most competitive prices, thereby enhancing healthcare standards in the Kingdom.





Business Strategy



(UMC) focuses on increasing its market share in Saudi Arabia by expanding its existing customer base and improving customer satisfaction through exceptional technical support services and competitive pricing. We also aim to expand our distribution network and implement targeted marketing campaigns to raise brand awareness and strengthen our market position.



Diversification Strategy

(UMC) aims to diversify its product and service portfolio by introducing advanced technologies and new devices that meet growing healthcare sector needs. We also target expansion into new segments within the medical market and the development of integrated solutions including after-sales services to provide added value to our clients.





Research & Development

(UMC) places research and development at the core of its strategy, actively tracking the latest advancements in global laboratory technology. We focus particularly on addressing gaps in the local market by introducing rare and specialized tests. that are not widely available

zinc	ANTI-TP	HBsAg	HAV Igm	Anti-dsDNA	Anti-Nuc	Anti-Rib-P	BNP	D-dimer
copper	ANTI-HCV	ANTI-HBc IGM	HEV IgG	Anti-His	Anti-PCNA	Anti-Scl-70	CK-MB	GDF-15
HIV AG/AB	HBsAB	HBV Prs S1	Anti-CENP-B	Anti-Jo-1	Anti-PM-Scl	Anti-dsDNA	cTnl	hs-CRP



Our Ambitions

• Strengthen (UMC)'s position as the leading provider of medical and laboratory devices in the Kingdom of Saudi Arabia by delivering innovative solutions and comprehensive services that meet our clients' needs.

 Continuously expand in the local market and develop our product and service portfolio to ensure the best value and quality at competitive prices.







Our Projects

(UMC) has successfully delivered a wide range of projects in laboratory equipment supply, installation, and technical support, serving over 800 clients across the Kingdom in both the public and private sectors.





























(UMC) represents leading global brands in laboratory equipment and supplies, offering integrated solutions tailored to the needs of medical laboratories across the Kingdom.

























