

# LUCKY GROUP STRATEGIZING FOR CONTINUED SUCCESS

Lucky Group is a family owned and operated metal recycling enterprise established in 1973 with its Global Headquarters in Dubai, United Arab Emirates. The Group has a network of legally and independently owned strategic business units sharing a common vision, business intelligence and more than four decades of experience.

"The company contributes to several industries worldwide through its diverse ferrous and non-ferrous product offerings and is committed to the highest standards of quality and service as part of its corporate value system," said Riz Shaban, General Manager, Lucky Recycling Ltd.

## A bit of history

Established as a family-owned business by Dilawar Shaban and co-founded by Iqbal Shaban in 1973, Lucky Group has grown steadily over the years to attain a

commanding position in the Middle East metal recycling industry, he added. "In the following years after the establishment of the Group, three other Shaban brothers joined as Executive Directors: Rafique, Raza and Saleem Shaban. Today, I am part of the next generation of Shabans who are currently managing the Lucky Enterprise with the experienced guidance of the former generation."

## Key developments and change in business outlook over four decades

In its early years, the Group dealt in the general trade of a wide variety of goods, from perishables to non-perishables, from textiles to wheat products, Shaban explained. "The name 'Lucky' finally found fortune in the business of metal recycling and it never looked back. Since then the core foundation of our business has always been based on metals, with specialties



Riz Shaban, General Manager, Lucky Recycling Ltd

in various fields within the world of metal recycling."

Currently, Lucky Group has strategically located operations in the Middle East, Far East and The Americas. These strategic zones provide access to multiple international markets and timely service to all their business partners from across the globe, the GM noted.

## Lucky Group facilities and operations

At present, Lucky Group has three state-of-the-art recycling facilities located on a combined land size of over 500,000 square feet. These facilities are located in Dubai and Jebel Ali Free Zone in the United Arab Emirates, as well as in Doha, Qatar. The Group also has an associate office for metals trading in Toronto, Canada and a liaison office in Shanghai, China.

## Is the industry currently buoyant?

"The metal recycling industry is directly linked with the global commodity market, foreign exchange rates and oil prices. Like other industries, the metal recycling industry has also been



affected by the overall slow growth in demand, declining prices, shrinking national economies and tighter cash flows. Many regional industries are taking measures to combat these obstacles, from applying for better protection from the government to individually streamlining companies and using hedging tactics on the market. The global industry as a whole still stands on a solid foundation," Shaban stated.



**Focus on after-sales and customer commitment**

Touching upon the importance of after-sales and customer commitment for business success, the GM said Lucky Group has the backing of more than four decades of experience in the metal recycling industry, which aspires towards ever higher standards of quality, expertise and professionalism. "From the point a contract is formed, our team ensures meeting every requirement, producing the

best quality and in a timely manner; all using the support of an efficient operating system, well-trained staff and the most advanced technology in the field. We continue to take pride as a benchmark for the region and industry as a whole."

**Strategising for competitive advantage**

To maintain its competitive advantage, Lucky Group takes "conscientious measures" to adopt the latest technologies

available, both on and off the field, said Shaban. "We utilise a customised ERP system, advanced industrial equipment and modern facilities. Our infrastructure is built to be fluid, so we can promptly adapt in reaction to market changes and in anticipation of future trends. Additionally, we are continually consolidating our cost centers, strengthening our profit centers, and improving our presence in emerging markets," he concluded. ♻️

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