



## Consulting and Studies

Economic – Administrative - Marketing

(25) Years of Market Experience

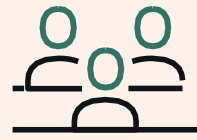


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(25) Years of Market Experience



Foodstuff Sector



Commercial and Services Sector



Industrial Sector



Businesswomen Sector



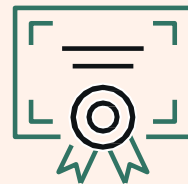
Medical Sector



Recycling Sector



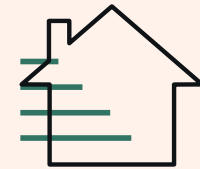
Tourism Sector



Education Sector



Plastic Sector



Building and Construction Sector





# Vision and Mission

**Our Vision**



**Our Goals**

**We are seeking to achieve a higher and more noble goal through working hard, based on our expertise and scientific studies capable of improving conditions.**

**We have achieved many goals in the field of studies and consultancies,**



## Our Work with Governments

### Strategic and Development Studies:

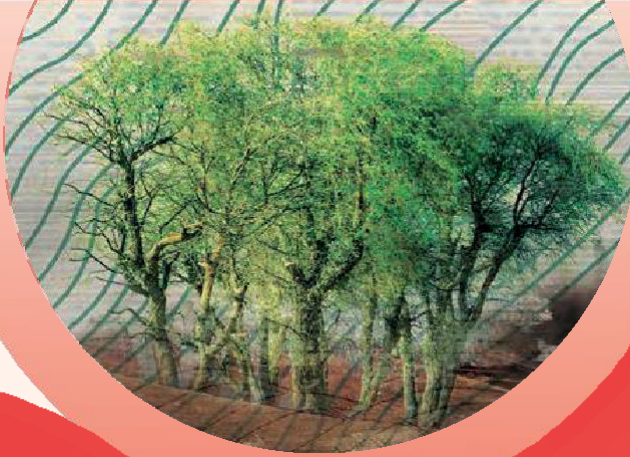
- Statistical Analysis Study of retirees' situations submitted to the Public Pension Agency;
  - Analytical study of the "We Are All Safe" Program submitted to the Ministry of Interior;
  - Analytical study of the Saudization Project submitted to the Human Resources Development Fund, Ministry of Labor;
  - Analytical study of the Trebil Border Crossing Project submitted to investors in the Republic of Iraq;
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- Extensive Statistical Analysis Study prepared under a contract with King Saud University;
  - Study " Impact of Aramco Reservations on the Housing Crisis and Urban Expansion in the Eastern Province" for the Eastern Province Chamber of Commerce and Industry;
  - Entrepreneur's Guide prepared for the Eastern Province Chamber of Commerce and Industry;
  - Water Security, Food Security, and Sustainable Development - the Riyadh Economic Forum;
  - Saudi Flour Market Assessment prepared for the Ministry of Commerce and Industry;
  - Survey Study on Investment Opportunities in the Afif Governorate and an Initial Study of the Opportunities available - Riyadh Chamber of Commerce and Industry;
  - Evaluation of Investment Opportunities for the Development of the Free Zone in Aden – Zone J - General Authority for Free Zones, Republic of Yemen - alkhaleejiah Holding Company;
  - Partnership Framework Report between the Ministry of Municipal and Rural Affairs and the Private Sector, Ministry of Municipal and Rural Affairs;
  - Study on the Development of Catering and Supply Services in the Holy Sites, Local and Global Successful Experiences, Technologies, and Innovative Methods in Feeding and Nourishing Large Crowds - Makkah and Madinah Development Authority;
  - Economic Impact Assessment of the Development Projects for the Tourist Strip between Al-Huda and Al Shafa in Taif Province - Ministry of Municipal and Rural Affairs;
  - Current Situation Assessment and Development of Services and Investments for the Muttawffys of Arabs Hajj Company - Makkah;
  - Preparation of the Governance Manual for the National Agricultural Development Company (NADEC);
  - Study on the Status of the Sugar Market in Saudi Arabia - Protection of Competition, Ministry of Commerce and Industry;
  - Identification of Investor Criteria for Tourism Strip Development between Al-Huda and Al Shafa in Taif Province - Ministry of Municipal and Rural Affairs.



## Real Estate Sector

- Feasibility study of the Union Towers - Dammam: for the Union of Gulf Cooperation Council Chambers;
- Feasibility study of a residential complex in Al Khobar: for Tebrak Company in Riyadh;
- Economic feasibility of Alkhaleejiah Holding commercial complex project in the Al-Khaleej District, Riyadh - Carrefour and Alkhaleejiah;
- Economic feasibility of Alkhaleejiah Holding commercial complex project in the Suwaidi District, Riyadh – Centria and Alkhaleejiah;
- Feasibility studies for the Abha Gate projects in the Asir region:
  - Abha Gate Administrative Center
  - Abha Gate Residential Complex
- Feasibility study for investment alternatives for land located on Al Khobar Corniche: Emaar Arabia for Real Estate Development;
- Feasibility study for investment alternatives for Utaiqah Market Region - Dar Al Bayan Real Estate Development Company – Riyadh;
- Real estate financing study (provide financing and real estate marketing project - Dammam).





## Our Achievements with Other Sectors

### Feasibility Studies for the Industrial Sector

- Economic feasibility for establishing a plastic recycling plant – Dammam - the Saudi Credit and Savings Bank;
- Economic feasibility for establishing an aluminum containers plant – Qatif - the Saudi Credit and Savings Bank
- Economic feasibility for establishing an aluminum workshop – Dammam - the Saudi Credit and Savings Bank;
- Economic feasibility for establishing a block and interlock factory – Dammam - the Saudi Credit and Savings Bank;
- Economic feasibility for establishing a plastic bags factory – Dawadmi - the Saudi Credit and Savings Bank;
- Economic feasibility for establishing a capsules, containers, and plastic covers factory - Abha - the Saudi Credit and Savings Bank
- Economic feasibility for establishing Al-Majd Al-Atheel for Plastic – Dammam - the Saudi Credit and Savings Bank;
- Feasibility study for a factory to produce aluminum and wrought iron products – Dammam - the Saudi Credit and Savings Bank;
- Study of Al-Imtiaz Bakery factory – Dawadmi - the Saudi Credit and Savings Bank.



## Tourism Sector

### Tourism Sector Studies

#### Feasibility studies for Abha Gate projects in the Asir region:

- Economic feasibility study for Abha International Conference Centre;
- Economic feasibility study for Abha International Exhibition Center;
- Economic feasibility study for Abha Gate Commercial and Entertaining Complex;
- Economic feasibility study for Abha Gate Hotel
- Economic feasibility study for Abha Shopping Festival (for the new location)



#### Economic Feasibility Study for the Development Projects for the Tourist Strip between Al-Huda and Al Shafa in Taif Province - Ministry of Municipal and Rural Affairs

- Economic feasibility study for Madinah Centre project – Al-Huda and Al Shafa-Taif;
- Economic feasibility study for Chalets project– Al-Huda and Al Shafa-Taif;
- Economic feasibility study for Camping Sites project– Al-Huda and Al Shafa-Taif;
- Economic feasibility study for the Aqua Park project– Al-Huda and Al Shafa-Taif;

#### Economic Feasibility Study for the Construction of Sirah Land Project – Urban Development Company, Jeddah







## Services Sector

### Services Sector Feasibility Studies

- Feasibility study for Fanatic for Parties and Hospitality project- the Saudi Credit and Savings Bank.
- Feasibility study for the family library -Rabigh - the Saudi Credit and Savings Bank.
- Study for Al Amoudi Mattresses work plan project- Jeddah – Saudi Authority for Industrial Cities (MODON).
- Study for a nail spa center- Riyadh, Murooj District.

- Feasibility study for energy and generators’ rental project, Tri-Energy Company P.J.S.
- Feasibility study for establishing an engineering consultancy office - the Saudi Credit and Savings Bank.
- Feasibility study for establishing a private recruitment office - the Saudi Credit and Savings Bank.
- Feasibility study for maintaining oilfield devices project- Dammam - the Saudi Credit and Savings Bank.
- Feasibility study for Joly Fish Women Center project - the Saudi Credit and Savings Bank





## Education and Training Sector

- Diving Training Academy and Gym, / Saudi Credit and Savings Bank.
- Feasibility Study for a Kindergarten / Saudi Credit and Savings Bank.

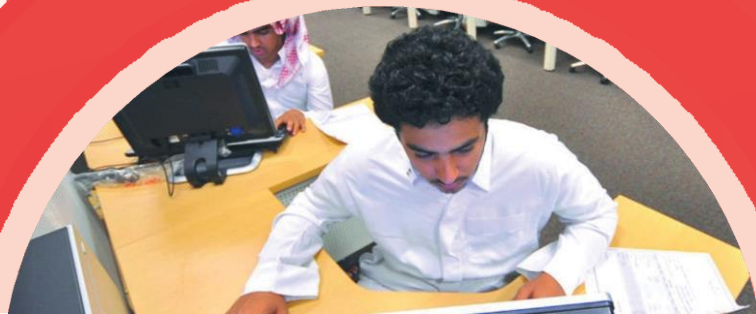
### **Feasibility Studies for the Education and Training Sector**

Feasibility study of a center to train workers in food and public health establishments at the Eastern Region Municipality: for the Al-Mudaij Foundation - Dammam.

- Feasibility study of the Taif Arab Company for Education and Technical Training Complex project - Dammam: in cooperation with the Ministry of Finance.
- Project of a women's computer and language training institute - Riyadh: in cooperation with the Saudi Credit and Savings Bank.

Feasibility study of the Waei Training Project - Riyadh: in cooperation with the Financial Sustainability Fund: Al Rajhi.

- Feasibility Study for Football Academy project / Al-Khobar





# Healthcare and Medical Sector

## Feasibility Studies for the Healthcare and Medical Sector

- **Feasibility Studies for the Healthcare and Medical Sector**
  - Riyadh Cochlear Implant Hospital - Riyadh: for the Ministry of Finance.
  - Medical Care Hospital for Chronic Diseases and Long-term Care - Riyadh: for the Ministry of Finance.
  - Feasibility study of a Physiotherapy Center project in Al-Ahsa: in cooperation with the Saudi Credit and Savings Bank.
  - Feasibility study of a Medical Complex project in Jubail: in cooperation with the Saudi Credit and Savings Bank.
  - Feasibility study for a physiotherapy center in Al-Ahsa, Dr.Jaber Younis Hassan Abu Hassan, Ministry of Finance.
  - Dar Al-Eilaaj Dispensary - Riyadh, Al-Suwaidi neighborhood.
  - Medical Complex in Riyadh: Granada / Ministry of Finance.
  - Feasibility study for a pharmaceutical consultation center in Riyadh / Saudi Credit and Savings Bank.



- Economic feasibility and financing study for a five-star hotel chain project in the cities of the Kingdom.
- Al-Wejeeb Group for Petroleum and Environmental Derivatives.
- A number of studies for the Industrial Fund and the Saudi Credit Bank.
- Real estate development project - (Sama Dubai Company)
- Production line expansion project for the Saudi Concrete Products Company (SACEP)
- Feasibility studies for integrated industrial projects for Al-Shugaihi Industrial and Commercial Group.
- Plastic granules factory study.
- Copper pipe factory study.
- Aluminum factory study
- Refrigerators and Air Conditioners factory study.
- Marketing study for some engineering specializations.
- Economic feasibility study for Adomato Company for Hotel Apartments and Suites.
- Economic feasibility study for a five-star hotel chain project in the cities of the Kingdom
- Real estate development project - (Sama Dubai Company- Five-star Hotel Group)
- Furnished Apartments Project - Al Qunfudhah.
- Five-star Hotel - Al-Rass.
- Arab Houses Company Furnished Apartments - Jeddah.
- Feasibility study for furnished apartments - Jazan.
- Al-Dahlawi Foundation: Feasibility study of a five-star hotel project in Mecca.
- Feasibility study for the Ajyad Al-Masafi project in Mecca.
- Hasan Al-Zunaid Iron Forming Factory study - Medina.



## Various Sectors

### Other studies

Economic feasibility study for the development project of Ajyad Area in Mecca Province.

Feasibility study for a commercial project (the Cooperative Import Company)

Economic Feasibility Study for a large investment project (Trade Center Company) (Previously Queen Building)

Comprehensive evaluation study for Sabban Furniture Company.

Al Dahlawi Foundation: feasibility study for the establishment of a five-star hotel project in Mecca.

evaluation of feasibility study and financing for Surgical suture factory project

Economic feasibility study for Car assembly factory project

Economic feasibility study for Street lighting poles factory

Economic feasibility study for Plastic factory

Evaluation of the feasibility study of Al Atoun steel factory (technical and financial)

marketing and technical study for Franchise project for a famous brand

Economic feasibility study for Al Jazeera for elevators and escalators

Economic feasibility study for Adomato Company for Hotel Apartments and Suites





# Corporate valuation and restructuring

## Restructuring and Business Development Studies:

### Corporate valuation studies

- Valuation Study of the Saudi perlite industries factory for Conversion into a Limited Liability Company – Riyadh
- Valuation study of the Amnco Group for Conversion into a Limited Liability Company – Riyadh
- Valuation study of Saleh Al Rashid Establishment for Conversion into a Limited Liability Company.
- Valuation study of the Arab Real Estate Academy - Riyadh
- Valuation study of the Advanced Pharmaceuticals Company - Amman, Jordan.
- Valuation study of Al Atoun steel factory – Jeddah.
- Comprehensive valuation study of Sabban Furniture Company- Jeddah.
- Valuation study of for Surgical suture factory- Jeddah

- Restructuring of Saleh Al Rashid Establishment.
- Restructuring of the Educational Consultancy Center and preparing a marketing strategy.
- Restructuring of Amnko Group.
- Restructuring of Almoageb Company
- Restructuring of Ateeq Establishment



# Our values



## Professionalism

We are committed to providing a comprehensive suite of investment services based on professional expertise in providing consultation.

Our commitment to our clients comes first, and we work hard to adhere to all the details of the work in terms of time and accuracy.

## Commitment

## Creativity and innovation

All our operations are subject to the highest performance control standards, and we are committed to providing our clients with creative and innovative solutions in the investment field based on accumulated expertise.

In our business management, we adopt methods that lead to our classification among the most accountable and audited companies in the investment consulting sector.

## Accountability

## Credibility

We are committed to integrity in the preparation and execution of business to prove that we are worthy of our clients' trust.

## Excellence

Our goal goes beyond customer satisfaction; we strive to deliver exceptional outcomes that create a tangible sense of excellence for our clients.



# Our Goals

- Provide a comprehensive and leading service system at competitive prices in everything related to company establishment, restructuring, consulting and business solutions.
- Carry out all our services throughout the Arab world and Africa with the same professionalism and accuracy.
- Provide successful and distinguished investment opportunities.
- Design and introduce innovative products that are in harmony and alignment with the current and future requirements of our clients.
- Provide our clients with the best financing tools in cooperation with financial institutions and installment companies, enabling them to invest in areas that meet their aspirations.
- Address economic fluctuations in countries and work to mitigate their impact on investment environments: The Company takes this matter into utmost consideration when providing its services.
- Striving to apply the highest international standards in accordance with the latest new methods in all types of investments: This enhances our Company's competitiveness and the comprehensiveness of our services provided to our clients.
- Consolidate a long-term relationship with our clients, dedicating all our capabilities, resources, and extensive investment expertise to this purpose.
- Marketing studies and research and analyzing competitors.
- Corporate valuation and investment opportunities.
- Corporate restructuring and rehabilitating.
- Prepare studies for distressed and underperforming projects
- Provide production lines in industrial, agricultural, and other fields.





## First: Market Research

- Evaluate and estimate of the size of target markets in terms of current and projected supply and demand for a period of years into the future.
- Develop a timeline for product launch and assess the marketing plan requirements, strategies and policies for launching products in target markets, create questionnaires to assess the need for such products in the markets, especially for the introduction of new products.
- Create questionnaires to evaluate client opinions on specific products, and study the competitive advantages of the products under study and compare them with alternative, complementary, and similar products.
- Assess the economic conditions in the markets and estimate the key risks in such markets.
- Analyze the critical success factors in the markets.
- Estimate product launch prices in the markets in light of the current level of competition.
- Conduct competitor study and analysis based on field visits to companies.
- Analyze Porter's Five Forces Analysis for the market.
- Identify market success factors for the targeted project.





## Second: competitor study and analysis

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- Create questionnaires to evaluate client opinions on project products and compare them to competitor products to identify the competitive advantage of the company under study.
- Study the competitive advantages of the products under study and compare them to alternative, complementary, and similar products.
- Analyze the critical success factors for the company under study, and conduct an analytical study of competitor based on field visits to companies in terms of production, exports, and future plans.
- Identify the position of the company under study relative to current competitors.
- Examine the financial position of the company and identify its financing needs.
- Study the current financing structure and study its impact on profitability.
- Examine current financing sources and study the same in light of other available financing sources.
- Study the company's problems with financing institutions and suppliers.
- Propose the optimal financing structure for the project and other financing sources.
- Create a strong bank profile for banking transactions.



- Examine the current organizational structure and identify lines of authority and responsibility.
- Examine the decision-making process and its implementation policies.
- Evaluate the risk management policies and their impact on decision-making.
- Identify company training needs, and determine the best training centers.
- Restructure and evaluate the organizational structure according to the nature of the industry.
- Examine the profitability of the establishment based on the following:
  - Risk-free return.
  - cost of financing.
  - Opportunity cost.
  - Revenue of competing companies
- Study of available and utilized production energies and study of the gap between them.
- Prepare a comprehensive financial study for the proposed scenario to be implemented.



## Third: Evaluation of Companies

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### Evaluating Companies and Investment Opportunities

- To analyze import volume (key imports by quantity and value for the target markets to understand import trends).
- To determine the most significantly increasing imports over a specified time frame.
- To investigate the factors that hinder the country from supporting its economy with projects that promote domestic production of imported goods.
- To evaluate the feasibility and cost of producing these products in the domestic markets of the target country.
- To study the investment opportunities proposed by specialized economic bodies and organizations within the country.
- To study the investment ideas proposed by investors and their feasibility for practical implementation.
- To evaluate the market economic conditions and identify market key risks.
- To analyze critical success ingredients in the target markets under study (identifying critical ingredients at the market level rather than the product level).
- To conduct Porter's Five Forces Analysis.



## Funding Bodies that Subsidize Certain Studies conducted by Mashroo3k

Riyadah

The Centennial Fund

Kafalah Program

Agricultural Development Fund

Saudi Industrial Development Fund

Saudi Credit and Savings Bank (Social Development Bank)





Al Rajhi Bank



Zamil Group



Abdul Latif Jameel



Social Charity Fund



Badir Program  
for Technology  
Incubators



Waed

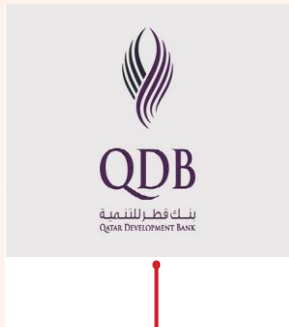




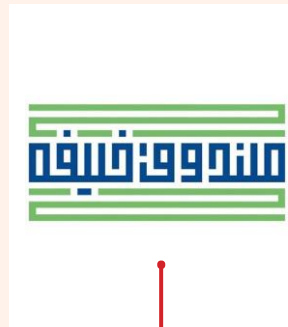
**Al Raffd Fund -  
Sultanate of  
Oman**



**Qatar  
Development  
Bank**



**Khalifa Fund -  
UAE**



**Business  
Women Center**



**Saudi  
Commission for  
Tourism &  
National  
Heritage**



**Industrial  
Development  
Center**





## Our Global Presence

Geographical spread of branches and cooperating offices



- |        |   |            |   |                   |   |        |   |              |   |
|--------|---|------------|---|-------------------|---|--------|---|--------------|---|
| Canada | 📍 | Algeria    | 📍 | Sultanate of Oman | 📍 | Qatar  | 📍 | Saudi Arabia | 📍 |
| China  | 📍 | Mauritania | 📍 | Bahrain           | 📍 | UAE    | 📍 | Jordan       | 📍 |
|        |   |            |   | Iraq              | 📍 | Kuwait | 📍 | Egypt        | 📍 |



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