

MUFADALA



M U F A D A L A

Your Trusted Purchasing Bureau



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Introduction

MUFADALA - Your Purchasing Bureau is committed to playing a pivotal role in realizing Saudi Arabia's ambitious Vision 2030 for the hotel industry. With a focus on **FF&E** (Furniture, Fixtures, and Equipment) and **OS&E** (Operating Supplies and Equipment) purchasing for hotels, we recognize the vital role expert purchasing consultancy plays in achieving this vision.

Founder

Mr. **Abdullah Alkathiry**, our visionary Founder with a distinguished career in the dynamic hospitality industry. Bringing a wealth of expertise, he spans diverse domains from hotel management to procurement. As an Expert Member of the Supply Chain & Procurement Society, he showcases a commitment to excellence. Renowned for success and innovation, Mr. **Alkathiry** excels in optimizing hotel operations, strategic pre-opening initiatives, and navigating procurement intricacies. His leadership significantly contributes to **MUFADALA**'s success and growth. Proudly serving as the Membership-Expert of the Supply Chain & Procurement Society, he solidifies his role as a key influencer in the industry.

Advisor/Non Executive Director

Mr. Norman, a 25-year veteran in FF&E and OS&E for hospitality. His global expertise has impacted 250+ hotels. Beyond procurement, he champions sustainability and carbon neutrality, aligning seamlessly with MUFADALA's commitment to a sustainable future. Mr. Norman's forward-thinking approach goes beyond traditional practices, emphasizing eco-friendly sourcing to minimize environmental impact. As MUFADALA envisions a sustainable future, Mr. Norman is a key player steering the company toward environmentally conscious practices, shaping the landscape of sustainable solutions in the global hospitality industry.

Why Choose MUFADALA?

MUFADALA is a 100% Saudi-owned and registered business, uniquely positioned to bridge the gap between local knowledge and international expertise. Unlike foreign-owned consultancies, our team comprehends the nuances of local fiscal laws, and the imperative of aligning our efforts with the Vision 2030.

To ensure we offer a blend of local and international knowledge, we have enlisted the expertise of **Mr. Peter Norman**, as a company advisor, a seasoned professional with over 25 years of international experience in delivering FF&E / OS&E for over 250 hotels. Peter's focus on sustainability and carbon-neutral products aligns with our commitment to the future.



Vision and Mission

Vision

To be a leading partner in purchasing excellence, empowering businesses to thrive in a competitive marketplace.

Mission

To provide exceptional purchasing solutions tailored to each client's unique needs, fostering sustainable growth and long-term success.



MUFADALA Services

MUFADALA offers a comprehensive suite of Purchasing Agent services meticulously tailored to meet the unique needs of each project. Our flexible approach, advanced technology, and unwavering commitment to excellence make us the ideal partner for delivering your FF&E / OS&E requirements on time and within budget.

Our FF&E / OS&E services and reports include, but are not limited to:

- Budgeting
- Mock Up / Model Rooms
- Tender
- Quality Control
- Site Representation
- Cost Analysis
- Supplier Databases
- Purchase Orders and Payments
- Logistic Management
- Asset Registers

Our processes are detailed and customized to align seamlessly with your project requirements, as outlined in our Fee Proposal.



Personnel and Experience

MUFADALA Team

In addition to Abdullah Alkathiry and Peter Norman, our team comprises experienced professionals, including finance and contract experts, office managers, project managers, and administration centres, all equipped with the necessary expertise to support the success of your project.

Our team have worked with all the major Operators outlined below in several geographical locations.

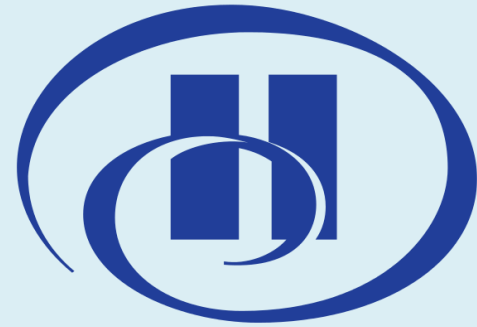
To ensure that we do not submit the same personnel in each project proposal to Clients', we submit full CV's and allow for Client interviews within our technical submissions.



Background Experience



THE RITZ-CARLTON®



Hilton



ACCOR



HOTELS & RESORTS



Marriott®

Next Steps

We firmly believe that a local Saudi Arabian Purchasing Bureau is a valuable asset in your project selection process, offering cost-effective and time-effective solutions. We invite you to consider an interview with our senior management team to explore how **MUFADALA** can provide a tailored Fee Proposal to meet your unique needs.

MUFADALA is prepared to serve hotels of all sizes, from extreme luxury to budget accommodations. However, we are best positioned to support international 5-, 4-, and 3-star developments. We eagerly anticipate the opportunity to meet with you and discuss your project requirements further. Please feel free to request any additional information not included in this brief Company Profile.



At **MUFADALA** - Your Purchasing Bureau, we are dedicated to elevating the Saudi Arabian hospitality industry, one purchasing at a time. Join us in realizing the Vision 2030 for a thriving and sustainable future.