



COMPANY PROFILE

NUMBERS



+500

HR OUTSOURCING
ACROSS ALL BUSINESS UNITS



+75

TEAM MEMBERS
IN CORE JOE 13 UNIT



+66M

REVENUE



+100

CLIENTS



+100%

GROWTH RATE
OVER THE PAST 24 MONTHS

EMPOWERING YOUR SUCCESS

Our slogan reflects our promise to be a catalyst for our clients' progress—every service, solution, and strategy we deliver is aimed at enabling your success.

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ABOUT JOE13



JOE13 is a 360-degree solution company with over 12 years of experience in the market.

We pride ourselves on offering a comprehensive suite of services that go Beyond HR solutions, promotion and activations, Software & AI solutions, Marketing, Merchandising and Financial solutions.

Throughout the years, Joe13 has built a reputation for combining efficiency with creativity, earning the trust of our clients.

We are committed to helping businesses stand out and succeed in their respective industries.



METHODOLOGY



OUR VISION

At **JOE13**, we are committed to continuous development and staying ahead of the latest trends in the local market. We strive to deliver the best business solutions with a unique touch that ensures client satisfaction.



OUR MISSION

Leading and enhancing our clients' performance and growth by providing high-quality services that meet international standards across various fields.



OUR VALUES

Client Centricity, Innovation, Collaboration & Integrity.

BOARD MEMBERS



Yousef Kamal
CEO

With +20 years in Sales, Retail, and Marketing, Yousef has fueled growth at prominent companies such as Axiom Telecom, Samsung, and Joe13. His strategic outlook and practical approach strengthen brand visibility and promote sustainable growth, leveraging his expertise in market analysis and customer engagement.



Adnan Obaid
GM

Adnan has specialized in operations and marketing for over 15 years. Since 2019, he has led Joe13's strategic growth initiatives. His experience includes roles at RedBull, Jarir Bookstore and Yes Arabia Production Company. He also co-founded the Wisdom of Knowledge Training Center in Dubai.



Mohammed Kamal
Corporate Governance Manager

Focusing on Corporate Governance for the past +5 years, Specialising in developing effective. Organizational structure and Frameworks. Excellence in governance, team Management and Integrating Software and Marketing Strategies to drive success. Establishing Robust Governance Structure and is committed to fostering Transparency and Efficiency within the company.



Ahmad Refaat
CFO

Expertise in Financial Management, ERP implementation, and strategic planning for +20 Years. Leading Finance Transformations, Managed Investments, and Overseen automation projects Holding CPA, CMA, and CFA certifications. Including Professional Experience Roles at Altayyar Travel Group, Alkhabeer Capital (Board of Directors), and IPC Group.

MANAGEMENT TEAM



Ali Hachem
General Manager
Merchandising & Activations

Experienced FMCG professional with 20+ years in sales, trade marketing, merchandising, and business development. He is known for driving market growth, enhancing brand presence, leading teams, and optimizing business performance.



Zaher Hassan
Merchandising Manager

With over 10 years of experience in FMCG and consumer electronics, he excels in project execution, team leadership, and client management, having led successful operations for brands like Samsung.



Mohammed Alahdal
Service Manager

With +4 years of experience, Eng. Mohamed Alahdal is a skilled Client Service Manager at Joe13, known for building lasting client relationships and delivering tailored solutions. His strategic focus and dedication drive Joe13's success and ensure top-tier service for its partners.



Jasim Khan Sherin
Head Of Software Department

With 10+ years in software engineering, Jasim specializes in building and scaling digital solutions with strong system architecture skills. He leads cross-functional teams to deliver high-impact products, driving performance and aligning technology with business goals across industries like logistics, FMCG, telecom, and booking platforms.

YOUR PAIN

- Are you experiencing challenges in managing merchandisers and promoters?
- Do you encounter difficulties with marketing, branding and activation strategies?
- Are you seeking ways to enhance your sales performance?
- Do you require assistance in formulating effective marketing strategies?
- Would you like to explore new avenues for business expansion and growth?
- Do you need to increase your sales?



BUSINESS UNITS



Manpower & HR Solutions

Recruitment & Deployment
HR Outsourcing
Timesheet & Attendance Systems



Merchandising Unit

In-store Promotions
Display Production



Activation Unit

Brand Activation



Finance & Business Support (Mosanadah)

Financial Consulting
Investment Strategies
ERP Implementation



Sales unit

Telecom Sales
Non-Telecom Sales



Software & AI Solutions

ERP & CRM Systems
AI Development
Mobile App & Web Development



Marketing & Media Unit

Digital Marketing
Branding & Media Production
Event Management



Logistics & Last Mile

Last-Mile Delivery
Packaging & Fulfillment

PRODUCTS



JOE MI

Our solutions streamline workflow management, optimizing promoters' manpower and sales operations. They enhance efficiency and enable real-time tracking for on-field promoters.



NOS WAZEEFA

Is an innovative job-matching application that connects individuals with tailored opportunities, simplifying the job search with personalized recommendations.



ERP (Powered By ODOO)

A solution that integrates business functions into a single platform, automating processes and



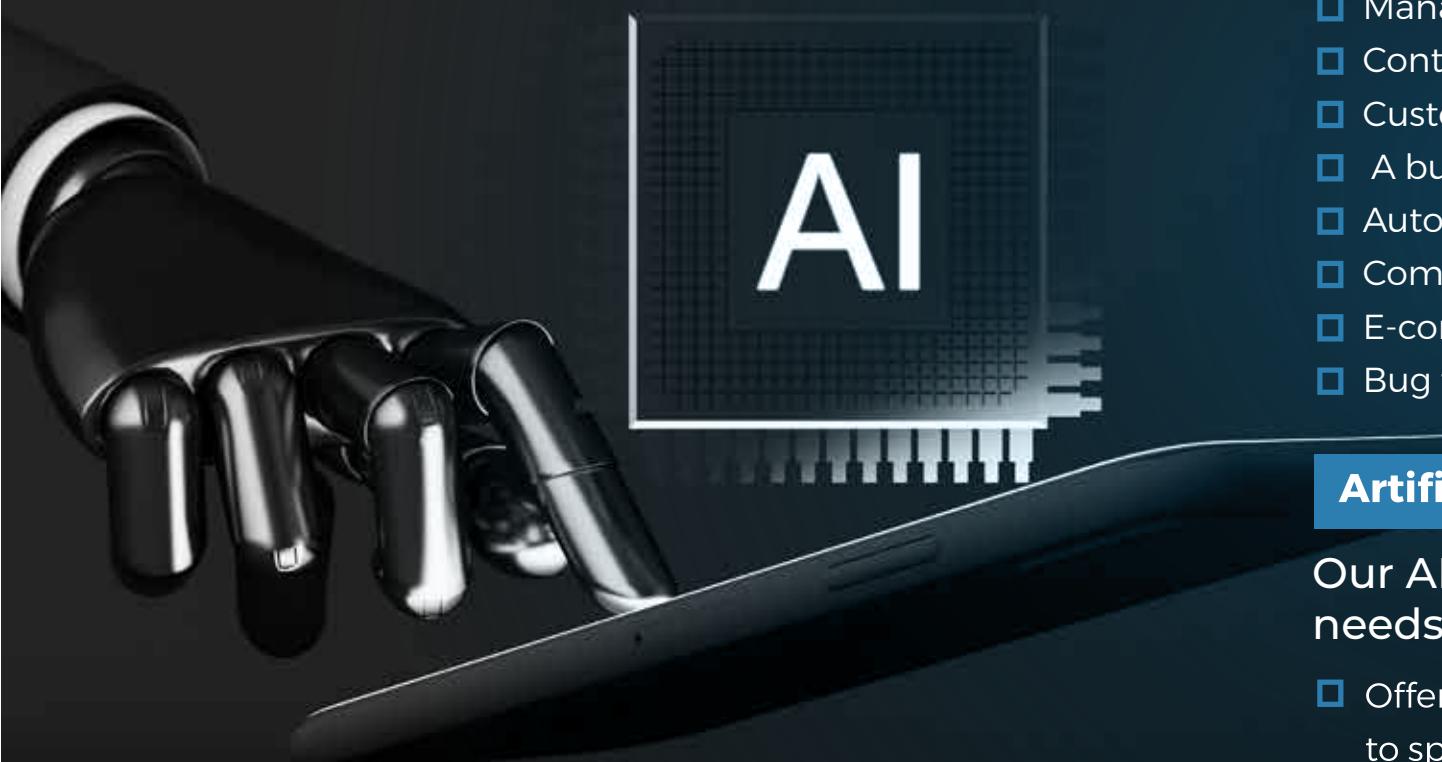
ELITE ACADEMY

Provides professional football training programs designed to develop young talent and enhance their skills.

OUR PARTNERS



SOFTWARE & AI SOLUTIONS



Manage your business needs and put them into practice to deliver the best quality available.

- Web Hosting and Website Design Services.
- Online store.
- Create mobile applications.
- Artificial intelligence solutions.
- Managing and maintaining websites and applications.
- Content management systems (CMS).
- Customer relationship management (CRM).
- A business process automation system.
- Automated invoicing.
- Company-facing or customer-facing web portals.
- E-commerce software solutions.
- Bug tracking software.

Artificial Intelligence Solutions

Our AI solutions are designed to meet the diverse needs of our clients,

- Offering both pre-built and customizable options tailored to specific requirements.

OUR WORK ON WEBSITES



MOHAMMED BIN SAMI SAATI LAW OFFICE

We developed a fully functional and user-friendly website to showcase the legal services of Mohammed Bin Sami Saati Law Office.

<https://msaatylaw.com/> 



MODA MANIA

We designed an engaging and stylish e-commerce website. The platform includes product listings, a user-friendly shopping cart, and secure payment gateways.

<https://moda-mania.com/> 

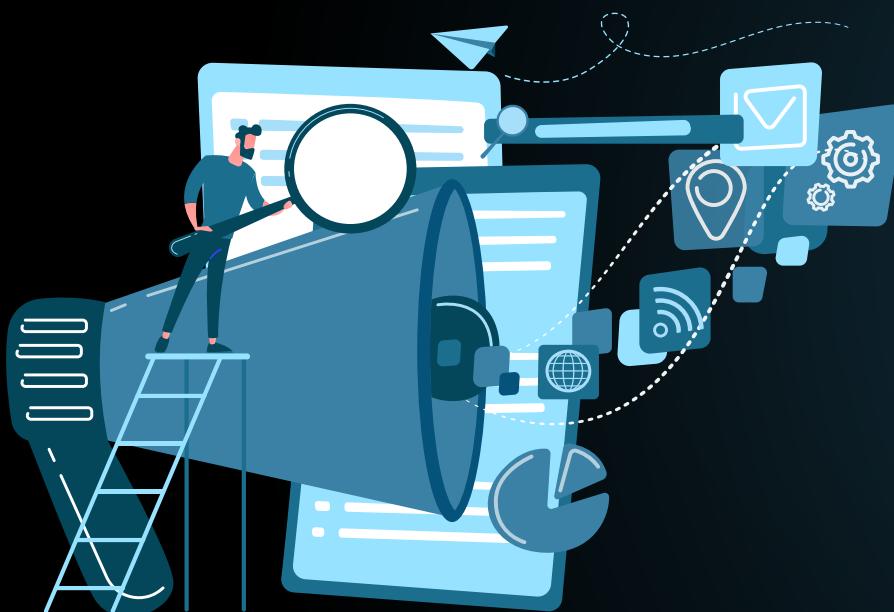


OCC MEDIA AGENCY

We built a dynamic and visually appealing website for Occ Media Agency showcasing their media and marketing services.

<https://omedia.sa/> 

MARKETING



Driving Brand Awareness & Business Growth.

Social Media & Content

- Social Media Management
- Content Marketing
- Social Media Graphics
- User-Generated Content Campaigns (UGC)
- Community Engagement & Moderation

Creative Production

- Media Production (Photo & Video)
- Motion Graphics & Visual Effects
- Reels & Short-Form Video Production
- Animation & Explainer Videos
- 3D Videos

Branding & Design

- Branding & Visual Identity
- Logo & Brand Guidelines Creation
- Digital Creative Campaigns

Paid Advertising & Performance

- Google Ads Management - Pay-Per-Click (PPC) Advertising
- Meta, TikTok, Snapchat, X, and LinkedIn Ads Management
- Performance Marketing Optimization
- Conversion Tracking & ROI Reporting

Website & SEO

- Landing Page Design & Optimization
- SEO Setup (On-page & Off-page)
- Google Search Console & Analytics Integration

Strategy & Activation

- Digital Campaign Planning
- Influencer & Blogger Campaign Management
- Brand Promotion & Activation
- Event Promotion & Coverage

Tools we use



OUR PROJECTS

KIA

Our collaboration with KIA focused on elevating brand visibility and engaged a wider audience.

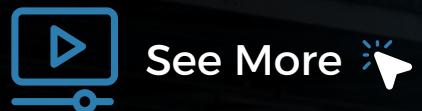


 See More 

OUR PROJECTS

JETOUR

We crafted a comprehensive marketing strategy aimed at positioning the brand strongly within the competitive automotive market.



MANPOWER & HR SOLUTIONS



Complete end-to-end human capital information technology solutions.

HR Outsourcing service

- Administration, Management, Payroll, Training, Hiring, Recruiting, Operate benefit plans, Sponsorship transfer, and Saudi Gosi registrations.

Manpower Service

- Recruitment & Deployment
- Workforce Administration
- Field Force Training
- Timesheet & Attendance Management
- Daily Operation Management

HR Management Service

- Temporary work visa, Permits, Employee transfer service, Nationalisation plan.

vivo

NOKIA



Builder.ai

logitech SAMSUNG

OUR PROJECTS

VIVO

We at JOE13 take pride in our strategic partnership with Vivo, as we continue to provide HR Outsourcing services to enhance workforce efficiency and flexibility. This collaboration reflects our shared commitment to excellence and business success in the Saudi market, solidifying our role as trusted partners in achieving strategic goals



OUR PROJECTS

NOKIA

JOE13 proudly supports Nokia with a dedicated team of 60+ annual headcounts and 25+ seasonal promoters, operating across 28+ retail locations throughout the Kingdom. In addition to providing skilled promoters, JOE13 delivers full-scale logistics support, including the secure storage and management of Nokia's POSM materials within our specialized warehouses, ensuring seamless execution of nationwide campaigns.



OUR PROJECTS

HBL

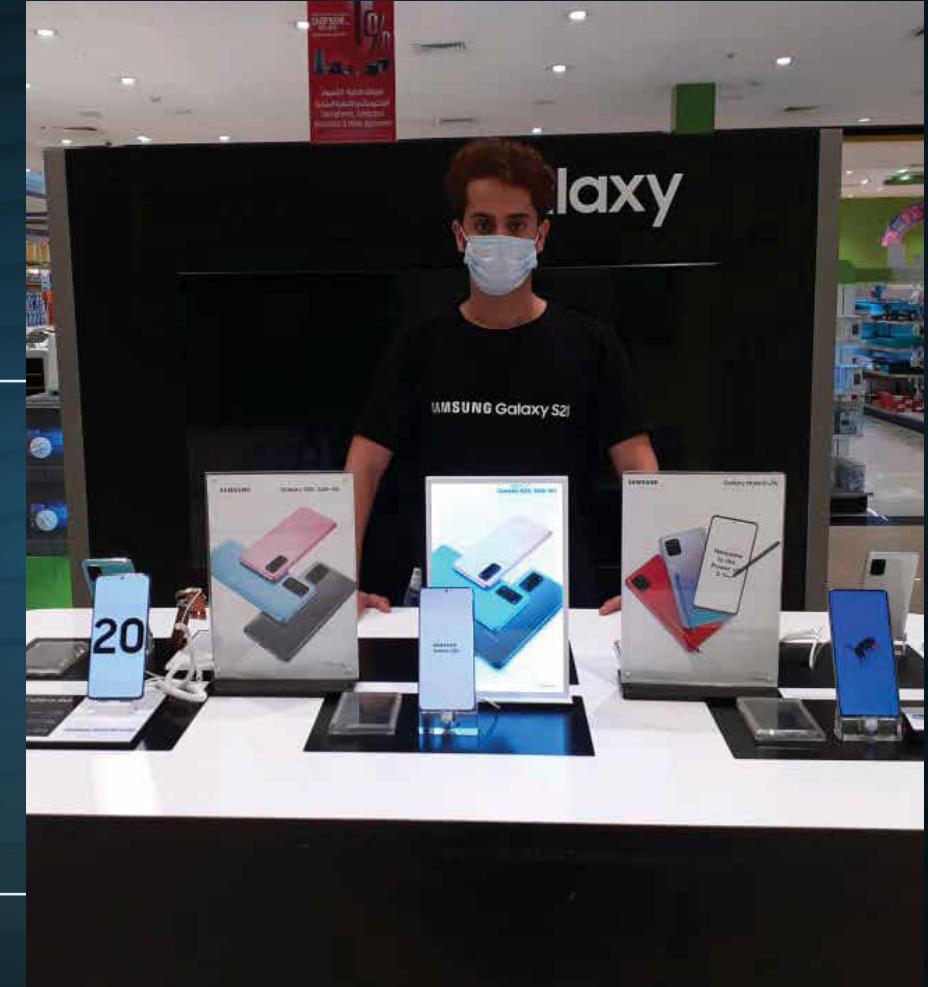
We are proud to support HB Leisure (HBL) through our HR outsourcing services, delivering tailored workforce solutions that meet their operational needs. From recruitment to payroll, our team ensures efficient HR management that aligns with the fast-paced demands of the leisure and entertainment industry.



OUR PROJECTS

SAMSUNG

JOE13 has been a trusted partner to Samsung, providing specialized retail promoters and field staff across key locations in Saudi Arabia. Our team supports Samsung in enhancing in-store customer engagement, product demonstrations, and brand visibility. Through our hands-on field management and recruitment expertise, we help maintain Samsung's high standards in retail experience



MERCHANDISING



Encompasses a holistic approach to presenting and promoting goods in a way that not only drives sales but also shapes consumer perceptions and enhances brand identity.

Covers

- Hypermarkets, Shopping Malls, Super Markets, Beauty Salons, Consumer Electronics, Traditional Trade and Pharmaceutical.

Two Main Pillars of our Merchandising Organisation

Expert Merchandising Team

Versatile Automation System

NIVEA

SARA
Sara Group Holdings
L.L.C. Dubai Branch

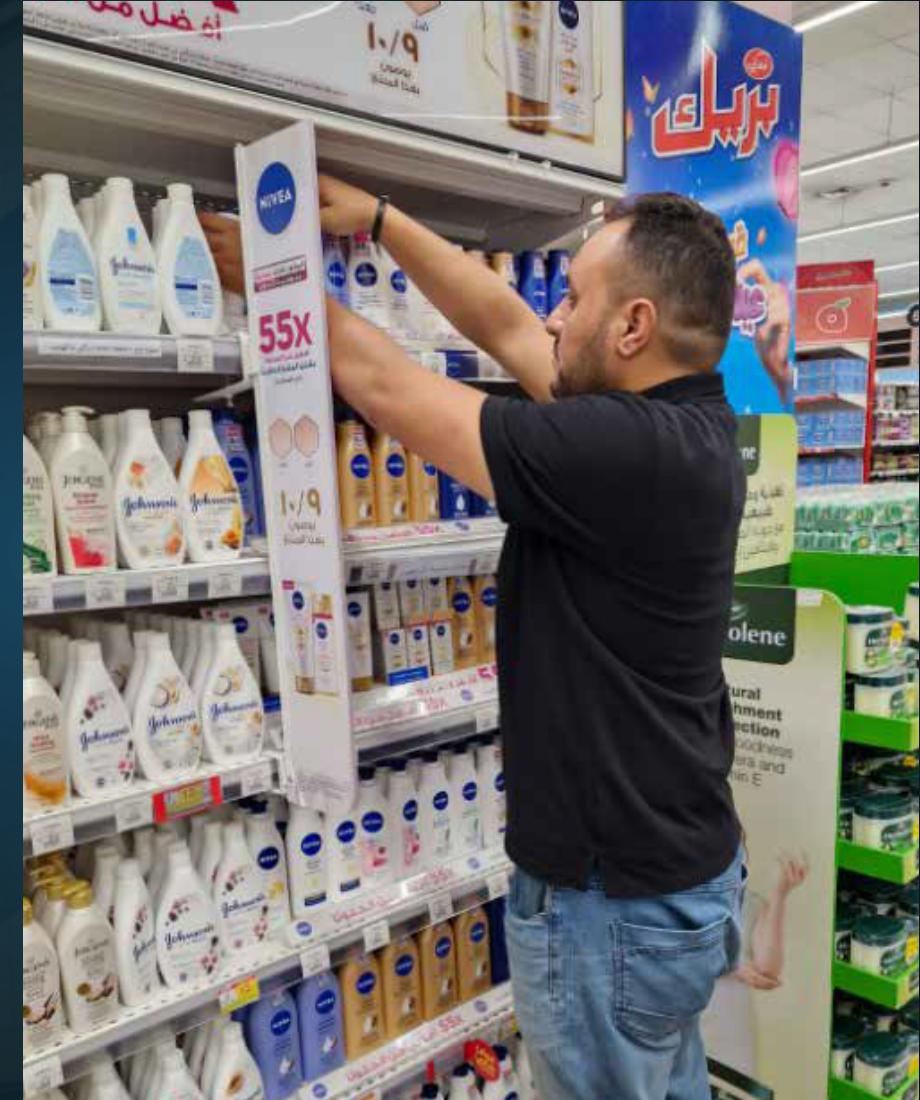
لیان
Lyān

المطاحن العربية
Arabian Mills

OUR PROJECTS

NIVEA

Our Merchandising Department has partnered with Nivea to enhance their product visibility and in-store presence. Through strategic placements and innovative merchandising, we've successfully boosted Nivea's appeal and accessibility, reflecting our commitment to quality brand representation and sales growth.



OUR PROJECTS

Sara Group

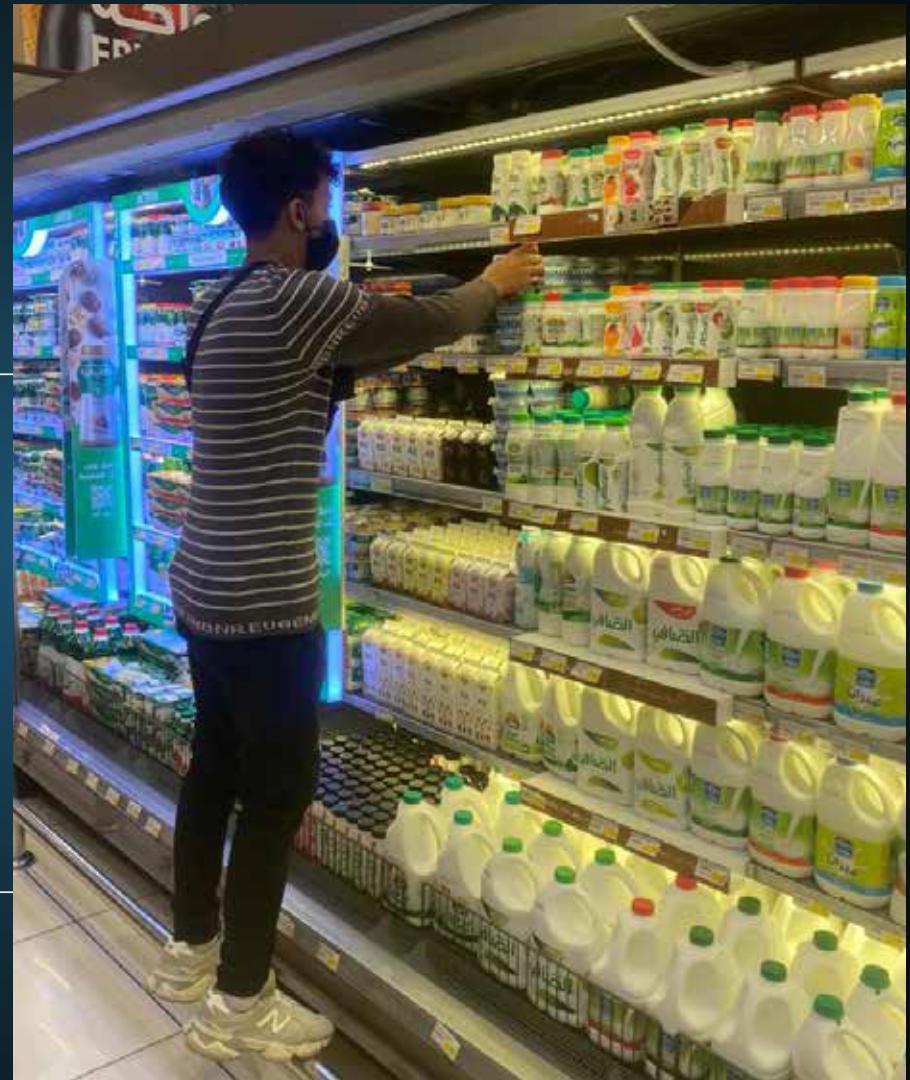
Our Merchandising Department proudly teamed up with Sara Group to maximize product exposure and elevate in-store engagement. By utilizing strategic displays and effective placement techniques, we helped enhance Sara Group's brand reach, delivering impactful results and strengthening customer connections.



OUR PROJECTS

LYAN

In our collaboration with Lyan Dairy, the Merchandising Department played a key role in bringing the brand closer to consumers. Through thoughtful planning and tailored execution, we enhanced the visibility and positioning of Lyan Dairy products across retail outlets. This partnership reflects our dedication to creating in-store experiences that not only elevate product appeal but also drive meaningful engagement and stronger brand loyalty.



DISPLAY PRODUCTION



At **JOE13**, we are specialized in designing and producing high-quality activation stands that enhance brand visibility and engagement.

Our Display Production services cater to marketing campaigns, product activations, and promotional events, ensuring that every stand is strategically crafted to attract attention and drive consumer interaction.

- From concept to execution, our team focuses on innovative designs, durable materials, and seamless installation to deliver impactful displays that align with brand identity and campaign objectives. Whether for retail spaces, exhibitions, or outdoor activations, our solutions create immersive brand experiences that leave a lasting impression.



BISSELL



JOE13 is proud to have partnered with BISSELL, a global leader in home cleaning solutions, to design and produce premium custom display stands tailored to their unique product lines.

This collaboration showcases our commitment to precision, creativity, and deep understanding of the needs of international brands.

Through this project, JOE 13 continues to deliver impactful, high-quality solutions that elevate product visibility and reinforce brand presence in retail environments.



SALES



A Talented and Professionally-Trained Sales Team.

Telecom Sales

- B2C Sales
 - Direct sales
 - Modern trade
 - Haj & Umrah sales

- B2B Sales

Non Telecom Sales

- B2C Sales
- B2B Sales



ACTIVATION



Increase client awareness of your brand by marketing it utilizing contemporary techniques and growing.

- Events competitions, exhibitions, trade shows, and sponsorships.
- Sales promotion.
- Telemarketing.
- Free product samples.
- In-store promotions.
- Trade shows.
- Targeted advertisements.

SUCCESS STORIES



CITY WALK

JOE13's Activation Department brought life to Jeddah's City Walk, creating unique brand experiences that connected with the local audience. Our team designed interactive, memorable activities, using innovative technology to captivate attendees and strengthen brand presence. Through these tailored activations, Joe 13 left a lasting impact, making our presence at City Walk unforgettable for both visitors and brands.



HERSHEYS

Our collaboration with Hersheys, one of the world's most iconic chocolate brands, was a testament to the power of creative activations. By designing immersive and engaging experiences, we brought the essence of Hershey's to life, connecting the brand with its audience in unforgettable ways. From interactive concepts to on-ground activities, we ensured every moment celebrated the joy and indulgence Hershey's is known for, creating sweet memories that left a lasting impression.

SUCCESS STORIES



GOODYS KITCHEN

In our collaboration with Goody's Kitchen, we transformed their vision into reality through dynamic, on-ground brand activation. By designing immersive experiences tailored to their audience, we helped elevate their brand presence and drive real engagement. From concept development to flawless execution, our team ensured every detail delivered impact making the brand not just seen, but felt. This successful partnership is a clear example of how our activation services turn ideas into memorable moments that connect brands with people.

MOSANADAH

Mosandah provides tailored financial and operational solutions that ensure compliance, enhance performance, and drive business growth. From accounting and tax services to strategic consulting, we empower your business with clarity, control, and confidence.

Your Financial Partner

- Finance Consulting Service.
- Sustainable Growth.
- Risk Management.
- Financial Planning.
- Investment Strategies.
- Business Expansion.
- Strategic guidance to businesses of all sizes.



Mosanadah
Excellence Business Support

SUCCESS STORIES



EYA CLEAN

Mosanadah provided expert financial consultation to Eya Clean, helping them optimize their financial strategies and achieve sustainable growth.



CPC

Mosanadah implemented a cutting-edge ERP system for CPC, streamlining their operations, enhancing efficiency, and integrating key business processes. This strategic move empowered CPC to achieve better management and significant growth.

Logistics & Last Mile

At JOE EX, we offer a comprehensive range of shipping and logistics services designed to keep pace with market developments and diverse customer needs. Our key services include:

1. Domestic Shipping

We cover all regions across the Kingdom and continue to expand steadily. We offer dry and refrigerated shipping solutions and handle individual and corporate shipments with high efficiency.

2. First and Last Mile Delivery

We provide professional first-mile (from source) and last-mile (to the end customer) delivery services, ensuring accurate timing and a smooth experience for all parties involved.

3. B2B / B2C delivery Models

We offer flexible delivery models adapted to the dynamics between sender and recipient, whether it's;

- Business-to-Business (B2B)
- Business-to-Customer (B2C)



Logistics & Last Mile

4. Cash-on-Delivery Management

We simplify the payment collection process for e-commerce stores through our cash-on-delivery service, with the added advantage of transferring funds in short cycles to support cash flow.

5. Inventory and Sales Management

We provide digital solutions for managing inventory and sales, including product tracking, accurate periodic reports, and direct integration with e-commerce systems.

6. Packaging and Fulfillment

We offer professional packaging services tailored to brand requirements, including assembly, sorting, and packing, ensuring shipments are ready for delivery.

7. Smart and Refrigerated Warehousing

We operate warehouses equipped with comprehensive protection systems including;

- 24/7 temperature and humidity control
- Full security and protection systems
- Real-time alert systems for any temperature irregularities



Logistics & Last Mile

8. Digital Platform

Our operations are powered by an integrated digital system that allows clients to;

- Create and track shipments
- Monitor performance
- Manage accounts

Through an easy-to-use dashboard compatible with all smart devices.

9. Logistics Support for E-Commerce

We offer tailored services for online stores including storage, fulfillment, packaging, order management, and delivery, helping ease their operational burden and enhance the customer experience.

10. Shipment Tracking Service

To ensure transparency and convenience, we allow our clients to track their shipments at every step, from creation to delivery, with real-time alerts and updates.



Logistics & Last Mile

11. Multiple Communication Channels

We provide multiple customer service channels including;

- Phone
- Email
- Messaging apps

Ensuring fast response times and effective resolution of any issues

12. Flexible Contracts with No Hidden Fees

We offer flexible and fully transparent contract models with no hidden charges, catering to the needs of small, medium, and large businesses.



ERP SYSTEM



is a Software platform that integrates & manages core business processes.

- HR
- CRM
- FINANCE
- MANAGEMENT

OUR SYSTEM



CORE HR & PAYROLL

From organizing and securing your data to managing time and attendance, Mosanadah HR ensures that your HR processes are efficient and compliant. Simplify expense reimbursements, time-off, benefits, and payroll processing for a positive experience that empowers your HR team and delights your employees.



INSIGHTFUL ANALYTICS

Gain strategic insights through dashboards and data analytics for data-driven decisions. Mosanadah HR helps you optimize your workforce scheduling to maximize productivity and adapt to changing needs.

CONTACT US

 www.Joe13th.com

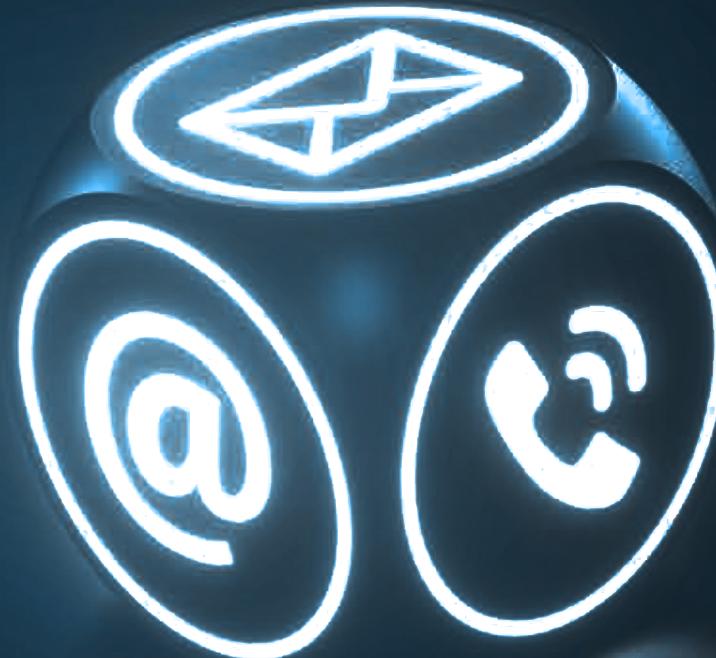
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[Learn More](#)

If you would like to learn more about our services, we invite you to explore further or arrange a meeting with us. We would be honored to have the opportunity to become your business partner.



JOE13
EMPOWERING YOUR SUCCESS

THANK YOU