## 11 - The Theme of the Year

## "Strategic Growth for a Leading Sustainable Future"

Maharah has unveiled a new tagline that embodies its strategic vision, future goals, and commitment to improving the quality and sustainability of its as the heading for its newly announced strategic plan in August 2023G. Maharah has unveiled

from the beginning of 2024G to the beginning of 2029G. With each word representing a component supporting its business model, this theme has and future aspirations. An examination of the



## Analysis of the Company's **Theme Factors**

**Growth:** 

Stands for Maharah constant growth and enhancement in the human resources sector, and points to the name of the Company's new plan, which signify the fundamentals of the plan; namely: growth, empowerment and provision.

**Strategy:** 

Signifies the new five-year plan declared by the Company in 2023G, to start by the beginning of 2024G, that is centered around 3 fundamentals and comprises 28 initiatives that aim at promoting the Company's business and services and increasing its revenues and profits.

**Future:** 

Discusses Maharah goals and outlook for the future. The company is eager to build on its accomplishments and future plans through strategic planning and forwardthinking.

Leadership:

Assures the Company's intention to achieve its previous theme i.e. "Leadership in the Human Resources Sector", which the Company has continued to work for, since its founding and up to this point.

**Sustainability:** 

Points to the Company's keenness on achieving the principles of sustainability, in addition to the sustainability of growth, successes and achievements.

Considering the Company's commitment to upholding sustainability ideals in the context of its social, environmental, and organizational obligations. The Company's objectives to maintain its growth and future direction, to keep adding value to Maharah, to grow revenues and profits sustainably, and to maintain its leadership in the Kingdom's human resources market are all outlined in Maharah new strategic plan.

This theme serves as a guarantee and an expansion of the Company's previous sustainable theme, «Leadership in the Human Resources Sector,» given that the company has maintained its position as a leader in this field, outperformed rival businesses, and won the title of best HR Company in 2023G.