

JOE13

EMPOWERING YOUR SUCCESS

company profile

Numbers

HR
Outsourcing

+10K

Revenue

+66M

Team
Members

+60

Clients

+100

Growth

+%30

Content

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Mission, Vision, Values

Team

Your Pain

Services

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Products

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About JOE13

Joe13 is a 360 solutions company with +11 years of experience in the market.

We pride ourselves on offering a comprehensive suite of services that go

Beyond HR solution , promotion and activation , marketing and financial solution

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 standout and succeed in their respective industries.

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 improving the performance and growth of our clients by providing them with high quality services that are characterised by international standard in various fields.

Our Values

Client Centricity

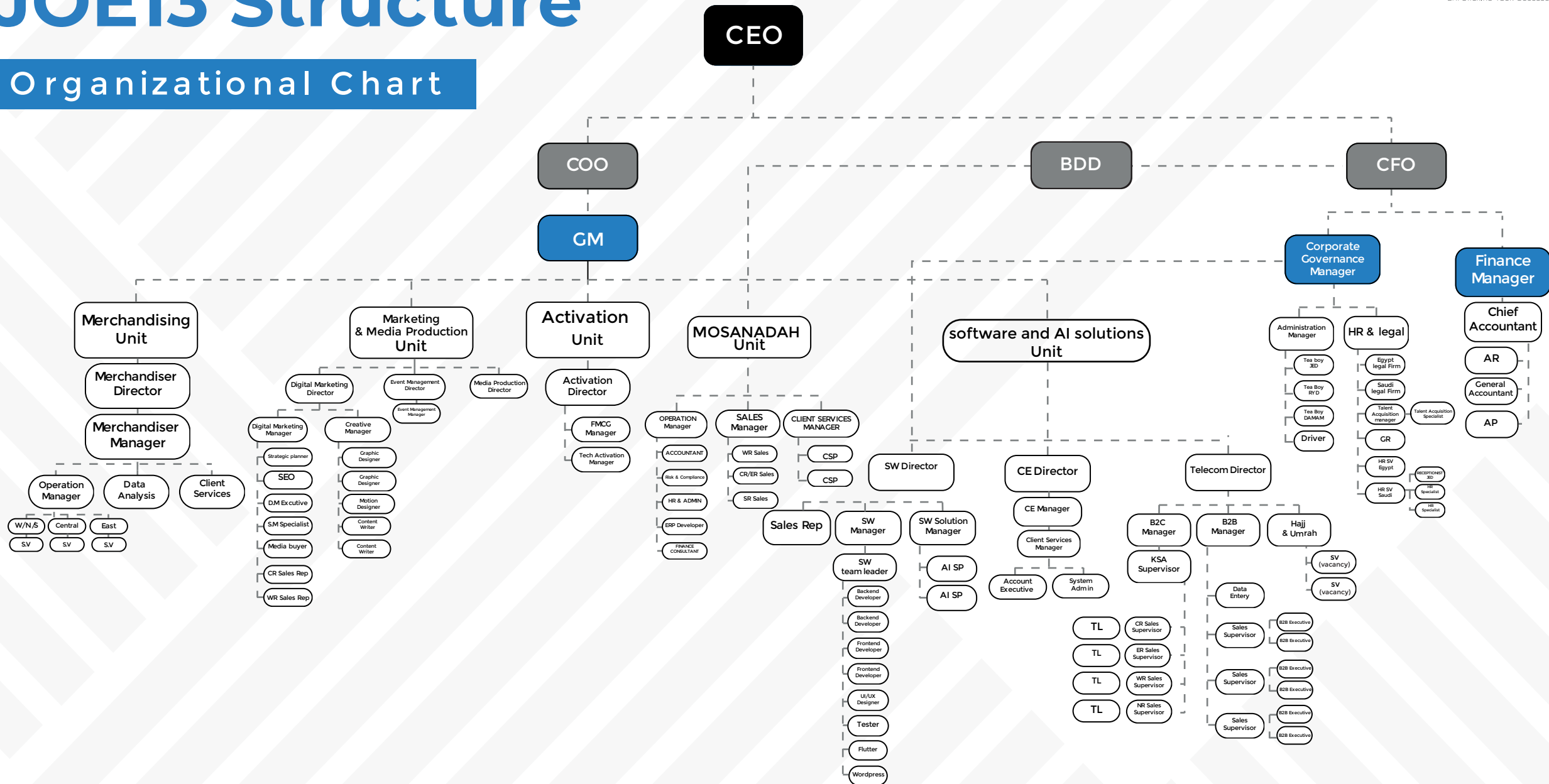
Innovation

Collaboration

Integrity

JOE13 Structure

Organizational Chart



Board Members



Youssef Kamal
CEO

With 20+ years in Sales, Retail, and Marketing, Youssef 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

Specialised in operations and marketing for 15+ years Since Driving Adnan has Led Joe13 Strategic Initiatives for 2019 growth Including experience Roles at Advance Core Technology and Yes Arabia Production Company, and He Co-Founded the Wisdom Of Knowledge Training Center in Dubai. Excelling in Innovative Market Solutions and Team management .



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.



Ahmad Alkashakri
BDD

Experiencing Project Management For 10+ Years, Developing Strategic plans to Achieve Goals, Focusing On Capacity Building and Collaboration. Worked at BIGCo, UTURN Entertainment, Sticky and Various Government Entities, providing entrepreneurs with valuable insights and growth strategies.

Management Team



Mohammed Kamal
Corporate Governance Manager

Focusing on Corporate Governance for the 5+ years, Specialising in developing effective Organisational structures 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.



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

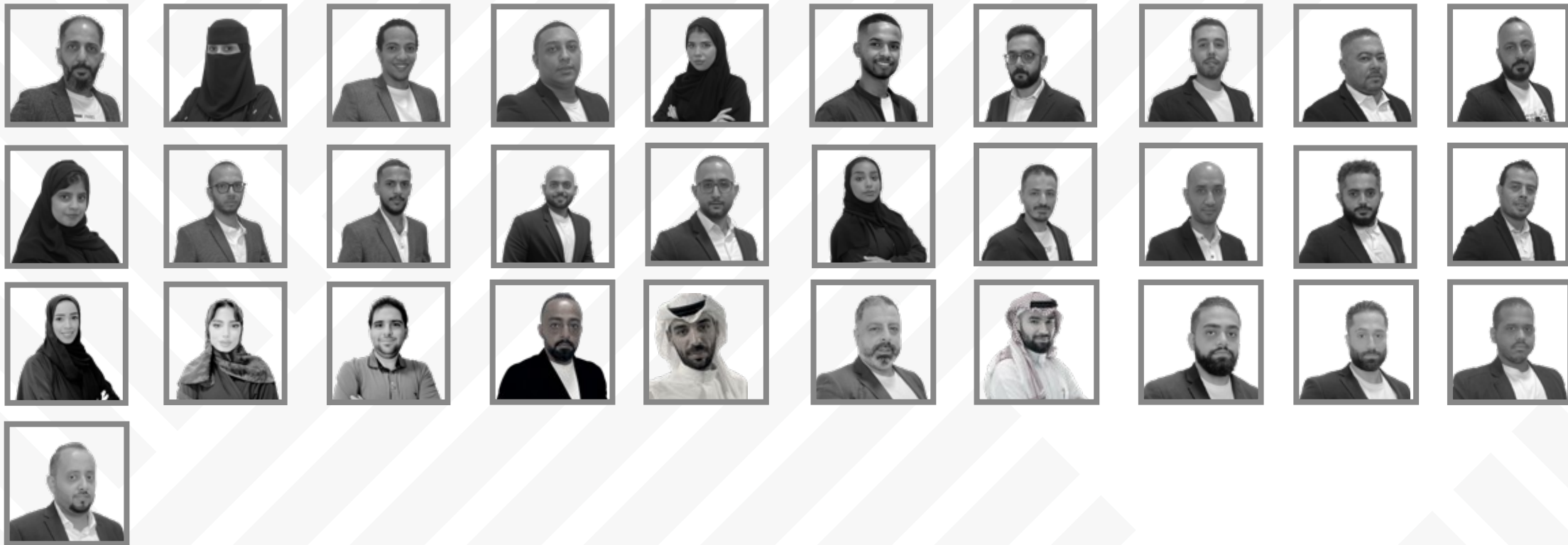
With 4+ years of experience, Eng. Mohamed Alahdal is a skilled Client Service Manager at Joe13, known for building lasting client relationships and delivering tailored solutions. His strategic focus and dedication drive Joe13 success and ensure top-tier service for its partners.



Adel Banwair
Sales Manager

Experienced in sales management with 17+ years of experience, specializing in strategy planning, team restructuring, and employee training, with experience at companies like Axiom Telecom, Samsung, and Nahdi.

JOE13 Team



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 ?

Our Services

 Manpower

 Software

 Marketing

 HR Solutions

 Direct Sales

 Event Management

 Activation

 ERP System

 Display Production

 Merchandising

 Promoter System

 Brand Promotion

 Finance Consulting

 Media Production

 Strategic Guidance

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 personalised recommendations.



ERP (powered by odoo)

integrates business functions into a single platform, automating processes and providing real-time data.



Elite academy

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

Mosandah

Your Financial Partner

Mosandah is a leading financial consulting service offering expert advice and strategic guidance to businesses of all sizes. We provide tailored solutions to enhance financial performance.

Collaborating closely with clients, we develop customised strategies for sustainable growth and long-term success.

Whether you need financial planning, investment strategies, or business expansion support, Mosandah delivers precision and expertise.

Our Partners



Contact Us



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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.

Software and 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 designed to showcase their legal services.

<https://msaatylaw.com/>



OCC Media Agency

We built a dynamic and visually appealing website that effectively highlights their media and marketing services.

<https://omedia.sa/>

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/>



Marketing

Driving Brand Awareness and Business Growth.

Digital Marketing

- Social media management.
- Content Marketing.
- Social media graphics
- Media production.
- Branding.
- Event planning.
- Motion graphics and visual effect.
- Brand Promotion & Activation.

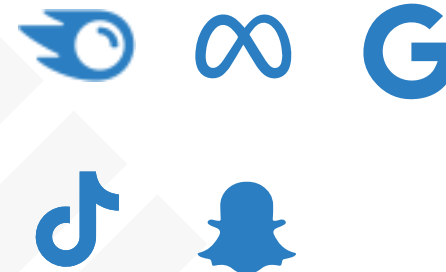
Offline Marketing

- Print Advertising.
- Direct Mail Campaigns.
- Physical Product Placement.

Bloggers & Influencers Management

- User Generated Content (UGC)
- Bloggers Campaigns
- Influencers Management

Tools we use



KIA

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



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.

Governmental affairs

- Iqama (resident permit) processing, Processing of all types of Visas, Saudi Mandoob (representative) and personnel, Services handling of legal matters, Passport office services, GOSI-related services, Medical insurance services.

HR Management

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

logitech

NOKIA



Builder.ai

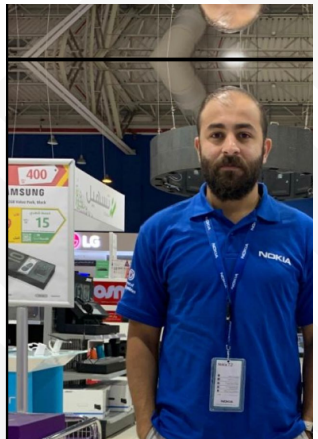
Samsung

Our partnership with Samsung centered on enhancing brand recognition through innovative campaigns that resonate with tech-savvy consumers.



Nokia

We developed a robust marketing approach focused on revitalizing the brand's presence in the telecommunications sector.



Sales

A Talented and Professionally-Trained Sales Team.

Telecom Sales

- B2C Sales - current partners: (Virgin - Redbull mobile -Zain - Mobily).
- B2B Sales - current partners: (Zain)
- Modern trade - current clients:(Virgin).
- Haj & Umrah sales - with (Virgin- Mobily - Non-telecom sales).

Non Telecom Sales

- B2C Sales - (Flexible Card).
- B2B Sales - partners: (Motorola - Arab computer - In Home).



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

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



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

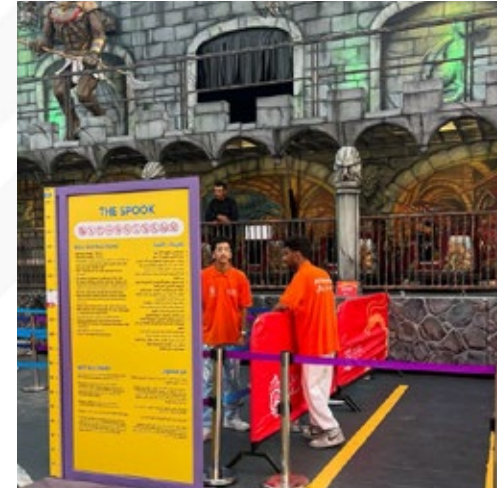
Activation

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.

City walk

Joe 13'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.

GALAXY

The stand was made by JOE13 for our client GALAXY in several malls around the kingdom. This stand was done to give the customers a chance to see the detail and level of importance that GALAXY gives its customers. As JOE13 had a provided manpower & promoters for event coverage participation.



PHILIPS

JOE13 in collaboration with Philips had launched promotion & activation activity in several malls around the kingdom. This stand was designed to give the customers a chance to see the level of quality that Philips made in its products. As JOE13 had a provided manpower & promoters for this activity.

Mosanadah

Your Financial Partner.

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

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.



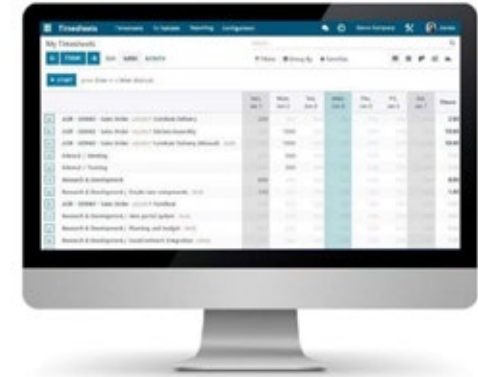
ERP system

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

- HR.
- CRM.
- Finance.
- Management.

Core HR & Payroll

From organizing and securing your data to managing time and attendance, Mosandah 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. Mosandah HR helps you optimize your workforce scheduling to maximize productivity and adapt to changing needs.



Thank You!

www.joe13th.com