

The IBN AMOR AL MAAMARY GROUP (IAAG)

IBN AMOR AL MAAMARY ELECTRONICS (IAAE)



NATIONAL GRILLES and DIFFUSERS FACTORY



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1. Who we are.....?

Ibn Amor Al Maamary Electronics (IAAE) was established in 2002, replacing “Global Electronics Company” which primarily specialized in automation and security solutions over a five years of successful operations.

In 2002 the CEO of the IAAE spotted the opportunity for business growth and rapid expansion needed to carter with the growing market demand in the field of automation and security. As rapid expansion would require more resources and bigger funds, the CEO of the IAAE invited two local investors to join his operations. In same year, 2002, the IAA Project Division was formed.

The Ibn Amor Al Maamry Group (IAAG) is a privately owned 100% local company which found its way through the market among the leaders in security and automation business. Over the past a few years the IAAE increased its market shares and dominate its name among the leaders in the same business firms.

The project division was in charge of short term planning for the existing IAAE and long term planning for the IAAG and identifying opportunities for business expansion and growth.

Over the years the **IAAG** exponentially expanded its operations based on strong values and clear objectives to achieve its targeted market segments with economy of scale, cost leadership, product differentiation, innovation & alliance, which is navigated by a team of highly qualified personals (Electrical & Electronic engineers, Telecommunications engineer, Civil engineer, Mechanical engineer, Network engineer, Technicians, Accountants, Finance, Marketing and a project manager with a control and automation backgroundetc.).

The IAAG operations include retail, wholesale and export of electronics security products, fire detection systems, as well a dedicated division for engineering and onsite installation, contracting and maintenance. IAAE in-house engineering department is well equipped to undertake any security system network design, implementation & upgrade activities in relation to hi-rise towers project, commercial & business premises, residential & home projects, and the maintenance & repair of our delivered products.

The IAAG well established itself in the market over the year owning dealership and agency of some major brands such COMAX, Beninca and Everfocus with a wide range of customers ranging from domestic homes individual customers, small business, banks, schools, hospitals, government bodies, the Royal Police, Defense and other government sectors and major companies.

2. The IAAG Management Team

The IAAE group is 100% owned and managed by Omanis with various experiences and backgrounds in engineering, sales & marketing and project management. Mr Saif Al Maamary, the CEO of the IAAE group is a highly experience individual on business principals and marketing dynamic flow. He is always on top of the continuously changing and evolving customer technology demand and taste.

The sales and marketing department is managed by Mr Mohammed Al Busaidi who is actively surveying market environment and before head anticipating the market direction on terms of customer demands and technological desires and accordingly advises the management team to which direction to steer the company to meet customer requirements and place the company as one of the leaders in the firm.

As the head of project division, finance and HSE, Mr. Abdullah Al Hinai ensures, as the utmost company priority, delivery customer oriented top quality projects that meets customer satisfaction and yet cost effective for the IAAE group. Delivering latest technology in affordable prices is a key success factor for the IAAE group. As well, ensuring safe operations of the company and delivery of safe to use products to our customers.

3. The IAAG Vision Statement

To become the leader of the “Security and Automation Systems Industry” and to seize the contemporary economy of scale by providing the followings:

- Cutting edge “techno-technical” security systems innovation & integrated transparent solutions via most cost effective economics
- Reflectively listen & align the customer needs via “gap analysis” & “proactive security strategy formulation & tactical installation”
- Excellent, after sales, service and systems maintenance in order to achieve complete peace of mind of our valuable customers
- Continuous growth, opportunities realizations and business diversification
- Deploy new technologies to carter to locally produce local market demands for currently imported goods (where no local manufacturer exist)

4. Mission Statement

In order to achieve our “aspirations” the followings are the processes that are in force:

- Use our multi-disciplinary staff with high qualifications, Master’s/ Bachelor’s/ Diploma in various fields of engineering in Telecommunications, Electrical & Electronics, Mechanical and Civil...etc
- Our organization highly recognizes the value of the Omani workforce and strives to provide the necessary means to achieve an effective training to them. As well, the IAAG manages a diverse workforce from various parts of the world (Oman, Philippines, Romania, Thailand, Pakistan, India.....etc) to bring in the expertise in order to provide quality solutions and satisfaction to our customers and lay a bridge of knowledge to transfer the experience to our Omani staff.
- Complete enforcement of primary strategic resources (i.e. Technology & Information) to optimize the competitive strategy (i.e. Product Differentiation, Cost Leadership, Innovation, Alliance & Growth) via enhanced enriched “Techno-Care” applications

5. Critical Success Factors

--- Your Trust is Our Strength

- Quality Services
- Commitment, Responsibility & Accountability
- Respect for each residential-Commercial-Corporate clients
- Scalability & Integrity
- Reliability & Trust
- Leadership & Teamwork
- Developing Omanis through technical training (a number of staff were sent to Italy for manufacturer training to ensure quality service to our customers)

6. Health, Safety & Environment

The IAAG leadership are highly committed to ensure the safety & well being of its employees, delivering safe products & projects to its customers where having minimum impact on the environment. Hence, the IAAG leadership assumed organizational responsibilities towards the HSE.

As well, the I.A.A.G group committed to comply with the minimum requirements of the Oman Government Rules and Legislation that concerns the health safety, environment and employee welfares.

The Oman Government regulations form the operating frame work for the company. The company confirms its committeemen to labour, Environment, Municipality and Social Security laws.

6.1 Organizational Responsibilities towards HSE

6.1.1 Company CEO

The company CEO along with the HSE manager responsible for

- Policy making and decision making, and setting the long term strategic goals
- Create a safe and healthy work environment
- Provide funds to enhance HSE management system implementation and compliance
- Promote HSE as a work culture and integral part of the business

6.1.2 HSE Manager

The HSE manager is key player in implementing, maintain and continuously improving the HSE management system through:

- Provide necessary training to employees and workforce
- Maintain HSE standards and ensure periodic revision for improvement
- Monitor performance KPIs and advice opportunities for improvement
- Review HSE incidents and recommend corrective actions
- Assess worksite hazards especially of routine activities and define controls and mitigation factors

6.1.3 Projects Manager

The project manager shall ensure effective project execution in terms of HSE, cost, schedule and quality deliverables by:

- HSE and quality requirements are integrated in the project at the design phase
- Provide guidance and awareness on project related HSE matters
- Ensure safe design and risk assessment prior to work start
- Ensure all tools and equipment are safe and in good conditions

- Ensure projects are executed in line with the company and customer standards
- Ensure proper communication between all involved parties throughout the project

6.1.4 Sales & Marketing Manager

The sales and marketing is responsible to ensure that all products purchased by the company meets the Company quality and HSE standards, the country's legislations and customers requirements by:

- Ensure product quality that supports our HSE management system
- Ensure the purchase of safe products and that are non hazardous to employees and customers
- Brief employee on new products introduced to the company
- Determine customer requirements in terms of job, quality and standards

6.1.5 Project Engineers

Project engineers are responsible for delivering quality assurance into projects meeting technical and HSE standards through:

- Ensure all project designs are in accordance to HSE standards
- Ensure ergonomics considerations into design
- Provide a design with a safe work environment for the employees and customers
- Ensure design that will be executed with standard safe tools

6.1.6 Technicians/Lead Technician (Site Supervisor)

Site employees are the key player of the project execution phase. Delivering a quality projects that meets customer expectation and that complies with HSE and quality standards is their primary responsibility. Some key factors of success;

- Ensure compliance to projects design specifications and standards
- Ensure compliance to safe work practices and standards
- Hazards assessment and establishing control measures prior and during work execution
- Report any changes and seek advice if any changes in work flow and comply with contract variation procedure.

- Report any unsafe acts or processes
- Report deficiency of equipment o material
- Housekeeping and site restoration before project handover

6.1.7 Logistics

- Compliance to road and driving standards and rules
- Ensure vehicle condition up to standard and in safe conditions to drive
- All vehicle documentation are valid
- Ensure vehicle routine maintenances carried out on time
- Ensure all passengers comply to traffic rules
- Ensure reporting back to office upon departure and arrival of every journey (journey management)

6.1.8 Sub-Contractors

Al Subcontractors and individuals working under IBN AMOR Al Mammmary contract has to comply and adhere to company standards, procedures and work practices.

7. The National Grilles and Diffusers Factory (NGDF)

In 2010 the project division proposed a new opportunity for business growth after market studies lasted for more than six months exploring a new area of business to the activities that the IAAE are managing. The proposal was to enter the HVAC (heating, ventilation and air conditioning) market as a HVAC products manufacturer. The proposal was well received as the IAAG will be the first manufacturer of its kind in Oman.

Feasibility study was kicked off in the same year followed by detail design of agreed business and factory concept engaging specialized HVAC manufacturing consultant. In 2011 contracting and procurement process started and the job was awarded to one of the local construction companies to construct the factory building. Then specialized production equipments were installed. In the mean while recruitment for HVAC expertise was ongoing.

In February 2014, the NGDF produced its first commercial production starting with ceiling diffusers, registers, slots, linear bar grilles, sand trap louvers, louvers and access doors.

The IAAG aiming to provide the local market with a full range of HVAC products from grilles and diffusers to more sophisticated products such as VCDs, VAV, sound attenuators, dampers, motorized dampers and fire & smoke dampers.

Due the large scale of the project the IAAG could not solely fund the project, hence invited some local investors to join the project. (see organization chart in Appendix 1 page XX)

8. The Factory Dimensions

The factory was built in Sumail industrial area with a build up area over two thousand square meters residing on a plot of fifteen thousand square meters which leased from government for industrial usage. This is to carter for any future expansion and business growth and diversification.

The two thousand square meter factory is well designed to carter for full products and operations of HVAC products containing all the necessary machines and equipment for smooth and optimum production flow process. The factory as well designed to have its own Powder Coating unit for fast production and to minimize production cost. The building as well equipped with three offices, two meeting rooms and storage facilities.

The factory was constructed with compliance to the industry standards and government requirements and equipped with industrial fire protection system.

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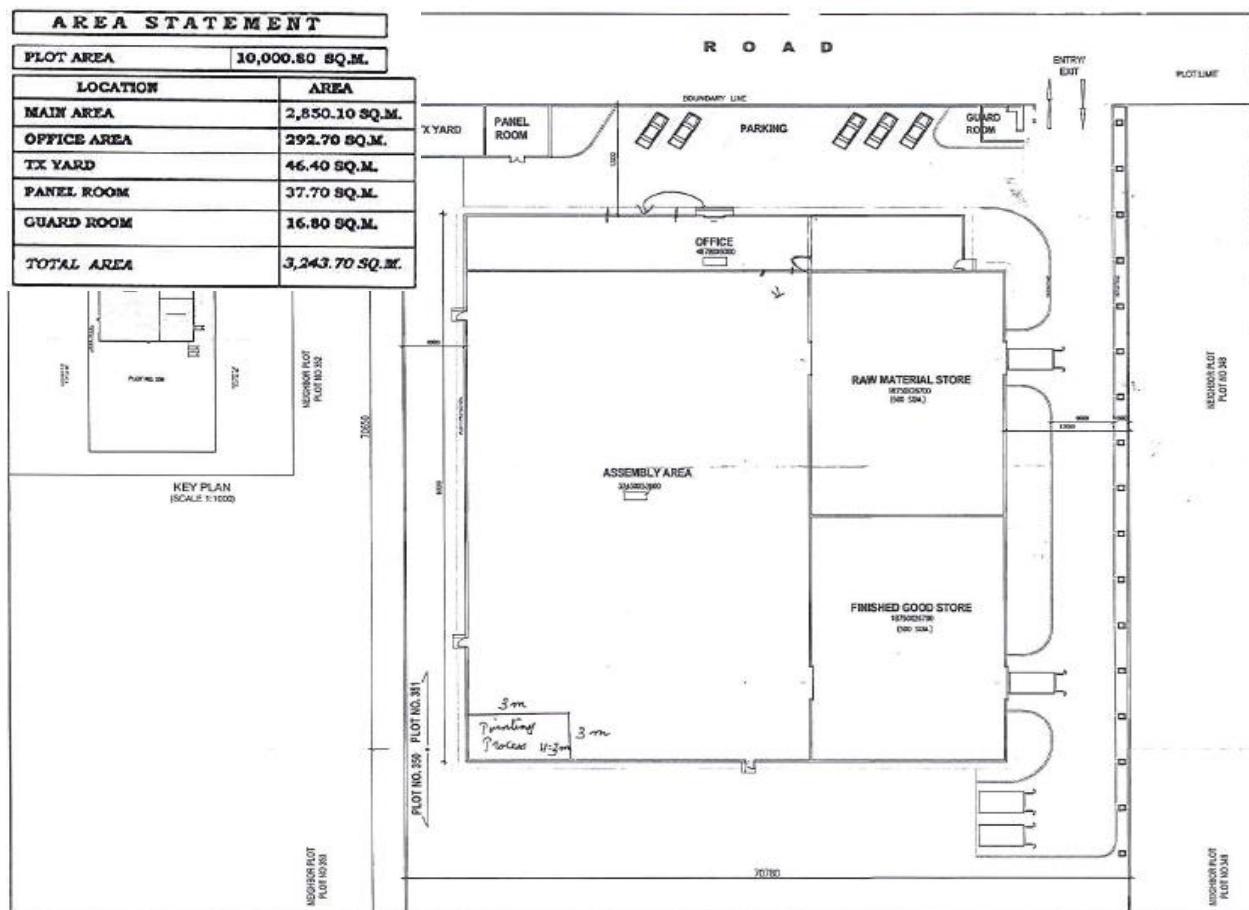


Figure 1.0 & Figure 1.1: Factory layout

8.1 Production Machines List

The factory was designed to have the below listed main machines for full range of products

	Machine Description	Quantity
1	10 metric ton capacity power press machine	19
2	20 metric ton capacity power press machine	07
3	30 metric ton capacity power press machine	02
4	50 metric ton capacity power press machine	02
5	Thomas cutting machine	4
6	Hydraulic swing beam shearing machine	1
7	Hydraulic press brake machine	1
8	Profile bending machine	1
9	Asymmetrical 3-Roller bending machine	1
10	Sheet notching machine	1
11	MIG welding machine	1
12	Spot welding machine	1
13	Powder coating unit	1

Table: 1.0: Factory machine list

Note:

Units listed in light gray colour not yet on site but will be required for optimum products range and fast production operations

8.2 Factory Capacity

The factory designed with six production lines equipped with all necessary machines to produce the end product before being sent to the powder coating unit. The machines laid out in a serial flow where the raw material its handle through the machines in a smooth and continuous flow until the desired product is manufactured. Each production line consists of cutting machine , Press machines, corner crimping machine and Assembly table (using hand tools). Currently the factory has the capacity to produce a full range of grilles and diffusers products that are the most commonly used products in HVAC.

Plans in place to install extra machines to complement the full range of HVAC products and provide one-stop shop for HVAC products in Oman. Furthermore, purchase order has been already placed for a powder coating unit.

8.2 Production Capacity

8.2.1 Current Production Capacity

First production of grilles and diffusers at the NGDF was back in 2014. The products were primarily for commissioning and testing of the machines and training for some of the new operators to familiarise them with the factory, machines and the production processes.

In 2015 product samples were sent to HVAC engineer in Sultan Qaboos University for testing, the products were well accepted and the products were of very competitive quality in comparison with existing major players in the industry. However, no formal certification was granted from the SQU as they are not an industrial certification body.

Later on the products were sent to INTERTEK in the USA being the only body certifying HVAC products and the products were formally certified. Upon INTERTEK approval the products were later on approved by the local authorities, the Ministry of Commerce & Industry and the Royal Oman Police placing the NGDF as the first and the only local manufacturer of HVAC grilles and diffusers in Oman.

The current factory production, as shown on the table, based on 8 (in addition factory manager and supervisor) operators and currently available machines as show on table 1.0

PRODUCTION CAPACITY					
CURRENT					
SECTION	NO OF WORKERS	SIZE		Qty in Mtrs	MARGIN 20%
		WIDTH	HEIGHT	26 Days	26 Days
LINEAR BAR GRILLE	8			650	5,000.00
LINEAR SLOT DIFFUSER				1000	10,000.00
GRILLE				650	5,000.00
DAMPER				400	
DIFFUSER				2000	5,000.00
LOUVER				60	
SANDTRAP LOUVER				60	2,000.00
					25,000 to 27,000

Table 1.1: Factory current production capacity

8.2.2 Full Swing Production Capacity

The factory was designed to cater for the local and outside market demand and hence was design accordingly. Although the factory is not yet fully equipped with all the machines necessary to reach the full production capacity but was well thought of and planned for future expansion.

Table 1.2 showing the full swing production capacity projection having all the required resources deployed. The factory has the ability to multiply the current production to more the four times.

PRODUCTION CAPACITY					
FULL SWING					
SECTION	NO OF	SIZE		Qty in Mtrs	MARGIN 20%
	WORKERS	WIDTH	HEIGHT		26 Days
LINEAR BAR GRILLE	6	1000	150	45	10,634.00
LINEAR SLOT DIFFUSER	6	1000	3 SLOT	50	10,010.00
GRILLE	6	1000	150	45	9,750.00
DAMPER	6	1000	150	50	
DIFFUSER	6	300	300	400	75,894.00
LOUVER		1000	1000	12	5,668.00
SANDTRAP LOUVER		1000	1000	10	3,900.00
30					115,856.00

Table 1.2: Factory full production capacity projection

For full production capacity would require more resources to be deployed in terms of human resource and extra machines.

Above table 1.2 demonstrating that production capacity increase to full potential (excluding weekends) would required 30 operators on site.

Table 1.3 below showing the number and type of extra machines required to release the full factory potential.

REQUIRED MACHINES & DIES FOR FULL CAPACITY			
MACHINE	Qty	DIE	Qty
CUTTING MACHINE (400 & 450)	1	BLADE HOLE	3
PRESS MACHINE (10)	3	BLADE FIXING DIE	6
		CORNER DIE	1
		CRIMPING DIE	1
		BLADE CUTTING	3
		DAMPER BLADE DIE	1
		FRAME DIE	1
		DAMPER FRAME DIE	3
CUTTING MACHINE (400 & 450)	1	MULLION HOLE DIE	1
PRESS MACHINE (20)	1	MULLION DIE	1
		CORNER DIE	1
		BLADE DIE	2
		FRAME DIE	1
CUTTING MACHINE (400 & 450)	2	FRAME "T" DIE	2
PRESS MACHINE (10,20,30)	2	DAMPER	2
		CORNER KEY	1
		DRILLING MACHINE	1
		"U" DIE	1
CUTTING MACHINE (400 & 450)		FRAME "T" DIE	2
PRESS MACHINE (10,20,30)		DAMPER	2
		CORNER KEY	1
		DRILLING MACHINE	1
		"U" DIE	1

Table 1.3: Machines required for full factory production capacity

Above table (1.3) showing the list of machines and related DIES and their related accessories that are needed for full factory production capacity.

Further, more the deployment of powder coating unit within the factory will expedite production and as well reduce production cost and hence, increase the profit margin.

8.2.3 Products Range

At full factory capacity NGDF is able to supply a full range of HVAC products as listed below. The below are standard HVAC product, however the product ranges was extended to other products based on market demand opportunities.

- Ceiling Diffusers
- Round Diffusers
- Jet Diffusers
- Grilles and Registers
- ECG Grate Grilles
- Linear Bar Grilles and Registers
- Curved Linear Bar Grilles
- Linear slot Diffusers
- Curved Linear Slot Diffusers
- Door Grilles
- Decorative Grilels
- Louvers
- Sand Trap Louvers
- Disc Valves
- Access Door
- VCD (Volume Control Dampers)
- VAV
- Bypass VAV
- Fire and Smoke Dampers
-

Other products currently manufactured at the factory which not part of the original factory feasibility study and design are exhaust fan covers; pipes duct covers and Aluminum Rolling Shutters. *(See Appendix 1 for production catalogues)*

8.2.3.1 Exhaust Fans covers

Current design of houses leaving open holes for ventilation fan in kitchens, toilets and bathroom which spoils the image of a beautiful house. NGDF came up with innovative product that provides;

- Better looks
- Protects against insects & lizards entry into the house (mesh filter)
- Prevents birds nesting on ventilation openings
- Products available in all sizes
- Easy to install (Just Plug in)
- Low cost



8.2.3.2 Pipe Duct Covers

Another innovative product by NGDF is the Aluminum Pipes Duct Cover. Traditionally pipes ducts are left open to look ugly or covered by GRC material which in time cracks and breaks and need to reinvest money to replace. With the easy installation aluminum covers not just gives the house better look, it as well saves money on the long run.



8.2.3.3 Rolling Shutters and Sectional Garage Doors

The IAAE has been in rolling shutters and sectional garage doors installation business since 2008. Until the end of 2014 IAAE used to import the rolling shutters and sectional doors from various parts of the world but mainly from UAE, Turkey and Italy. By the end of 2014 with the start of production in the NGDF the IAAE took the opportunity and started manufacturing the rolling shutters and sectional doors at the factory utilising the NGDF facilities.





Over the years the IAAE was one of the leading suppliers in the market rolling shutters and sectional doors with customers ranging for individuals to government firms.

Some of our key customers in Oman MOD , ROP , PDO , PASFR ,Galfar, Carillion, Alturki, Khimji Ramdas, Shapoorji and STS

Below graph on figure 1.2 showing the IAAE sales of rolling shutters and sectional garage doors since 2008 and the increased sales volume.

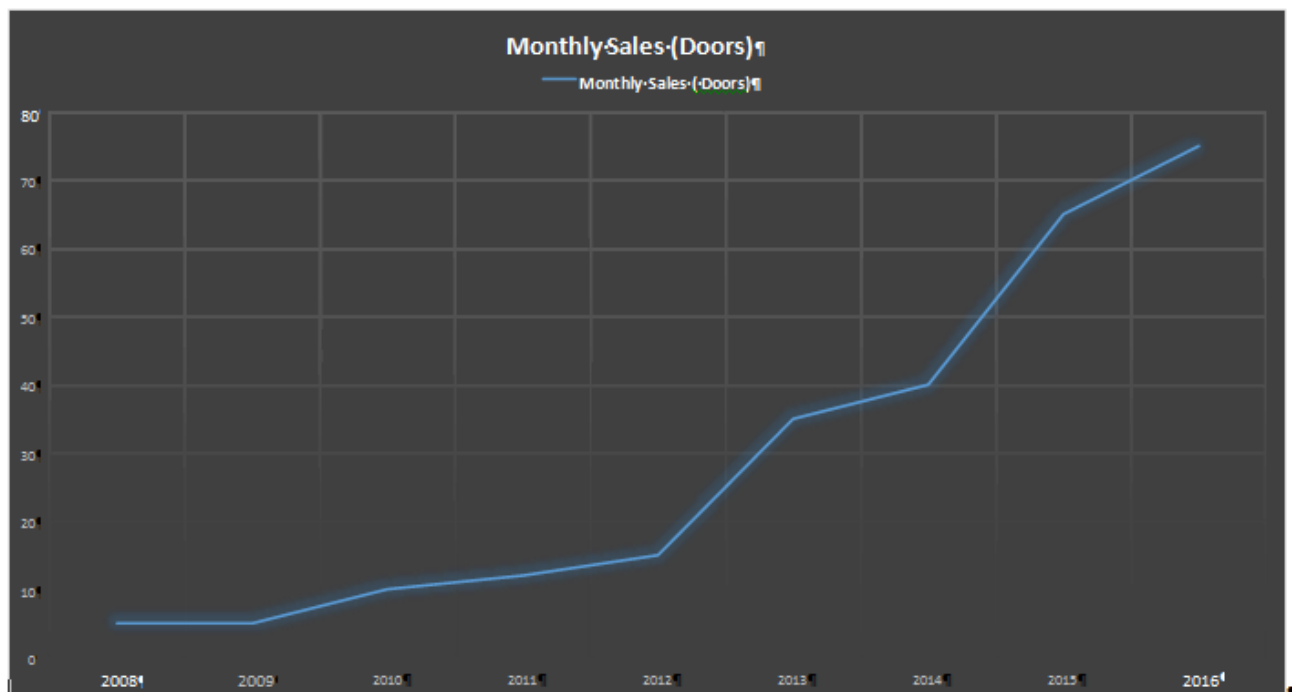


Figure 1.2: Sales volumes increase for rolling shutter and sectional garage doors

Rolling Shutters and Sectional Garage Doors products range

a. Residential Applications:

1. Aluminum double skin rolling shutter doors.
2. Aluminum double skin rolling shutter windows.
3. Sectional garage doors.

b. For the Commercial Applications:

1. Polycarbonate rolling shutter doors for mall's shops.
2. Rolling shutter doors for the commercial shops and banks.
3. Rolling shutter doors for the small stores and warehouses.

c. For Industrial Applications:

1. Rolling shutter doors for the big stores and warehouses.
2. Fire rated doors for the stores.

Below are some examples of successful supply and installation projects by IAAE;

Sr. No	Client	Scope of the Work
1	Ministry of Defense	Supply and installation of 15 Nos Rolling Shutter Doors in MOD Camps (Murtafaa , Ghala , Wedam Al sahil)
2	ROP	Supply and installation of 10 Nos Rolling Shutter Doors in CID Camps (Qurum)
3	ROP	Supply and installation of 5 Nos Rolling Shutter Doors in Vehicle inspections warehouses
4	Ministry of Education	Supply and installation of 8 Nos Sectional Garage Doors in Main Parking for Ministry (Airport Heights)
5	Oman Public Prosecution	Supply and installation of 5 Nos Rolling Shutter Doors in CID Camps (Qurum)
6	PDO	Supply and installation of 15 Nos Rolling Shutter Doors in Different Locations in PDO Sites.
7	Public Authority for Stores and Food Reserve	Supply and installation of 9 Nos Rolling Shutter Doors in Different Locations.

Sr. No	Client	Scope of the Work
1	Carrefour Qurum	Supply and installation of 8 Nos Rolling Shutter Doors in Carrefour Receiving Area
2	Carrefour Qurum	Supply and installation of 15 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
3	Carrefour Seeb	Supply and installation of 17 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
4	Grand Mall	Supply and installation of 8 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
5	Avenues Mall	Supply and installation of 19 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
6	Nizwa Grand Mall	Supply and installation of 13 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
7	LULU Bandar Mall	Supply and installation of 4 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
8	LULU Sohar	Supply and installation of 3 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
9	Oasis Mall	Supply and installation of 5 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
10	Panorama Mall	Supply and installation of 9 Nos Polycarbonate Rolling Shutter Doors for Different Shops.
11	Residential Houses	Supply and installation of 300 Nos Rolling Shutter Doors for Different location in Oman.
12	Residential Houses	Supply and installation of 400 Nos SECTIONAL GARAGE Doors for Different location in Oman.

9. Human Resources & Manpower

The organization chart for the NGDF is shown below in figure 1.2. The CEO of NGDF (as well he is the CEO of the IAAG) is supported by the a number of investors who as well provides technical and business consultancy.

As mentioned earlier the factory currently operated by factory manager, factory supervisor and 8 full time operators. Furthermore the factory has its own sales & marketing manager and sales & marketing assistance whereas other services such accounting, planning and human resources affairs supported by the IAAG.

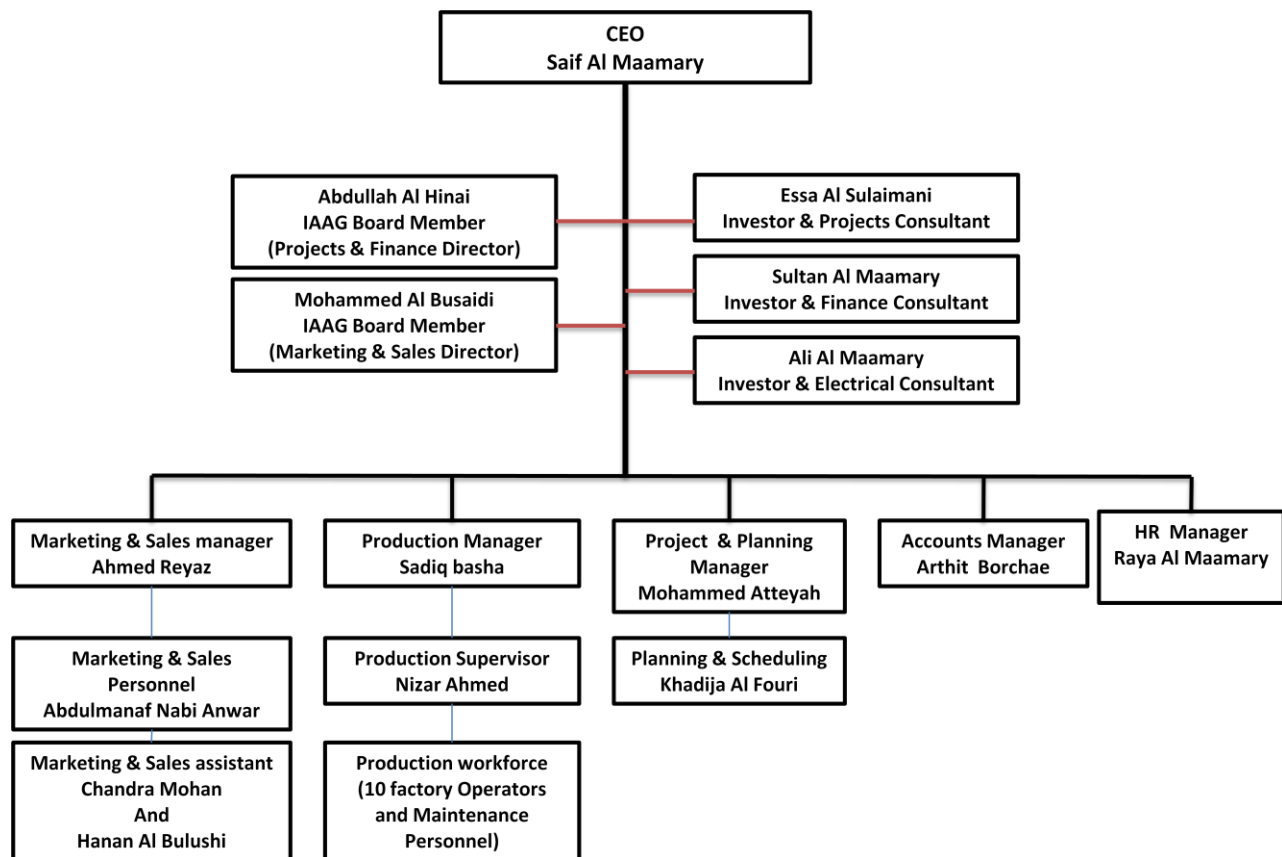


Figure 1.3: NGDF organization chart

10. Sales Volumes and Future Projections

NGDF products sales started back in 2014 in very small scales as there was no products certification yet. The sales were limited to individual customers, small retailers and small construction companies. In 2015, sales volumes increased dramatically due to the obvious products quality and appearance. Later in the year INTERTEK products certification was approved enabling NGDF to compete with major suppliers and hence expanding its domain to major projects and customers. By the end of quarter 2016 NGDF products were approved by the Ministry of Commerce and Industry placing NGDF as the first HVAC products provider in Oman increasing the In Country Value.

SALES DETAILS	YEAR	MONTH		No. of Sales Orders	AMOUNT
Actual Sales	2014	18-Oct-14	31-Dec-14	11	6,905.000
Actual Sales	2015	1-Jan-15	31-Dec-15	148	96,555.820
Actual Sales	2016	1-Jan-16	31-Jul-15	153	42,814.000
2016 projects based on current customers inquiries	2016	1-Aug-16	31-Dec-16		125,000.00 (25,000 /month)

Table 1.4: factory Sales history

Note:

Ministry of Commerce and Industry products certification & Approval was only granted in April 2016 (after INERTEK and Royal Oman Police approval). Hence,

Below tables (Table 1.5) showing list of some key NGDF customers;

	Client	Products Supplied	Location
1	Kimji Ramdas LLC (KBR)	Grilles & Registers	Ghala Industrial Area - Oman
2	Abu Shaima	Grilles, Diffusers & Registers	Sumail Industrial Area- Oman
3	Hillion Trading LLC	Grilles, Diffusers & Registers	Sohar - Oman
4	Abu Zeenat	Diffusers & Slots	Sohar - Oman
5	Lotus Contractor	Grilles & Diffusers	Various locations - Oman
6	Ibn Essa Al Sulaimani Bldg Cont.	Grilles, Diffusers & Registers	Various locations - Oman
7	Al Aqtab Construction	Diffusers,& Linear Bar Grills	Various locations - Oman
8	M. R. Mohsin	Grilles, Diffusers & Slots	Ghala Industrial Area - Oman
9	National Cooling	Diffusers,& Linear Slots	Ghala Industrial Area - Oman

Table 1.5: list of current key NGDF customers

APPENDICIES

APPENDIX 1: PRODUCTION CATALOGUES

APPENDIX: 2: APPROVLS and CERTIFICATIONS

Business Proposal

1. Executive Summary
2. Background and history
3. Products range
4. Current factory status (machines, equipment & manpower)
5. Current factory capacity
6. Sales history (actual sales since starting production)
7. Full factory capacity
8. Up to date expenses since project started Break down)
 - Factory construction cost (civil & structure)
 - Machines and equipments
 - Consultancy
 - Licenses and approvals
 - Government fees
 - Operating costs since start of project
9. Current factory financial status in terms what is available in factory (machines & Manpower- **done above**) and Current Operating cost
10. What is required to reach full factory capacity
11. How much required to reach full capacity
12. How much required for one year working capital (operating budget)
13. Factory selling options and prices (50%, 70% and/or 100%)