



GRILLES & REGISTERS



NATIONAL GRILLES & DIFFUSERS FACTORY

BUSINESS PLAN

Contact:

P.O.BOX: 159, C.P.O Postal Code: 111, Sultanate of Oman

Tel.: +968 24540107 / 24543065

E-mail: sales@ngdf.om, omanhvacindustry@gmail.com

Website: www.ngdf.om

CONFIDENTIALITY AGREEMENT

The reader acknowledges that the information provided by the “**NATIONAL GRILLS AND DIFFUSERS FACTORY (NGDF)**” in this business plan is confidential; therefore, reader agrees not to disclose it without the express written permission of the promoter.

It is acknowledged by reader that information to be furnished in this business plan is in all respects confidential in nature, other than information which is in the public domain through other means and that any disclosure or use of same by reader may cause serious harm or damage to the Project.

This is a business plan. It does not imply an offering of securities.

SL.NO.	CONTENTS	PAGE NO.
1.0	Introduction	4
2.0	Promoters & Management	7
3.0	Executive Summary	8
4.0	Business Summary	9
4.1	Business Plan	9
4.2	Startup Summary	26
5	Market Analysis	26
6	Products & Materials	26
7	Objectives	27
7.1	Business objectives	27
7.2	Financial Objectives	27

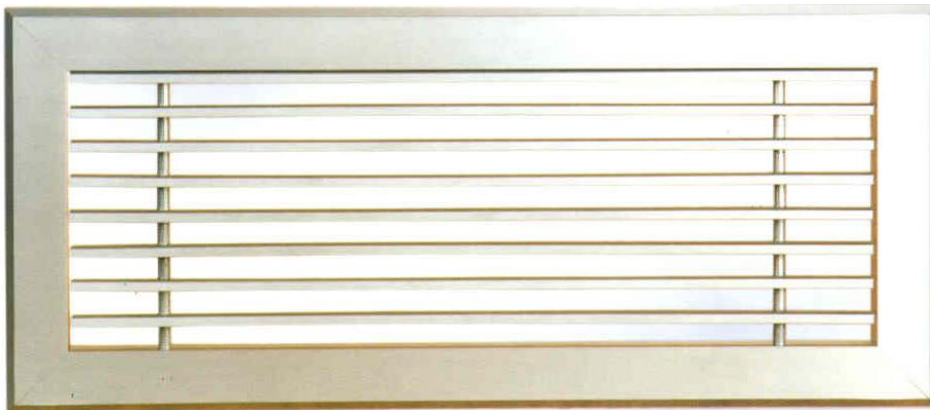
1. INTRODUCTION.

“The National Grills & Diffusers Factory” is one & only and a fully equipped manufacturing unit for “HVAC & Door” products located in the industrial area of Samail, The Sultanate of Oman.

The factory has been promoted and founded by MR. SAIF AMUR SULTAN ALMAAMARI.

The company is manufacturing their own Brand “NGDF” and it is already proven that this brand and products are highly movable and demanded in the market of oman and abroad within 3 years of their business.

The company “NGDF” is there in the business for more than 3 years and the company is working with the vision of Highest-quality & end products to our customers, while striving to make them the leaders in their respective industries.



Presently no other **manufacturing units** for this products are there in oman, which is more advantage for us and they all are importing from UAE and other countries as the market is not available in oman. Here we have got the real advantage, means we could have given the best rates for our customers and made them to deal with us for long term.



Imagine spending a day during peak summer without switching on the air-conditioner and cooling system unit in your home or office. With the climatic situation of Middle East region, Mr.Saif had identified the potential of HVAC and related product market.

With the clear vision of capturing the local and middle east market with the support of government for the locally made product under ICV (In Contry Value, SME manufacturing) etc, the promoter Mr. Saif started the manufacturing unit “ **National Grills & Diffusers Factory** “for the manufacturing of Heating, Ventilating, and Air conditioning equipment (*HVAC- Like Grills, Registers, Diffusers, Louvers, Dampers, VAV’s and sound attenuators*) and Doors, in Samail ,Oman, in the year 2010 and started production in year 2014.

With in the short time itself the company launched other products also like, Doors etc. The company is there in the business for the last 3 years and running with good profits and in a fair manner.

Presently the unit is only using 50% of its total installed capacity, Hence the promoter wants to utilize the idle capacity of the factory by adding facilities and also by adding new products like Exhaust Window doors, Insects grill etc to capture the market fully and be number one in the market by getting more businesses and more reputation in the market.

For this New phase, they need a good investor for achieving the same, which requires Ro 1.84 Million, which includes Building, Machinery, pre-operative expenses and as working Capital.

2. PROMOTERS & MANAGEMENT

In 2012, The company “NGDF” started its registration procedures for being as a manufacturing unit for HVAC and Doors product in Oman and took 3 to 4 years for the company registration and legal procedures. In 2014 The company registered as a manufacturing unit and started its own productions in with its own Brand “NGDF”.



The promoter **Mr. SAIF AMUR SULTAN ALMAAMARI** was founded the company “NGDF”. The promoter is having a work experience in ministry of Water resources from 1990- 2012, in the areas of flood study, Study of ministries & town projects. In 2003 He founded the company under the name of IBN Amor Almaamary Electronics with a few peoples, But now the size has

been increased. Still the promoter wants to achieve 100% growth. This business plan is for that purpose.

The founder Mr. Saif Al Maamari is a graduate in hydrology and served ministry of Water resource, Sulanate of Oman for around 22 years from 1990 to 2012.

Mr.Saif has clear vision on both commercial and technical aspects of the project. Further the promoter has a strong plan and technical knowledge on potential diversified product line to be added in the production process to maximize the revenue potential.

3. EXECUTIVE SUMMARY

The Factory is located in Samayil, The total are is 10,000 Sq Mtr (apprx) out of that 50-60% is only Built-up area. (Detailed Property Valuation report is attached with this). It is an industrial area and the location is well suite for a Manufacturing unit. The transportation for the goods and other access and facilities are very much available.



In Oman there is no any other manufactures for HVAC & Door items. This is the only one registered manufacture in oman. This the main merits for our business and presently every dealers are purchasing the materials from UAE, as the local market is not available. Here the promoter wants to increase the size of the production and cover the market with our products.

4. BUSINESS SUMMARY

4.1. Business Plan

This Business plan is for the financial support to move with the new phases of the business and to capture the current market and to grow with the increased market potential of Sultanate of Oman and opportunity of single local manufacturing unit of this type.



The company “ NGDF “ has commenced its business and productions from the year 2014 in Samayil Region, Oman.

The biggest challenge of any typical manufacturing process is the relevant approvals and licenses. NGDF has completed all the licensing and product approvals in March 2015.



4.2. Start Up Summary

The Company “NGDF” is fully owned by Mr. Saif Al Maamari. The promoter is looking for the investor to buy off the shares to infuse fresh capital as financial



On refreshing the unit by putting additional finance for required plant and machinery and working capital, it is expected to gear up the revenue generation by increasing the existing capacity and launch new products in the market.

This project expects a total investment of OMR 1.840 Million as investment in building, Equipment, working capital and other pre-operative expenses.

The Building will total OMR.850 K along with equipment OMR. 400 K, RO 60 K for Furniture & Fittings, RO 350 as preoperative expenses. An amount of OMR.180 K has been estimated as working capital as per the proposals costs to ensure the smooth running of the business.

Presently no other manufactures are there in oman for HVAC and Doors Products, which is the more advantage to us.

In the present market of Oman, Diffusers, Registers, Grilles and Dampers are importing from UAE and other across the border market bearing huge transport

[illegible]

The Sultanate of Oman is an Arab country in the southeastern coast of the Arabian Peninsula. Holding a strategically important position at the mouth of the Persian Gulf, the nation is bordered by the United Arab Emirates to the northwest, Saudi Arabia to the west, and Yemen to the south and southwest and shares marine borders with Iran and Pakistan.

The climate of Oman features a hot, arid climate with long and very hot summers and mild winters. Annual rainfall in Muscat is about 100 mm (4 in), falling mostly from December to April.

In general, precipitation is scarce in Muscat with several months, on average, seeing only a trace of rainfall. The climate is very hot, with temperatures reaching as high as 49 °C (120 °F) in the summer.

As per Oman Sultanate's Vision 2020, government is heavily investing on non-oil sectors to diversify its economy. Also, Oman government is aiming to reduce country's oil dependency by targeting on various application sectors. The growth of sectors such as hospitality, retail, residential, industrial and commercial would significantly boost the construction activities in the country. This would rapidly drive the demand for air conditioning systems.

According to 6Wresearch, Oman Air Conditioner market is projected to reach \$410.79 million by 2021. Decline of window air conditioner market - a similar trend as to other GCC countries is expected in Oman over the next six years. Changing lifestyle, building structures, rising consumer buying power and emergence of mega infrastructures are fueling the growth of air conditioning systems in the Sultanate.

According to Avishrant Mani, Senior Research Analyst, Research and Consulting, 6Wresearch, "Oman air conditioner and related market markets are exhibited to grow during the forecast period on account of various mega projects worth of more than \$50 billion which are expected to be completed within next fifteen years.

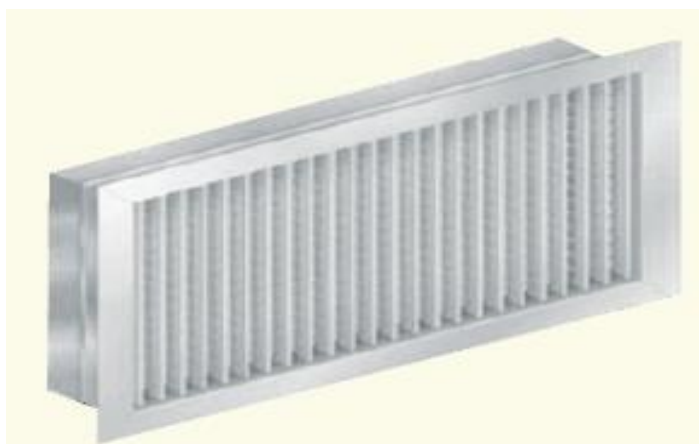
The business is growing very drastically, Hence the founder Mr. Saif Al Maamari also wants to increase the capacity and turnover of the business. The

current market is very potential for this product and at the same time best business to invest the amount.

6. PRODUCTS & MATERIALS

Presently the unit is utilizing only 50% capacity of total installed capacity and where they want to achieve 100% utilization of Installed capacity (Ideal Capacity). The following are the categories of products currently they are dealing with.

PRODUCTS	
Supply Horizontal Grill	Ceiling Diffuser
Supply Vertical Grille	Louvers
Supply Horizontal Register	Sand Trap Louvers
Supply Vertical Register	Drum Jet Louvers
Return Horizontal Grille with 45° Fixed Blades	Non Return Dampers
Return Horizontal Grille	Fire Dampers
Return Vertical Grille	Decorative Grilles
Perforated Grills	Fresh Air Grille
Full and Complete Product Catalogue is attached with this Business Plan	



To guarantee our continued success we will achieve a reasonable profit, continue to be the leader in our industry through individual and combined

dedication, innovation, and integrity. We will give our employees the opportunity for both personal and professional growth.

7. OBJECTIVES

7.1 Business Objectives

1. It is the business objective to come up as a leading Manufacturing Unit with best service and customer satisfaction in the region within two years
2. Contribute to the national economy through the solid support to the sultanate of Oman.
3. Establish a consistent growth as projected in the finance model to expand the business through new investment properties in the other regions of the Sultanate of Oman.
4. To provide support to the local community by giving employment opportunities and related business opportunities.
5. Exceeding customer's expectations through better services and atmosphere.

7.2. Financial Objectives

1. Continuity of Profits, Growth in Assets, Productivity and efficiency improvement.
2. Secure the financial performance growth as projected in the finance model throughout the project period.
3. Maximize the profit and wealth of the promoters to expand the business as envisaged in the business objectives.
4. Ensure the optimum utilization resources following the best industry practices in the operation and business ethics.
5. Maintain tight control of costs, operations and cash flow through diligent management
6. Maintain a positive cash flow
7. Continuous monitoring of financial transactions and analyzing.