

SFK | REAL ESTATE  
CONSULTANCY

"BUILDING TOMORROW, TODAY."



# About us

SFK Real Estate Consultancy stands as a distinguished leader in the UAE's real estate development landscape, transforming ambitious visions into landmark realities. With a foundation built on excellence, innovation, integrity, and sustainability, we specialize in acquiring strategic land parcels and developing them into vibrant, master planned communities that redefine urban living.

Our comprehensive approach encompasses the entire development lifecycle from initial concept and design through to construction and handover ensuring timely delivery and the highest quality standards. At SFK, we integrate cutting edge green technologies and sustainable practices to create eco- friendly environments that promote a higher quality of life while reducing environmental impact.

With an impressive portfolio spanning luxury residential developments, commercial properties, hospitality ventures, mixed-use projects, and diversified business interests across the UAE, Oman, and Lebanon, SFK Real Estate Consultancy continues to shape skylines and communities, building tomorrow, today.

## OUR VISION

To be at the forefront of the real estate industry, crafting iconic, sustainable developments that elevate the standards of living and working environments in the UAE and beyond.

## OUR MISSION

To consistently deliver innovative, sustainable, and high-quality real estate solutions that meet the evolving needs of our clients and contribute to the economic and social prosperity of the region.

## OUR SERVICES

### **Land Acquisition & Development**

We identify and acquire strategic land parcels, transforming them into vibrant, master-planned communities that offer unparalleled living and working spaces. Our expertise in land evaluation, market analysis, and development potential assessment ensures maximum value creation for every project we undertake.

### **Project Planning & Management**

From initial concept and design through to construction and handover, our comprehensive project management ensures timely delivery and the highest quality standards. Our experienced team oversees every aspect of development, coordinating architects, engineers, contractors, and stakeholders to bring visionary projects to life with precision and excellence.

### **Sustainable Development**

We integrate cutting-edge green technologies and sustainable practices to create eco-friendly environments that promote a higher quality of life and reduce environmental impact. Our commitment to sustainability extends beyond environmental considerations to encompass social responsibility and economic viability, creating developments that stand the test of time.



# OUR VALUES

## **Excellence**

We are committed to delivering the highest quality in every project, exceeding expectations and setting new standards in the industry.

## **Innovation**

We embrace creativity and advanced technologies to stay ahead of market trends, constantly seeking new solutions to complex challenges.

## **Integrity**

We uphold transparency and ethical practices in all business operations, building trust with clients, partners, and communities.

## **Sustainability**

We ensure our developments contribute positively to the environment and community, creating lasting value for generations to come.



# CORPORATE STRUCTURE

**SFK Real Estate** Consultancy operates as the flagship entity within a diversified group of companies that span multiple sectors:

## Real Estate Development

- **SFK Real Estate Consultancy**  
Flagship development company headquartered in UAE
- **AI Mamlaka Real Estate Development**  
Strategic development partner with operations in Oman and UAE

## Retail & Commercial

- **Gold Center and Jewelry Complex**  
Specialized retail development

## Consumer Products

- **AI Mamlaka Perfumes**  
Luxury fragrance line

## Exhibition & Marketing

- **AI Mamlaka Organizing Exhibitions**  
Event management and exhibition services
- **AI Mamlaka Advertising**  
Marketing and promotional services

## Hospitality & Tourism

- **AI Mamlaka Hospitality**  
Hotel and restaurant development and management.

## Logistics & Support Services

- **AI Mamlaka Logistics Services**  
Comprehensive logistics solutions and supply chain management



# FEATURED PROJECTS

## Deira Islands Development

📍 Dubai, UAE

A prestigious 4-star hotel development within Dubai's ambitious 15.3 sq km seafront Deira Islands project. Located near Dubai International Airport, this strategic investment features 202 meticulously designed rooms within a comprehensive development that includes residential towers, additional hotels, furnished apartments, a mall, and a unique night market. The project exemplifies SFK's ability to identify and capitalize on high-potential tourism and hospitality opportunities.



### Project Highlights:

- Prime seafront location near Dubai International Airport
- Part of a master development with 16 residential towers and 2 hotels
- 202 luxury rooms with premium amenities
- Integrated with Deira Mall, one of the largest shopping destinations in the region
- Surrounded by 1.7 million sq ft of green spaces and recreational facilities



### Project Highlights:

- 60 one-bedroom and 42 two-bedroom premium apartments
- Integrated retail and fitness facilities
- 139 parking spaces exceeding regulatory requirements
- Strategic location with excellent connectivity
- Modern architectural design with high-quality finishes

## Al Furjan Residential Complex

📍 Dubai, UAE

A sophisticated residential development in the growing Al Furjan district of Dubai, featuring a multi-story building with 105 residential units. The project combines contemporary design with practical living spaces, catering to the emirate's expanding urban population.



# FEATURED PROJECTS

## Pearl Tower Gulf

📍 UAE

A landmark residential development comprising 744 luxury residential units with a sophisticated design that balances traditional elegance with contemporary innovation. The Pearl Tower Gulf project showcases SFK's commitment to creating living spaces that exceed expectations, featuring premium amenities and exceptional management that has successfully navigated numerous challenges to achieve excellence.



### Project Highlights:

- 744 premium residential units
- Distinctive architectural design blending tradition with modernity
- Comprehensive amenities package for residents
- Strategic location with excellent connectivity
- Award-winning property management services



### Project Highlights:

- 10,280 sq m specialized retail development
- Contemporary design with traditional Omani influences
- Premium retail spaces for international and local jewelry brands
- State-of-the-art security and display technologies
- Central location in Salalah's commercial district

## Gold Center and Jewelry Complex

📍 Salalah, Oman

A modern 10,280 square meter commercial center dedicated to gold and jewelry retail, featuring a basement plus three floors of premium retail space. This architectural masterpiece combines contemporary design with traditional elements, positioned as the premier destination for luxury jewelry shopping in Oman's Dhofar region.

# FEATURED PROJECTS

## Mabela Avenue

📍 Muscat, Oman

A luxury apartment complex in a promising area of Muscat, featuring a mix of modern and traditional design elements. The project consists of 44 two-bedroom apartments efficiently designed across 11 floors, with premium amenities including a swimming pool, health club, and children's play area.



### Project Highlights:

- Prime location in Muscat's growing Mabela district
- 44 two-bedroom apartments with varied layouts
- Distinctive Islamic-inspired glass façade
- Comprehensive leisure facilities
- Convenient access to key city destinations



### Project Highlights:

- Mountain resort-style residential complex
- Traditional Lebanese architectural elements
- Panoramic views of Lebanon's scenic landscapes
- Premium finishes and materials
- Year-round comfortable climate at elevation

## Bhamdoun Village 2892

📍 Lebanon

A premium residential development in the picturesque mountains of Lebanon, often referred to as "The Switzerland of the Middle East." This project features multi-story residential buildings with traditional Lebanese architectural elements, offering residents spectacular mountain views and a serene living environment.



# FEATURED PROJECTS

## Hospitality Portfolio Expansion

📍 Oman and the UAE

SFK has strategically expanded into the hospitality sector, developing and managing 700 hotel units across prime locations in Oman and the UAE. This diversification demonstrates our versatility and commitment to creating exceptional experiences across multiple real estate segments.



### Project Highlights:

- 700 hotel units across multiple properties
- Diverse offerings from luxury resorts to business hotels
- Strategic locations in high-demand tourism destinations
- Partnerships with international hotel operators
- Innovative food and beverage concepts including:
  - Pirate Ship Tourist Restaurant
  - Al Café de Roma (Italian franchise in Oman)



### Project Highlights:

- Premium residential units with spacious layouts
- Extensive landscaped gardens and green spaces
- Energy-efficient building design
- State-of-the-art amenities and facilities
- Strategic location with excellent connectivity

## Garden House

📍 UAE

A luxurious residential development featuring modern architecture and lush green spaces. Garden House combines contemporary design with natural elements to create a harmonious living environment that promotes wellness and sustainability.



# FEATURED PROJECTS

## Limas Residence

📍 UAE

An exclusive residential complex offering premium living spaces with contemporary design. Limas Residence exemplifies SFK's commitment to creating sophisticated urban living environments that combine aesthetic appeal with practical functionality.



### Project Highlights:

- Elegant architectural design with distinctive façade
- Premium finishes and materials throughout
- Comprehensive amenities for residents
- Optimized layouts for modern living
- Strategic location in a developing neighborhood



### Project Highlights:

- Sophisticated architectural design
- Premium residential units with versatile layouts
- High-quality finishes and materials
- Comprehensive amenities package
- Strategic location with excellent connectivity

## Dorah Residence

📍 UAE

A high-end residential development featuring elegant architecture and premium amenities. Dorah Residence represents SFK's dedication to creating living spaces that combine luxury with practicality, offering residents an exceptional quality of life in a prime location.



# FEATURED PROJECTS

## JVC Project 12, Jumeirah Village Circle

📍 Dubai, UAE

A modern residential development in the popular Jumeirah Village Circle community. JVC Project 12 offers contemporary living spaces in one of Dubai's most sought-after residential areas, combining accessibility with comfort and style.



### Project Highlights:

- Prime location in Jumeirah Village Circle
- Contemporary architectural design
- Variety of unit types to suit different needs
- Quality finishes and materials
- Excellent community amenities and facilities



### Project Highlights:

- Integrated mixed-use development
- Premium retail and commercial spaces
- Diverse dining options
- Modern architectural design
- Strategic location with high visibility

## Jinan Complex

📍 UAE

A mixed-use development featuring retail, dining, and commercial spaces. Jinan Complex creates a vibrant community hub that serves both residents and visitors, offering a diverse range of experiences in a thoughtfully designed environment.



## Glory Plaza

📍 Muscat, Oman

A prestigious commercial plaza offering premium retail and office spaces in Muscat. Glory Plaza stands as a landmark commercial development in Oman's capital, providing businesses with a distinguished address and state-of-the-art facilities.



### Project Highlights:

- Prime location in Muscat's business district
- Contemporary architectural design
- Flexible office and retail spaces
- Advanced building management systems
- Comprehensive amenities for tenants



### Project Highlights:

- Authentic marketplace experience with modern amenities
- Diverse mix of local and international retailers
- Architectural design inspired by traditional Omani souks
- Cultural and entertainment elements
- Strategic location attracting both locals and tourists

## Oman Bazaar

📍 Oman

A traditional-modern marketplace offering a diverse range of retail experiences. Oman Bazaar combines the charm of traditional souks with modern retail conveniences, creating a unique shopping destination that celebrates Omani heritage while meeting contemporary needs.

## Almamlaka For Logistics

📍 UAE

A state-of-the-art logistics facility offering comprehensive supply chain solutions. Almamlaka For Logistics represents SFK's expansion into specialized commercial developments, providing businesses with efficient and reliable logistics infrastructure.



### Project Highlights:

- Strategic location with excellent transportation links
- Advanced warehousing and distribution facilities
- Cutting-edge logistics technology and systems
- Flexible space solutions for various business needs
- Comprehensive support services



# BUSINESS DIVERSIFICATION

## Logistics Services

Through Al Mamlaka Logistics Services, we provide comprehensive logistics solutions including warehousing, distribution, temperature controlled storage, and supply chain management. Our logistics facilities are strategically located near major ports and airports, offering clients efficient access to regional and international markets.



### Service Highlights:

- Dry and temperature-controlled warehousing
- Distribution and transportation services
- Supply chain management solutions
- Import/export logistics support.
- Specialized handling for various product categories



# BUSINESS DIVERSIFICATION

## Exhibition Organization

Al Mamlaka Organizing Exhibitions specializes in planning and executing professional exhibitions, trade shows, and corporate events. With operations in both Oman and Kuwait (through Expo City), this division helps businesses showcase their products and services to targeted audiences.



## Service Highlights:

- Trade show organization and management
- Corporate event planning
- Exhibition space design and setup
- Marketing and promotional support
- Visitor management and engagement

# BUSINESS DIVERSIFICATION

## Luxury Consumer Products

Expanding beyond real estate and services, we have successfully launched Al Mamlaka Perfumes, a premium fragrance line that embodies luxury and sophistication. This venture demonstrates our ability to extend our brand into high-end consumer markets.



### Service Highlights:

- Premium fragrance formulations
- Luxury packaging and presentation
- Distinctive brand identity
- Exclusive distribution channels
- Growing market presence



# OUR APPROACH



## Market Research & Site Selection

Comprehensive analysis of market trends, demographic patterns, and location potential to identify prime development opportunities.



## Concept Development & Design

Collaboration with world-class architects and designers to create distinctive, functional, and aesthetically pleasing spaces that reflect our commitment to excellence.



## Project Planning & Execution

Detailed planning and precise execution with rigorous quality control measures to ensure timely delivery and superior results.



## Sustainable Implementation

Integration of environmentally responsible practices and technologies throughout the development process.



## Ongoing Management & Enhancement

Continued oversight and proactive management to maintain property value and enhance user experience over time.



# STRATEGIC PARTNERSHIPS

SFK Real Estate Consultancy has established strategic partnerships with industry leaders across various sectors to enhance our development capabilities and deliver exceptional value:



## International Architectural Firms

Collaborations with renowned architects to create distinctive and innovative designs



## Sustainable Technology Providers

Partnerships with green technology companies to implement advanced sustainable solutions



## Financial Institutions

Strong relationships with major banks and investment firms to facilitate project financing



## Hospitality Operators

Alliances with premium hotel brands to manage our hospitality assets



## Construction Specialists

Partnerships with top-tier contractors to ensure quality execution.



# REGIONAL PRESENCE

## United Arab Emirates

- Headquarters and primary market
- Major developments in Dubai including Deira Islands and Al Furjan
- Luxury residential projects including Pearl Tower Gulf
- Hospitality ventures across prime locations

## Sultanate of Oman

- Significant commercial developments including Gold Center in Salalah
- Residential projects such as Mabela Avenue in Muscat
- Hospitality management operations
- Logistics and exhibition services

## Lebanon

- Premium mountain residential developments
- Bhamdoun Village 2892 project
- Investment in tourism-oriented properties



# WHY CHOOSE SFK?

SFK Real Estate Consultancy is distinguished by its visionary approach, unwavering dedication to quality, and customer-centric philosophy that ensures every project is a testament to excellence and sustainability.

Our comprehensive understanding of regional markets, coupled with global best practices, uniquely positions us to deliver developments that not only meet expectations but exceed them.

Our projects are characterized by their thoughtful integration into existing communities, attention to detail in design and execution, and creation of long-term value for investors, residents, and the wider community. When you choose SFK, you partner with a developer that doesn't just transform landscapes, but transforms lives.







# FUTURE OUTLOOK

As we look to the future, SFK Real Estate Consultancy remains committed to:

- **Expanding our portfolio of sustainable developments across the region**
- **Continuing to diversify our business interests in complementary sectors**
- **Embracing technological innovations to enhance efficiency and user experience**
- **Strengthening our market position as a leader in premium real estate development**
- **Contributing to the economic and social development of the communities we serve**

Our forward-thinking approach and adaptability ensure that we remain at the forefront of the industry, ready to capitalize on emerging opportunities while maintaining our core values and commitment to excellence.





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[WWW.SFK.AE](http://WWW.SFK.AE)



[info@sfk.ae](mailto:info@sfk.ae)



Headquarters: Media City - Sharjah - UAE