



COMPANY **PROFILE**



Building trust through innovation, quality and sustainable solutions.

We are delighted to present our company profile, showcasing our commitment to excellence in building materials. Explore our range of innovative solutions designed to meet your construction needs with quality and reliability you can trust. Thank you for choosing to learn more about us.



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Quality is the
best business
plan.



ABOUT US

AL AMANA

Founded in 2012 by Abdulmuhsin Al Hendal, Al Amana Building Materials has grown from its origins in Kuwait to become a trusted name in the construction industry across the GCC. With a focus on quality and innovation, Al Amana provides a comprehensive range of building materials, adhesives, and waterproofing solutions tailored to meet the diverse needs of builders and contractors. As we continue to expand our presence throughout the region, we remain committed to delivering excellence and reliability in every product we offer.

Building a Strong Future Together

THE MESSAGE

Our vision is to transform the construction landscape by providing high-quality, innovative, and sustainable building materials that contribute to the development of durable and aesthetically pleasing structures. We aspire to be the go-to partner for architects, contractors, and developers, recognized not only for our exceptional product range but also for our unwavering commitment to supporting the growth of resilient communities. By prioritizing innovation and sustainability, we aim to set new industry standards and become a symbol of trust and excellence throughout the Middle East, ensuring that every project we are a part of reflects our dedication to building a better future.

OUR VISION

To create a future where every building stands as a testament to quality, innovation, and sustainability, making Al Amana the preferred partner for construction excellence across the Middle East.



AL AMANA HEADLINE

Expanding rapidly across the GCC, Al Amana is renowned for delivering the finest quality building materials, including adhesives, waterproofing solutions, and repair mortars. With a strong social media presence, we continue to set industry standards and connect with our growing community of clients and partners.

OUR VALUES

At Al Amana, our values form the foundation of everything we do and define how we engage with our customers, partners, and communities.

Quality: We are committed to delivering the highest quality products, ensuring durability, reliability, and superior performance in every project. Our rigorous quality control processes and continuous innovation reflect our dedication to excellence.

Heritage: Rooted in a legacy of craftsmanship and expertise, Al Amana carries forward a tradition of building excellence. Our heritage in Kuwait and expanding presence across the GCC inspire us to uphold the values of integrity and dedication that have defined our journey since 2012.

Trust: Trust is the cornerstone of our relationships. We strive to be a reliable partner to our clients, consistently providing solutions that meet their needs and exceed their expectations. Our reputation for honesty and dependability is something we cherish and protect.

Support: We believe in supporting our customers at every step, from product selection to application guidance and after-sales service. Our team of experts is always available to offer advice and assistance, ensuring the success of every project we are involved in.

These core values guide us in our mission to build a brighter, more sustainable future for the construction industry in the Middle East and beyond.



Choosing Al Amana products early in your planning phase ensures a smoother, more efficient construction process. By trusting us from the start, you can have peace of mind knowing you are using reliable, high-quality materials that deliver lasting results.

Building Trust, Delivering Excellence

AL AMANA

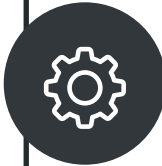
OBJECTIVES

At Al Amana, our objectives are clear: to build lasting trust with our partners and clients, drive innovation through high-quality products, and expand our presence across the GCC. We strive to be the leading provider of reliable, sustainable



Strategic Trust Building

Cultivate strong, long-term partnerships through transparent communication, consistent quality, and reliable service. Prioritize ethical practices and comprehensive support to ensure Al Amana is the trusted choice for clients and partners in the construction industry.



Quality and Innovation

Invest in research and development to introduce innovative products that meet evolving construction needs. Uphold strict quality control to ensure all products offer durability, efficiency, and sustainability, reinforcing our commitment to excellence.



Market Expansion

Increase our footprint across the GCC by adding new sales points and distribution channels. Enhance brand visibility through strategic marketing and a robust digital presence, making Al Amana products more accessible to a wider audience.

OUR GROUP

At Al Amana, our greatest asset is our team of highly skilled and passionate professionals who drive our commitment to quality and innovation. From experienced chemists and engineers to dedicated production staff, each member of our workforce plays a crucial role in ensuring that every product meets the highest standards. Our team's expertise and attention to detail are reflected in every solution we offer, from advanced adhesives and waterproofing systems to specialized cleaning agents and repair compounds.



We believe in fostering a supportive and collaborative work environment where each individual is empowered to contribute their unique skills and ideas. Continuous training and development opportunities ensure that our team remains at the forefront of industry advancements, enabling us to consistently innovate and improve. It is through the dedication and hard work of our employees that we can confidently deliver products that exceed the expectations of our clients and set new benchmarks in the building materials industry.





MEET THE TEAM



**Abdulmuhsin
Al Henda**

Owner / Co-Founder



Adnan Al Enzi

Chief Executive Officer



Omar Al Ghabra

Chief Sales Officer



Essa Al Raisi

Vice President

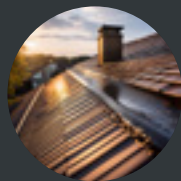
OUR PRODUCTS

Al Amana offers a comprehensive range of high-quality building materials designed to meet the diverse needs of the construction industry. Our product portfolio includes advanced tile adhesives and grouts, innovative waterproofing solutions, durable repair mortars, specialized cleaning agents, and efficient asphalt mixes. Each product is developed with precision and tested rigorously to ensure superior performance, durability, and ease of use. Whether for residential, commercial, or industrial projects, our products provide reliable solutions that enhance the quality and longevity of construction.



AL AMANA ADHESIVE & GROUT

Our tile adhesives and grouts offer superior bonding strength and durability for all types of tiles, ensuring flawless installations.



AL AMANA WATERPROOFING SOLUTIONS

Advanced waterproofing products designed to protect structures from water damage, suitable for diverse applications in harsh conditions.



AL AMANA REPAIR MORTARS

High-performance repair mortars for concrete and masonry surfaces, providing reliable solutions for structural repairs and surface restoration.



Quality is never an accident;
it is always the result of
intelligent effort.



Quality is our priority and
commitment



AL AMANA CLEANING AGENTS

Specialized cleaning products that effectively remove stains, dirt, and grime, maintaining the beauty and integrity of surfaces.



AL AMANA ASPHALT SOLUTIONS

Ready-to-use cold mix asphalt for quick, efficient road repairs, ideal for patching potholes and restoring damaged surfaces.



AL AMANA CONSTRUCTION ACCESSORIES

Complementary accessories to support construction projects, including primers, sealants, and tools, ensuring optimal application and performance.





AL AMANA WORLD

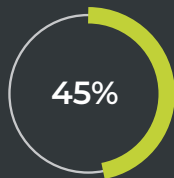
Al Amana is committed to expanding its reach beyond the GCC, establishing a strong presence in North Africa through strategic distribution streams. Our products are now available in key markets such as Morocco, Libya, and Sudan, providing high-quality building materials to meet the diverse needs of these regions. By partnering with local distributors and leveraging our extensive logistics network, we ensure that our innovative solutions are accessible to builders, contractors, and homeowners across North Africa. This expansion reflects our dedication to delivering excellence on a global scale, bringing reliable and sustainable construction solutions to more communities and contributing to the growth and development of the construction industry worldwide.

Think Global Act Local

Join hands with us and experience unparalleled support and top-tier products that set your projects apart. Let's build a legacy of quality and trust, together.

Collaborate with us to elevate your construction projects. Our commitment to quality and your vision for excellence make the perfect partnership for success

Experience ...



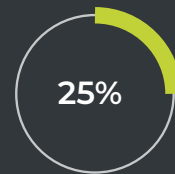
PROJECT EFFICIENCY

Experience a 45% increase in project efficiency with our high-quality, easy-to-apply building materials



MAINTENANCE COST

Achieve up to 30% reduction in maintenance costs by using our durable, long-lasting products.



CONSTRUCTION QUALITY

Boost overall construction quality by 25% with our innovative solutions tailored for reliable performance and sustainability.

Partnering with Al Amana can significantly enhance your construction projects. Enjoy a 45% increase in efficiency, a 30% reduction in maintenance costs, and a 25% improvement in overall construction quality with our superior products and solutions.

HISTORY



We invite you to explore the rich history of Al Amana and discover how our journey of growth, innovation, and commitment to excellence has shaped the company we are today.

Company Timeline

Founded in 2012 by Abdulmuhsin Al Hendal, Al Amana Building Materials began as a trusted supplier of adhesives and waterproofing systems in Kuwait. With a vision to provide innovative and high-quality building materials, the company quickly gained a reputation for excellence and reliability in the local market. As demand for our products grew, Al Amana expanded its reach beyond Kuwait, establishing distribution channels across the GCC.

Recognizing the potential for growth and the need for top-tier construction solutions, Al Amana launched its state-of-the-art manufacturing facility in Turkey, utilizing advanced technologies and top-grade raw materials. This strategic move enabled us to not only meet the rising demand but also maintain stringent quality standards that our customers have come to trust.

In recent years, Al Amana has continued its ambitious expansion, opening new branches in Oman, UAE and Qatar. These branches serve as pivotal hubs for our operations, allowing us to better cater to the construction needs of the rapidly growing markets in these countries. Additionally, we have extended our distribution network to North Africa, including Morocco, Libya, and Sudan, reflecting our commitment to bringing reliable and innovative building materials to a broader global audience.

Today, Al Amana stands as a leading provider of comprehensive construction solutions across the Middle East and North Africa, with a steadfast dedication to quality, innovation, and customer satisfaction. As we continue to grow and evolve, we remain focused on delivering products that set new standards in the construction industry.



By partnering with Al Amana, you are choosing innovation, quality, and dedicated support. Let's create remarkable projects that reflect our shared values

AL AMANA PLAN



At Al Amana, we are dedicated to continuous growth and innovation, with a strategic focus on expanding our presence and enhancing our product offerings. Our plan is to strengthen our position in the GCC and North African markets while exploring new opportunities that align with our vision of delivering superior building materials. As we look to the future, we aim to further develop our network, invest in cutting-edge technologies, and cultivate lasting partnerships that contribute to the construction industry's advancement.

Company Forecast

2024 – Expansion in Oman

Establish new sales points across major cities in Oman, enhancing product availability and customer support. Strengthen relationships with local contractors and distributors to better serve the construction industry.

2025 – Strengthening Presence in Oman

Increase market penetration in Oman by associating Al Amana's name with large scale projects in Oman. The company is proud to be associated with the projects in His Majesty Sultan Haitham bin Tariq's City in Oman.

2026 – Expansion Towards Europe

Establish a dedicated research and development / distribution center in Europe to accelerate innovation in product formulations and sustainable building solutions.

2027 – Entering New Markets in North Africa

Expand into North African markets such as Egypt and Tunisia. Develop a robust distribution network to introduce our high-quality building materials to new territories.

2028 – Digital Transformation and E-commerce Integration

Launch a comprehensive digital platform and e-commerce portal to streamline product accessibility, improve customer service, and expand our reach across all operational regions.

AL AMANA STRATEGY

Al Amana's dynamic business strategy is designed to adapt and evolve with the changing demands of the construction industry and our growth objectives. By aligning our strategy with our forecast timeline, we ensure that each phase of our expansion is supported by targeted initiatives and flexible approaches. This adaptive mindset allows us to capitalize on new opportunities, respond to market trends, and deliver exceptional value to our customers and partners across the GCC and beyond.

2025

Customize product offerings for Oman and GCC. Develop localized solutions and marketing strategies to address regional demands, supported by strong partnerships and market-specific campaigns.

2026

Establish a distribution hub in Europe to prioritize expansion. Focus on developing advanced, sustainable products that meet evolving market needs and enhance our competitive edge in the industry.

2027

Expand in North African markets like Egypt and Tunisia. Build a strong supply chain and partnerships, investing in logistics and distribution for sustainable growth in these emerging regions.

2028

Launch a comprehensive e-commerce platform to streamline product access and improve customer engagement. Utilize digital tools for better service, data-driven decisions, and expanded reach across all regions.

AL AMANA

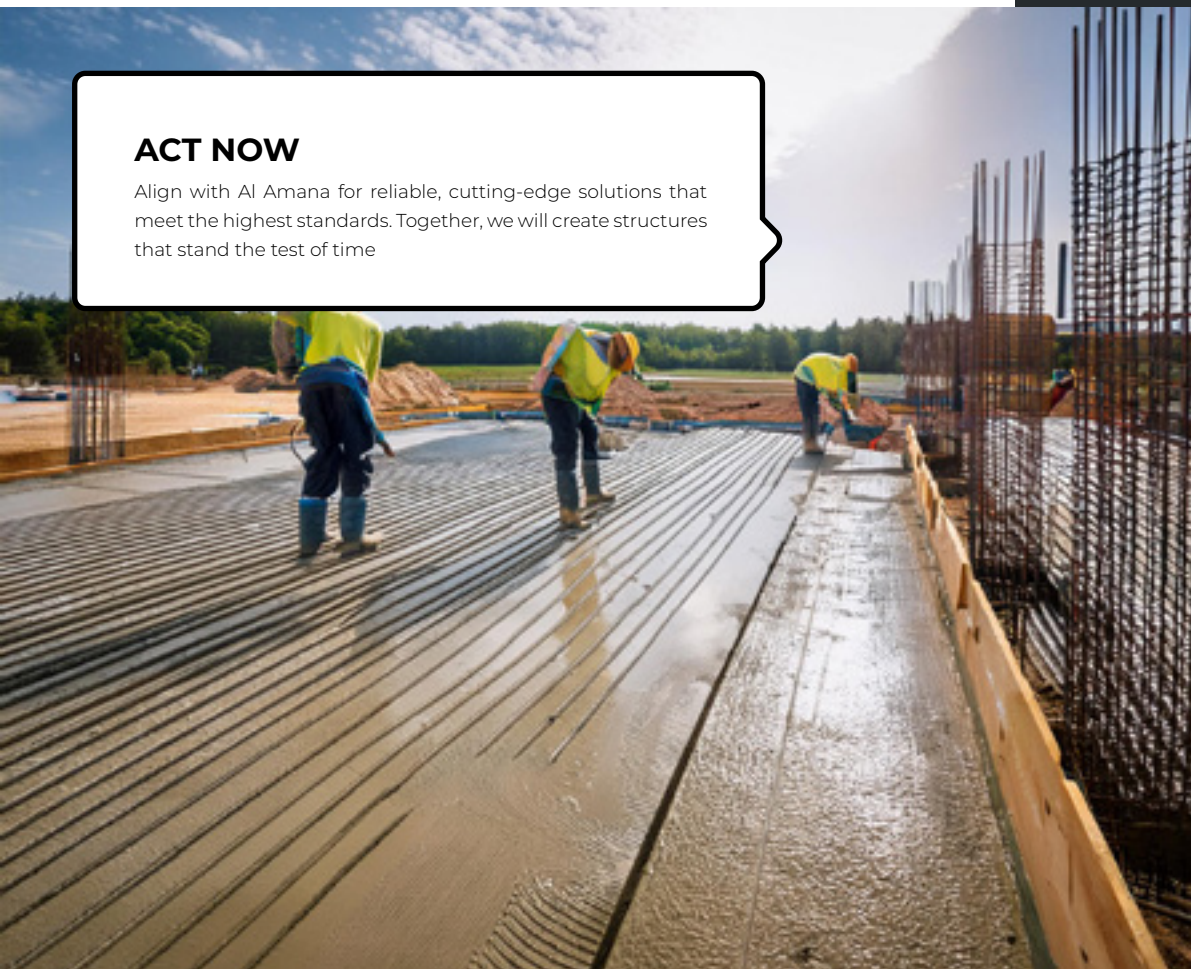
PORTFOLIO

We invite you to explore our comprehensive company portfolio, showcasing the diverse range of high-quality building materials and solutions that make Al Amana a trusted name in the construction industry. Discover how our innovative products and commitment to excellence have contributed to the success of numerous projects across the GCC and beyond.



ACT NOW

Align with Al Amana for reliable, cutting-edge solutions that meet the highest standards. Together, we will create structures that stand the test of time



PROUDLY
**ASSOCIATED &
ENDORSED BY:**



**ALAMANA
PROFILES**

Bubble
hope



Al-Bunnia Contracting
and Trading and Production
of Raw Materials LLC.

 **Kalekim**

Together we shine,
for a brighter
tomorrow





WITNESS OUR

REACH





Oman

Mabeela

+968 9111 6499

Barka

+968 9751 1533

Wholesale & Distribution

+986 9111 6299

Libya

+218 925 0444 29

Morocco

+212 6661 9993 39

Bahrain

+973 3466 0099

+973 1774 4909

Qatar

+974 4029 9941

+974 5589 9841

+974 4489 9941

Saudi Arabia

+966 5912 3230 6

+966 5913 1810 3

+966 5912 3588 5

+966 5913 1232 0

United Arab Emirates

+971 5065 9661 9



Contact Us

Address : Muscat

Phone : +986 9111-6499

Email : inquiries@alamanasupplies.com

Web : www.alamanasupplies.com