

AL DHAEN GROUP OF COMPANIES

Corporate Profile

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ABOUT US

- ✘ The Al Dhaen Group is one of the foremost pioneers in the marine products industry in the GCC, building state-of-the-art commercial, sports-fishing, pleasure and special-purpose military / patrol boats and crafts to cater to the wide range of boat lovers and users all over the globe.
- ✘ Beginning in 1989, Al Dhaen was the first company in the Middle East to build 100% wood free fiberglass boats. Al Dhaen Craft uses innovative construction techniques and only the finest materials and fittings to manufacture top quality boats for delivery around the world.
- ✘ The group is into various business like Food Industry, Manufacturing, Rental business, Retail and Real Estate.
- ✘ We offer a wide range of products, with a wide range of options and accessories, tailored to your needs

BAHRAIN MARKET OVERVIEW

- ✘ Bahrain offers great potential as both a regional and a world tourist destination. Blessed with 33 islands, a cosmopolitan capital city, an attractive liberal lifestyle and a rich history and culture, the Kingdom provides a wide variety of tourist attractions: from historic monuments such as the Al Khamis Mosque, dating back to 692 A.D, to one of the most modern Formula One racetracks in the world at the Bahrain International Circuit.
- ✘ 2012 brought a significant acceleration in growth for the Bahraini economy. The country's real GDP is estimated by the Central Informatics Organization to have expanded by just over 3.4% in a significant rebound from the 1.9% rate seen in 2011.
- ✘ Bahrain economy is supported by prudent fiscal discipline characterized by restraint on current expenditure and improved budget balances along with an effective system of resource allocation for health, education and infrastructure projects. Still the economy is mainly hinged at oil price and production level which makes it susceptible to external shocks. However compared to other GCC countries Bahrain is comparatively less dependent on oil and its economy is expected to be the least vulnerable economy in GCC if oil prices start dropping.
- ✘ With regards to foreign investments, Bahrain is the only country in the GCC that allows 100% foreign ownership. Bahrain is also ranked number one in foreign direct investment (FDI) among the Middle Eastern countries.

MISSION & VISION

MISSION

We focus to enhance productivity, reduce operating costs, increase turnover and emerge as a key player in the global market in terms of timely delivery of quality products at competitive costs."

VISION

We at Al Dhaen Group would strive to achieve excellence in the area of boat manufacturing and promoting marine products with dedicated and motivated workforce, quality consciousness and adopting lean processes.

VALUE PROPOSITIONS

× Value Proposition

Al Dhaen Craft has successfully developed a product mix and models, for various type of boats, based on market survey and customer feedback. Customers from all sectors can identify a suitable model offered by Al Dhaen Craft at a competitive price.

AL DHAEN CRAFT



قوارب الظاعن

QUALITY POLICY

Al Dhaen Craft is always committed to design and manufacture Fiber Glass Boats in Commercial, Pleasure and Military range to worldwide customers with emphasis on the following:-

- Committed to continuously improve the system in order to achieve quality of the product to ensure customer satisfaction.
- Ensure cost effective and quality products with timely delivery to meet customer's requirements.
- Continuous improvement of processes and systems towards perfection by complying with ISO 9001:2008 requirements.
- Ensure that all employees are properly trained and motivated to serve customers efficiently.

We are committed to "continuous improvement" in our daily activities through focus on People, Process & Systems by implementing and maintaining a Quality Management System.

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Ali Hassan Al Dhaen
CEO

DATE: 25/06/2011

BUSINESS MODEL

- ✘ Licence to manufacture Marine Crafts and Boats.
- ✘ Started with fishing crafts and boats catering to Bahrain and other Gulf countries.
- ✘ Over the years matured in manufacturing of Special Purpose Custom specific Military and Patrol Boats, mid-sized ferries and Pleasure yachts.
- ✘ Specialised in manufacturing composite boats.
- ✘ Incorporated Lean Manufacturing Processes into all Production Lines.
- ✘ Accredited to ISO 9001:2008 Quality policy in design, manufacture and supply of boats
- ✘ Boats being built in conformity to International Standards [ABYC and NMMA(USA)] and compliance to DNV and GL Class specifications

PRODUCTS

TRADING

Dealers and distributors of Premium Marine Products in the Gulf:

- ✘ SUZUKI OBMs, GENERATORS
- ✘ PLASTIMO COMPASS
- ✘ ULTRAFLEX HYDRAULIC AND MECHANICAL STEERING PRODUCTS

OUR BOATS RANGE

MILITARY BOATS (PATROL & INTERCEPTORS)

- ✘ 22' – 65' with speeds of 35 – 55 KNOTS
- ✘ PROPULSION - Outboards/ Inboards
- ✘ (Stern Drive, Surface Drive, water Jets)

PLEASURE YACHTS

- ✘ 24' – 50' (10 MODELS)
- ✘ PROPULSION: Outboards/ Inboards

FISHING BOATS

- ✘ 20' – 34' (10 MODELS)
- ✘ PROPULSION: Outboards

OUR STRENGTHS



COMPANIES REPRESENTED BY AL DHAEN GROUP

Manufacturer/ Supplier	Products
Suzuki Motor Corporation,	Suzuki Outboard Motors, Generators, Water Pump, Spares & Accessories
Brunger Exports,	All Kinds Of Marine Accessories
Bradley Double Lock,	Heavy Duty Trailer Parts
Teleflex Inc., U.S.A.	Hydraulic & Mechanical Steering Products
Gencorp.	Marine Rexines
Glen Raven Mills, U.S.A.	Sunbrella Fabrics
Williamson Lures, South Africa	Fishing Lures

COMPANIES REPRESENTED BY AL DHAEN GROUP

Manufacturer/ Supplier	Products
AAA World Wide Enterprises, Taiwan	Marine Accessories
Plastimo, France	Compasses & Accessories
Halco Tackle Company,	Fishing Tackles, Lures, Etc.
Mylon Slonek GMBH & Co.,	Fishing Lines & Accessories
Trem S.R.L., Italy	Marine Accessories
Cressi Sub	Diving Equipment
Jobe	Fishing and Diving equipment
The Trading Co,	Perko Accessories, Ritchie Compasses & Faria Gauges

STRATEGIC ALLIANCE

Name of Marine Association and Classification Society	International Code	Membership
American Boats & Yachts Council, USA	ABYC	Manufacturer Member
National Marine Manufacturers Association, USA	NMMA	Manufacturer Member
Det Norske Veritas, Norway	DNV	Boat Certification
RINA, Italy	RINA	CE Certification of Pleasure Crafts
Germanischer GL Lloyd	GL	Boat Certification and Full Class
Abdullah Hashim Company Ltd	Saudi Arabia	Dealer and After Sales Service of Boats
Baatsenteret SeaDan AS	Norway	Dealer and After Sales Service of Boats
Ocean Logistics Pty Ltd	Australia	Dealer and After Sales Service of Boats
Mediaco Yacht Services	France	Dealer and After Sales Service of Boats
St.Lucia, Dominica, Guadeloupe,	Caribbean	Dealer and After Sales Service of Boats

STRATEGIC ALLIANCE

Name of Co / Association	Country	Scope of Alliance
Lurssen	Germany	Joint Venture in Manufacturing of Boats
Dhatheat Al Sawari	Iraq	Joint Venture in Manufacturing of Boats
Khalifa A Algozaibi	Saudi Arabia	Joint Venture in manufacturing, operations and maintenance of boats
Seaworthy Co. Ltd	Mauritius	Dealer and After Sales Service of Boats
Al Maysoora Trading Agencies Ltd	Iraq	Dealer and After Sales Service of Boats
Ace Marine Ltd	Seychelles	Dealer and After Sales Service of Boats
Ocean Pro Pty Ltd	Thailand	Dealer and After Sales Service of Boats
Marco Marine Pvt Ltd	Kuwait	Dealer and After Sales Service of Boats
Lassya Marine Pvt Ltd	India	Maintenance Contract and after Sales Service of Boats

GOVT ORDERS PREVIOUSLY EXECUTED

COUNTRY	TYPES OF BOATS (WITH Nos)	YEAR	STATUS
BAHRAIN	32' – 12 36' – 48 42' - 02	1998-2005	Delivered on schedule
KUWAIT	32' – 08 36' - 12	1998 - 2007	Delivered on schedule
SAUDI ARABIA	24' – 94 27' – 06 36' - 50	2002-2007	Delivered on schedule
IRAQ	20' – 15 23' – 06 27' - 09	2008	Delivered on schedule
IRAQ	20' – 15 23' – 06 27' – 09 18' – 85 22' - 70	2008 2010	Delivered on schedule
BAHRAIN CG	27' - 06	2009	Delivered on schedule

GOVT ORDERS PREVIOUSLY EXECUTED

COUNTRY	TYPES OF BOATS (WITH Nos)	YEAR	STATUS
SAUDI ARABIA	18' - 04	2009	Delivered on schedule
INDIA (CUSTOMS)	13M	2011	Delivered on Time
SUDAN	14 M 240 MP 22 ft	2012	Contract signed on 12 May 11 Delivery of all boats completed by 31 Jan 12.
IRAQ	16M Ferry Boats	2014-2015	10 Already Delivered
	12 M Ferry Boats	2014-2015	10 Already Delivered
Saudi Border Guard	22' Boats	2014-2015	9 Delivered
Bahrain Defense Force	34' Cabin Boat	2015	Under Production

MANPOWER

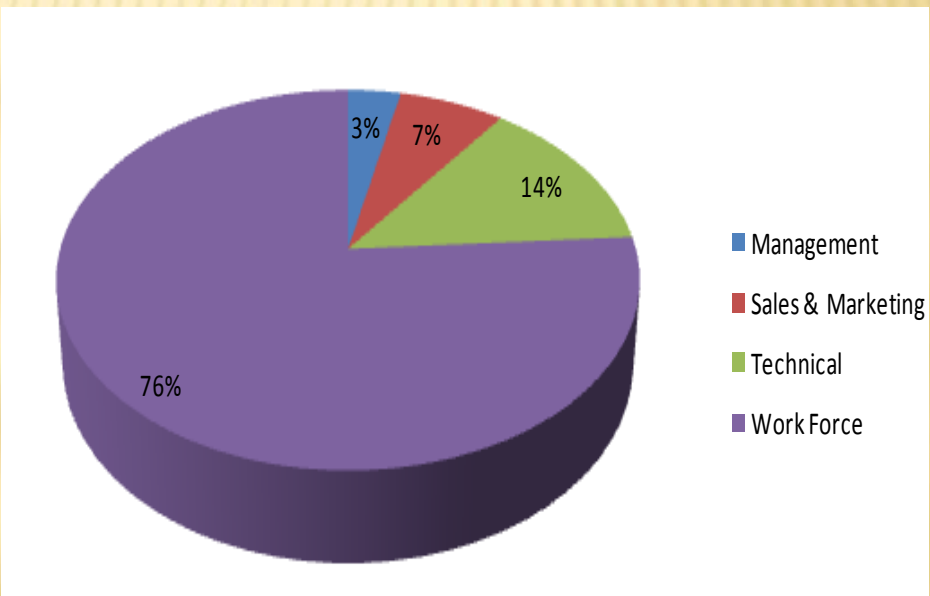
WORKFORCE –194

MANAGEMENT STAFF: 10

WORKERS : 184

DEPARTMENTS :

- PRODUCTION PLANNING AND CONTROL**
- R&D**
- QUALITY ASSURANCE**
- MARKETING & SALES**
- INFORMATION TECHNOLOGY**
- FINANCE**
- PURCHASING**
- LOGISTICS**



ORGANIZATION / MANAGEMENT

Management Team

- The Al Dhaen Group is headed by its Chairman Mr. Hassan Rashid Al Dhaen.
- Mr. Hassan sons are taking care of the group business
 - Mr. Ali Hassan Al Dhaen – Chief Executive Officer
 - Mr. Nawaf Hassan al Dhaen – Managing Director
 - Abdulla Hassan Al Dhaen- Director, Manufacturing
 - Ahmed Hassan Al Dhaen – Director Retail
 - Ravi Mehta – Group CFO
 - Brunoo Sumith – Production Manager
 - Binu Karunakaran- Operations Officer

OUR CONTACT DETAILS

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