Future Engineering Consulting-FEC

BUSINESS PLAN

Construction Engineering Consulting Firm

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Executive Summary

Future Engineering Consulting “FEC” is an emerging construction engineering firm in Saudi Arabia, focused on delivering innovative and sustainable infrastructure solutions. The founder “Mr. Mohammed” has more than 20 years of experience working in related industries. The business plan covers key aspects such as client acquisition strategy, expected growth plan, organizational structure, etc.

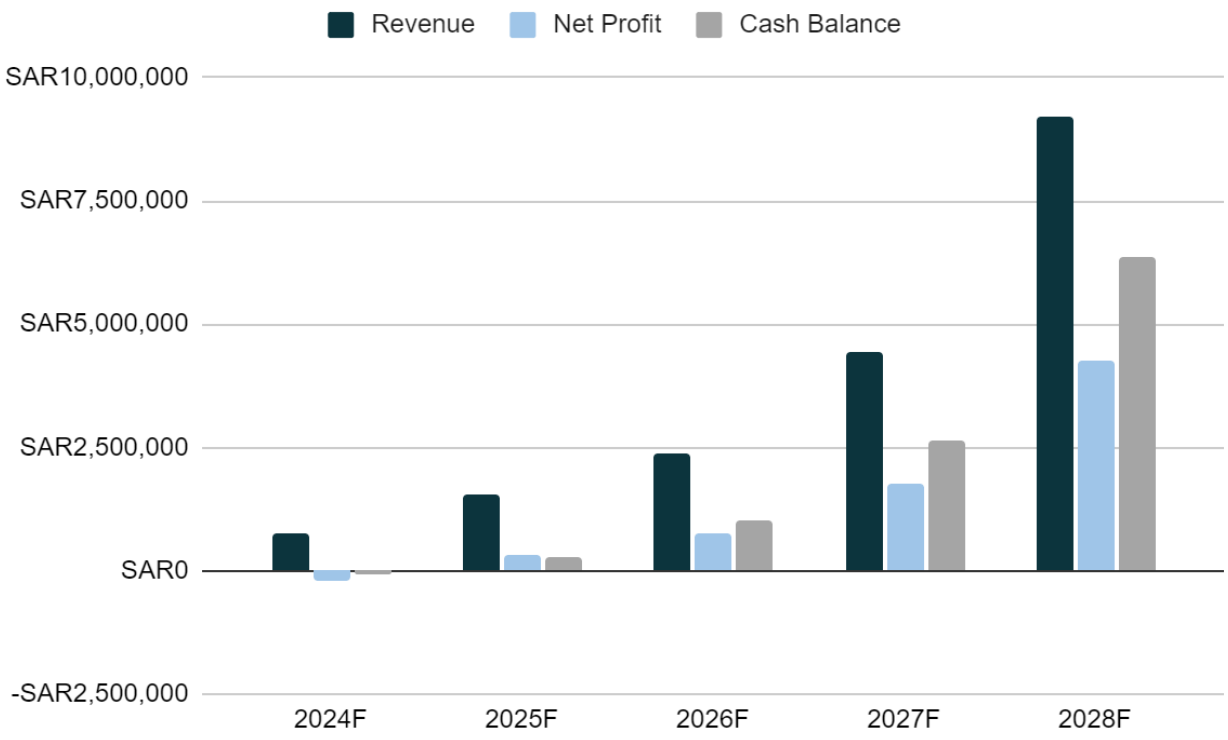
Problem Summary: In Saudi Arabia, real estate developers face challenges such as project delays and poor quality due to inefficient engineering consulting firms and limited technology adoption by the engineering consultants. To overcome these issues, developers should partner with firms that embrace advanced technologies and have a deep understanding of the local culture, ensuring project success.

Solution Summary: To address these challenges, developers should carefully select engineering consulting firms that demonstrate expertise in advanced technologies, regulatory compliance, risk management, and local culture. By partnering with such firms, developers can improve project efficiency, ensure high-quality outcomes, and mitigate potential issues.

Industry Overview:

The KSA construction engineering industry is relatively less mature relative to the latest technology usage. There is significant scope for newcomers to offer better value proposition in terms of reducing project delays, mistakes and overall efficiency by leveraging latest technologies.

Financial Forecast:



Business Description

Business Name: Future Engineering Consulting “FEC”

Founder: Mohammed Alotaibi

Legal Structure: Limited liability Company

Location: Riyadh

Mission: *“Our mission is to deliver innovative, efficient technical solutions that foster sustainable development in Saudi Arabia. By harnessing cutting-edge technology and prioritizing excellence, safety, and environmental stewardship, we aim to exceed customer expectations and establish ourselves as a leading engineering firm, renowned for quality, reliability, and exceptional results."*

Vision: *"To be a distinguished engineering consulting firm in Saudi Arabia, delivering exceptional architectural design, MEP engineering, and integrated solutions that transform the built environment. We aspire to create sustainable, innovative, and inspiring spaces while fostering strong partnerships, enhancing communities, and elevating the Kingdom's architectural landscape."*

Goals:

- Establish solid connections with current as well as prospective customers, creating trust and loyalty by providing outstanding service and communicating in an efficient manner.
- Provide a fascinating and supportive work environment that encourages professional growth and development in order to both attract and retain the best potential employees in the industry.
- Investing in research and development allows us to continually enhance the quality and effectiveness of our products while also keeping us at the forefront of new trends and technology.

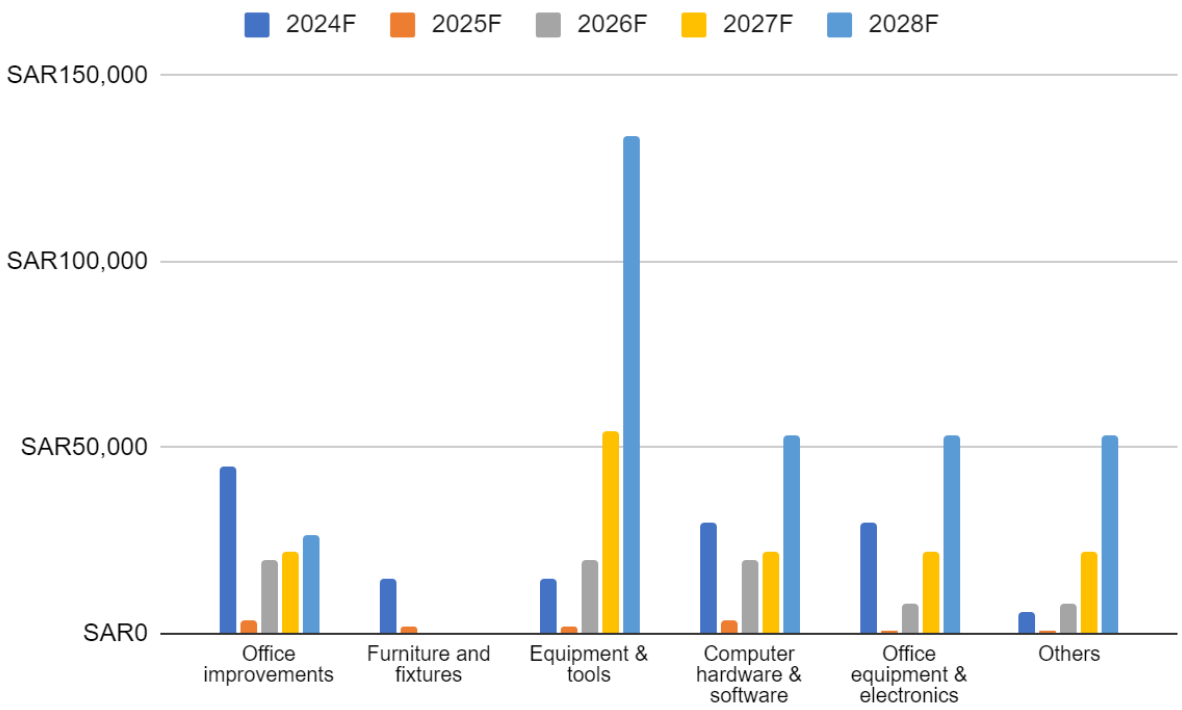
- Maintain the highest levels of safety and environmental responsibility in all of our initiatives, with the goal of reducing risk while increasing the amount of sustainable output.

Services:

- Architectural Design
- Master Planning & Urban Design
- Sustainable Design
- Interior Design
- MEP Engineering
- Structural & Civil Engineering
- Construction Administration
- Cost Planning & Quantity Surveying

Financial Overview

CapEx Schedule



Key Metrics

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Earnings					
Revenue Growth Rate		105%	56%	86%	109%
Gross Profit	SAR534,689	SAR1,086,995	SAR1,690,961	SAR3,143,951	SAR6,557,306
Gross Margin	72%	71%	71%	71%	71%
Net Profit Margin	-29%	21%	31%	40%	46%
Liquidity					
Current Ratio	-0.1	21.2	61.8	119.8	285.7
Others					
Average CAC	SAR2,408	SAR1,011	SAR1,967	SAR2,089	SAR2,269

Business Model

KEY PARTNERS

Subcontractors and specialized service providers

Local and regional authorities (for permits, approvals, and regulatory compliance)

Local and international suppliers of tools, softwares and related items

KEY ACTIVITIES

Project management and coordination

Client relationship management

Continuous staff training and professional development

KEY RESOURCES

Skilled workforce

Technical tools and software

Office space and facilities

Brand reputation

VALUE PROPOSITION

Comprehensive range of engineering and design services under one roof

Tailored solutions that cater to specific client requirements

Timely delivery of projects and cost-effective solutions

Expertise in sustainable design and energy-efficient practices

CUSTOMER RELATIONSHIPS

Dedicated account managers to ensure smooth communication and project coordination

Loyalty programs and discounts for repeat clients

Post-project support

CHANNELS

In- person marketing

Digital Marketing: website, social media

Client referrals and testimonials

Events, conferences, and exhibitions

CUSTOMER SEGMENTS

Real estate developers

Government agencies and authorities

Infrastructure developers (e.g., roads, bridges, airports)

Industrial sector (e.g., factories, warehouses)

COST STRUCTURE

Cost of services: salaries, software subscriptions, office rent, legal & professional expenses, and others.

REVENUE

Revenue sources: consultation services for Architectural Design, Structural & Civil Engineering, Master Planning & Urban Design, Interior Design, MEP Engineering, and other construction engineering services.

SWOT

STRENGTH	WEAKNESS
• Comprehensive service offerings that cater to a wide range of client needs. • Expertise in sustainable design and energy-efficient practices, which are increasingly in demand. • Skilled and experienced workforce with diverse backgrounds and specializations.	• Competition from other established engineering and design firms in the market. • Inadequate investment in research and development relative to more established firms. This may hinder the adoption of new technologies and innovative design approaches.
OPPORTUNITY	**THREAT**
• Growing demand for sustainable and energy-efficient designs, driven by climate change concerns and government initiatives. • Collaboration with international firms to tap into global expertise and project opportunities. • Embracing new technologies (e.g., 3D printing, prefabrication, virtual reality) to enhance service offerings and efficiency.	• Potential vulnerability to economic fluctuations and changes in the real estate market. • Changes in government policies, regulations, or building codes that impact project execution or profitability.

Organizational Overview

About Founder

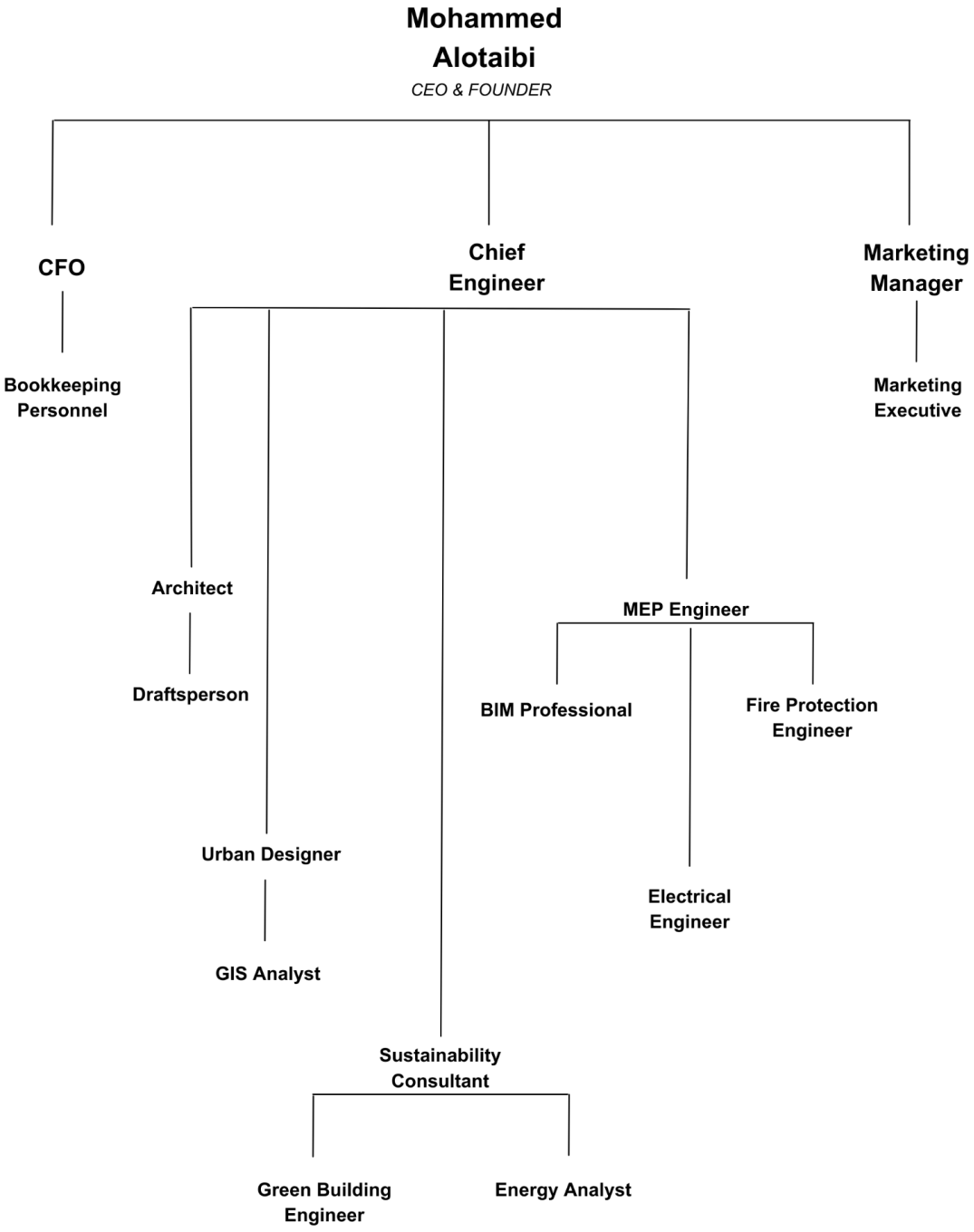
Mohammed Alotaibi

Mr. Mohammed has more than 20 years of experience working in related industries and has an EMBA and a bachelor's in electrical engineering degree. He has worked across a variety of Saudi Arabian companies and has expertise in areas such as engineering, oil and gas, real estate development, and telecommunications. He has an

The Saudi Council of Engineers have recognized him as a "Consulting Engineer." He obtained certifications In project management, portfolio management, and risk management. He has worked in various roles throughout his career and gained exposure to and expertise of the Saudi market as a result.

In addition, his area of speciality involves strategic planning and corporate governance. Mr. Mohammed has a degree in finance and leadership.

Organogram


Mohammed Alotaibi
CEO & FOUNDER
CFO
Chief Engineer
Marketing Manager
Bookkeeping Personnel
Marketing Executive
Architect
Draftsperson
MEP Engineer
BIM Professional
Fire Protection Engineer
Urban Designer
GIS Analyst
Electrical Engineer
Sustainability Consultant
Green Building Engineer
Energy Analyst

Organizational Structure

Following is the salary breakdown:

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Management					
CEO & Founder	SAR180,000	SAR120,000	SAR120,000	SAR120,000	SAR120,000
Chief Engineer	SAR90,000	SAR90,000	SAR90,000	SAR90,000	SAR90,000
CFO	SAR0	SAR0	SAR0	SAR60,000	SAR60,000
CTO	SAR0	SAR0	SAR0	SAR60,000	SAR60,000
HR Manager	SAR0	SAR0	SAR0	SAR60,000	SAR60,000
Marketing Manager	SAR0	SAR0	SAR0	SAR42,000	SAR42,000
Total	**SAR270,000**	**SAR210,000**	**SAR210,000**	**SAR270,000**	**SAR270,000**
Engineering					
Architect	SAR13,827	SAR28,307	SAR44,035	SAR81,874	SAR170,763
Draftsman	SAR13,827	SAR28,307	SAR44,035	SAR81,874	SAR170,763
Structural Engineer	SAR25,925	SAR53,076	SAR82,566	SAR153,513	SAR320,181
Civil Engineer	SAR27,653	SAR56,614	SAR88,071	SAR163,747	SAR341,526
Geotechnical Engineer	SAR8,642	SAR17,692	SAR27,522	SAR51,171	SAR106,727
Urban Designer	SAR2,420	SAR4,954	SAR7,706	SAR14,328	SAR29,884
GIS Analyst	SAR2,420	SAR3,538	SAR5,504	SAR10,234	SAR21,345
Sustainability Consultant	SAR202	SAR4,954	SAR7,706	SAR14,328	SAR29,884
Green Building Engineer	SAR202	SAR4,954	SAR7,706	SAR14,328	SAR29,884
Energy Analyst	SAR2,420	SAR4,954	SAR7,706	SAR14,328	SAR29,884
Interior Designer	SAR7,259	SAR14,861	SAR23,119	SAR42,984	SAR89,651
MEP Engineer	SAR4,839	SAR9,908	SAR15,412	SAR28,656	SAR59,767
BIM professional	SAR8,296	SAR16,984	SAR26,421	SAR49,124	SAR102,458
Electrical Engineer	SAR4,839	SAR9,908	SAR15,412	SAR28,656	SAR59,767
HVAC Engineer	SAR4,839	SAR9,908	SAR15,412	SAR28,656	SAR59,767
Plumbing Engineer	SAR4,839	SAR9,908	SAR15,412	SAR28,656	SAR59,767
Fire Protection Engineer	SAR4,839	SAR9,908	SAR15,412	SAR28,656	SAR59,767
Total	**SAR137,287**	**SAR288,733**	**SAR449,162**	**SAR835,112**	**SAR1,741,784**
Others					
Marketing Executive	SAR30,000	SAR30,000	SAR30,000	SAR30,000	SAR30,000
Bookkeeping Personnel	SAR0	SAR0	SAR0	SAR0	SAR0
Total	**SAR30,000**	**SAR30,000**	**SAR30,000**	**SAR30,000**	**SAR30,000**
Total Salaries	**SAR437,287**	**SAR528,733**	**SAR689,162**	**SAR1,135,112**	**SAR2,041,784**

Following description mostly involve engineering positions:

Architectural Design

- **Architect:** Architects design and supervise building construction. They are licensed architects with degrees in architecture.

- **Draftsperson:** Drafters create technical drawings and plans for architects and builders. These drawings are made with CAD software.

Master Planning & Urban Design

- **Urban Designer:** Public areas, roadways, and other urban infrastructure are designed and planned by urban designers. They collaborate with customers, architects, and engineers to generate community-focused plans and designs.

- **GIS Analyst:** GIS is used to assess and manage urban development project geographical data. Their job description involve maps, data analysis, and stakeholder communication are their tasks.

Sustainable Design

- **Sustainability Consultant:** sustainability consultants advise architects and designers on energy efficiency, water conservation, and waste reduction. Energy audits and renewable energy solutions may be offered.

- **Green Building Engineer:** green building engineers develop and install sustainable HVAC, lighting, and water management systems. They collaborate with architects and construction companies to develop sustainable structures.

- **Energy Analyst:** Energy analysts study building energy use data to find energy savings. Computer simulations may help assess a building design's energy efficiency.

Interior Design

- **Interior Designer:** An interior designer chooses and arranges furniture, textiles, and accessories to create an attractive space. They may help customers design or renovate using furniture, lighting, and décor. They collaborate with clients to design useful and attractive spaces.

MEP Engineering

- **MEP Engineer:** MEP engineers develop and coordinate building mechanical, electrical, and plumbing systems. They collaborate with the architect and other engineers to integrate the systems into the building design.

- **BIM Professional:** firstly, BIM represents a building or infrastructure's physical and functional qualities digitally. From design and planning through building, operations, and maintenance, it is a collaborative process of producing, organizing, and exchanging information. A BIM professional is responsible for managing and implementing Building Information Modeling processes in construction projects. Their role includes creating and maintaining 3D models, developing BIM standards, ensuring collaboration among stakeholders, and utilizing BIM data to improve project efficiency and decision-making.

- **HVAC Engineer:** HVAC engineer designs, implements, and maintains heating, ventilation, and air conditioning systems in buildings. They also ensure energy efficiency, comfort, and compliance with codes and standards.

- **Electrical Engineer:** Electrical engineers design and coordinate building power, lighting, and communication systems. They may specify transformers, switchgear, and lighting fixtures as well.

- **Plumbing Engineer:** Plumbing engineers design and coordinate water supply, waste and vent, and stormwater systems for buildings. They may specify pumps, water heaters, and fixtures.

- **Fire Protection Engineer:** Fire sprinklers, alarms, and smoke control systems are designed and coordinated by fire prevention engineers. They collaborate with the architect and other engineers to integrate the systems into the building design.

Structural & Civil Engineering

- **Structural Engineer:** Structural engineers develop and analyze columns, beams, and foundations. They collaborate with the architect to incorporate structural design into building design.

- **Civil Engineer:** Roads, bridges, water and sewage systems are designed and built by civil engineers. They may design and grade sites.

- **Geotechnical Engineer:** Geotechnical engineers study soil, rock, and structures. They may design foundations, retaining walls, and other soil- or rock-supported constructions.

Operational Overview

Service Delivery Process

- **Architectural Design:**

a) First Consultation: The initial phase is meeting with the customer to discuss their wants, demands, and financial situation. In-person meetings, stakeholder interviews, and site visits may all be a part of this consultation.

b) The architect creates a concept design based on the client's specifications, outlining the general idea, plan, and attributes of the structure. For the purpose of aiding the customer in understanding the suggested design, this concept design also contains drawings, 3D models, and other visuals.

c) Design Development: When the customer gives her or his approval for the concept design, the architect starts to add additional specifics and enhance the design. Drawings, plans, elevations, and the decision of materials may all fall under this category.

d) Technical requirements, construction drawings, and project timelines are all part of the extensive paperwork that the architect produces. These records are used to request the relevant licenses and permissions from the local authorities.

e) Tendering: The architect might help the customer choose a contractor by participating in a tendering procedure. Making a thorough construction contract and choosing a contractor based on their credentials and bid are required for this.

f) Construction: The architect supervises the building's construction to verify that it is carried out in line with the design intent and applicable building rules. Site visits, frequent updates, and quality control checks could be necessary for this.

g) The architect makes sure the building is delivered to the customer in a good state after construction is complete. Final inspections as well as system and equipment testing and commissioning may be included in this.

- **Master Planning & Urban Design:**

a) Project Initiation: Define project scope, objectives, and stakeholders. Establish a project team, including urban designers, planners, architects, and other relevant professionals.

b) Site Analysis: Conduct a comprehensive analysis of the site and its context, including land use, infrastructure, natural features, socio-economic factors, and regulatory constraints.

c) Vision and Goals: Develop a vision and set goals for the project, considering stakeholder input, sustainability, and community needs.

d) Concept Development: Create alternative design concepts and development scenarios, addressing elements such as land use, transportation, public spaces, and building forms.

e) Public Consultation: Engage with stakeholders and the community to gather feedback on the proposed concepts and refine the design accordingly.

f) Master Plan Preparation: Develop a detailed master plan based on the chosen concept, including zoning regulations, design guidelines, and phasing strategies.

g) Plan Approval: Submit the master plan to relevant authorities for review and approval. This may involve further adjustments and revisions to comply with regulations and feedback.

h) Implementation: Oversee the execution of the master plan, coordinating with developers, builders, and other stakeholders to ensure adherence to the approved design and guidelines.

i) Monitoring and Evaluation: Regularly review the progress and performance of the master plan, making adjustments as needed to respond to changing circumstances and ensure ongoing success.

j) Documentation and Reporting: Maintain accurate records of the planning process, decisions, and outcomes, and prepare reports for stakeholders and regulatory agencies as required.

- **Interior Design:**

a) Client Consultation: We meet with the customer to discuss their project requirements, preferences, and budget. Visit the site, measure, and evaluate any existing buildings or finishes.

b) Design Concept: Our interior designers create a design idea that matches the client's style and vision after the first meeting. Create mood boards, drawings, or 3D representations to assist the customer picture the design.

c) Design Development: When the customer accepts the design idea, our interior designers pick materials, colors, and finishes to bring it to life. Furniture, lighting, fixtures, and accessories may need extensive designs and specifications.

d) Our interior designers help clients choose and buy project components. To assure quality and timely delivery, suppliers, vendors, and contractors may be involved.

e) Construction Supervision: Our project managers supervise construction to guarantee design implementation. To finish on time and on budget, contractors, architects, and other specialists may be needed.

f) Styling & Decoration: Our interior designers collaborate with the customer to style and decorate the space after construction, choosing artwork, fabrics, and accessories to complement the design and create a unified effect.

g) Handover and Follow-Up: Our staff ensures that the customer is pleased with the final outcome and offers any required follow-up assistance, such as arranging for repairs or resolving any post-project difficulties.

- **MEP Engineering:**

a) Project Consultation: We meet with the customer to discuss project needs, objectives, and requirements. To comprehend the project scope, evaluate architectural blueprints and site details.

b) System Design: Our MEP experts integrate mechanical, electrical, and plumbing systems to suit project requirements based on the first consultation. HVAC, lighting, electricity distribution, plumbing, and fire prevention are examples.

c) Design Development: When the customer approves the system design, our MEP experts choose equipment, components, and materials to maximize system performance, efficiency, and cost.

d) Construction Documentation: Our MEP experts provide extensive construction paperwork, including drawings, specifications, and calculations, to assist MEP system installation and integration into the building design.

e) Construction Supervision: Our project managers guarantee that the MEP systems are installed and integrated into the building design as anticipated. To finish on time and on budget, contractors, architects, and other specialists may be needed.

f) Testing and Commissioning: After construction, our MEP experts test and commission the MEP systems to verify they fulfill project requirements. Do performance tests, balance air and water flows, and check system controls.

g) Handover and Follow-Up: Our staff assures customer satisfaction and offers training and maintenance to keep MEP systems running smoothly.

- **Structural & Civil Engineering:**

a) Project Consultation: Our structural and civil engineers meet with the customer to discuss project objectives, needs, and budget. We analyze architectural designs, site information, and other data to understand the project scope.

b) Site Assessment: To discover site-specific difficulties or possibilities that may affect project design, our team performs a site assessment. Soil conditions, water tables, seismic hazards, and other environmental considerations may impact project design and construction.

c) Conceptual Design: Our team creates a conceptual design that fits project criteria and optimizes performance, safety, and cost based on the first consultation and site survey. Load-bearing capacity, seismic concerns, and environmental implications are considered while evaluating design possibilities.

d) Design Development: Our team creates a thorough structural and civil engineering design that incorporates the conceptual design into the project plan when the customer approves it. This may involve designing foundations, retaining walls, structural frames, and other construction or infrastructure components.

e) Construction Documentation: Our team prepares extensive construction paperwork, including drawings, specifications, and calculations, to guide the construction and installation of the project's structural and civil engineering components.

f) Construction Supervision: Our project managers supervise construction to guarantee structural and civil engineering components are executed as intended. Contractors, architects, and other specialists collaborate with us to finish the project on time and within budget.

g) Quality Control and Testing: Our team verifies that the project's structural and civil engineering components satisfy safety and performance requirements. We perform load and material testing to ensure job quality.

h) Commissioning: Our team commissions the structural and civil engineering components after completion to guarantee they match project specifications. Performance testing, load balance, and system controls may be required.

i) Handover and Follow-Up: Our team ensures that the customer is pleased with the final outcome and offers any required follow-up assistance, such as training and maintenance in order to guarantee the continuous performance and dependability of the structural and civil engineering components of the project.

- **Construction Administration:**

a) Pre-Construction Phase: Our construction administration team works with the client and design team to set project goals, timetables, and roles and duties.

b) Bid and Negotiation Phase: Our team helps clients choose contractors and subcontractors, prepare bid packages, and negotiate contracts.

c) Construction Phase: Our team supports the client and construction team to execute the project on schedule, within budget, and to quality standards.

d) Submittal Evaluation and Approval: Our staff checks all contractor submittals for design and specification compliance.

e) Construction Observation: Our staff visits the site regularly to monitor construction progress, ensure that work is being done according to plans and specifications, and identify any concerns that may affect the project timeline or budget.

f) Change Management: Our team approves change orders, negotiates pricing and schedules, and updates project plans and specifications.

g) Payment Processing: We evaluate contractor payment applications, manage project expenditures, and make sure payments are made on time.

h) Post-Construction Phase: Our team inspects the project to make sure it satisfies all criteria and finishes all punch list items. We prepare and submit final reports and documentation, handle final payments, and perform post-construction assessments.

- **Cost Planning & Quantity Surveying**

a) Feasibility Phase: Our cost planning and quantity surveying specialists work with the client and design team to set project objectives and needs, create cost estimates, and assess the project's viability within the client's budget and timeframe.

b) Design Development Phase: Our team works with the client and design team to revise project plans and specifications, find cost savings and value engineering possibilities, and create precise cost estimates.

c) Procurement Phase: Our team helps the customer choose contractors and subcontractors, prepare bid packages, and negotiate contracts.

d) Construction Phase: Our team supports the client and construction team throughout the construction phase to ensure the project is finished on time, within budget, and to the needed quality standards.

e) Cost Management: Our team records project expenses, compares actual costs to the budget, and gives regular cost reports to the customer.

f) Change Management: We examine and approve change orders, negotiate prices and schedule implications, and update project plans and specifications for all change requests.

g) Payment Processing: Our staff analyzes and approves contractor payment applications, maintains project expenditures, and makes all payments on time.

h) Post-Construction Phase: To guarantee the project was finished within budget, our team conducts a final cost review. We assist with project closure, including final reports and papers, final payments, and post-construction assessments.

Industry Analysis

Industry Overview

The overall KSA construction market size is around $41 billion or SR154 billion. According to market research reports, convservative estimates suggest that around 2.5% of construction cost goes to construction engineering. Therefore, our potential market size is SR3.8 billion. Majority of the current market players/ construction engineering consulting firms posses a lack of latest technology adoption capability. In addition, KSA is leader in terms of construction market size across the GCC region. So, these factors indicate great opportunity for a newcomer.

Industry Problems:

- **Lack of advanced technology utilization:** relative to more mature markets such as North America, there is a lack of advanced technology usages such as IoT (Internet of Things) and building automation systems which help optimize energy consumption, security, and overall building performance.

- **Delays in project completion:** Inefficient consulting firms may not adhere to project timelines, leading to delays in project completion. This can significantly increase costs for developers and negatively impact their reputation in the market.

- **Poor quality of work:** Engineering consulting firms with lower standards may deliver subpar designs, resulting in the need for costly revisions or substandard final products that do not meet the developer's expectations.

- **Regulatory non-compliance:** Engineering consulting firms that lack expertise in local regulations may provide designs or guidance that do not comply with Saudi Arabia's building codes and other relevant regulations. This can lead to legal issues, fines, and additional expenses for the developer.

- **Inadequate risk management:** Engineering consulting firms that lack expertise in risk management may not accurately assess potential risks and hazards, which could result in cost overruns, delays, or even project failures.

- **Inaccurate cost estimation:** Inaccurate cost estimations can lead to budget overruns or insufficient funds allocated for the project, causing financial stress for the developer.

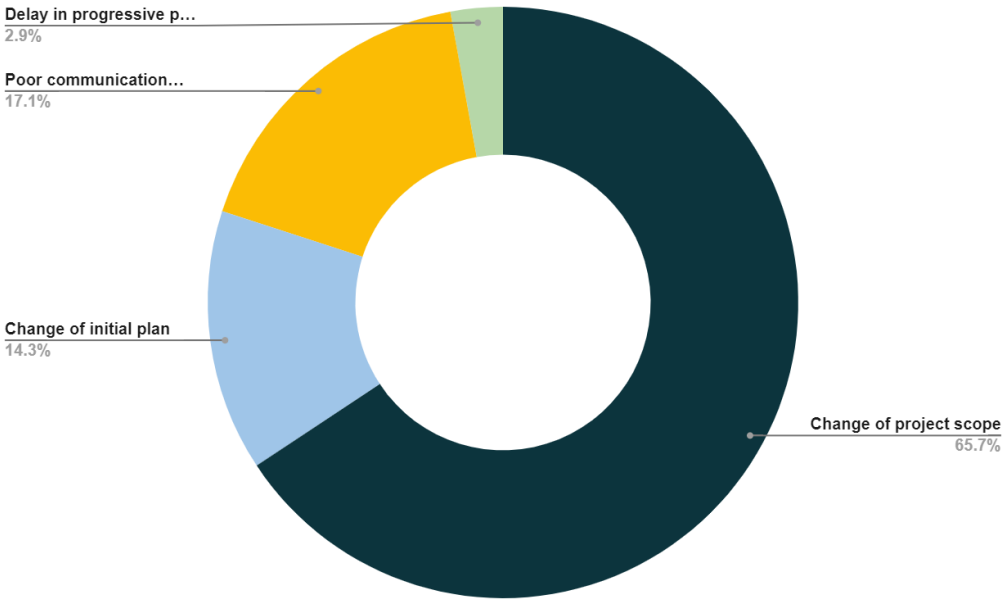
- **Insufficient technical expertise:** Consulting firms that lack the necessary technical expertise may not be able to provide the innovative solutions and cutting-edge designs that are often required for successful real estate projects in Saudi Arabia.

- **Cultural and language barriers:** Engineering consulting firms with limited understanding of the local culture and language may struggle to understand the specific needs and preferences of Saudi developers, leading to designs that are not in line with the local context.

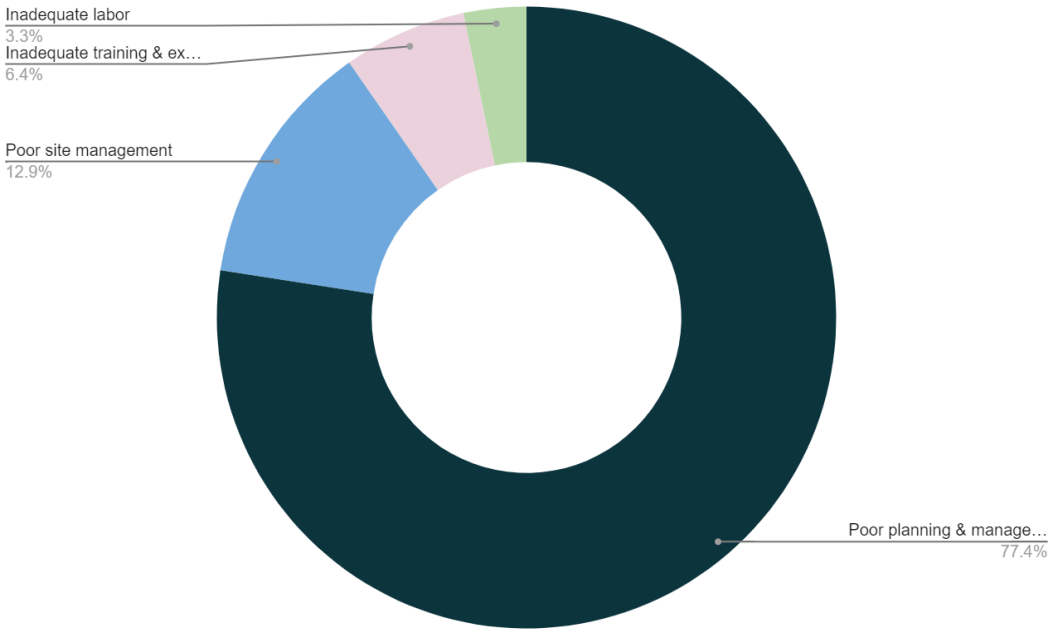
- **Reasons for project cost overruns[1]:** In KSA around 40% of construction projects exceed the deadline. Key reasons include absence of manpower skill, manpower shortage, delays in material delivery, material shortage and poor project planning and coordination.

[1] https://drive.google.com/drive/folders/1H8qAsujV2y32EDi3pA5iB8pENRTAWUuZ

Following graph indicates client related issues:



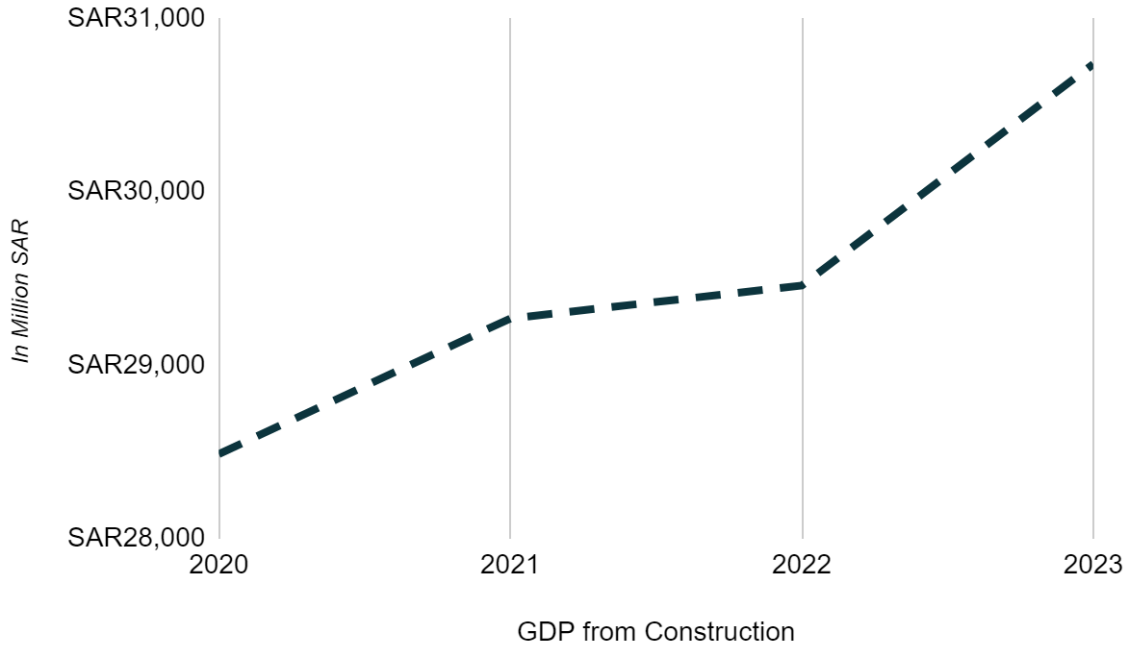
Following graph indicates client related issues:



Industry Opportunities

- **Growing demand for residential housing:** Riyadh apartment prices rose 17% in Q3 2021, highest rate in five years[2] and Villa prices rose about 10% over the same time. Saudi residents and expats moving to Riyadh from other cities are increasing the urban population which in turn is increasing demand for residential housing. The Kingdom's construction production is expected to climb by 3.2 percent in 2022 and 4 percent between 2023 and 2026[3]. Saudi Arabia's fast urbanization and population expansion have raised housing and urban development needs. Designing and advising for residential and commercial structures is a potential for construction engineering consulting organizations. Saudi Arabia's Ministry of Housing wants 1.5 million more homes by 2030.

Following graph indicates rising contribution of construction to KSA's GDP:



[4]

[2] https://www.researchandmarkets.com/reports/4852398/saudi-arabia-construction-market-growth
[3]https://english.alarabiya.net/business/economy/2022/12/07/Saudi-construction-sector-remains-the-strongest-across-MENA-region-JLL
[4] https://tradingeconomics.com/saudi-arabia/gdp-from-construction

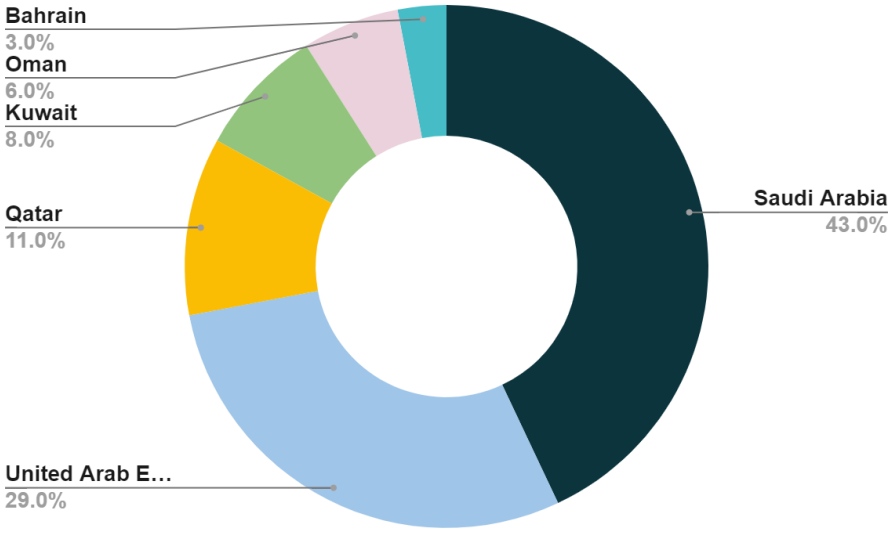
- **High volume of construction projects in pipeline:** From research to primary contractor bids, Saudi Arabia's pipeline of unawarded (pre-execution) projects is worth around $1.1 trillion. The Vision 2030 approach is driven by 70% "building" sector initiatives in residential, cultural, recreational, and hospitality[5]. Saudi Arabia is building the world's biggest solar installation. The Kingdom has set an aim of producing 50%[6] of its energy from renewables by 2030. Architectural companies may play a vital role in developing sustainable and energy-efficient buildings to help this shift.

- **Government investments:** Infrastructure and building investment have surged under Saudi Vision 2030, a strategic framework to diversify the economy and reduce oil dependency. These investments enable structural engineering consulting businesses to work on many projects. Structural engineering consulting businesses may capitalize on transportation and infrastructure projects including airports, railroads, highways, and bridges. Saudi Arabia would spend $45 billion on public transportation projects by 2030.

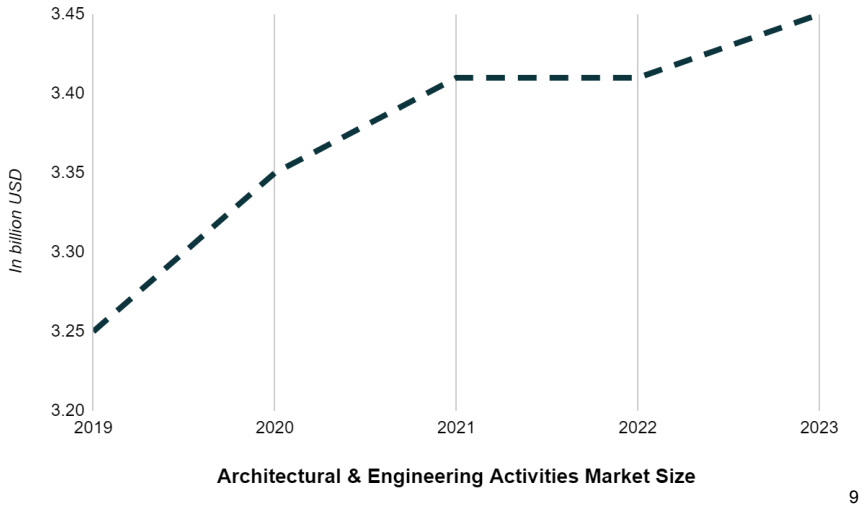
- **Demand for Sustainable and Innovative Designs:** The increasing demand for sustainable and innovative designs in construction in Saudi Arabia has led to a corresponding increase in demand for construction engineering consultants. This is because sustainable and innovative designs require specialized knowledge and expertise in areas such as green building materials, renewable energy systems, and advanced construction technologies.

[5]https://english.alarabiya.net/business/economy/2022/12/07/Saudi-construction-sector-remains-the-strongest-across-MENA-region-JLL
[6]https://www.trade.gov/market-intelligence/saudi-arabia-renewable-energy#:~:text=Saudi%20Arabia%20has%20placed%20ACWA,the%20other%20half%20from

- **KSA is Leading GCC region in terms of Construction[7]:**



- **Increasing demand for architectural services:** the architectural & engineering activities market in Saudi Arabia is expected to grow at a CAGR of 1% from 2023 to 2025 and currently the market size is $3.5 billion[8].



[7] https://drive.google.com/drive/folders/1H8qAsujV2y32EDi3pA5iB8pENRTAWUuZ
[8]https://www.statista.com/outlook/io/professional-scientific-technical-activities/architectural-engineering-activities-technical-testing-analysis/saudi-arabia
[9]https://www.statista.com/outlook/io/professional-scientific-technical-activities/architectural-engineering-activities-technical-testing-analysis/saudi-arabia#revenue

Target Market Segmentation

- **Service-wise segmentation:** we are targeting construction firms seeking the following services:

a) Architectural design
b) Structural & civil engineering
c) Master planning & urban design
d) Sustainable design
e) Interior design
f) MEP engineering

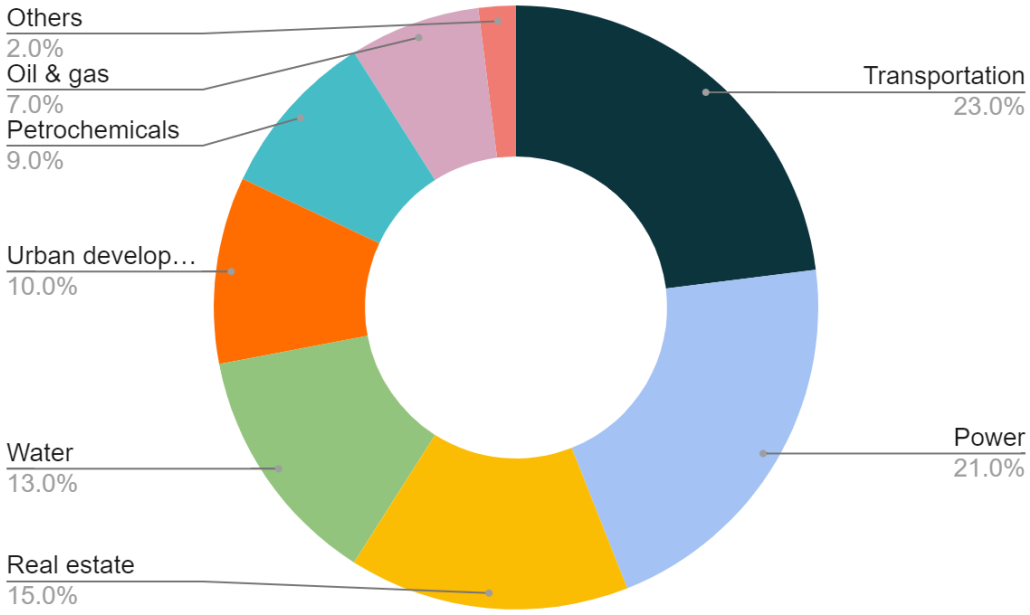
- **Category-wise segmentation:** we are targeting industrial construction, commercial construction and infrastructure construction. These categories offer relatively more repeat clients and larger project size which in turn results in more higher average revenue per project.

Following is 2023 KSA market size data[10] for different segments:

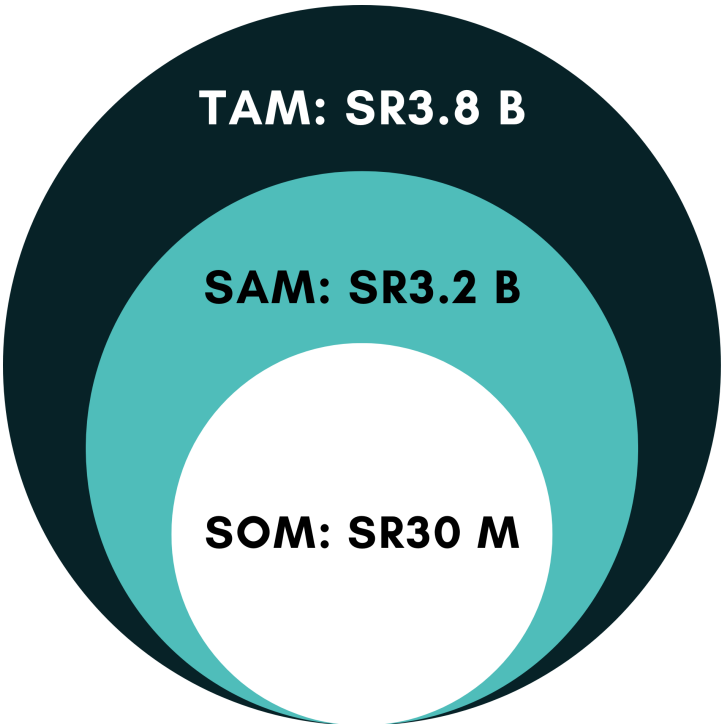
Category	In USD Billion	Proportion
Industrial Construction	14.2	34.5%
Commercial Construction	9.2	22.4%
Infrastructure Construction	10.3	25.1%

[10]https://www.techsciresearch.com/admin/gall_content/2019/4/2019_4$thumbimg125_Apr_2019_054359883.pdf

Following chart indicates Govt. contract distribution by sectors:



Market Size



- **Total Addressable Market (TAM):** Total Addressable Market (TAM) is the overall revenue opportunity available for a product or service within a specific market, helping companies estimate market size and make informed growth decisions. The building construction market size in KSA is estimated to be around $41.1 billion[11]. According to conservative estimate if we consider the average construction engineering consulting fee to be 2.5% of the project cost then our **TAM is around $1.02 billion or SAR3.8 billion.**

[11]https://www.techsciresearch.com/admin/gall_content/2019/4/2019_4$thumbimg125_Apr_2019_054359883.pdf

Following table indicates average fees as % of construction project cost for various service providers:

Service	Average Fees as % of Project Cost
Architect	6.5%
Cost consultant	1.5%
Services engineer	1.5%
Structural engineer	1.6%
Project manager	1.4%
Average cost	**2.5%**[12]

- **Serviceable Addressable Market (SAM):** Serviceable Available Market (SAM) refers to the portion of the Total Addressable Market (TAM) that a specific company can realistically serve, considering factors like its target customers, geographical constraints, and competitive landscape. SAM helps businesses focus on the most relevant market segments and make strategic decisions for product development, marketing, and sales efforts. We are targeting three categories; Industrial Construction, Commercial Construction and Infrastructure Constructure. So, based on market data[13] and estimates our **SAM is SAR3.2 billion.**

Category	Proportion	TAM	SAM
Industrial Construction	34.5%		SAR1,312,895,377
Commercial Construction	22.4%	SAR3,800,000,000	SAR850,608,273
Infrastructure Construction	25.1%		SAR952,311,436
		Total	**SAR3,115,815,085**

- **Serviceable Obtainable Market (SOM):** Share of Market (SOM), also known as Serviceable Obtainable Market, represents the actual market share a company currently has or aims to achieve within its Serviceable Available Market (SAM). We are targeting a revenue of SAR30 million based on our revenue projections. Therefore, our estimated **SOM is SAR30 million.**

[12] https://www.designingbuildings.co.uk/wiki/Building_design_and_construction_fees
[13]https://www.techsciresearch.com/admin/gall_content/2019/4/2019_4$thumbimg125_Apr_2019_054359883.pdf

Key Trends

- **Sustainable construction:** LEED and EDGE certifications for green and energy-efficient buildings are becoming increasingly popular. The number of LEED-certified projects in Saudi Arabia increased from 5 in 2010 to over 200 by the end of 2020, indicating a growing emphasis on green building practices.

- **Modular and prefabricated construction:** Modular and prefabricated building technologies are becoming more popular since they minimize construction time, waste, and labor costs while enhancing quality and safety. According to a study by McKinsey & Company, prefabrication can accelerate project timelines by 20-50% and reduce construction costs by 4-6%.

- **Public-private partnerships (PPPs):** The Saudi government has promoted PPPs to increase infrastructure development. These collaborations improve efficiency and quality by bringing private-sector knowledge and funds to public-sector initiatives. As of 2019, the Saudi Arabian General Investment Authority (SAGIA) had approved over $35 billion worth of PPP projects, highlighting the increasing importance of PPPs in the country's infrastructure development.

- **Smart cities and infrastructure:** Saudi Arabia's Vision 2030 plan emphasizes constructing smart cities with modern infrastructure, including integrated transportation systems, renewable energy solutions, and digital connection. NEOM, a $500 billion megacity project, is being developed as a global hub for innovation, technology, and sustainable living, with plans to cover an area of around 26.5 sq. km.

- **Workforce localization:** Saudi Arabia's Saudization program seeks to replace foreign construction workers with competent Saudis.

- **Health and safety:** The construction sector prioritizes worker safety via training, technology use, and greater enforcement of safety rules.

- **Adoption of advanced construction materials:** The industry is shifting towards innovative and sustainable construction materials such as self-healing concrete,

carbon-fiber reinforced polymers, and green insulation materials to improve durability, efficiency, and environmental performance.

- **Implementation of Artificial Intelligence (AI) and Machine Learning (ML):** The use of AI and ML in construction processes, such as project management, cost estimation, and risk assessment, can help optimize operations, reduce delays, and manage resources more effectively.

- **Building resilience and climate adaptation:** With increasing concerns about climate change, the industry is focusing on designing and constructing buildings and infrastructure that can withstand extreme weather events and other climate-related challenges.

- **Circular economy in construction:** A growing emphasis on reducing waste and promoting resource efficiency by repurposing and recycling construction materials as well as designing buildings for deconstruction and reuse is contributing to a more sustainable industry.

- **Integrated Project Delivery (IPD):** IPD is a collaborative project management approach that involves all stakeholders from the beginning, streamlining communication and decision-making processes to improve efficiency, reduce costs, and enhance project outcomes.

- **Workforce upskilling and training:** As the industry adopts new technologies and construction methods, there is a growing need for workforce upskilling and continuous training. Companies are investing in employee development programs to ensure their teams possess the necessary skills for the evolving industry landscape.

- **Focus on social infrastructure:** Saudi Arabia is increasingly prioritizing the development of social infrastructure, such as healthcare, education, and recreational facilities to improve the quality of life for its citizens and support the goals of Vision 2030.

- **Data-driven decision-making:** The construction industry is leveraging big data and advanced analytics to inform decision-making, optimize resource allocation, predict project outcomes, and identify potential risks and opportunities.

- **Health and well-being in building design:** There is a growing focus on designing buildings that promote occupant health and well-being, incorporating elements such as natural light, air quality, and green spaces, as well as adhering to well-being standards like WELL Building Standard and Fitwel certification.

Competitive Landscape

- **Saudi Aegis Engineering Consultants[14]:** their KSA office is in Riyadh and it was founded and headquartered in France and it was eltablished around 90 years back. They have around 16K employees around the globe. They have offices across Europe & Central Asia, the Middle East, America, Asia Pacific, and Africa. In terms of social media traction they have around 5.3K likes on Facebook, 6.9K followers on Twitter, and 299K followers on LinkedIn. In addition, their newsletter offers valuable content for their target market. Egis through Projacs Academy offers a wide range of professional training courses, partnering with prestigious universities and professional organizations to offer intensive training.

- **Andalusiat Engineering Consultants[15]:** It was established in 1991 and its head office office is located in Bahrain. They mostly offer architectural and structural design services. Their offerings includes feasibility studies, designing, project planning, cost estimation, tendering and project management. They have around 7 followers on Facebook and close to 60 followers on Linkedin. Their website is very basic and has limited content about their services. They are not active on social media and they do not have a blog on their website. Their projects include villas, multi-storey, building, hotels, educational, commercial, and industrial buildings.

- **Dar Al-Omran Engineering Consultancy Company:** It was established in 1979 and they have been classified as First Class Grade A Consultant. It is located in Riyadh and has around 200-500 employees. They offerings include Urban Planning and Design,

[14] https://www.egis-group.com/locations/middle-east/saudi-arabia
[15] https://www.andalusengineering.com/

Architectural and Engineering Design, Landscape Design, Interior Design, Specifications and Tender Documentation, and Infrastructure design. In terms of social media promotional activities thay have around 2.3K likes on Facebook, 10K followers on Instagram, 680 followers on Twitter, and 37K followers on their LinkedIn account.

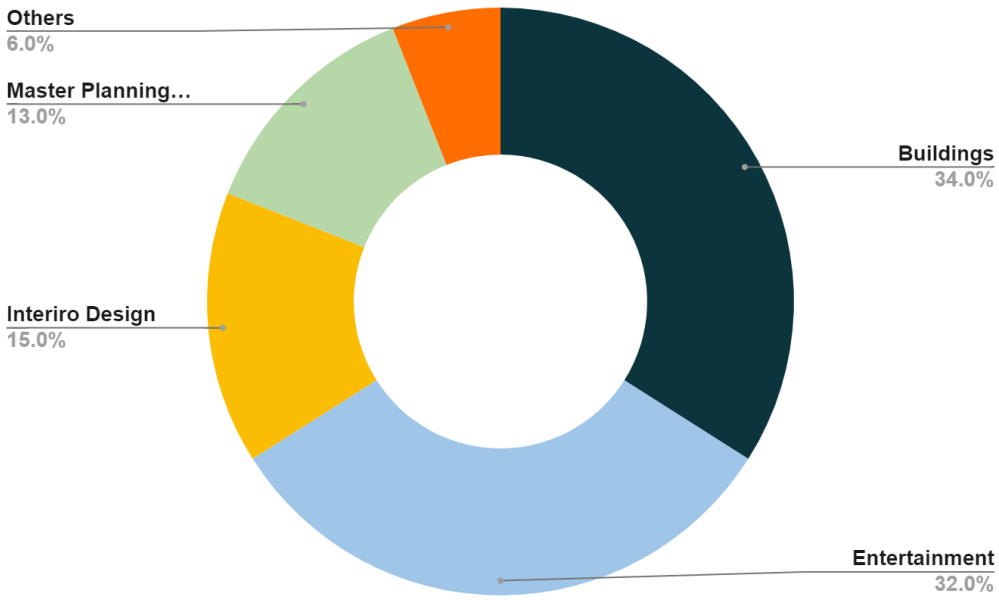
- **Dar Al Riyadh Engineering Consultants:** it was established in 1975 and is located in Riyadh. Around 1.4K engineers and in total around 3K people work for them. Their offerings include engineering, construction management, industrial systems, client support services, and geomatics. In terms of social media traction their Facebook page has around 10K likes and their Linkedin page has around 101K followers. They have significant number of followers on social media but their website is not updated with latest content.

- **Madarik Engineering Consultants:** it is located in Riyadh and their target market involves government agencies, industrial clients and commercial & residential developers. Their offerings include engineering consulting, architectural and civil designs, supervision, and project management. They are absent in social media platforms such as Linkedin, Facebook, and Instagram. In addition, their website has good interface but it is not content rich.

- **Archen Saudi Engineering Consultants[16]:** it was established in 1989, their workforce involves 450 professionals across the middle east region and their head office is in KSA. Their target market involves government agencies, commercial & residential property developers and hospitality service providers. Majority of their projects include schools, villas, resorts, residential buildings, etc. Their primary offering involve construction engineering consulting. In terms social media traction they have around 3.8K likes on Facebook and 12K followers on Linkedin. However, they are not very active on social media but their website is detailed and comprehensive. They have been able to worked on more than 500 projects across 4 continents. They partnered with six companies and affiliated with four other firms, all of which were headquartered in other countries, including Thailand and the United States. This allows them to fully support their worldwide projects and draw in new clientele. In addition, they participate in exhibitions to acquire clients.

[16] https://www.archen.com/

Following graph indicates proportion of different types of projects in their portfolio:



Following tables includes details of some past projects:

Category	Name of Project	Location
Buildings	Burj Al Fara	Dubai, UAE
	Tong Ren Su Zhou Enterprise Park	China
	Michael Schumacher Avenue Business Bay	Dubai, UAE
Entertainment	Shudao Theme Park	Hanzhong city, China
	Canada's Wonderland	Toronto, Canada
	Justice Legue Battle for Metropolis	IL, USA
Infrastructure & Security System	South Border Infrastructure	Saudi Arabia
	Development of Administration Area	Saudi Arabia
	Integrated Public Security Operation	Saudi Arabia
Interior Design	Convington Landing	Convington, USA
	Mickey Finns Brewery	Illinois, USA
	Shakou Arlington Heights	Illinois, USA
Master Planning & Smart Cities	South Border Housing Project	Saudi Arabia
	Mountain Paradise Vision Plan	China
	Tong Ren Su Zhou Enterprise Park	China

- **Al-Amr Group for Engineering Consultations:** The company has been established in 1983 and is situated in Riyadh. Their offerings include Drawing & Diagrams, Urban Planning, Transportation & Traffic Services, Infrastructure, Project Management, Supervision & Quality Control, and Survey & Geographical Information Systems. In terms of social media traction they have around 1.5K likes on their Facebook Page, 145 followers on Twitter, and close to 50 followers on their Instagram. Their website is not user- friendly and they are not very active on social media. They actively organize professional meetings, seminars, and training sessions.

- **Green Square Engineering Consultants:**It is located in Riyadh and was founded in 2016. Their offerings include Architectural Design, Structural Engineering, Industrial Engineering, Interior Design, and Value Engineering. Their website is user-friendly and easy to navigate but their social media accounts are not very active. They have 26 projects listed on their website, and 4 Saudi Arabian companies are their partners. They have no Facebook followers, only 15 Instagram followers, no LinkedIn profile.

- **Shad Consulting Engineers:** it is located in Riyadh and around 1.5 people work for them. Their offerings include construction project management, architectural design, overall engineering consultancy, and interior design. Their website is not user- friendly and requires a ton of improvements. In addition, they are not very active in terms of social media promotions. is located in Riyadh, Saudi Arabia. They have claimed to complete around 1156 projects so far. Their Instagram account is inactive, and they don't have Facebook and LinkedIn accounts. Ministry of Municipal and Rural Affairs in KSA is one of their biggest clients.

- **Specialist Engineering Consulting Company:** it was established in 1988 and they have offices across Saudi Arabia, Egypt and Lebanon. Around 200 engineers, experts, and technicians work for the Company. Their offerings include engineering and arbitration contracts management, facility and asets management, HVAC engineering, safety and fire protection engineering, telecommunication & information technology, and water & environmental consulting. Their website is not userfriendly and requires ton of improvements. In addition, they are not very active in terms of social media promotions.

- **Modern style engineering consultancy:** it was established in 2004 and it located in Al Khobar, KSA. They have three accreditations from Quality Certifying bodies such as Registered Management System, ASCB, and Global Accreditation. They offerings include project management, interior design, feasibility study, surveying, engineering consultancy, engineering supervision, and engineering design. In terms of social media traction they have around 3,200 likes on Facebook, 38 followers on Twitter, and close to 170 connections on Linkedin. Their website is very user- friendly and informative.

Porter’s 5 Forces

- **Threat of new entrants (Moderate):** the threat of new entrants in the construction engineering industry in Saudi Arabia is moderate. The industry requires significant capital investments, technical expertise, and regulatory compliance, which create entry barriers. However, the government's efforts to diversify the economy and attract foreign investments may encourage new entrants to the market.

- **Bargaining power of suppliers (Low to Moderate):** the bargaining power of suppliers in the construction engineering industry in Saudi Arabia is generally low to moderate. The industry relies on a wide range of suppliers for raw materials, equipment, and labor. Although there are numerous suppliers, the industry's dependency on imported materials and specialized equipment can sometimes give suppliers more bargaining power.

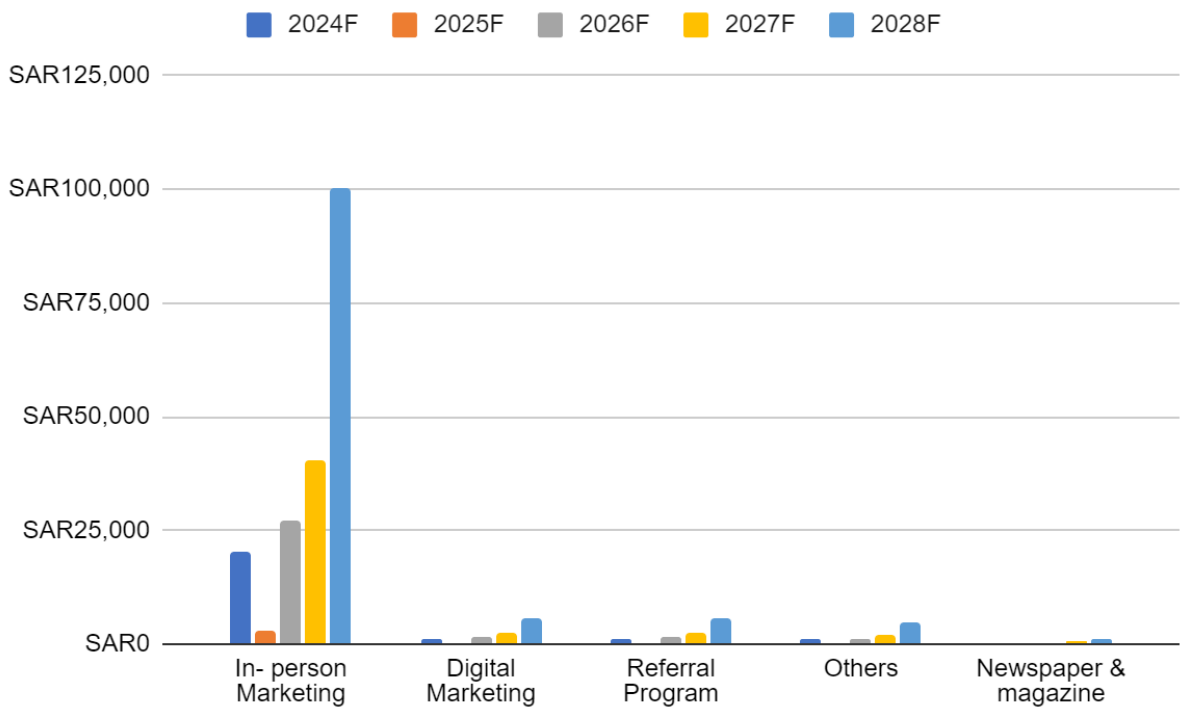
- **Bargaining power of buyers (Moderate to High):** the bargaining power of buyers in the construction engineering industry in Saudi Arabia is moderate to high. Buyers include both public and private entities, such as government agencies, real estate developers, and infrastructure companies. Due to the scale and importance of construction projects, buyers often have a significant influence on the industry, and they can demand favorable terms, lower prices, and higher quality.

- **Threat of substitutes (Low):** The threat of substitutes in the construction engineering industry in Saudi Arabia is low. Construction and engineering services are essential for developing infrastructure, buildings, and other facilities. While alternative construction methods and materials may emerge, the fundamental demand for construction

- **Level of competition (High):** the level of competition in the construction engineering industry in Saudi Arabia is high. Numerous local and international firms compete for large-scale projects and contracts. This intense competition is driven by the industry's growth and the government's ambitious infrastructure and development plans, such as Vision 2030. As a result, firms must differentiate themselves through factors like technical expertise, innovation, cost-efficiency, and quality of service to remain competitive and secure projects.

Marketing Plan

Marketing Budget

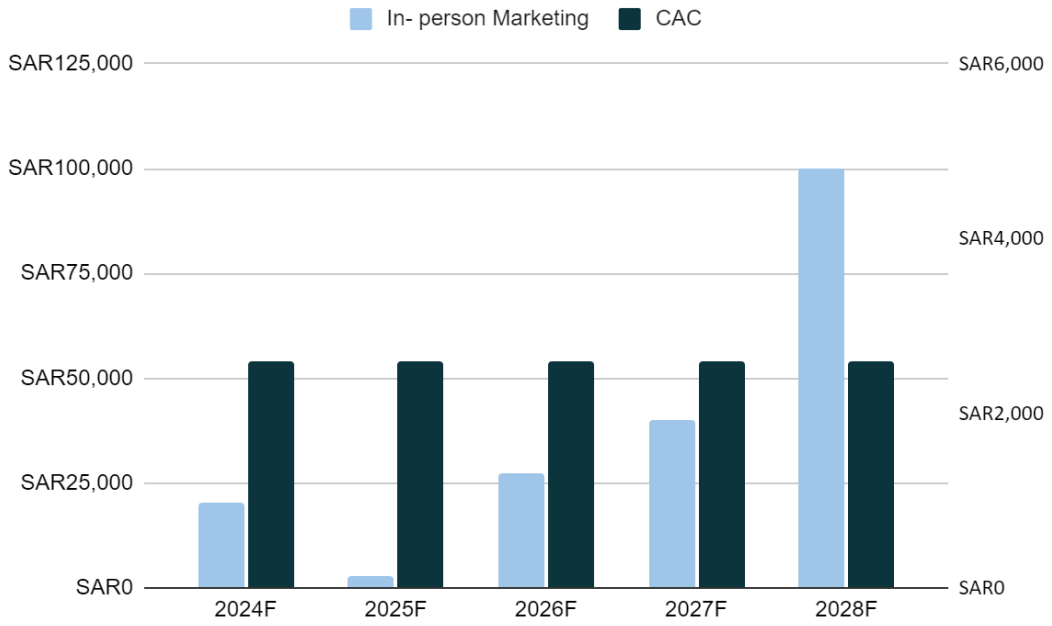


Go-to-Market Strategy

- **In-Person Marketing:** We will research and create a list of potential clients in our target market. Using industry publications, online databases, and social media, we'll identify businesses or individuals who are actively involved in construction, development, or renovation projects. We will join relevant professional organizations, attend industry events, and engage in online communities where potential clients may be active. We'll also tap into our existing personal and professional networks to identify prospects and seek referrals. We'll develop a tailored pitch for each prospect that highlights our firm's unique selling points and demonstrates an understanding of the prospect's needs. We will reach out to prospects via phone, email, or LinkedIn messages, and schedule face-to-face meetings or video calls to present our services and discuss potential collaborations. We'll create and share informative content such as blog posts, case studies, and whitepapers that showcase our expertise and provide valuable insights to

our target audience. This will help position our firm as a thought leader in the industry and attract potential clients. We understand that building trust and strong relationships is key to securing new clients. We will maintain regular contact with prospects through follow-up emails, phone calls, and invitations to our events or webinars. This will help us stay top-of-mind and provide opportunities for further engagement. We will closely monitor the effectiveness of our marketing efforts, measuring key performance indicators such as leads generated, conversion rates, and the return on.

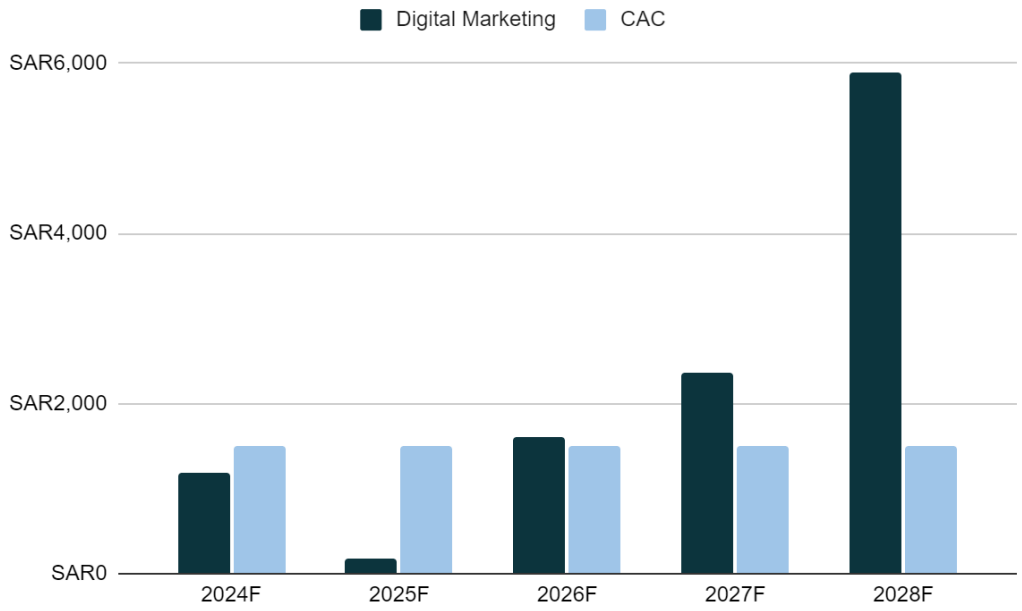
Following is the projected budget for in-person marketing:



- **Digital Marketing:** firstly, develop a professional and user-friendly website showcasing your services, portfolio, team, and client testimonials. Implement search engine optimization (SEO) techniques to improve your website's visibility on search engines. Publish informative and engaging content, such as blog posts, case studies, whitepapers, and infographics that showcase your expertise and provide value to your audience. Create and maintain a presence on relevant social media platforms like LinkedIn, Facebook, and Instagram. Share updates, articles, and project highlights, and engage with your audience to build a community around your brand. Build and maintain an email list of prospects and clients. Send regular newsletters, updates, and promotional offers to keep your audience engaged and informed about your services.

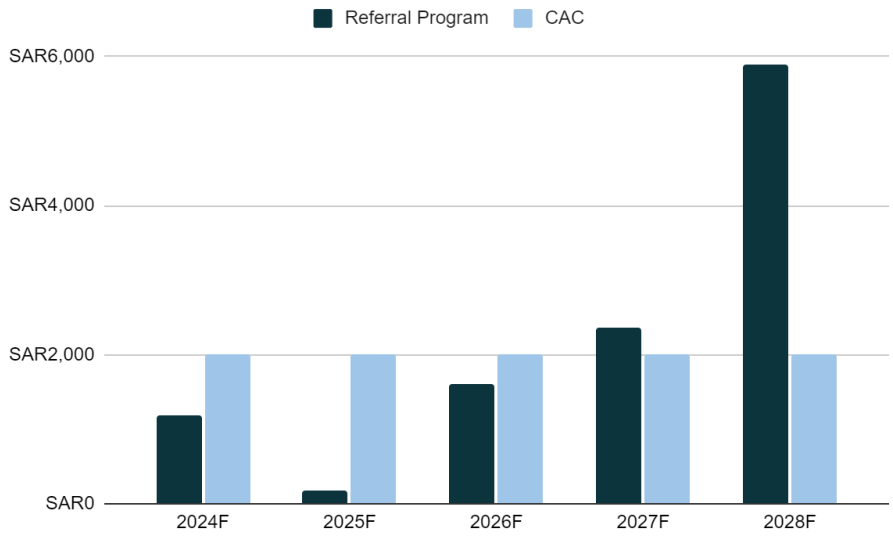
Create informative and engaging videos showcasing your projects, expertise, and team. Share these videos on your website, social media platforms, and YouTube to reach a wider audience.

Following is the projected budget for digital marketing:



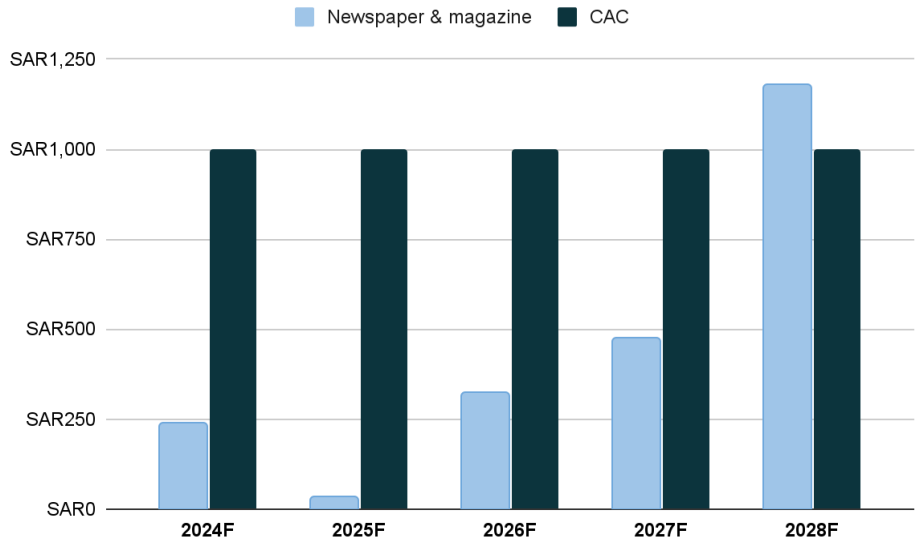
- **Referral Program:** Satisfied clients can be our best advocates. We will request testimonials from our existing clients, which we can feature on our website, social media, and marketing materials. Additionally, we'll ask them for referrals to others in their network who might benefit from our services. By leveraging positive experiences, we can create a strong reputation and increase the likelihood of securing new clients.

Following is the projected budget for referral program:

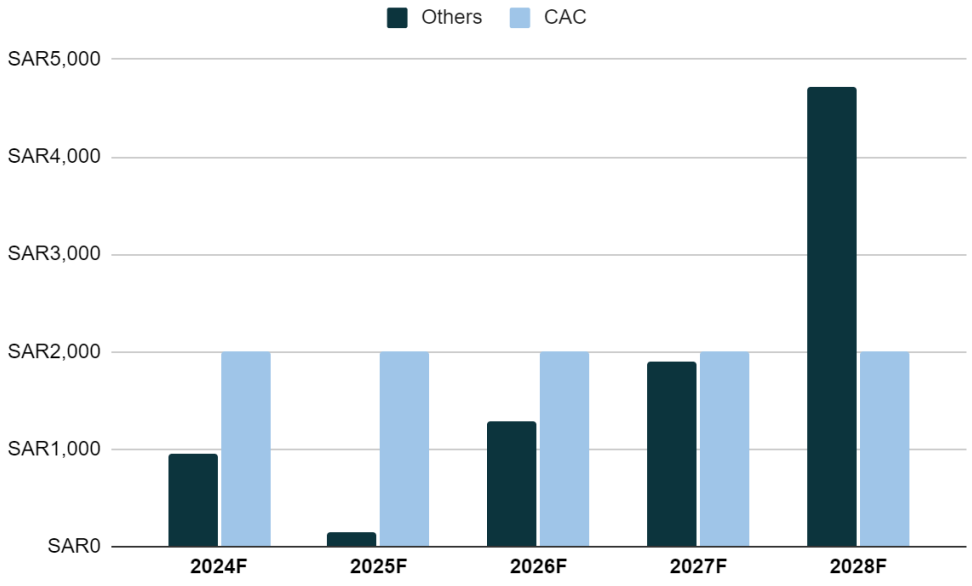


- **Newspaper & magazine:** we can place advertisements in local newspapers and magazines, highlighting their services, expertise, and unique selling points. This can include information about successful past projects, client testimonials, and contact information. In addition, can issue press releases to announce new projects, completed contracts, or awards received. These press releases can be sent to local newspapers and magazines, increasing the firm's visibility and credibility in the industry. Also, we can contribute expert columns or articles on topics related to construction, engineering, and design. By sharing their knowledge and insights, they can position themselves as industry thought leaders, build brand awareness and establish credibility with potential clients.

Following is the projected budget for newspaper & magazine:



- **Others:**



a) **Community Involvement:** Engage with your local community by participating in or sponsoring charitable events, volunteering, or providing pro-bono services to local organizations. This can help build goodwill and raise your firm's profile within the community

b) **Webinars and Online Events:** Host webinars or online workshops on topics related to your services, such as sustainable design or new construction technologies. Promote these events through your email list, social media, and industry forums.

Sales Funnel

- **Awareness Stage:** Networking and Industry Events: Raise awareness about your consulting firm by participating in industry events, conferences, and expos. Sponsor or host informational sessions to capture the attention of potential clients.

a) **LinkedIn Marketing:** Create a strong LinkedIn presence by sharing relevant content, industry updates, and company news. Use LinkedIn's advanced search and targeting capabilities to reach your target audience.

b) **Thought Leadership and Expertise:** Publish articles, whitepapers, and case studies on your company blog and other industry platforms to showcase your expertise and establish your firm as a trusted authority in the construction engineering sector.

- **Interest Stage:**

a) **Targeted Advertising:** Use targeted advertising on social media and industry-specific platforms to promote your firm's services to potential clients who have shown interest in your content or visited your website.

b) **Email Marketing:** Create a monthly newsletter to keep potential clients informed about your firm's latest projects, success stories, and industry insights. Encourage website visitors to subscribe to your mailing list.

c) **Digital Marketing:** Optimize your website and online content for search engines to improve your firm's visibility and attract interested visitors.

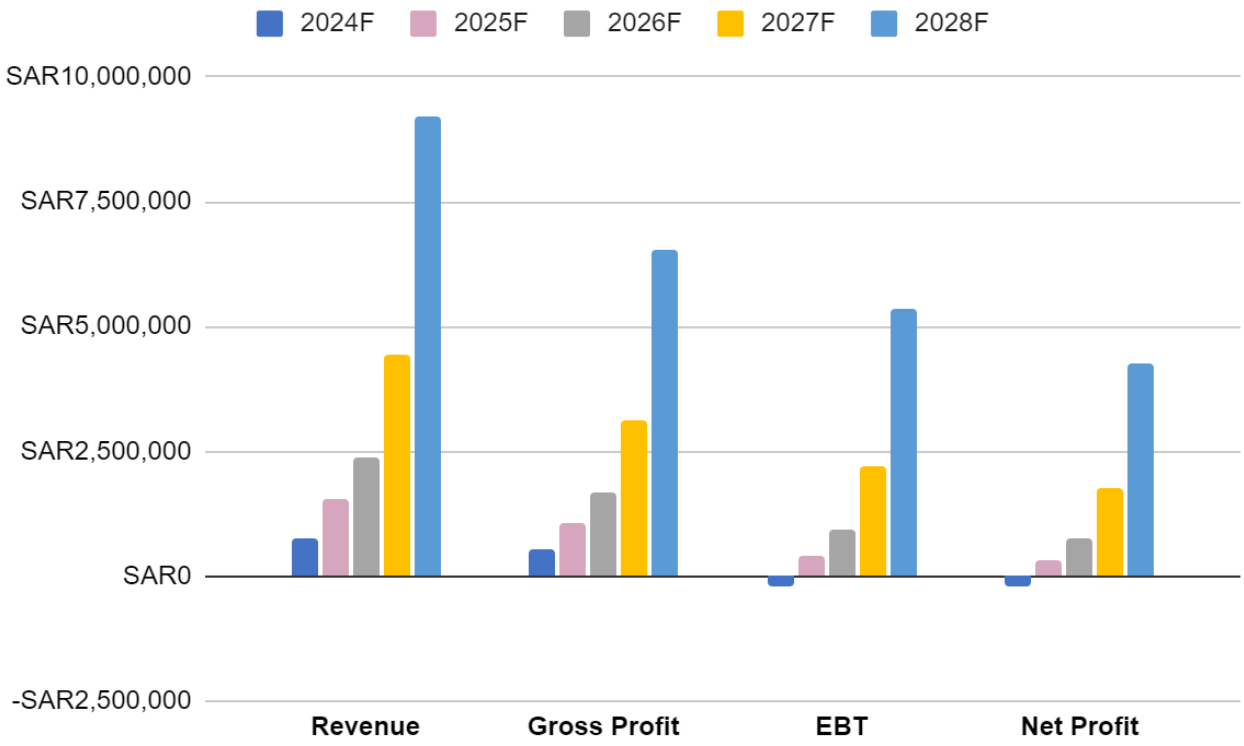
- **Decision Stage:**

a) **Client Testimonials and Case Studies:** Showcase your firm's success stories, testimonials, and case studies on your website and marketing materials to provide social proof and demonstrate your ability to deliver results.

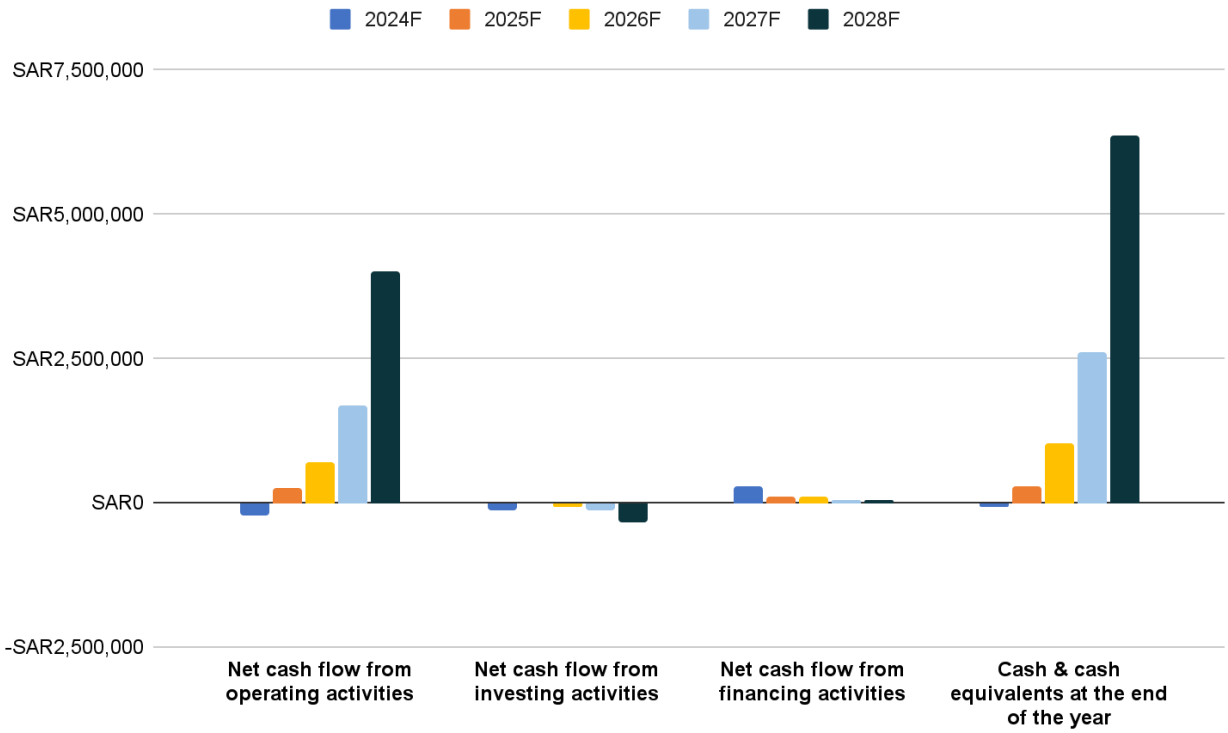
b) **Offer Free Consultations or Workshops:** Offer free consultations or workshops to potential clients, giving them an opportunity to experience your expertise

Financials

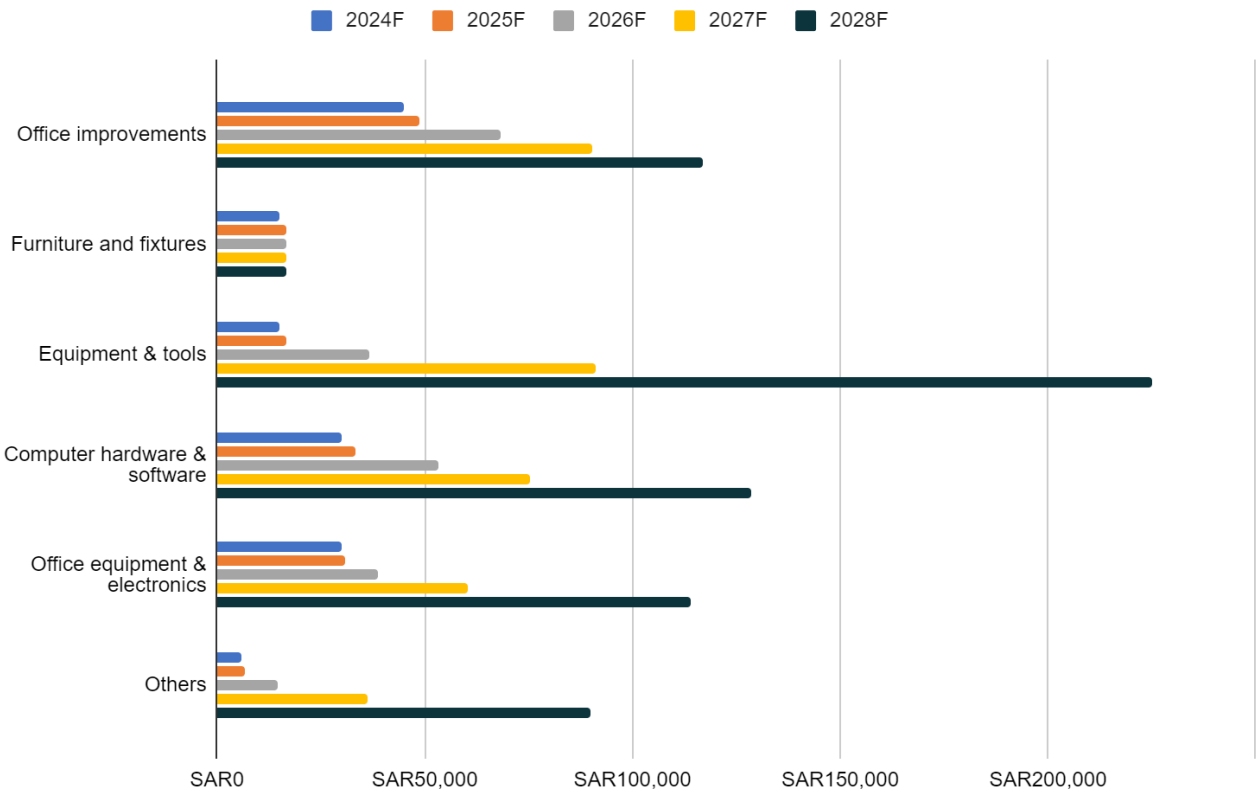
Earnings



Cash Flow


2024F
2025F
2026F
2027F
2028F
SAR7,500,000
SAR5,000,000
SAR2,500,000
SAR0
-SAR2,500,000
Net cash flow from operating activities
Net cash flow from investing activities
Net cash flow from financing activities
Cash & cash equivalents at the end of the year

Non- Current Assets



Income Statement

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Revenue					
Architectural Design	SAR276,534	SAR566,143	SAR880,709	SAR1,637,474	SAR3,415,263
Structural & Civil Engineering	SAR276,534	SAR566,143	SAR880,709	SAR1,637,474	SAR3,415,263
Master Planning & Urban Design	SAR27,653	SAR56,614	SAR88,071	SAR163,747	SAR341,526
Sustainable Design	SAR16,592	SAR33,969	SAR52,843	SAR98,248	SAR204,916
Interior Design	SAR49,776	SAR101,906	SAR158,528	SAR294,745	SAR614,747
MEP Engineering	SAR33,184	SAR67,937	SAR105,685	SAR196,497	SAR409,832
Project Management	SAR16,592	SAR33,969	SAR52,843	SAR98,248	SAR204,916
Others	SAR49,776	SAR101,906	SAR158,528	SAR294,745	SAR614,747
Total	**SAR746,641**	**SAR1,528,586**	**SAR2,377,914**	**SAR4,421,180**	**SAR9,221,211**
Cost of Services					
Salaries	SAR137,287	SAR288,733	SAR449,162	SAR835,112	SAR1,741,784
Software	SAR37,332	SAR76,429	SAR118,896	SAR221,059	SAR461,061
Conveyance & travel of employees	SAR37,332	SAR76,429	SAR118,896	SAR221,059	SAR461,061
Total	**SAR211,952**	**SAR441,592**	**SAR686,953**	**SAR1,277,230**	**SAR2,663,905**
Gross Profit	**SAR534,689**	**SAR1,086,995**	**SAR1,690,961**	**SAR3,143,951**	**SAR6,557,306**
Operating Profit					
Salaries	SAR300,000	SAR240,000	SAR240,000	SAR300,000	SAR300,000
Promotional expenses	SAR23,850	SAR3,487	SAR32,183	SAR47,334	SAR117,805
Office rent	SAR375,000	SAR375,000	SAR375,000	SAR375,000	SAR375,000
Legal & professional expenses	SAR7,466	SAR15,286	SAR23,779	SAR44,212	SAR92,212
Miscellaneous	SAR14,933	SAR30,572	SAR47,558	SAR88,424	SAR184,424
Total	**SAR721,249**	**SAR664,344**	**SAR718,521**	**SAR854,970**	**SAR1,069,442**
EBTDA	**-SAR186,560**	**SAR422,650**	**SAR972,441**	**SAR2,288,981**	**SAR5,487,864**
Depreciation	SAR28,200	SAR30,595	SAR45,693	SAR73,985	SAR138,242
EBT	**-SAR214,760**	**SAR392,055**	**SAR926,747**	**SAR2,214,996**	**SAR5,349,621**
Tax	**SAR0**	**SAR78,411**	**SAR185,349**	**SAR442,999**	**SAR1,069,924**
Net Profit	**-SAR214,760**	**SAR313,644**	**SAR741,398**	**SAR1,771,997**	**SAR4,279,697**
Retained earnings	**-SAR214,760**	**SAR98,884**	**SAR840,282**	**SAR2,612,279**	**SAR6,891,976**

Cash Flow Statement

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Cash Flow from Operating Activities					
EBIT	-SAR214,760	SAR313,644	SAR741,398	SAR1,771,997	SAR4,279,697
Depreciation	SAR28,200	SAR30,595	SAR45,693	SAR73,985	SAR138,242
Payables					
Salaries payables	SAR25,000	SAR20,000	SAR20,000	SAR25,000	SAR25,000
Total payables	SAR25,000	SAR20,000	SAR20,000	SAR25,000	SAR25,000
change in payables	SAR25,000	-SAR5,000	SAR0	SAR5,000	SAR0
Receivables					
Revenue related receivables	SAR62,220	SAR127,382	SAR198,160	SAR368,432	SAR768,434
Total receivables	**SAR62,220**	**SAR127,382**	**SAR198,160**	**SAR368,432**	**SAR768,434**
change in receivables	-SAR62,220	-SAR65,162	-SAR70,777	-SAR170,272	-SAR400,003
Inventory					
COGS inventory	SAR0	SAR0	SAR0	SAR0	SAR0
Total inventory	SAR0	SAR0	SAR0	SAR0	SAR0
change in inventory	SAR0	SAR0	SAR0	SAR0	SAR0
Net cash flow from operating activities	**-SAR223,780**	**SAR274,077**	**SAR716,314**	**SAR1,680,709**	**SAR4,017,937**
Cash Flow from Investing Activities					
Office improvements	SAR45,000	SAR3,522	SAR19,866	SAR21,763	SAR26,774
Furniture and fixtures	SAR15,000	SAR1,761	SAR0	SAR0	SAR0
Equipment & tools	SAR15,000	SAR1,761	SAR19,866	SAR54,407	SAR133,870
Computer hardware & software	SAR30,000	SAR3,522	SAR19,866	SAR21,763	SAR53,548
Office equipment & electronics	SAR30,000	SAR704	SAR7,946	SAR21,763	SAR53,548
Others	SAR6,000	SAR704	SAR7,946	SAR21,763	SAR53,548
Net cash flow from investing activities	**-SAR141,000**	**-SAR11,975**	**-SAR75,491**	**-SAR141,459**	**-SAR321,287**
Cash Flow from Financing Activities					
Equity	SAR300,000	SAR100,000	SAR100,000	SAR50,000	SAR50,000
Net cash flow from financing activities	**SAR300,000**	**SAR100,000**	**SAR100,000**	**SAR50,000**	**SAR50,000**
Net (decrease)/ increase in cash/ cash equivalents	**-SAR64,780**	**SAR362,102**	**SAR740,823**	**SAR1,589,251**	**SAR3,746,650**
Cash and cash equivalents at the beginning of the year	SAR0	-SAR64,780	SAR297,322	SAR1,038,145	SAR2,627,396
Cash & cash equivalents at the end of the year	**-SAR64,780**	**SAR297,322**	**SAR1,038,145**	**SAR2,627,396**	**SAR6,374,045**

Balance Sheet

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Non- Current Assets					
Office improvements	SAR45,000	SAR48,522	SAR68,388	SAR90,151	SAR116,925
Furniture and fixtures	SAR15,000	SAR16,761	SAR16,761	SAR16,761	SAR16,761
Equipment & tools	SAR15,000	SAR16,761	SAR36,627	SAR91,034	SAR224,904
Computer hardware & software	SAR30,000	SAR33,522	SAR53,388	SAR75,151	SAR128,699
Office equipment & electronics	SAR30,000	SAR30,704	SAR38,651	SAR60,414	SAR113,962
Others	SAR6,000	SAR6,704	SAR14,651	SAR36,414	SAR89,962
Total non- current assets	**SAR141,000**	**SAR152,975**	**SAR228,466**	**SAR369,925**	**SAR691,212**
Accumulated Depreciation	SAR28,200	SAR58,795	SAR104,488	SAR178,473	SAR316,716
Net non- current assets	**SAR112,800**	**SAR94,180**	**SAR123,978**	**SAR191,452**	**SAR374,497**
Current Assets					
Inventory	SAR0	SAR0	SAR0	SAR0	SAR0
Cash	-SAR64,780	SAR297,322	SAR1,038,145	SAR2,627,396	SAR6,374,045
Receivables	SAR62,220	SAR127,382	SAR198,160	SAR368,432	SAR768,434
Total current- assets	**-SAR2,560**	**SAR424,705**	**SAR1,236,305**	**SAR2,995,827**	**SAR7,142,480**
Total assets	**SAR110,240**	**SAR518,884**	**SAR1,360,282**	**SAR3,187,279**	**SAR7,516,976**
Liabilities					
Accounts payable	SAR25,000	SAR20,000	SAR20,000	SAR25,000	SAR25,000
Total liabilities	**SAR25,000**	**SAR20,000**	**SAR20,000**	**SAR25,000**	**SAR25,000**
Equities					
Equity	SAR300,000	SAR400,000	SAR500,000	SAR550,000	SAR600,000
Retained earnings	-SAR214,760	SAR98,884	SAR840,282	SAR2,612,279	SAR6,891,976
Total equity	**SAR85,240**	**SAR498,884**	**SAR1,340,282**	**SAR3,162,279**	**SAR7,491,976**
Total liabilities & equities	**SAR110,240**	**SAR518,884**	**SAR1,360,282**	**SAR3,187,279**	**SAR7,516,976**
	SAR0	SAR0	SAR0	SAR0	SAR0

Revenue Summary

All monetary figures	2024F	2025F	2026F	2027F	2028F
Architectural Design					
Revenue	SAR276,534	SAR566,143	SAR880,709	SAR1,637,474	SAR3,415,263
Structural & Civil Engineering					
Revenue	SAR276,534	SAR566,143	SAR880,709	SAR1,637,474	SAR3,415,263
Master Planning & Urban Design					
Revenue	SAR27,653	SAR56,614	SAR88,071	SAR163,747	SAR341,526
Sustainable Design					
Revenue	SAR16,592	SAR33,969	SAR52,843	SAR98,248	SAR204,916
Interior Design					
Revenue	SAR49,776	SAR101,906	SAR158,528	SAR294,745	SAR614,747
MEP Engineering					
Revenue	SAR33,184	SAR67,937	SAR105,685	SAR196,497	SAR409,832
Project Management					
Revenue	SAR16,592	SAR33,969	SAR52,843	SAR98,248	SAR204,916
Others					
Revenue	SAR49,776	SAR101,906	SAR158,528	SAR294,745	SAR614,747
Total Revenue	**SAR746,641**	**SAR1,528,586**	**SAR2,377,914**	**SAR4,421,180**	**SAR9,221,211**

Cost Summary

All monetary figures	2024F	2025F	2026F	2027F	2028F
Cost of Services					
Salaries	SAR137,287	SAR288,733	SAR449,162	SAR835,112	SAR1,741,784
Software	SAR37,332	SAR76,429	SAR118,896	SAR221,059	SAR461,061
Conveyance & travel of employees	SAR37,332	SAR76,429	SAR118,896	SAR221,059	SAR461,061
Total	**SAR211,952**	**SAR441,592**	**SAR686,953**	**SAR1,277,230**	**SAR2,663,905**
Operating Cost					
Office rent	SAR375,000	SAR375,000	SAR375,000	SAR375,000	SAR375,000
Salaries	SAR300,000	SAR240,000	SAR240,000	SAR300,000	SAR300,000
Promotional expenses	SAR23,850	SAR3,487	SAR32,183	SAR47,334	SAR117,805
Legal & professional expenses	SAR7,466	SAR15,286	SAR23,779	SAR44,212	SAR92,212
Miscellaneous	SAR14,933	SAR30,572	SAR47,558	SAR88,424	SAR184,424
Total	**SAR346,249**	**SAR289,344**	**SAR343,521**	**SAR479,970**	**SAR694,442**
Grand Total	**SAR558,201**	**SAR730,936**	**SAR1,030,474**	**SAR1,757,200**	**SAR3,358,347**

Non- Current Asset Schedule

All monetary figures in SAR	2024F	2025F	2026F	2027F	2028F
Office improvements	SAR45,000	SAR48,522	SAR68,388	SAR90,151	SAR116,925
depreciation	SAR9,000	SAR9,704	SAR13,678	SAR18,030	SAR23,385
accumulated Depreciation	SAR9,000	SAR18,704	SAR32,382	SAR50,412	SAR73,797
Net book value	**SAR36,000**	**SAR29,818**	**SAR36,006**	**SAR39,739**	**SAR43,128**
Furniture and fixtures	SAR15,000	SAR16,761	SAR16,761	SAR16,761	SAR16,761
depreciation	SAR3,000	SAR3,352	SAR3,352	SAR3,352	SAR3,352
accumulated Depreciation	SAR3,000	SAR6,352	SAR9,704	SAR13,057	SAR16,409
Net book value	**SAR12,000**	**SAR10,409**	**SAR7,057**	**SAR3,704**	**SAR352**
Equipment & tools	SAR15,000	SAR16,761	SAR36,627	SAR91,034	SAR224,904
depreciation	SAR3,000	SAR3,352	SAR7,325	SAR18,207	SAR44,981
accumulated Depreciation	SAR3,000	SAR6,352	SAR13,678	SAR31,885	SAR76,865
Net book value	**SAR12,000**	**SAR10,409**	**SAR22,950**	**SAR59,150**	**SAR148,039**
Computer hardware & software	SAR30,000	SAR33,522	SAR53,388	SAR75,151	SAR128,699
depreciation	SAR6,000	SAR6,704	SAR10,678	SAR15,030	SAR25,740
accumulated Depreciation	SAR6,000	SAR12,704	SAR23,382	SAR38,412	SAR64,152
Net book value	**SAR24,000**	**SAR20,818**	**SAR30,006**	**SAR36,739**	**SAR64,547**
Office equipment & electronics	SAR30,000	SAR30,704	SAR38,651	SAR60,414	SAR113,962
depreciation	SAR6,000	SAR6,141	SAR7,730	SAR12,083	SAR22,792
accumulated Depreciation	SAR6,000	SAR12,141	SAR19,871	SAR31,954	SAR54,746
Net book value	**SAR24,000**	**SAR18,564**	**SAR18,780**	**SAR28,460**	**SAR59,216**
Others	SAR6,000	SAR6,704	SAR14,651	SAR36,414	SAR89,962
depreciation	SAR1,200	SAR1,341	SAR2,930	SAR7,283	SAR17,992
accumulated Depreciation	SAR1,200	SAR2,541	SAR5,471	SAR12,754	SAR30,746
Net book value	**SAR4,800**	**SAR4,164**	**SAR9,180**	**SAR23,660**	**SAR59,216**
Total Net book value	**SAR112,800**	**SAR94,180**	**SAR123,978**	**SAR191,452**	**SAR374,497**
Total Depreciation	**SAR28,200**	**SAR30,595**	**SAR45,693**	**SAR73,985**	**SAR138,242**
Total Accumulated Depreciation	**SAR28,200**	**SAR58,795**	**SAR104,488**	**SAR178,473**	**SAR316,716**

The End