



**EHTERAF**  
DEVELOPMENT EXCELLENCE

**COMPANY PROFILE**



[www.ehteraf.com](http://www.ehteraf.com)



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## I- ABOUT US

EHTERAF, founded in 2012, operates as an innovative real estate development services entity with a strong commitment to sustainability. Our core focus is on delivering end-to-end solutions while offering comprehensive, holistic development services to investors. Our track record includes successful execution of intricate, high-value projects, reflecting our commitment to excellence and safeguarding client interests across all project phases. This is underscored by our consistent proficiency in managing and delivering projects of substantial value, showcasing our capability to navigate and excel in high-value endeavors.

**SAFETY AND SUSTAINABILITY  
ARE AT THE CORE OF EVERY  
PROJECT.**





## II- OUR VISION

Shaping Tomorrow Responsibly,  
**Leaving a Positive Legacy.**



## II- OUR MISSION

Our mission is to empower clients with visionary goals and ideas, offering comprehensive **end-to-end development solutions** that breathe life into their concepts, turning them into reality with unwavering **excellence**.



REALIZE YOUR VISION WITH  
**COST-EFFICIENT END-TO-END SOLUTIONS**  
THAT BRING YOUR IDEAS TO LIFE.





## III- OUR VALUES

Our values encompass achievement, excellence, and sustainability, guiding our actions as a real estate development company. Professionalism is the cornerstone of our approach, ensuring integrity, respect, and reliability in all our endeavors. We relentlessly pursue Excellence, setting new benchmarks in development management, and consistently deliver superior results that exceed expectations.



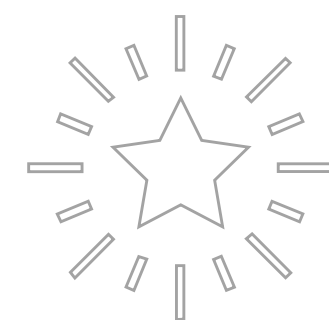


# OUR VALUES



## ACHIEVEMENT

We strive to attain noteworthy outcomes, delivering exceptional results and setting new benchmarks in development management.



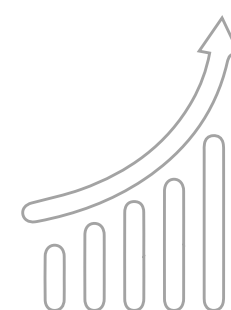
## EXCELLENCE

Our relentless pursuit of excellence drives us to deliver superior results, exceeding expectations and setting new benchmarks in development management.



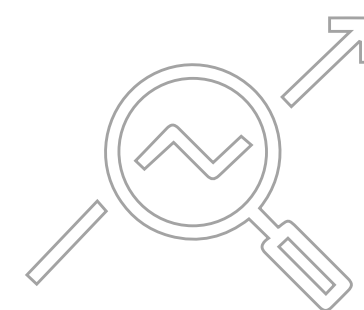
## SUSTAINABILITY

With an unwavering commitment to sustainability, we create projects that not only thrive today but also safeguard the world for future generations.



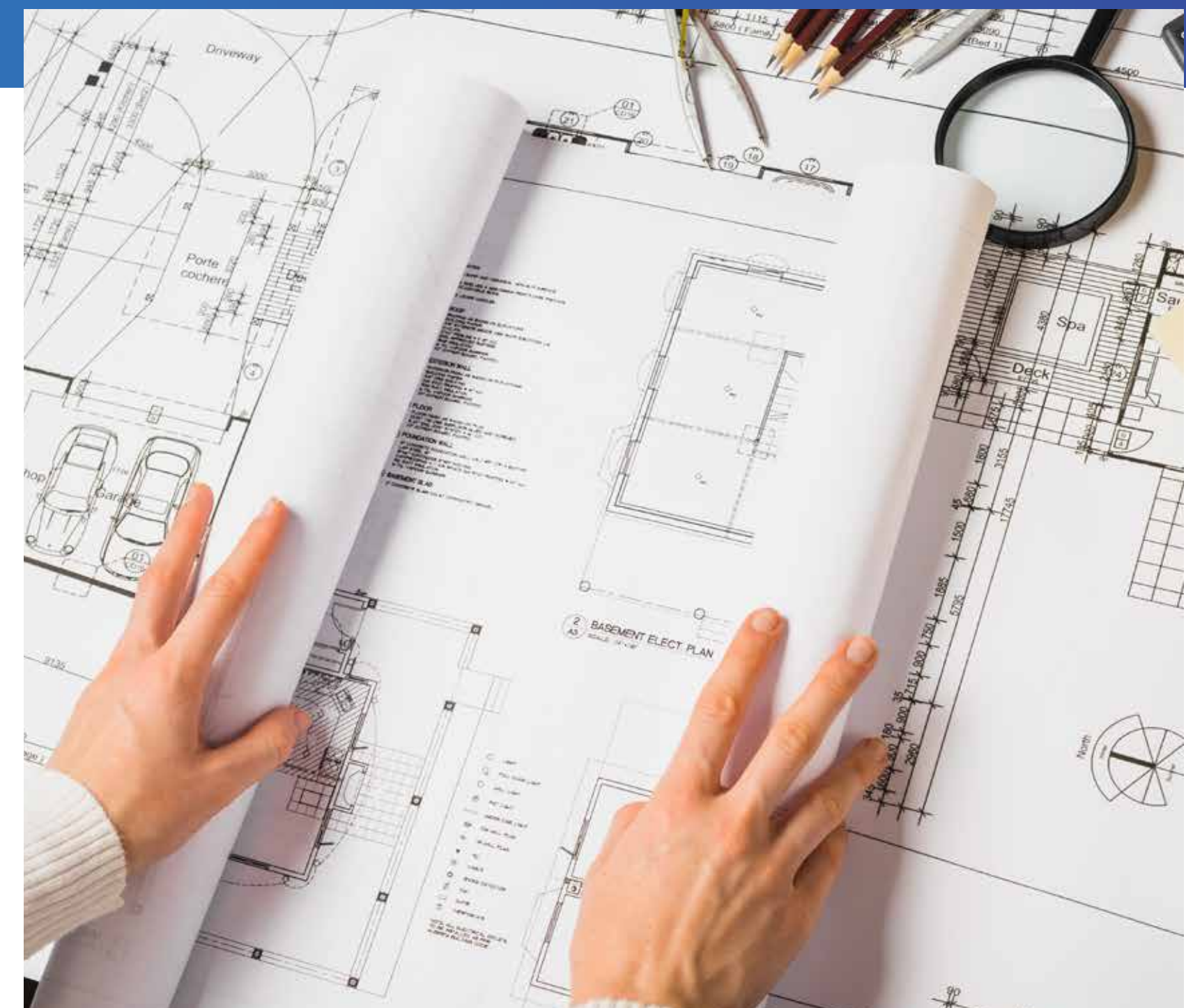
## COST CONSCIOUSNESS

We are dedicated to optimizing costs without compromising on quality, providing our clients with efficient solutions that maximize value and deliver on budget.



## DELIGENCE

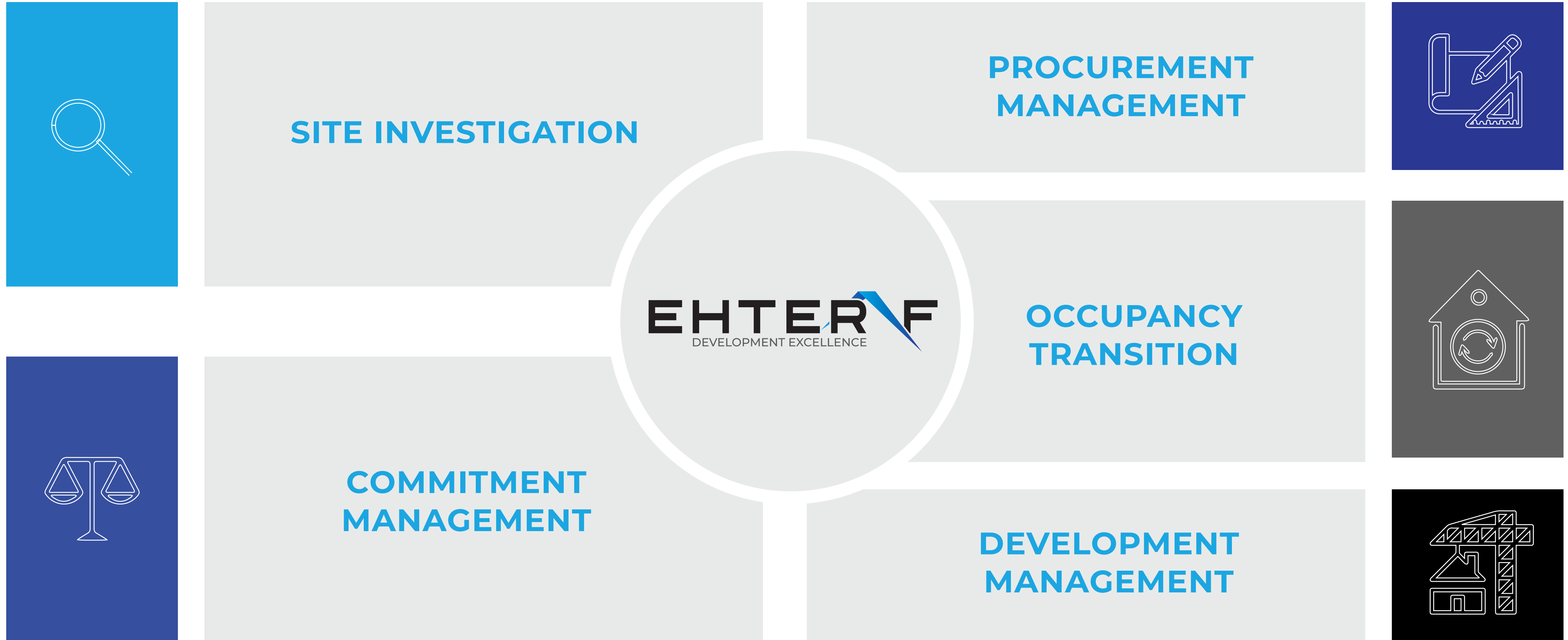
Through meticulous attention to detail and persistent dedication, we approach every project with diligence, ensuring that nothing is overlooked and that we consistently deliver on our promises.



**SEAMLESS REFINEMENT  
AND FUNCTIONALITY  
IN EVERY PROJECT.**



# IV- SERVICES



# SITE INVESTIGATION

- **Connecting with landlords**

Establishing initial contact with property owners to assess land availability and potential opportunities.

- **Studying land status**

Conducting thorough examinations of the current status and condition of the identified land.

- **Studying area needs**

Analyzing the specific requirements and needs of the surrounding area to inform the development approach.

- **Preparing high & best use study**

Developing a comprehensive study determining the optimal and most efficient use of the land.

- **Preparing feasibility studies**

Formulating detailed feasibility studies to assess the viability and potential success of the proposed development.

- **Negotiating acquisition terms**

Engaging in negotiations with property owners to secure favorable acquisition terms.





# PROCUREMENT MANAGEMENT

- **Financial Modelling**

Developing intricate financial models to facilitate data-driven decision-making.

- **Cost analysis & evaluation**

Conducting a comprehensive analysis of costs, ensuring accuracy and informed decision-making.

- **Preparing proposals**

Crafting compelling proposals targeting investors, landlords, and fundraisers.

- **Creating partnerships**

Establishing strategic partnerships with elite investors, landlords, and fundraisers.

- **Strategic collaborations**

Collaborating with highly skilled international and local consultants and contractors.

- **Preparing RFPs**

Developing detailed Request for Proposals to ensure clarity and specificity in project requirements.

- **Contractual agreements**

Thoroughly review, finalize, and oversee the management of contractual agreements.

- **Manage Projects Financials**

Implementing robust financial management practices to ensure fiscal responsibility throughout the project lifecycle.

# DEVELOPMENT MANAGEMENT

- **Project management**

Executing effective project management strategies to ensure timely and successful project completion.

- **Design management**

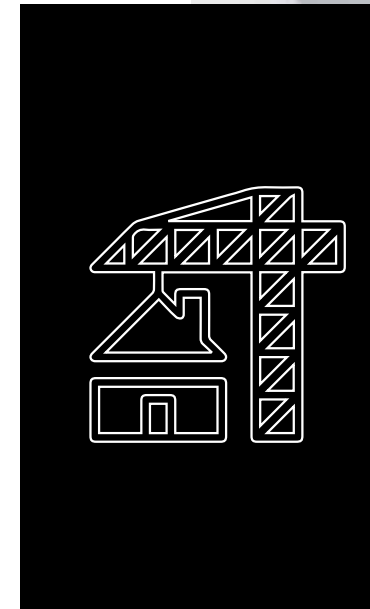
Directing and overseeing the design management process to meet project objectives.

- **Construction management**

Managing and supervising the construction phase with meticulous attention to detail.

- **Risk assessment & mitigation management**

Conducting rigorous risk assessments and implement effective mitigation strategies.





# COMMITMENT MANAGEMENT

- **Progress reports**

Regularly communicating project progress, achieved milestones, and notable accomplishments.

- **Financial reports**

Providing transparent and detailed financial reports to stakeholders for informed decision-making.

- **Risks & Disputes Reports (if any)**

Communicating and address any identified risks or disputes promptly to ensure proactive resolution.

# OCCUPANCY TRANSITION

- **Exploring leasing potentials**

Collaborating closely with stakeholders to identify and explore leasing opportunities.

- **Understanding tenant needs**

Gain a comprehensive understanding of tenants' requirements and preferences.

- **Allocating leasing spaces**

Efficiently allocating leasing spaces based on the identified needs and preferences.

- **Negotiations & agreements**

Conducting negotiations and reach mutually agreeable leasing terms and conditions.





# V- OUR TEAM



## **SALEH AL-KHALAF** CEO

Saleh Al-Khalaf, Ehteraf's CEO since 2020, is a distinguished professional with an extensive career dedicated to the real estate development industry in the Middle East. Leading high-value projects across Saudi Arabia, Egypt, and Bahrain since 2005, Saleh brings profound insights into retail, warehousing, office towers, and food processing facilities for international clients. His leadership at Ehteraf is centered on safeguarding client interests throughout the development lifecycle. Saleh Al-Khalaf's strategic vision and wealth of experience are instrumental in steering the company towards excellence.

## AHMAD EL CHAMI

### Development Director

As Ehteraf's Development Director, Ahmad El Chami leverages his master's degrees in engineering science and Urban Planning and Construction Management to drive innovation in real estate development. With two decades of experience spanning Australia, Saudi Arabia, and the Middle East, Ahmad has excelled in various roles, from contractor to supervision consultant and project manager. His ability to take ownership of projects and translate client visions into reality is a testament to his commitment to excellence. Ahmad's leadership enhances Ehteraf's capacity to deliver high-value construction projects with precision.

## YASSER RABIE

### Design Director

Yasser Rabie, Ehteraf's Design Director, brings over 28 years of expertise to the table. His comprehensive knowledge spans Real Estate Development, Architectural & Engineering Consultancy Services, Construction, and Construction management & Supervision Processes. Yasser's track record includes successfully completing project life cycles within budget and deadlines. With a focus on feasibility studies, defining project objectives, and assembling project management teams, Yasser has collaborated on mega-projects across Egypt, Saudi Arabia, Qatar, and the UAE. His leadership reinforces Ehteraf's commitment to excellence in design and project execution.

## IBRAHIM MADHOUN

### Projects Director

Ibrahim Madhoun, the Projects Director at Ehteraf, is a goal-oriented professional with a Master's degree in Telecom Engineering. His ambition and client-oriented approach drives him to meet and exceed client needs. Ibrahim has a proven track record, having delivered high-value projects and worked as a consultant in engineering firms. His dedication and punctuality are evident in managing projects worth over 5 Billion Saudi Riyals. Ibrahim's leadership adds significant value to Ehteraf's project management capabilities, ensuring ambitious goals are met with precision and efficiency.





**DELIVERING EXCELLENCE WITH  
CONSISTENT PUNCTUALITY, ON  
TIME, EVERY TIME.**



# VI- PORTFOLIO



# THUMAMAH MASTERPLAN

STAGE: CONCEPT

YEAR: IN PROGRESS

BUILT UP AREA: 373,656 SQM

The project is a mixed-use development consisting of a regional retail park anchored by a 27,400 m<sup>2</sup> store, and a 4-5-star hotel, along with supporting anchors, F&B, and retail. The final product mix will work together and support each component's success.





# IKEA THUMAMAH

STAGE: CONSTRUCTION

YEAR: 2021

BUILT UP AREA: 54,000 SQM

CONSTRUCTION COST: 206,737,300 SAR

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As the second IKEA standalone store in the Capital City, this project will be an icon in the city and across the Middle East known for its high quality and implementation of environmentally friendly solutions.



# IKEA BAHRAIN



STAGE: **BUILT** / YEAR: **2018**

BUILT UP AREA: **85,000 SQM** / CONSTRUCTION COST: **314,779,871 SAR**

IKEA Bahrain is a world-class facility built with exceptional specification and execution quality. It currently stands as the largest IKEA store in the Middle East.

# IKEA SALAM MALL

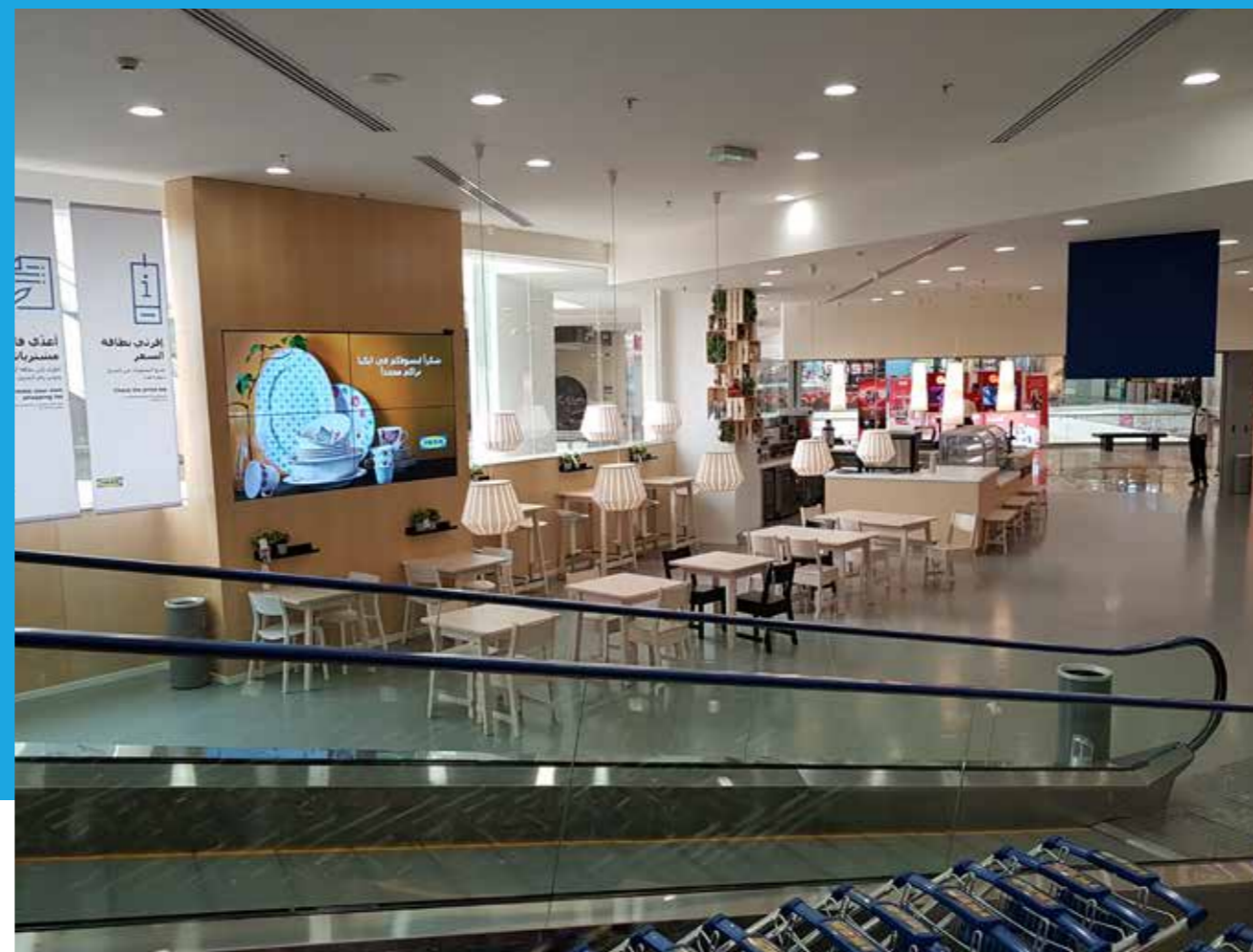
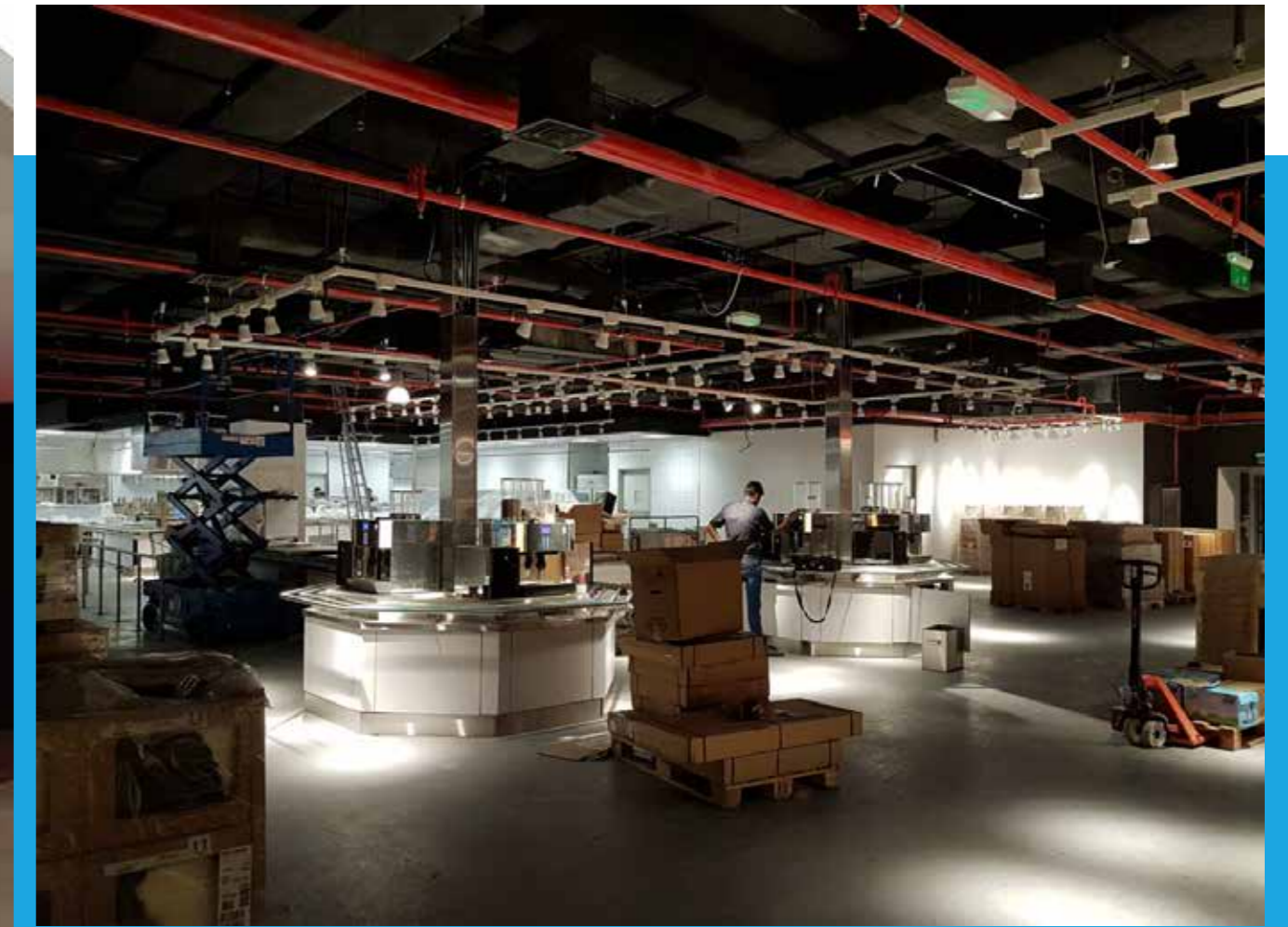
STAGE: BUILT

YEAR: 2018

BUILT UP AREA: 28,000 SQM

CONSTRUCTION COST: 82,701,685 SAR

Uniquely retrofitted within Al Salam mall in Jeddah, this store required a high degree of skill throughout the design and execution phase as well as a high level of coordination between the many stakeholders.







# FLOW WAREHOUSE

STAGE: BUILT

YEAR: 2017

BUILT UP AREA: 117,600 SQM

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This automated facility covers 75,000 square meters, with a high bay warehouse at a height of 37.5 meters. The facility is designed with multi-floors, producing a total floor area of 117,600 square meters, making it the largest e-commerce fulfilment facility of its kind in KAEC. This initial design will be able to accommodate 180,000 Euro or Industrial pallet equivalent storage positions.



# MARINA HOME RIYADH

STAGE: **BUILT**

YEAR: **2017**

BUILT UP AREA: **3,500 SQM**

CONSTRUCTION COST: **15,093,555 SAR**

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Marina Home Interiors Retail Network is a Riyadh premium home furnishings company. Marina Home is a household name across the countries it operates in and is synonymous with quality, creativity, and a strong aspirational value proposition.

# IKEA OCP ALHOUFUF



STAGE: **BUILT** / YEAR: **2017**

BUILT UP AREA: **3,475 SQM** / CONSTRUCTION COST: **18,798,145 SAR**

Much smaller than IKEA usual stores. Order and Collection Points "OCP" have been designed to offer the same great range and inspiration, with most products available to order and collect.



# IKEA OCP ALQASSIM

STAGE: **BUILT**

YEAR: **2017**

BUILT UP AREA: **4,280 SQM**

CONSTRUCTION COST: **17,197,316 SAR**

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Much smaller than IKEA usual stores. Order and Collection Points "OCP" have been designed to offer the same great range and inspiration, with most products available to order and collect.

# IKEA OCP AL KHARJ

STAGE: **BUILT** / YEAR: **2017**

BUILT UP AREA: **3,999 SQM** / CONSTRUCTION COST: **17,733,659 SAR**

Much smaller than IKEA usual stores. Order and Collection Points "OCP" have been designed to offer the same great range and inspiration, with most products available to order and collect.





## MARINA HOME JEDDAH

STAGE: **BUILT**

YEAR: **2016**

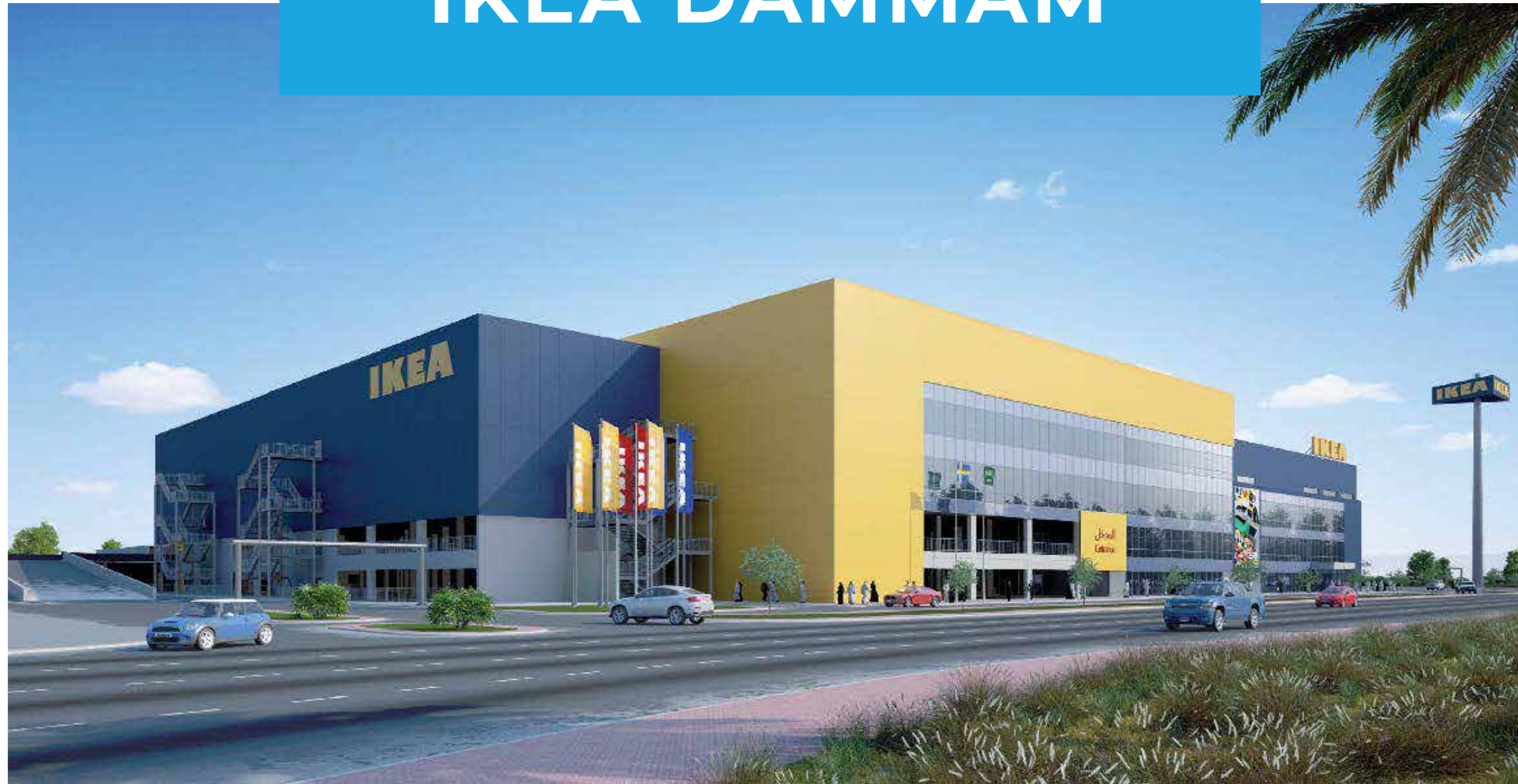
BUILT UP AREA: **25,000 SQM**

CONSTRUCTION COST: **19,067,528 SAR**

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Marina Home Interiors Retail Network is a Jeddah premium home furnishings company. Marina Home is a household name across the countries it operates in and is synonymous with quality, creativity, and a strong aspirational value proposition.

# IKEA DAMMAM



STAGE: **TENDER** / YEAR: **2014**  
BUILT UP AREA: **33,600 SQM**

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This project is planned on prime real estate in Dammam.  
The project has Two levels of parking under the retail area consisting of 36000 sqm built-up area.

# MALL OF JEDDAH

STAGE: CONCEPT

YEAR: 2013

BUILT UP AREA: 270,577 PLOT AREA SQM

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The project is a mixed-use development consisting of a regional mall anchored by Ikea mega store, and a 4-5-star hotel, along with supporting mall and parking





# THE COURTYARD CITY

STAGE: **BUILT**

YEAR: **2012**

BUILT UP AREA: **9,000 SQM**

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The Courtyard City offers a memorable dining experience, with a variety of international cuisines complemented by the attractive interior and exterior architecture that provide an entrancing atmosphere you will never forget. The venue, at Prince Sultan Road, I-Khalidiyah, is home to six restaurants. Each one boasts a distinct design, menu, and culinary experience.



### **ADDRESS INFO**

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### **CONTACT INFO**

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### **WORKING HOURS**

Office hours are from  
9:00 am till 5:00 pm  
from Sunday To Thursday



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