



مجموعة صدارة القابضة
SADARA HOLDING GROUP

WE PLAN, WORK HARD & ACHIEVE

www.SADARAHOLDING.com



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ABOUT **SADARA**

With Many Successful Companies That Provide Fascinating Services In Five Different Sectors. As We See Value In Every Service, We Aim To Deliver More Excellent Results For Those Seeking A Better Future With Their Businesses.



VISION

In order to lead the Saudi Automotive Market by sharing our Philosophy, integrity, and ethical standards with our customers.



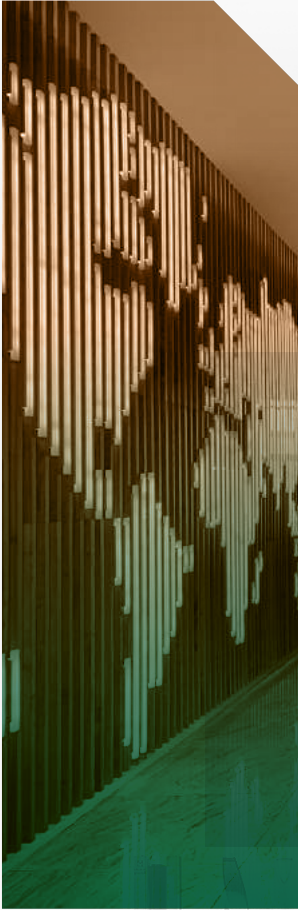
MISSION

Our mission outlines how we will achieve our vision and goes beyond our vision statement. To generate excitement, we must implement pioneering ideas, solve problems, and go above and beyond what our customers expect.



VALUES

-  *Passion for Excellence.*
-  *Customer Focused.*
-  *Teamwork.*
-  *Willingness to Grow.*
-  *Make a Difference.*



CHAIRMAN MESSAGE

ABDULRAHMAN AL SHEHRI

It's a time of great change in the auto industry. And great opportunity. The industry will change more in the next decade than in the previous century, with electrification, connectivity, car sharing and autonomous driving.

Ever Since Sadara Foundation in the kingdom , It has been a pioneer of Automotive in Distribution , Services & Supply chain not only that also we extend our experience in Body Shop services & Industrial Sector Services.

Our core is our people. Each of us brings special strengths & skills to work everyday.

Our power and ability to lead society to a new and better place is drawn from each of us, what we believe, the choices we make and the actions we take every day.



OUR
OUR COMPANIES



OUR SECTORS



01

TRAINING



Our team at Sadara is constantly interested in investing in this industry because training is crucial for the expansion of businesses. This can help people & businesses quickly develop solutions & reach remarkable achievements. We design, organize & carry out training programs to deliver the best outcomes since it helps achieve people's objectives more quickly & effectively.

We employ contemporary thinking and ensure fantastic results within each strategy we develop while investing in the trading sector. Our team of experts achieves outstanding outcomes by selling goods in bulk to other companies and creating a unique partnership between businesses and businesspeople.

02



TRADING



03



IT SOLUTIONS

We invest in IT solutions because information creation, management, & delivery are effective ways to help businesses. Our expert team supports software design, training, advising integration, & other advantageous strategies to ensure the people we work with get the most out of their companies and our services. With many creative brains in Saudi Arabia, we strive to deliver excellent results in this sector.



04

AUTOMOTIVE



Every automobile owner may rely on our automotive businesses and comprehensive list of services to keep them safe while driving and enjoying the moment. Our staff puts safety and quality above everything else; thus, we provide our services to protect you and your loved ones when operating a motor vehicle. We quickly supply every repair and maintenance service required by anyone in need at fantastic pricing.

05



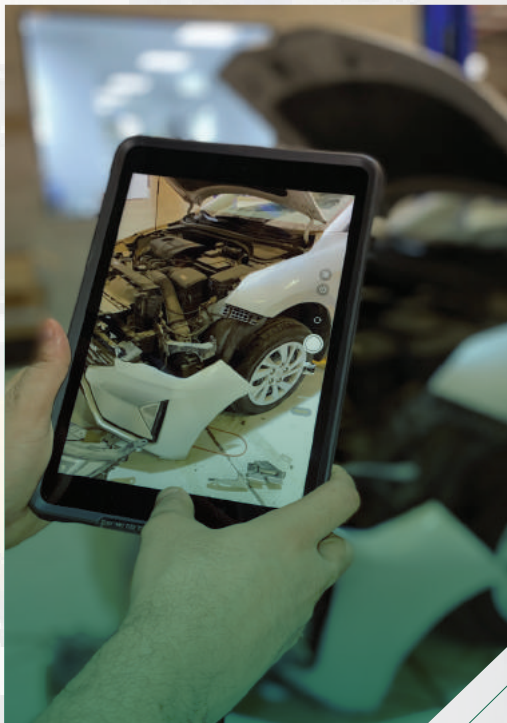
REAL ESTATE

Whether you require residential, commercial, or industrial real estate, we can help. Sadara's expert team has years of industry experience, so we know every factor and strategy that can work to your advantage. To live up to your highest expectations, we invest in this sector, intending to become a reputable, dominant Real Estate company in Saudi Arabia.

Quick Repair

Member of Sadara Holding Group



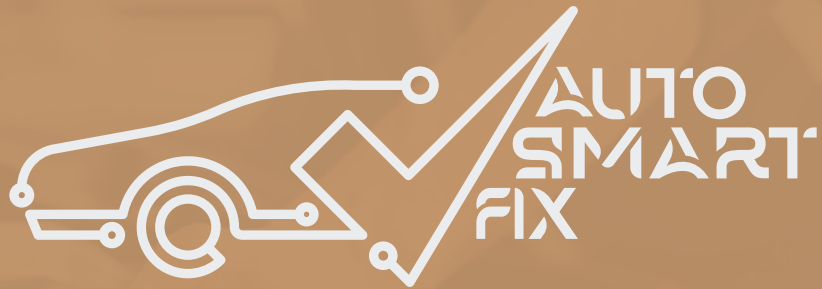


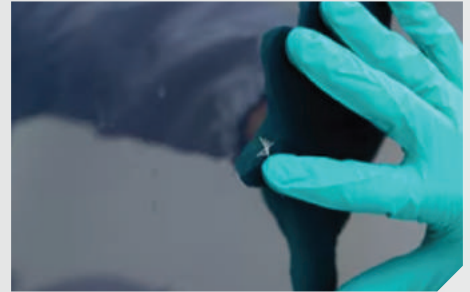


رواج للسيارات
RAWAJ MOTORS











مصادر جدة

JEDDAH RESOURCES



We strive to contribute to our society and improve the quality of life by delivering the highest quality products with ambition and sincerity.



معهد غاية للتدريب
GHAYA TRAINING INSTITUTE





SADAN



SADAN supplies auto spare parts and automobile oil lubricants from most leading manufacturers worldwide. We exist to best serve the initial filling needs of passenger cars and trucks.

**WITH A COMPREHENSIVE RANGE OF LUBRICANTS FOR ALL
AUTOMOTIVE TECHNOLOGIES THAT IS UNIQUE WORLDWIDE, WE STRIVE
TO SELECT BEST PRODUCTS FOR OUR CUSTOMERS TO SET NEW
STANDARDS.**





CORGATE



CORGATE



AS 1990 AS TECHNOLOGY HORIZONS, WE STARTED IN AGENTS OF SUPERMICRO, MATROX, CISCO, LINKSYS, AND MANY OTHER COMPANIES. AFTER THAT, WE DEVELOPED OUR COMPANY AND OPENED THE IMPORT SECTION UNDER THE NAME OF JEDDAH RESOURCES. TODAY, WE HAVE FURTHER DEVELOPED OUR ASSETS AND REACHED CORGATE TECHNOLOGIES AS AN IT COMPANY BASED IN JEDDAH THAT SPECIALIZES IN PROVIDING CUSTOMERS WITH HIGH-END BUSINESS TECHNOLOGY SERVICES, SECURITY, ACCESS CONTROL, AND TELECOMMUNICATION PRODUCTS .



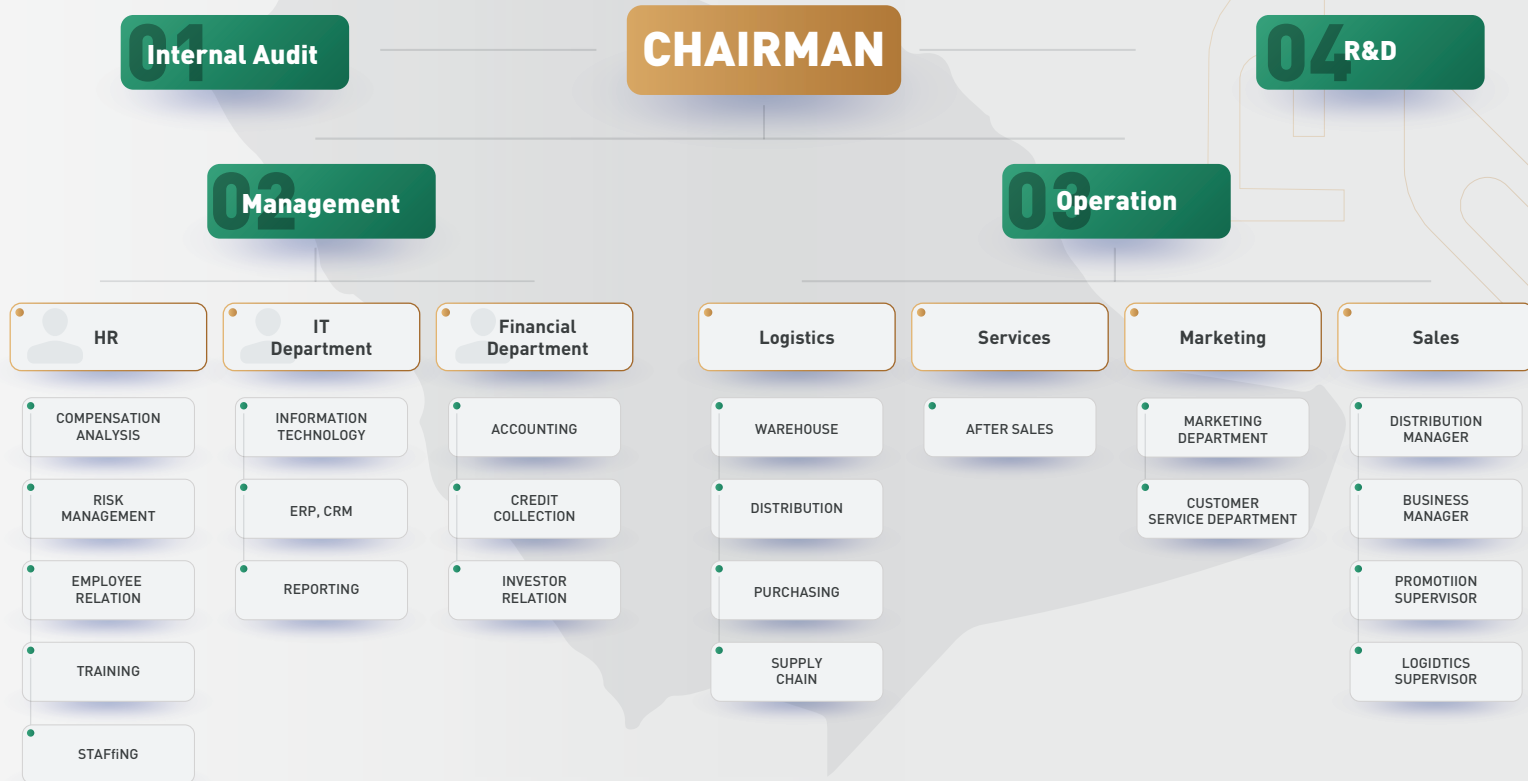
LEZARA

WE FOCUS ON THE CORE ACTIVITIES WITHIN OUR COMPANY REQUIRED TO CONVERT RAW MATERIALS OR COMPONENT PARTS INTO FINISHED PRODUCTS OR SERVICES. WE UTILIZE HIGH-END TECH TOOLS TO ENSURE QUALITY AND MEET OUR CUSTOMERS' EXPECTATIONS



Data is not only a means of production, it is also an asset that can be traded and a means through which our company is organized and assigned for deliverables.

BUSINESS STRUCTURE



RESEARCH & DEVELOPMENT

Research & Development mission is to build, develop and maintain a good Environmental Knowledge for people & Business in our Holding.

It offers technical infrastructure investment and upkeep services In Automotive Business.

R&D plays a very important role in the success of a business. It contributes to sustainability of business and it is an important means for achieving future growth and maintaining a relevant product in the market.

SADARA GROUP WIN GREAT BENEFIT FROM THE FOLLOWING :



UNIQUE SELLING POINT

It helps our companies to develop unique products and services .It is also answer the following questions :

Does it satisfy or create a market need?

What competition will it face-direct or indirect, local, national or global?

Will the market want your product or service at a realistic price?

Can you identify potential customers?





FUNDING

R&D can have cost implications for businesses. However, R&D also offers many opportunities for businesses to seek public-sector innovation, research & development grants.



COMPETITIVE EDGE

Through R&D, we can develop advantage over competitors and establish ourselves as leaders in the market.



REPUTATION

It helps us strengthen our brand in the market. Since we are collaborating with a trusted, reputable partner and a strong scientific institution, the commercial success of resulting products and services can benefit from this involvement.




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