



نخيل
NAKHEEL



THE COMPANY

Nakheel is a fast growing business group representing several leading global brands and associate with many established business firms in the ever growing economics of the Sultanate of Oman.

A company with firm conviction in values and a keen sense of demands for the expanding market, we have already carved a niche on the diverse fields where we operate. Built on the strong foundation of the synergistic combination of a visionary leadership and a committed, qualified staff, Nakheel Group is all poised to reap the expected business boom of the coming years...



THE COMPANY

About Us

Nakheel Group is a limited liability company registered with Oman Chamber of Commerce and industry. A fast growing business group, we represent several leading global brands and associate with many established business firms in the ever growing economics of the Sultanate of Oman.

A company with firm conviction in values and a keen sense for the demands of the expanding market, we have already carved a niche on the diverse fields in which we operate. Built on the strong foundation of the synergistic combination of a visionary leadership and a committed, qualified staff, Nakheel Group is all poised to reap the expected business boom of the coming years.

Nakheel Group takes pride in its commitment to provide high standards of service to the customers in all diverse fields of company's interest.



THE COMPANY

Mission & Vision

Nakheel Group strives for excellence in every field we operate. Our vision is to become the most trusted and dependable retail service provider of its kind in the Sultanate of Oman by offering world class products and services in broad ranges at most competitive prices with a firm commitment towards the overall satisfaction of its esteemed customers.

With strong traditional values and a deep respect for the rights of the customers, Nakheel Group is consistently evolving by always staying at the edge of all changes. Nakheel's Vision is to set new benchmarks in the Industry, by offering world class products and services at affordable prices.

We strive for optimum synergy amongst the consumers in the country. We offer strategic positioning in order to garner the highest market share in every segment we venture into.



THE TEAM

Nakheel Group have proven efficiency in every aspect of business. Our motto is to develop creative, professional, easily navigated team that works in all conditions. Starting from small business vendors to big co-operate houses, we have service for all.

Our team sticks to a definite set of quality control measures and under no circumstances we would compromise on quality. This tendency earned us a wide range of clientele base, that includes almost every type of business.

This is just the beginning of our long journey. We will grow further, offer the excellent service and products to our clients. Our clients' success is our success.

We stay abreast of the latest trends and developments through regular training programs and on-the-job guidance by experienced specialists and trainers.



TALENT & TECHNOLOGY

Our operating philosophy is simple! by casting talent with their passions, strengths, interest and lifestyle;

Emotional touch point marketing by talent that is well educated & trained
Creates an experience that transforms consumer behaviour.

Provides the opportunity to speak directly to your consumers, in their language, with high energy and impact.

Through training and experience, our talent channels will serve as powerful extensions of sales force..



OUR SERVICES

Convenience Stores-Marhaba

Nakheel Group is an authorized dealer of *Al Maha Petroleum Marketing Company SAOG* to operate their convenience stores at various gas stations across the county under the brand name *Marhaba*.

Marhaba offers a 24 hour, one stop shopping solution which is committed to unwavering quality in a pleasant, clean, fresh and friendly environment. Widest range of products, convenient locations and efficient and friendly staff make *Marhaba* a shopper's favorite. With more than 2500 items on the easy to reach shelves, *Marhaba's* product range will surely amaze you. Fresh snacks and variety of beverages, chocolates and candies, milk and milk products, breads and eggs, customized drinks, hot delights that are on-site prepared, calling cards and many more... you name it - *Marhaba* has it. And all these are readily available so close to you.



OUR SERVICES

Distribution

Nakheel Group is Oman's one of the leading Channel distribution Company catering to retail as well as whole sale outlets across the country. As an FMCG distributor, Nakheel Group covers the smallest village groceries to Mega Hyper Markets in the major towns. Associations with all major brands and possessing the strong distribution network, Nakheel Group takes pride in its reliability and promptness. To cater to outlets Nakheel Group has relied on price, positioning, logistics and market intelligence. The range and volume of Nakheel's merchandise is well and truly amazing.

Our specialized and highly skilled professionals have set high standards of service, by delivering quality products to the end consumer. Our highly professional team headed by Business Managers who have Key Account Executives, Sales Executives and Merchandisers, supervised by Sales Managers, Merchandising and Van Sales Managers to execute the sales and marketing strategies of the company.

Finally, Nakheel Group has been dealing with multinational companies and understands their needs. We are thus able to bridge the gap between the multinational and the local shopkeeper.



OUR SERVICES

Event Management

Nakheel Group specialize in Event Management by conducting agreed events of different nature with an ability to identify the core objective behind every project. By delivering the best possible programmes to generate maximum response to the event and by evaluating the response through feed back, Nakheel Group ensure the total success of every event of every magnitude. We arrange road shows, exhibitions, sports and musical events and product launches etc in every size and magnitude in and across the Sultanate of Oman. The experienced team of Nakheel Group plan and execute each programmes with total care and for an eye for minute details.



OUR SERVICES

Corporate Gifts & Promotions

Nakheel's promotional gift division offers more than 1000 gift articles for business promotions which are ideal for fields such as automobile, petroleum, hotel, pharmaceutical, oil industries etc. As the sourcing is co-ordinated from the Far East, especially China, Nakheel Group is able to provide the most competitive rates and service to its clients. Some of the products we specialize in are, T-shirts(Polo/Basic) baseball Caps, Silver/White Car Sun Shades, Jeep wheel Covers, Coffee Mugs, Tea Coasters, Ball Pens and Pencils, Ash Trays, Mouse Pads, Stress Balls, Desk Top Planners, Uniforms/Coveralls, Paper Shopping Bags, Lanyards/Name badges, Beach umbrellas, Key Chains, Wall Clocks, Desk Top Clocks, Cooler Bags, Travel /Sport bags, Port folios and Organizers, Wallets, Memo Notes and Foot balls. Customization of various products according to the requirements of customers is also undertaken.



OUR SERVICES

Restaurants & Fast Food

Spend an evening with friends and family at our Restaurant. Enjoy the warmhearted hospitality. Nakheel Restaurant division captures the culinary style of Arabic, Chinese and Continental cuisine offering a delicious array of dishes prepared with a combination of unique herbs, spices and sauces. Nakheel Restaurant division was established in early 2011, due to the high demand for quality halal food.

We care about every detail, from the fresh, delicious dishes, which are prepared from scratch, to courteous and friendly service. Our Restaurants are conveniently located. Our menu offerings include a wide selection of traditional Arabic, Chinese and Continental food, beverages and sweets. The choices include vegetarian dishes as well as halal food and meat entrees, so there is a dish to suit everyone. Our prices are surprisingly affordable considering the cuisine that we serve, and everything is halal!

Gather your friends and family and come join us for a relaxing meal in our dining room, or order some delicious food for carry out. For your convenience, you can call in your carry out order, and it will be ready for you by the time you get to the restaurant. We are looking forward to serving you in the near future. We always appreciate any feedback from our customers, because we care about providing the best dining experience possible.



OUR SERVICES

Building Maintenance

Nakheel group offer complete, dependable and trustworthy building maintenance schemes of short term as well as long term. Now you can rest assured that your residential or commercial buildings are taken care of by experts. Our experienced and committed technicians will readily trouble shoot for you. Be it a mechanical, engineering or plain maintenance problem, we will fix it and will make sure that your valuable assets are taken care of properly and without losing valuable time.

Whether you are an owner of a house, condominium, any larger premises, replacement, or new building, Nakheel Group Building Maintenance Service is always there and will respond to your calling on Installing, Repairing, Replacing, or any other maintenance needs. We offers "the right maintenance at the right time," and provides a detailed record of the preventive maintenance performed. Also provides you with the confidence that you are in compliance with the regulations and usage principles



OUR SERVICES

Heating, Ventilation & Air Conditioning

Nakheel Group HVAC Service believes that you should receive the highest level of service and satisfaction available in the industry. In support of this principle, we maintain an open line of communication with you to ensure that our performance meets or exceeds your expectations. Designed to facilitate your input regarding our performance and suggested improvements.

We are committed to excellence in performance through preventive maintenance programs tailored to meet your facility requirements. Our unique approach in developing proactive and comprehensive maintenance programs is a proven method in the reduction of untimely and costly mechanical failures. Nakheel Group HVAC Service programs are designed not only to reduce breakdowns, but to lower operating costs, extend equipment life and protect your investment.



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