

## **COMPANY PROFILE**



Leading **Industrial service** provider  
in the **Middle East.**

*Exploring Possibilities*



**WEST END ARABIA**

**COMMERCIAL DIVISION**

**Al Khobar,**

**KINGDOM OF SAUDI ARABIA**

# **WEST END ARABIA**

West End Arabia (WEA) has evolved into a top ranking trading organization in the kingdom of Saudi Arabia and is considered among the best in reliability, quality and competitiveness. Established in Saudi Arabia since 2006, West End Arabia is an integrated one stop provider of building materials, steel, industrial, construction & support services. We can offer you services and material with most competitive price, prompt delivery, with excellent professional technical support.

## **Main features**

WEA functions as Stockiest, Trading Establishment & Sales agent to International manufacturers in the form of exclusive representation in Saudi Arabia and UAE. We have our head office in Al Khobar, Saudi Arabia and Branch office in UAE and Bangalore, India.

## **Our Vision**

Our vision is to be a prominent Industrial Group with growing influences in global markets. While focusing on our customers we are equally committed to ensuring attractive financial growth for our partners, competitive working conditions for the professional fulfillment of our employees and to contributing generously to the development and well-being of our communities.

## **Mission**

Our Mission is to deliver quality, innovative, price sensitive products and services to ensure we are the prime choice for all type of Steel, Scaffolding, Building Materials, Heavy Equipment & Industrial Services. We will achieve through a commitment to excellence, a dedicated workforce and the adaptation of leading technologies.

## **Products & Services**

Our company is focused exclusively on servicing the major fabricators and projects in Saudi Arabia and other GCC Countries. Our services are tailored to meet the needs of EPC contractor, Fabricators and Local Stockiest. We work to the highest standard and design criteria for each project while adapting our service to meet particular constraints such as minimum local content.

Our aim is to make the procurement process more simple and efficient for our clients by being the one stop source providing materials and services throughout the execution of the project.

## **Material Sourcing**

WEA has achieved its goal of being the best supplier by including materials of world class manufacturers in our stock. Our suppliers include reputed international names with unique abilities in terms of product range, technical specialization and approvals with major end users. Most of our suppliers have a long history of supplying quality products and services to various reputable projects in the region.

In order to meet the demands of the diverse & competitive market and to maintain competitive edge, WEA has set up a specialized procurement department equipped with a team of qualified personnel to perform the task of sourcing the quality material as per the client's requirements.

WEA is committed to meeting stringent customer specification and fulfilling committed delivery schedules. WEA is equipped with state of art material handling and logistics facility in Al Khobar, Saudi Arabia. WEA International has a fully-fledged office and warehouse in UAE catering the local demand and supplying for the projects in Saudi Arabia and other GCC countries.

## **Sales and Marketing**

WEA has an extensive team of qualified sales and marketing engineers covering the Middle East. Branch office in Ajman covers UAE, Oman & Qatar and Head office in Al Khobar covers all provinces of Saudi Arabia.

Growth of our organization can be attributed to our management policy of serving the end users providing exceptional services. Our specialization lies in offering complete solution to projects bulk piping package, building materials and structural steel requirements. The project department plays a vital role in identifying the potential projects and registering in client's vendor list. We have a comprehensive ERP system enabling realistic delivery schedule and material identifications. Our expertise lies in the supply of exotic alloys and short notice stock deliveries for shut down jobs and project top ups. Our commitment of offering satisfactory customer service is reciprocated by the repeated orders from reputed client's worldwide.

## **Quality Management Policy**

**WEA** is fully aware that in today's stringent business environment our clients demand for quality piping, structural and building materials. Having implemented, maintained and continuously improving our quality management system, WEA ensures that every product we supply is of the highest quality and has passed our stringent quality control systems.

It is the responsibility of West End Arabia's management to ensure our quality management is applied effectively by a dedicated workforce and professionals, each person fully committed to timely delivery, attention to detail and prompt customer service at all times.

**WEA** vision is to be recognized throughout the Oil & Gas, and Construction Industries for delivering quality and value. We believe that market leadership is based primarily on performance and reputation, and we aim to be:

- ❖ A firm committed to long-term growth based on a solid foundation of outstanding and loyal people using contemporary business management.

### **Commitment:**

We are a dedicated team of professionals who are committed to:

- ❖ Giving excellent, professional service to our clients.
- ❖ Maintaining high ethical and business standards.
- ❖ Developing the professional and technical skills of our staff so that our clients are assured of the most up-to date "best practice" Industrial services with innovative approaches.
- ❖ Compliance with all relevant legislative and regulatory requirements

### **Our Quality Objectives are to:**

- ❖ Meet our contractual obligations with a view to achieving client satisfaction, reputation enhancement and repeat business through the effective application of the Company's Management System.
- ❖ Ensure that employees and sub-contractors are trained, skilled, competent, licensed and certified as appropriate for the tasks they are performing.
- ❖ Implement the Quality System to achieve project deliverables on time and within budget.
- ❖ Audit the Quality System and review our performance and assess feedback from clients, with a view to continual improvement.



## **Health and Safety Policy**

**West End Arabia** is committed to safeguarding the health, safety and welfare of its employees as well as the people and property affected by its operation. To reduce risk of accident or injury the company seeks to safe and preserves the health and welfare of those that work within it and those that are affected by its activities

The company is committed to continuously improve its standard of health and safety throughout its operations. To this end the board provides leadership in health and safety matters by engaging and training the workforce in the achievement of safe and healthy working conditions and promoting best practice as far as is practicable. The board is committed to providing adequate resources to train, monitor, and assess the company's health and safety performance and deliver the objectives set for continuous improvement.

The requirements of this policy are communicated to all employees through the company's heads of department and the management of health and safety is promoted through consultation and involvement. The health and safety policy is displayed at all company sites and offices and issued to all new staff joining the company at induction.

It is the duty of managers to prevent injury and ill health as far as is practicable and it is the duty of each employee to exercise personal responsibility for their own health, safety and welfare as well as that of other people. Compliance with legal requirements should be adhered to at all times and no breaches should be tolerated.

This policy will be reviewed periodically and amended as necessary to ensure that it remains relevant to the activities of the company and complies with current legislation and best practice

## **KEY MANAGEMENT**

**Mr. Ali Jassim Al Johar : General Manager**  
**Mr. Abdul Rahiman : Regional Manager**  
**Mr. Mohammed Shakeel : Marketing Manager**  
**Mr. Mohidin Hasan : Finance Manager**  
**Mr. Sajid Ahmed : Division Manager**  
**Mr. Syed Mohammed : Business Development**

## **CONTACTS**

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**PIPING DIVISION**

**SCAFFOLDING DIVISION**

**MANPOWER SUPPLY**

**EQUIPMENTS RENTAL**



## **STEEL DIVISION:**

### ➤ **Carbon Steel Flat Products:**

- Hot Rolled Coils / Plates
- Cold Rolled Coils / Plates



### ➤ **Stainless Steel Flat Products:**

- Hot Rolled Coils / Plates
- Cold Rolled Coils / Plates

### ➤ **Carbon Steel & Stainless Steel Long Products:**

- Deformed Bars / Rebars
- Round Bars
- CHS/ RHS/ SHS
- Flat Bars



### ➤ **Structural Products:**

- Beams
- Angles
- Channels
- Flat Bar
- Hollow Section etc.



### ➤ **Special Steel Products:**

- Aluminium
- Alloy Steel
- Tool Steel
- Wear Resistant Steel



## **PIPING:**

### ➤ **CS Tubes / Pipes:**

- Seamless High Temperature
- Welded High Temperature
- Seamless Low Temperature



### ➤ **SS Tubes / Pipes:**

- Seamless High Temperature
- Welded High Temperature
- Seamless Low Temperature



### ➤ **CARBON STEEL FITTINGS:**

- Forged Fittings- 3000/6000
- Butt Weld Fittings
- Malleable Iron
- Elbows, Tees, Caps, Plugs, Nipples, Couplings, Unions,
- Reducers, Weldolet, Sockolet, Thredolet, Swage Nipple



### ➤ **STAINLESS STEEL FITTINGS:**

- Forged Fittings- 3000/6000
- Butt Weld Fittings
- Forged Fittings – 150
- Elbows, Tees, Caps, Plugs, Nipples, Couplings, Unions,
- Reducers, Weldolet, Sockolet, Thredolet, Swage Nipple



### ➤ **CS/SS Flanges:**

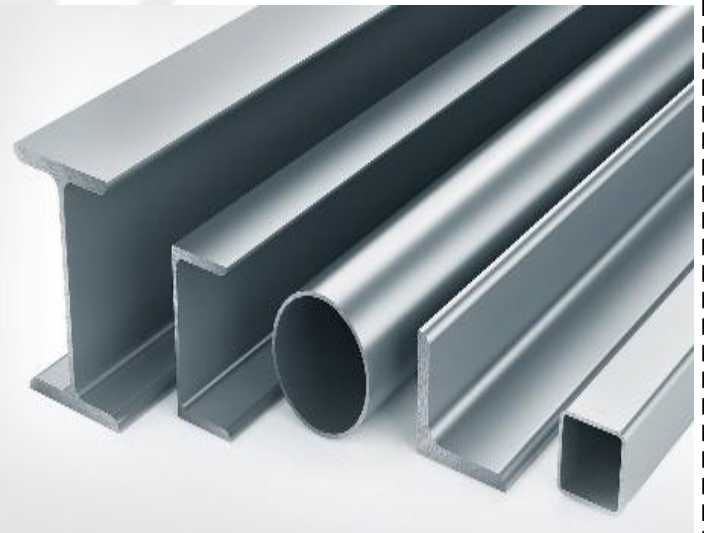
- Weld Neck
- Slip On
- Lap Join
- Blind
- Socket Weld



## VALVES:

### ➤ Valves:

- Gate, Check, Globe, Ball, Cast Iron
- Carbon Steel Valves
  - Cast
  - Forged
- Stainless Steel Valves
  - Cast
  - Forged





## **SCAFFOLDING:**

### **Fittings:**

- Scaffolding Tube (Black / Galvanized)
- Double Coupler (Drop Forged)
- Swivel Coupler (Drop Forged)
- Single Coupler / Putlog Coupler (Drop Forged)
- BRC – Board Retaining Coupler (Drop Forged)
- Beam Clamp (Girder Coupler) (Drop Forged)
- Pressed Sleeve Coupler
- Universal Clamp
- Ladder Clamp
- Adjustable Base Jack
- Adjustable U Head Jack
- Universal Jack
- Base Plate



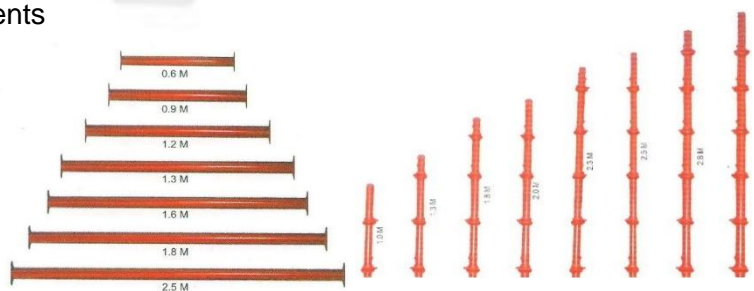
### **SCAFFOLDING BOARDS / PLANKS**

- Scaffolding LVL Planks
- Steel Deck Board (With Hook)
- Steel Walk Board (Without Hook)



### **CUP LOCK COMPONENTS:**

- Cup Lock Standards Components
- Cup Lock Ledger
- Cup Lock Decking Standard
- Decking Beam
- Infill Beams
- Intermediate Transoms



## **MANPOWER SUPPLY:**

West end Arabia provides all sort of support for the customers requiring manpower supply. We have a team of qualified engineers, supervisors, technicians, safety officers, Quality inspectors, etc. We have received appreciation from our clients for providing competent and experienced skilled resources.

Our resource is capable of providing support in the field of production, construction, installation, fabrication and maintenance. We have qualified and experienced team well equipped to provide service as per client's individual requirement.

## **WE SERVE MANPOWER:**

- Engineers
- Safety Professionals
- Project Controllers
- Auditors / Estimation Specialists
- Quality / Safety Inspectors
- Project Coordinators
- Supervisors / Foreman
- Procurement Assistants
- Draftsman / AutoCAD operators
- Surveyors
- Male Nurse
- Welder (Tig+Arc) / Riggers / Steel Erectors
- Pipe Fabricator / Pipe Fitter
- Equipment Erectors
- Instrument Fitter / Technicians
- Industrial Technicians
- Cable Jointers / Splitters
- Cable Puller
- Sand Blaster
- Sheet Metal Fabricators
- Cladders
- Insulators
- Scaffolders
- Equipment Operators / Drivers
- Labor / Skilled Workers



## **EQUIPMENTS RENTAL:**

**West End Arabia** equipment division is a specialist leading operator in KSA. Our fleet comprises of modern, well maintained equipment for a variety of applications. We can supply equipment with/ without operators as per the requirement of the client.

We have a fleet of more than 100 different variety of equipment required for the construction industry.

### **Contract**

We have a highly experienced crew who can perform any kind of heavy lift & erection as per the site requirement. All our operators are trained from time to time to meet the highest standard and to adhere to the quality, health & safety standard set by the company. We offer short and long term contract at a competitive rates along with required certificates and documents. Our quality service has earned us the reputation as a dependable source among various contractors in the kingdom.

Our fleet includes the below: -

- Cranes / Draglines
- Bobcat / Excavator / Forklifts / Motor Graders / Wheel Tractor
- Compressors / Generators / Compactors
- Trucks & Trailers / Man Lift Trucks
- Asphalt Cutting Machines / Asphalt Pavers / Articulated Trucks
- Graders / Backhoe Loader / Dozers / Compact Rollers / Skid Loaders
- Welding Machine / Drills
- Electric Rope Shovels / Hydraulic Mining Shovels / Knuckle Boom Loaders
- Material Handlers / Tele Handlers
- Off-Highway Trucks
- Pipe Layers



## OUR PARTNERS

As an importer, stockiest and distributor, **West End Arabia** is proud of the Agency Lines that we represent as evidenced by our long-standing relationship with

Companies	Country	Activity	Approvals
Chandan Steel	India	Manufacturer of SS Bars, Flanges & Pipes	SABIC
Ratnadeep Metal & Tubes	India	Manufacturer of SMLS CS & SS Pipes & Tubes	SABIC
Shelving Trading	UAE	Stockiest & Distributor	
Tiger Steel Industries	UAE	Manufacturer of Welded Tubes & Pipes	
Vaishnav Engineering	India	Manufacturer of Fittings	
Chanta Group	China	Manufacturer of LVL Planks	
BK Global FZC / Vibgyor International FZ.LLC	UAE	Stockiest of Steel / Manufacturer of PEB/ Sandwich Panel	
Ashtapad Overseas	India	Manufacturer of Tubes, Fitting & Steel bar	







# West End Arabia

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