



جو الخليج  
JOW GULF

PAINTS & INDUSTRIES

PROFILE  
Company





*We make your life colors...*

*much more fun....*

## About JOW Gulf

Established in 2017 Jow Gulf Company for Industry and Contracting is one of the reputed Factories in Saudi Arabia and has wide activities in diversified business fields of industries & services combined in number of companies with interest in General Services & Maintenance , Ceramic & Marble industry, and Paints.

The Jow Gulf Company for Industry and Contracting headquarters is located in Riyadh City the heart of Saudi Arabia.

The Factory is considered to be as an expansion of the Group business success and development, which is efficiently based on its ability and technology for meeting its customers' needs and expectations in the field of building & construction products.



## Executive Summary



- Jow Gulf Company for Industry and Contracting is a startup paint manufacturing establishment located in Riyadh city the heart of Saudi Arabia.
- Jow Gulf Company for Industry and Contracting is expecting to catch the attention of many clients and construction companies based on the high quality & ranges of the offered products.
- Jow Gulf Company for Industry and Contracting is planning to build a strong image and market position in the region.
- Jow Gulf Company for Industry and Contracting aims to supply and Provide products to cover the various sectors of the industry in Saudi Arabia.
- Jow Gulf Company for Industry and Contracting mission is to exceed our costumer's satisfaction and to become among trusted sources of high quality building products suppliers.

# Our Vision

- Touching the core of construction world by providing their daily basic needs.
- Become the one of the most trusted sources of Paints & building materials.
- Providers high quality products for the construction industries.
- Become an innovative source to determine the concept of reliability, technology and quality in the rapidly changing & growing world.

# Our Mission

- Offering a high quality products at a competitive price to meet the demand of our clients.
- Establish a strong relationship with the area's local companies
- Provide customer satisfaction at maximum level by presenting products that are designed and manufactured in compliance with the customer requirements and expectations.
- Getting a good market share & reputed image in the next two years.

## Goals

- Increasing sales steadily each year for the next 5 years.
- Increase profit and revenue.
- Have happy customers.
- Support Community.
- Being a great source of materials.
- Build high quality.



## Objectives

- Reduce Operational costs.
- Launch new services.
- Have periodic customer visits.
- Apply new technologies.
- Offer more Technical support to customers.

## Success Keys

- Providing a high quality of product with fair prices.
- Maintaining Good Relationships with all our customers.
- Covering various sectors in chemical industry.
- Providing stability in quality of product.
- Foresee changes in the market and it is to our clients' benefit that we proactively introduce new technologies and stay ahead of competition.



## Competitive Capabilities

- Combining the high demand for better price and high quality with delivery service at sight.
- Availability with continues contact with customers to inquire for any customer requirements updates or services.
- Provide of highly skilled professional marketing team.







## Who we are

As an Industrial division Jow Gulf Company for Industry and Contracting is a part of JOW Gulf Group , which has established in 2017 and Located in Riyadh Saudi Arabia, to manufacture all types of decorative & industrial paints to meet the building and construction market demand in Saudi Arabia & GCC.

## What we want

- We strive to deliver a quality Products and service to our customers and clients.
- We always measure our success and continually look to improve and ensure our service levels to be delivered at the highest levels possible.



## Our main Activities

The factory's main activities based on the manufacturing of a wide range of Decorative & Industrial Paints, waterproofing, & coatings as shown bellow :

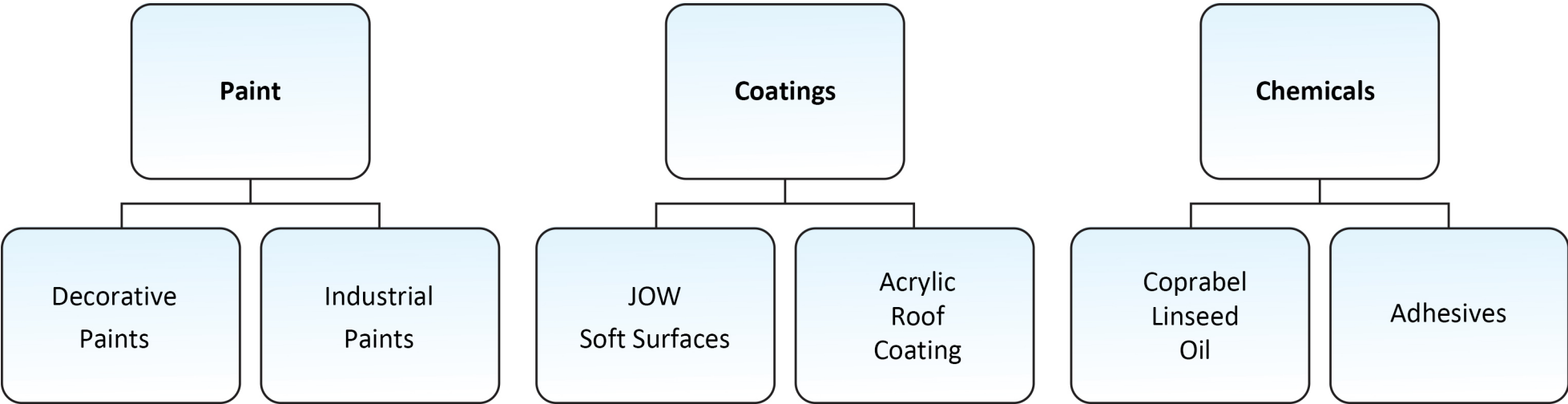
- 1) Industrial Paints
- 2) Acrylic Emulsion Paint & Putties
- 3) Water Based Adhesives
- 4) Acrylic Roof Insulation
- 5) Surface Treatment
- 6) NC Thinners & Other Thinners

## Let us paint your House

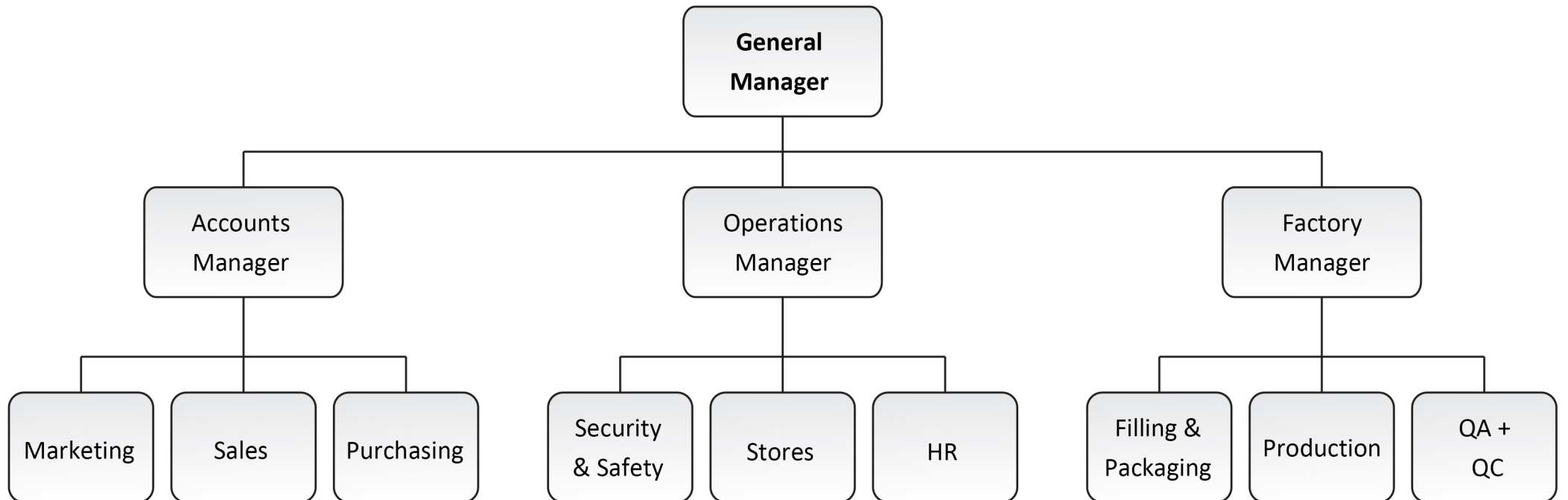
- Jow Gulf Company for Industry and Contracting by Touching the core of industrial world is a great place for you to select your best choices for providing your basic needs of paints & Coatings for your own house, office, or industrial requirements.
- By offering specialized ranges of finished products & Raw materials which will help to give the best quality performance in the field of Construction, and industrial needs in Saudi Arabia & GCC



## Business Segments



## Organization Chart



# Management Functions



- Thinking about and organizing the activities required to achieve the desired goals.
- Involves the creation and Business Planning.



Planning

- Relationships between positions.
- Relationships between people occupying these positions.



Organising

- Motivating Others.
- Communicating with others.



Directing

- Helps to check the errors and to take the corrective action.
- Setting standards, measuring actual performance and taking corrective actions.



Controlling



A background image showing a close-up of several people's hands pointing at documents on a table in a meeting setting. The hands are of different skin tones, and the people are wearing professional attire like blouses and shirts. There are papers, a tablet, and a pen on the table.

## The Management Planning

### The business planning steps considering the timing will be taken as following Steps

- Site Preparation
- Promoting our name through advertisements & publicity
- Employment ads
- Interviews to choose best employees
- Analyze competitors
- Set standards and internal rules of company
- Financial analysis and expected sales study
- Purchase raw materials and resources
- Train chosen employees to get familiar with business
- Start Marketing

## Since we are :

- Aiming to supply a highly standardized products, using highly quality chemicals in our production
  - Competitors are direct and highly experienced
- We Have chosen to apply the Cost Leadership Strategy

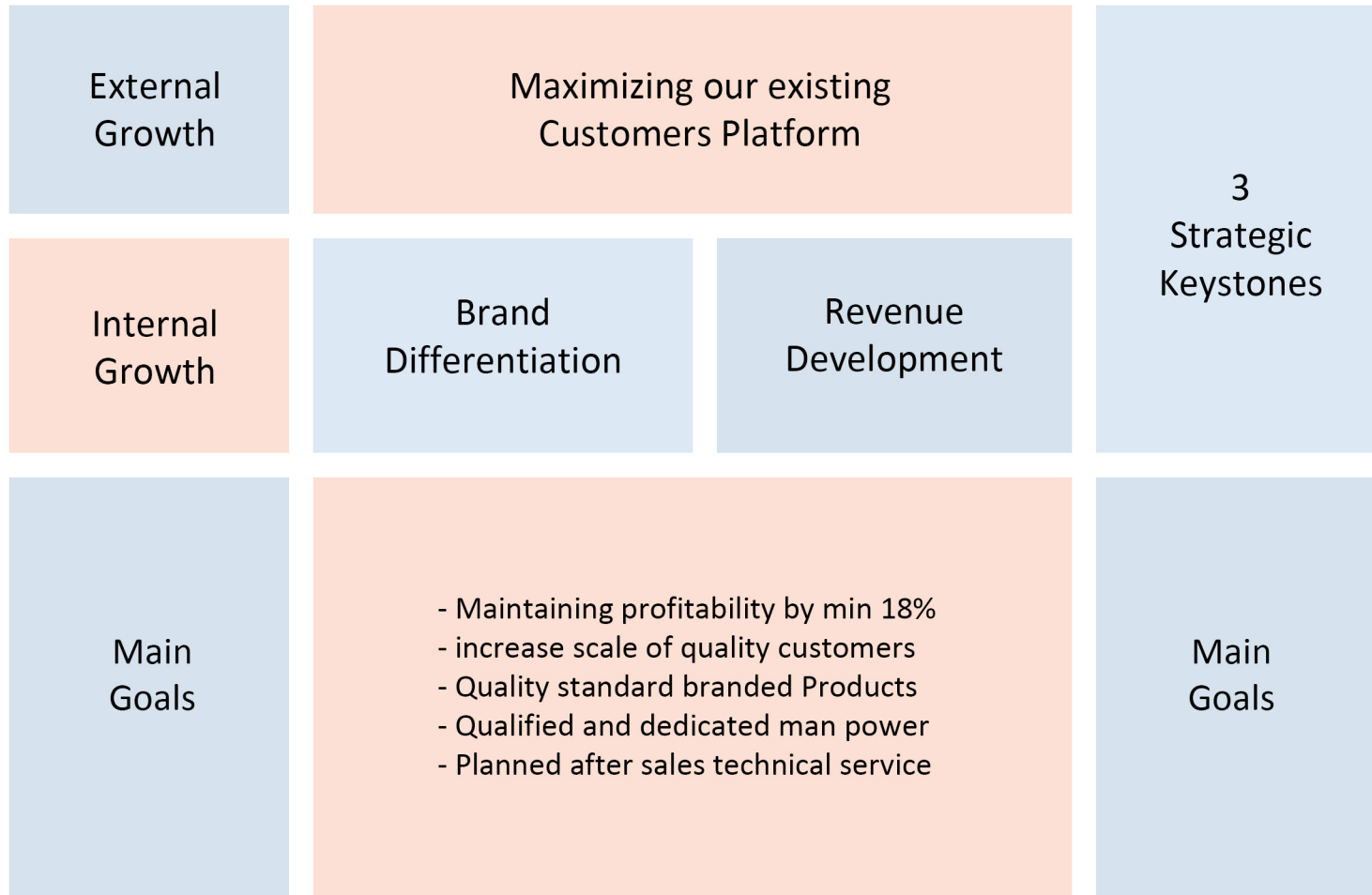
## This Strategy will allow us to

- Define the market floor price
- Attract buyers who required high quality products
- Attract buyers who buy on the basis of low prices

We also tried to merge this strategy with the differentiation strategy, since we are offering a larger variety of Paints and Chemical products (varying in amount of raw material)



The main 3 keystones for our management strategy to reach to our main goals which is customer satisfaction are shown as following :





## Growth Strategy

To increase sales growth rate of the group beyond past levels using a two-pronged approach

### Organic Growth

Market Share Gain

Market Expansion

### Inorganic Growth

International M & A's

Domestic M & A's

## Marketing Strategy

### Clients & Customers

Manufacturing Of Decorative & Industrial Paints, Adhesives, & Chemicals Trading Supply

### Rational for Marketing Program

Offering high quality Paints & Chemicals to a large variety of customers

### Product Strategy

### Price Strategy

Competitive pricing offers

Set prices & transparent billing to customers allows better prices view of Products

### Promotion Strategy

Direct sales, Strategic alliances & Agencies, internet, viral marketing, & word of mouth

Increase awareness of all company's available products & chemicals for all clients

### Place Strategy

Headquarters in Riyadh  
Industrial city, nationwide and regional exposure via Internet

To offer Products to all clients in Riyadh city, nationwide and regional countries via internet

## Types of Products



### Chemicals

- Water based Adhesives
- COPRABEL
- Linseed Oil
- Additives
- NC Thinners



### Surface Coatings

- JOW Surface
- Acrylic Roof Coatings
- Water proof Silicone Coat



### Decorative Paints

- Exterior Walls
- Interior Walls
- Emulsions
- Profiles
- Enamels
- Wood Surface



### Industrial Paints

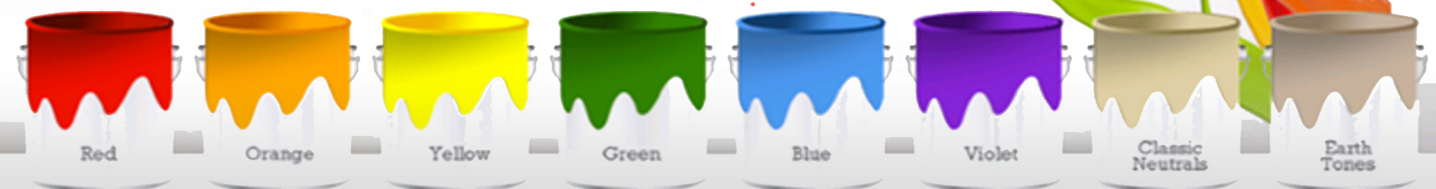
- Protective Coatings
- NC Paints
- QD Paints
- Iron Oxide
- Road Marking

## Jow Color Catalogue

The Color Catalogue by Jow Paints will help you to Bring the perfect desired look of your paint color by selecting Your favorite color shade.

## Color Choice

Touching the core of construction world by providing their basic needs of colored paints of all types



## Types of Decorative Paints

### Interior Paints

Wall Sealer  
Texture  
Wall-Emulsion  
Enamel

Metal Enamel  
Metal Gloss

Wood  
Wood Finishes

### Exterior Paints

Emulsion

Textured

Profile

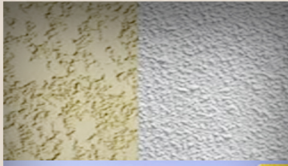
Sealer

Enamel

Types of Decorative Paints



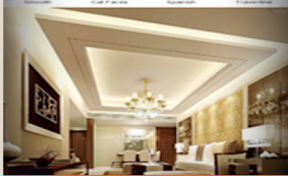
Texture Paints



Profile Paints



Plastic Paints



Enamel Paints



Exterior Paints



## Types of Decorative Paints



Decor Finishes



Plastic Paints



Interior Paints



Enamel Paints



Wood Finishes



## Types of Industrial Paints



N.C. Paints



Q.D. Metal Paints



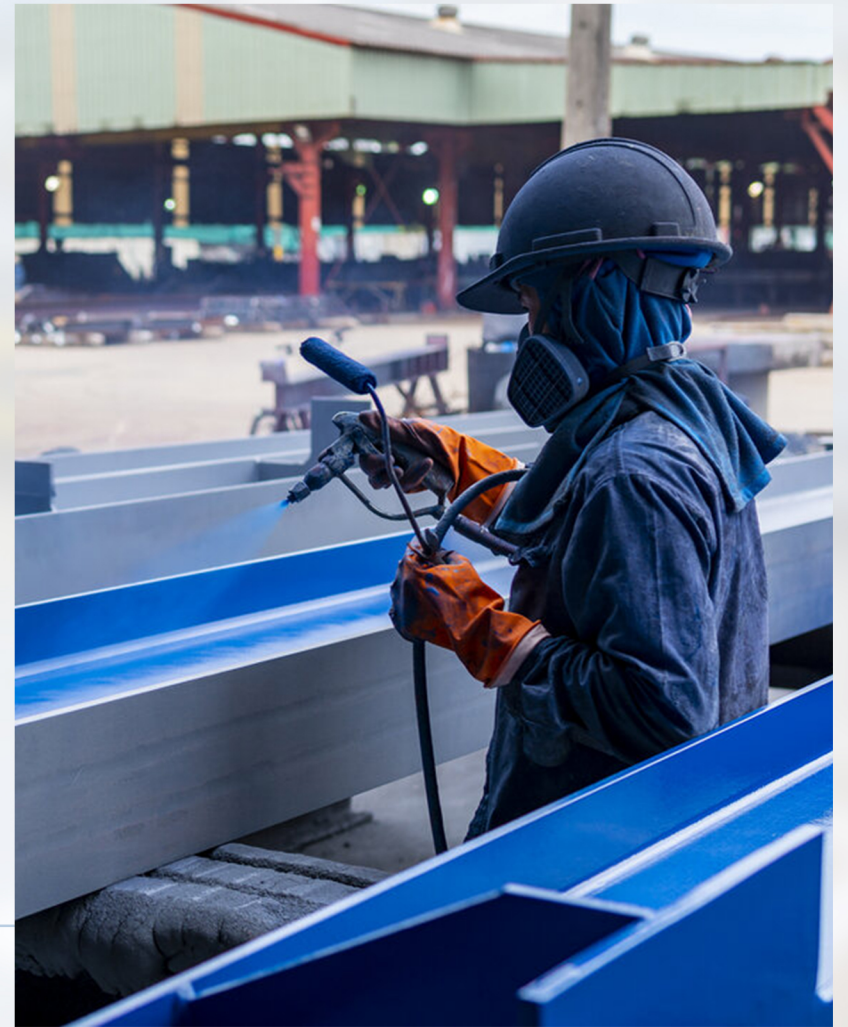
Road Marking



Protective Coatings



Iron & Wood Oxide





## Types of Surface Treats & Coatings



Types of Chemicals



Linseed Oil



Pine Oil



Phoenix Colors



Water Based Adhesives

## Five Forces Model

### Potential Entrants

It is not very easy to start this business, so threat of new entrants is not high

### Buyers

Buyers can buy the product from other companies - Low and well-chosen prices will attract buyers, so their power on the company is not that high

### Substitutes

Chemicals can be substituted by different product brands Buyers can get many substitute product from others companies

### Suppliers

There many suppliers of Industrial chemicals, and raw materials

### Industry Competitors

Approximately 10 major experienced competitors are present in the market



SWOT Analysis

<b>Internal Factors</b>	<b>Strength</b>	<b>Weaknesses</b>
	Large customers Network	Business Capital
	Highly experts in the job field	Less No. of experienced manpower
	High quality service delivery	Materials Storage and slow moving inventory
Good profit margins		
<b>External Factors</b>	<b>Opportunities</b>	<b>Threats</b>
	Increased demand	Price War
	Offering new services	Growing competitors
	E - Commerce	Difficulties in finding new expertise
Expansion to regional markets & GCC		



## Our Suppliers & Partners





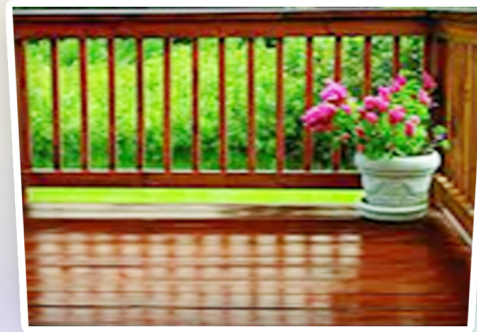
## JOW Decorative Paints

**Primer - Emulsion - Water Based - Flat Finish - Matt finish  
wash-ability - Eggshell Finish - ceiling or walls with bad shape  
bathrooms - Satin - furniture - Varnish - protective coating**

- Distribution of functions The average distribution of the functions within paint producing companies is found to be as follows
- Distribution of functions within paint producing companies (IRL, '98).
- Production and maintenance 36.5 %      • Warehouse and distribution 17.5 %      • Laboratory and technical 12.0 %
- Marketing and selling 22.5 %      • Administration and management 11.5 % Production



JOW Decorative Paints





Arab-Company العربية  
For Laboratories and Soil للمختبرات والتربة

## TEST REPORT FOR PULL-OFF STRENGTH

Owner	Ministry of Education	ACES Report No.	RMR16010933/2
Contractor	Al-Bawani Co. & MID Arabia Contracting	Date Reported	31-12-16
Consultant	N.P	Sample No.	RMS16004669
Project No.	N.P	Request No.	RMQ16003328
Project Name	School Projects-S-04-Riyadh	Client Ref./IR No.	Verbal
Sample Description	Pull Off Test	Located By	Client's rep.
Source of Material	مصنع جو الخليج	Date of Dolly Fixing	24-12-16
Test Location	Wall building	Date of Testing	25-12-16
Number of Tests	2	Tested By	Humam
Test Method	ASTM D4541-09e1	Age of the Materials	As Mentioned Below
Test Method Var.	Nil	Date Received	25-12-16
		Reviewed by	A.Shaaban(RY 103)
		Test Location	KSA
		Lab. Location	ACES-Riyadh-Main Lab
Type of Adhesive	Devcon, Fast Metal 10	Reported by	Eng. Mohannad(RY 565)
		Visual Inspection By	Eng. Rasdi Macapodi

### Test Results:

Spec. No.	Test Location	Age of the Materials	Coating System Description		Plane of Failure	Fixture Dimensions (mm)		Pull Off Strength @ Failure (N/mm <sup>2</sup> )
			Substrate	Tested Materials Layer		Dolly Core Dia. (mm)	Dolly Thickness (mm)	
1	Wall	5 days	Concrete	Silica and emulsive Acrylic mixed*	The Contact Surface Between Materials and Concrete **	50	30	1.96
2	Wall	6 days	Concrete	Silica and emulsive Acrylic mixed + Plaster	In Plaster ***	50	30	0.63

\*\*The failure showed in the concrete layer after the test (around 2 mm from concrete surface).

\*\*\* The failure showed in the plaster layer after the test without disturbance of the gowtrete materials.

CONCLUSION	Pass	Standard of conclusion	* Requirement from Technical data sheet (1.7 N/mm2)
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Note: The test results represent the submitted sample only.



0000307720



Eng. Musa Afaneh  
Consultant Engineer (SCE 6894)  
Company Manager-Riyadh  
Arab Company for Laboratories and Soil

1 of 1

End of Report

QP102-124-8002

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Website: www.aces-int.com



شركة ذات مسؤولية محدودة رأس المال ٣.٦٠٠.٠٠٠





نجعل ألوان حياتك

أكثر متعة



مجلس الغرف السعودية  
Council of Saudi Chambers



مركز الترميم السعودي  
Saudi Arabia

## MEMBERSHIP CERTIFICATE

### شهادة عضوية

يشهد مركز الترميم السعودي بأن / شركة جو الخليج للصناعة

عضو في المركز بعضوية رقم / 628704075

للفترة من 1444/07/01 إلى 1445/06/18 الموافق 2023/01/23 إلى 2023/12/31



مدير  
مركز الترميم السعودي

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DAS CERTIFICATION



## Environmental Management System

### Certificate of Approval

This is to certify that the EMS of

## Jow Gulf Co. For Industry

PO Box 2883, Riyadh 14274  
Saudi Arabia

Has been assessed and found to meet the requirements of

### ISO 14001:2015

This certificate is valid for the following scope of operations:

**Manufacturing of Paints, Coatings, Grouts and Similar  
Construction Chemicals**

Authorised by:

Stan Wright  
Director

Date of Certificate Issue: 06 February 2023

Certificate Valid Until: 05 February 2026

Recertification audit before 06 January 2026. Certified since 06 February 2023.

This certificate is the property of SN Registrars (Holdings) Limited and remains valid subject to satisfactory annual Surveillance audits.

SN Registrars (Holdings) Limited Certificate Number: DAS 95915052/31/E Rev: 001

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NN10 9YT, UK  
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Email: [enquiries@snregistrars.com](mailto:enquiries@snregistrars.com)  
Web: [www.snregistrars.com](http://www.snregistrars.com)  
Company number: 07659067



Trading name of SN Registrars (Holdings) Ltd

8227

DAS CERTIFICATION



## Quality Management System

### Certificate of Approval

This is to certify that the QMS of

## Jow Gulf Co. For Industry

PO Box 2883, Riyadh 14274  
Saudi Arabia

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This certificate is valid for the following scope of operations:

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Company number: 07659067



Trading name of SN Registrars (Holdings) Ltd

8327






Company for Industry and Contracting

## Jow Gulf Company for Industry and Contracting

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Kingdom of Saudi Arabia - Riyadh

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