



Business Profile

Al Diyar International Co SARL
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Business Profile

HIGHLIGHTS

Al Diyar International Co. Sarl is a private company established in Lebanon since 1982 and headquartered in Beirut, the capital. Throughout the years, **Al Diyar International Co. Sarl** has expanded its business outside Lebanon by setting up branches in the GCC countries and appointing distributors in some other neighbouring countries. **The company** serves the upper educational level in schools, universities and vocational/technical schools with the supply and installation of science laboratory benches, fittings as well as science equipment such as physics, biology, chemistry equipment (i.e. measuring devices, optics, magnetism, anatomical models, microscopes, glassware, chemicals...) and many others also dedicated to the university sector offering equipment and machinery related to civil, mechanical, petroleum, chemical, telecommunication and electrical engineering for the different scientific labs with the appropriate furniture and nursing schools (i.e. CPR simulators, manikins and lifesaving training products) as well as machineries for the industrial sector.

The company focuses on large tenders and projects as well as the day-to-day customers' demands with the cooperation of a specialized highly-trained sales team. Our services covers demonstrations, technical training and after sales assistance.

The company also supplies all kind of educational toys, furniture and outdoor playground games for schools, nurseries and public gardens in addition to furnishing special needs' centres by creating Snoezelen sensory rooms with specialized tools promoting the child's skills' development. **The company** helps improving curriculums with its educational specialists and undertaking hands-on trainings on the most up-to-date tools at preschool level.

In 2011, **The company** opened an educational store "**Learning is Fun**" and currently positions itself as the top retail store in Lebanon servicing the educational market with quality, professional products' selection, and excellent after sales service.

MISSION

We believe that "Children are the Future", by sowing good quality seeds in them, the world will harvest a much better place.

Our mission is to implement top-notch educational efficient solutions to our customers by offering high quality specialized equipment with thrilling novelties for their nurseries, schools, universities, research centres, and industrial institutions. With the help of our highly skilled personnel, we always seek to keep our service and maintenance department in high standards. We treat our end users as partners and not customers.

VISION

Al Diyar International Co. Sarl will be the acknowledged leader in offering all types of educational solutions keeping the high standard service and managing customers' expectations.

OBJECTIVES

Al Diyar International Co. Sarl main objectives are to:

- 1- Increase efficiency
- 2- Capture a bigger market share
- 3- Expand in GCC and African countries
- 4- Provide better customer service
- 5- Cover a wider training courses scheme
- 6- Improve employee skills

KEY TO SUCCESS

Our business success lays on high customer satisfaction level, treating our clientele with respect and providing them excellent service and performance.

COMPANY OWNERSHIP

Al Diyar International Co. Sarl is a well-managed Limited Liability Company (LLC).

LOCATION

Al Diyar International Co. Sarl is headquartered in a prime location in Beirut, the capital. The centre is located on the highway, known as Damascus highway. It is 50m from Spinneys Supermarket and 150m from the largest mall in Lebanon "Beirut City Center". Our offices and showroom "**Learning is Fun**" are centralized in the same centre.

Our offices:

Offices address:
Hazmieh Commercial Center - Bloc C5 - 2nd Floor
Hazmieh - Beirut – Lebanon

Our showroom "Learning is Fun":

Showroom address:
Hazmieh Commercial Center
Hazmieh - Beirut – Lebanon

HOURS OF OPERATIONS

Our offices operates from:
Monday to Friday from 8:00 am to 5:00 pm

Our showroom opens:

Monday to Friday from 8:00 am to 7:00 pm

Saturday from 10:00 am to 7:00 pm

Sunday (in December) from 10:00 am to 7:00 pm

INFRASTRUCTURE (Detailed Management Departments)

A. Projects Department

A department dedicated to responding to tenders and turn-key projects, providing technical consultancy and following foreign contacts.

B. Finance Department

C. Human Resources Department

D. Marketing Department

E. Sales Department

- a. Day-to-day direct calls to customers with the help of our educational catalogue.
- b. Direct mailing of our educational/Industrial catalogue.
- c. Indoor sales done through our retail store "**Learning is Fun**".

F. Engineering and design department covering the following activities:

- a. Supply and installation of engineering lab equipment
- b. Supply and installation of material testing equipment
- c. Supply petro-chemical testing equipment
- d. Supply and installation of food technologies and nutrition equipment
- e. Supply and installation of nursing and Medical equipment
- f. Science lab equipment
- g. Lab furniture and infrastructure (Design and execution).

MANPOWER

18 persons devoted and dedicated to serve the customers of all levels in any need. Our aim is to offer solutions for education. **Al Diyar International**'s employees work on the perception of the customers' needs in assisting teachers and professionals in providing the right tools for any educational project.

4 : Administration

4 : Sales

1 : Marketing

2: Engineering Department

1 : Human Resources

3 : Warehousing

1 : Accountant

2 : Driver

ASSETS & MARKET INFORMATION

Information			
Warehouse Area	1700 m2	Location of Warehouse	Hazmieh, Beirut, Lebanon
Showroom	400 m2	Location of Showroom	Hazmieh, Beirut, Lebanon
Offices	250 m2	Location of Offices	Hazmieh, Beirut, Lebanon
Floating Inventory Value	600,000 -800,000 USD	Bank Behavior	Creditor
Average Yearly Turnover	10,000,000 USD	Export Capabilities	Very good
Assets Value	10,000,000 USD	Image in the Market	Excellent

SUPPLIERS

Al Diyar International Co. Sarl carries well-recognized mostly European brands serving the educational market from their high quality manufacturing raw materials to the pedagogical support and service.

Our company relies on customer feedback, suggestions, and sales reports whenever we introduce or eliminate particular products.

PRODUCTS

Early childhood Products

In addition to the below materials we provide, **Al Diyar International Co. Sarl** also offers **workshops** and **trainings** for teachers on how to implement those tools in their curriculum and classrooms as well as **Montessori Education Certification Courses** in collaboration with the Dutch Montessori Association.

Educational Resources	Emotional & Social Play	Logical Thinking Games
Sensory Motor Stimulation	Dramatic Play	Montessori Materials
Sound awareness	Music Awareness	Indoor & Outdoor Active Play
Manipulative	Sensory Play	Furniture
Arts and crafts	Snoezelen Environments	Special Needs Materials
Maths, Logic & Science	Language Development	Safety Products
Fine & Gross Motor Development	Educational Classroom Materials	

Scientific School Products (Physics, Biology and Chemistry)

Mechanics	Glassware	Stirrers
Electricity & Electronics	Ovens, Incubators & Furnaces	Anatomical Models
Electromagnetism	Centrifuges	Microscopes & Stereomicroscopes
Thermodynamics	Immersion Thermostats	Prepared Slides
Light & Optics	Waterbaths & Heating Mantles	Biology Kits
Pumps	Autoclaves	Chemistry Kits

University Engineering Products

Research Reactors	Static Materials Testing Systems	Transformers/Power Electronics Machines
Chemical Pilot Plants	Drilling Simulators	Renewable Energy
Mud Testing	Automotive Technology	Power Engineering
Hardness Testing Machines	Lab Systems	Building Management Systems
Impact Testing Products	Instrumentation	Downstream & Upstream
Dynamic & Fatigue Testing Systems	Communications Technology	Steel, Aggregates, Rocks
Structures	Materials Testing & Properties	Control Engineering
Aerodynamics	Thermodynamics	Asphalt, Soil, Cement, Concrete
Fluid Mechanics	Didactic Equipment	

Industrial Products

Water Testing	Food Testing	Hardness Testing Machines
Impact Testing Products	Dynamic & Fatigue Testing Systems	Static Materials Testing Systems
Asphalt, Soil, Cement, Concrete		

Medical and Nursing Products

Technical Preventive Maintenance	Anatomical Models	Simulation Centres Design
Manage, Assess & Debrief Service	Obstetrics & Paediatrics	Nursing & Basic Care Simulation
Emergency Care Simulation	Resuscitation Training	

MANUFACTURING

To reply to the Lebanese needs, according to ministries guidelines and requirements, **Al Diyar International Co. Sarl** has developed 2 main streams of customized production:

- 1-Wooden furniture for nurseries and preschools (tables, chairs and cabinets)
- 2-Creative design for new and refurbished Lab furniture and infrastructure (laboratory benches with sinks, taps, gas valves, cabinets, etc...)

MARKETING

Al Diyar International Co. Sarl uses a targeted advertising and sales program to generate publicity and build a customer base.

- More than 2,500 yearly printed educational catalogues distributed to nurseries & schools
- More than 200 catalogues for the universities by type of department
- More than 500 catalogues for the industrial market
- More than 150 catalogue for the medical market (training department)
- More than 20,000 full-colour flyers, distributed throughout Lebanon
- 4-5 yearly events inviting our potential customers (Exhibitions, sponsorship events, social gatherings)
- Social media (Facebook, Instagram)
- Websites (one for **Al Diyar International Co. Sarl** and one for **Learning is Fun**)
- Special demonstrations on products on continuous basis
- Educational programs and seminars

MAJOR CLIENTS

1) Ministry of Health
a) Public Nurseries
2) Nurseries Private Sector
a) Nursery directors
3) Ministry of Education & Higher Education
<u>Departments:</u>
b) Public Preschool Department c) Public Elementary & Intermediate Department d) Public Secondary Department
4) Schools Private Sector
a) Head of Preschool Department b) Head of Elementary Department c) Head of Science Lab

d) Head of Special needs Center (if any)
5) Universities
<u>Departments :</u>
<ul style="list-style-type: none"> a) Dean of Faculty of Engineering (mechanical, electrical, civil) b) Dean of Faculty of Science (Physics, Biology, Chemistry) c) Director of Nursing Schools
6) Technical Education (Public & Private Sector)
<u>Departments :</u>
<ul style="list-style-type: none"> a) Technical schools b) Vocational training centers
7) Industrial Sector
<ul style="list-style-type: none"> a) Food Industry labs b) Material Testing labs c) Pharmaceutical labs d) Oil and Gas testing labs e) Cosmetics labs
8) Special Needs Centers & Private Clinics
<ul style="list-style-type: none"> a) Speech Therapists b) Special Educators c) Psychomotor Therapists d) Occupational Therapists e) Snoezelen Centers Owners

NAMES OF SOME PROJECTS IN PUBLIC SECTOR

Project's Name	Year	Submitted through	Delivered to
Procurement of educational toys for 550 schools	1999	MOE/World Bank	Public schools
Supply of educational toys for children affected by the 2006 war	2006	UNICEF	Public & private schools
Procurement of school laboratory furniture & school rehabilitation	2006	USAID	Public schools
Provision of educational materials for 120 schools	2006	USAID	Public schools
Procurement of Science schools equipment	2008	Oger Liban	Public schools
Provision of educational materials for 11 schools (Science equipment)	2008	CDR - IBRD	Public schools
Procurement of LAB furniture for 100 schools	2009	IOCC - USAID	Public schools
Procurement of educational materials (Science equipment)	2009	CHF - USAID	Public schools

Provision of classroom equipment (Lab equipment)	2009	CDR - IBRD	Public schools
Procurement of science and classroom furniture	2010	CDR	Public schools
Provision of school laboratory furniture	2010	CHF - USAID	Public schools
Procurement of public gardens (Outdoor Playground)	2010	CHF – USAID	Public schools
Procurement of science laboratory equipment	2010	CHF – USAID	Public schools
Rehabilitation & supply of educational materials	2011	D-Rasati – USAID	Public schools
Procurement of science laboratory equipment	2012	D-Rasati – USAID	Public schools
Procurement of supply of Science laboratory equipment (244 schools)	2013	D-Rasati – USAID	Public schools
Procurement & supply of Science laboratory furniture (120 schools)	2014	D-Rasati – USAID	Public schools
Procurement of Soil Analysis and Civil Engineering Equipment	2014	LU – Engineering 2	Public Lebanese University
Procurement of Petrochemical and Research Labs	2015-2016	LU – Engineering 2	Public Lebanese University
Procurement of Electrical Machines Labs	2015-2016	LU – Engineering 2	Public Lebanese University
Procurement of Food & Beverages Testing Equipment	2016	LARI	Ministry of Health
Provision of Equipment 153 Public Schools at Preschool Level	2016	World Bank – Ministry of Education	Public schools
Provision of Equipment 33 Public Schools at Preschool Level	2017	World Bank – Ministry of Education	Public schools
Supply of educational Equipment	2017-2018	UNICEF	Public schools
Supply of educational Equipment	2017-	UNDP	Public schools
Water testing machine/ photometer	2018	IOCC - USAID	IOCC - USAID
Supply of 30 schools – Educational materials	2019	UNICEF	Ministry of Education
Equipment for special needs	2019	HI	Ministry of Education
Supply of Didactic materials for 300 schools	2020	UNESCO	Public Schools

***** Further references are available on request as only few are stated.**

NAMES OF SOME PROJECTS IN PRIVATE SECTOR

Project's Name	Year	Delivered to
Supply of Physics Lab Equipment	2006 to 2107	Public Schools, AUB, LAU, NDU, USJ...
Supply of Civil Engineering Equipment	2006 to 2017	LAU, BAU, AUB, Pheonicic Uni.
Supply of Telecom Lab Equipment	2007,2013,2016	NDU, LAU, LIU, BAU
Supply of Simulators	2007 to 2017	Red Cross, Antonine University, AUB, LAU...
Supply of Petro-Chemical Lab Materials	2012 to 2017	LU, AUB, USEK,BAU
Supply of Testing Lab Materials	2007 to 2017	ACTS, LAU, AUB, USJ, Khoury Contracting...
Supply of Chemistry Lab Equipment	2007 to 2017	Public schools,LAU, BAU, AUB, Al Balamand...
Supply of Electrical Lab Equipment	2007 to 2017	Lebanese University, BAU, NDU, Technical schools,LIU...
Supply of 3D scanners	2013	LAU
Supply of Biology Lab Equipment	2007 to 2017	Public schools, AUB, NDU, LAU...
Supply of Geology Lab Equipment	2007 & 2013	Hariri University, USJ, NDU
Supply of Hydraulics Lab Equipment	2007 to 2017	BAU, AUB, Hariri University, Phoenicia Uni, Islamic Uni...
Supply of Food technology and nutrition Lab Equipment	2005 to 2017	AUB, LAU, BAU
Supply of Mechanical Engineering Lab Equipment	2007 to 2017-2018	NDU, AUB, LAU, Phoenicia Uni., Technical schools...
Supply of research Lab Equipment	2013	Qatar University
Supply of Microwave, Smart Grid, Civil Engineering Labs	2010 to 2017	NDU, AUB, LAU
Provision of Equipment 103+17 Public Schools at Preschool Level	2014	World Bank – Ministry of Education
Supply of Petrochemical Engineering Equipment and reactors	2014	Lebanese University – Faculty of Engineering
Supply and installation of Hospital Laboratory Equipment	2015	WHO
Procurement of Rescue Equipment and CPR Simulators	2013	Red Cross
Supply of Measuring Instruments for Physics and Engineering Labs	2017	UIT
Petroleum Engineering lab	2017-2018	Phoenicia University
Physics, chemistry, biology and concrete labs	2017	Al Maaref University
Hydraulics labs and concrete testing machine: labs	2017	LIU (DIPLOMAX)
Supply of Petroleum equipment	2017-2018	NDU
Supply of over 350 private schools on regular basis with educational toys	2017-2018	Private schools (names are available on request)
Educational toys	2018	Humanity inclusion (Handicap international)

Provision of Petroleum Engineering Lab	2018	Lebanese American University
Nursing training equipment	2018	LDS CHARITIES
Agreement for the Supply installation, start up , testing , commissioning & training of drilling simulator	2018	Lebanese American University
e-learning training system	2018-2019	AVSI (funded by UNICEF)
Agreement for the Supply installation, start up , calibration and testing of helium porosimeter and core samples	2018-2019	Lebanese American University
Agreement for the Supply installation, testing, commissioning and training of Viscometer	2019	Lebanese American University

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CONTACT PERSONS

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