

# COMPANY PROFILE



برایم دیل ترایدینگ  
PRIME DEAL  
TRADING

“GLOW  
BRIGHTER,  
GROW STRONGER”



**“MEET  
THE BEAMS”**

# CONTENTS

No.	Content	Page No.
01.	Introduction	..... 03
02.	Vision	..... 04
03.	Mission	..... 05
04.	Project Strategy	..... 06
	04.1 Concept Design	..... 07
	04.2 Preliminary Design	..... 08
	04.3 Design Development and Tender Documentation	..... 09
	04.4 Evaluation and Commissioning	..... 10
05.	CoreValues	..... 11
	Services/ Categrories	..... 13
06.	Lighting design & Lux Cal.	..... 14
07.	Interior Lighting	..... 15
08.	Exterior Lighting	..... 17
09.	Fiber Optic Lighting	..... 19
10.	Industrial & Solar Lighting	..... 20
11.	Warehouse	..... 22

# ABOUT US

Because with the aid of lightings, even the darkest sides can be brought into light, Prime Deal Trading was founded.

Prime Deal Trading, a newly established company based in Doha-Qatar, stands today on the bright side of the world by integrating and managing innovative lighting technologies that keep up with the never-ending chase of progress and innovation. Our high-end lighting projects and various building materials are made to solve what you struggle with upon constructing and finishing your buildings.

From your simplest projects to extensions and high risings, we have got you!

From the feeling of value to satisfaction and extreme comfort, we are here for you!



# VISION

**“A COMPANY WITHOUT A VISION IS AIMLESSLY WORKING ON ITS MISSION.”**

Our company aims to be the region's preferred lighting supplier, recognized as the region's leading lighting and building technology integrator and service provider for high-end projects in fast-growing markets. As we look forward to expanding our footprint to major cities while also upgrading and broadening our products and services in ways that delight and satisfy our clients.

# MISSION



**“Darkness don't destroy our lights; it defines them.**  
As 'Prime Dealers', we pledge to deliver the best unique lighting designs to make our definitions appealing to you and to humanize your built environment. Our lighting designs are designed to complement the tone of your place while also adding dimension to your space. Our main focus is to integrate and manage advanced technologies and products that provide comprehensive lighting solutions. Our customers will undoubtedly have a more positive emotional experience as well as an intellectual growth that will never faint.

# PROJECT STRATEGY:

It is obviously noticed -theoretically and experimentally- that any project appears to be best realized if it was initially properly visualized. The first step towards a successful project is to design it. A project design is a method of organizing ideas, materials, and processes in order to achieve a specific target. Project managers rely on smart design to avoid pitfalls and offer parameters to keep key components of the project, such as the sequential tasks and timeline, on track.

We insist on not running into a lighting project before studying and designing it, because the more effort we put into the frontend of a project, the better the backend results will be. Our lighting projects' design passes through four main phases.

Visualize it before  
you realize it. ”



# PHASE 1: CONCEPT DESIGN

To first understand the project needs, this first stage launches into meetings with architects, interior designers, and the client; then develops to creating a preliminary design proposal with illustrations to convey the lighting design, considering the following factors:



- User's needs and preferences
- Psychological desire
- Space functions
- Visual tasks
- Quantity and quality of lighting
- Glare, visual comfort, and daylight synchronization
- Architectural features
- Color temperature and color rendering
- Flexibility of function and control requirements
- Security and life safety considerations
- Budget, operation costs, and maintenance



## PHASE 2: PRELIMINARY DESIGN

During this stage, the concept develops through providing the client with various mood images, sketches, renderings, and animations. As well as presenting preliminary lighting layouts on plans or elevations, schedules indicating the proposed type of lamps and luminaire, and estimated projects calculations in compliance with international standards.

Added up to this, the designer in this phase is asked to formulate a coordination between the lighting system and the other integrated systems in the building (for example the HVAC ductwork, the locations of the building's outlets...), taking into consideration the architectural features and restrictions, the automated shading system, and the furniture placements.

Full-scale mock-ups to replicate anticipated lighting effects may be built at this juncture (if requested).



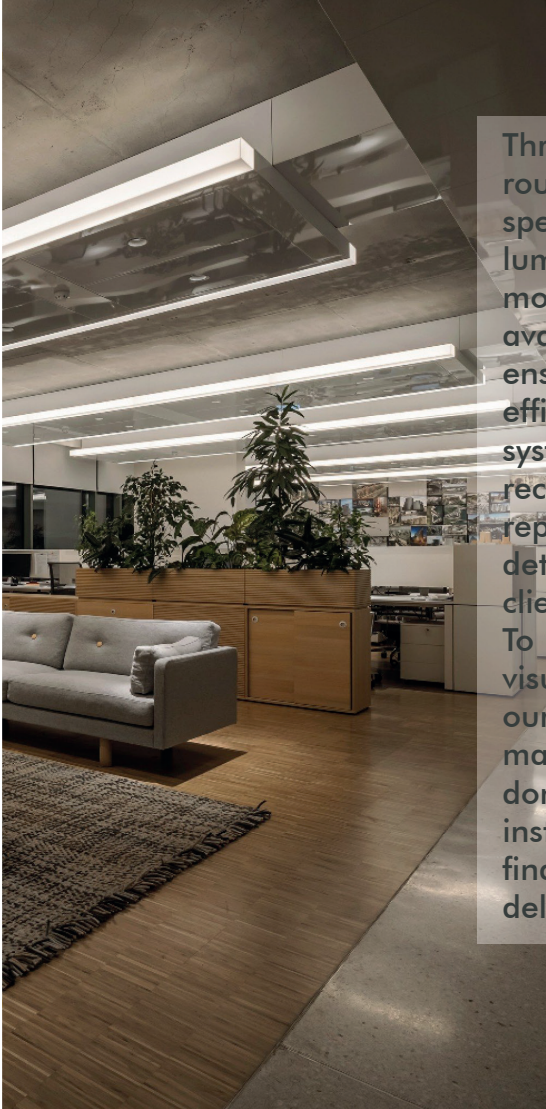
# PHASE 3: DESIGN DEVELOPMENT AND TENDER DOCUMENTATION:

At the very beginning of this stage, the client and the architect will be providing us with the feedback about the proposed schematic lighting design after thoroughly reviewing it. Following that, we will be working on finalizing the load plan, control timetable, and project cost analysis.

Data sheets for specified luminaires, final layouts, BOQs, and diagrams should all be created and released for tendering before the completion of this stage.



# PHASE 4: EVALUATION AND COMMISSIONING:



Through this phase, Critical route equipment, such as specialized or customized luminaires, is recorded and monitored, and product availability is checked. To ensure the functionality and efficiency of the lighting systems, a review of all received bids is done, and a report containing our review details is then raised to the client.

To wrap up our project visualization and realization, our crew goes to the job site to make sure the installation is done correctly. Following installation and testing, the final detailed report is delivered to our client.

# WE GO STRAIGHT TO DO GREAT!

We believe that without the help of the core values that the organization must adhere to, no organization can grow, and no partnerships can thrive. And this was the driving force behind the formation of our company's core values, which are expressed through a set of guiding principles and basic beliefs. Our following core values are set to meet our vision and please our clients and staff:

**Cherish integrity:** we will always be practicing honesty and consistency among our colleagues and clients.

**Hold responsibility:** we will always keep in mind that if we leave our plan to fail, everyone will leave us to fail.

**Show respect:** we will always treat others with a respectful manner and expect them to treat us the same way.

**Value others:** we will always value our customers and colleagues and show them how important and beneficial they are.

**Stay interconnected:** we will always appreciate individual and group efforts and always keep up with the global developments.



# SO WHAT WE DO?

# **SERVICES & CATEGORIES:**

- ◆ Lighting Design
- ◆ Lux Calculation
- ◆ Interior Lighting
- ◆ Exterior Lighting
- ◆ Fiber Optic
- ◆ Solar Lighting
- ◆ Industrial Lighting

# ◆ Lighting Design



# ◆ Lux Calculation





**“ADD DIMENSION  
TO THE SPACE”**

**Interior Lighting**

**page 15**





◆ Cove & Decorative Light



◆ Track Light



◆ Linear and Panel



◆ Down Light

Exterior Lighting

**“UN-FAINT  
YOUR ASPECT”**

page 17



◆ Recessed and surface light



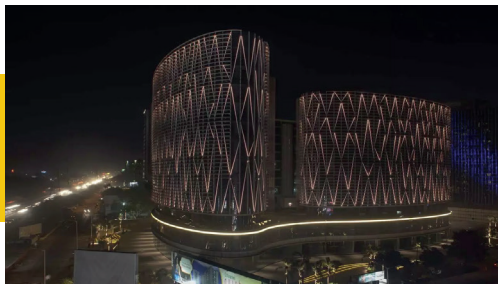
◆ Underwater light



◆ Wall And stair Light



◆ Decorative pole and Bollard



◆ Facade light

# ◆ Fiber Optic

## ◆ Interior:



◆ Ceiling Light

◆ Decorative light

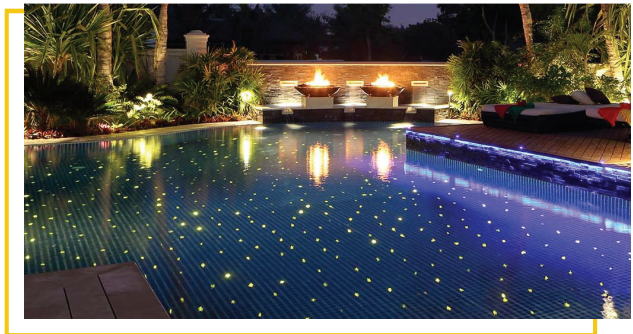


## ◆ Landscape “LET THE LIGHTS LEAD YOU HOME



## ◆ Underwater

“STARRY SKIES DON'T DROWN IN WATER, THEY GLOW



# CLEAR SIGHTS GUIDE GREAT RESULTS”

## 5. Industrial Lighting



## 6. Solar Lighting



“**SU-N-STAINABLE LIGHTING  
IS YOUR CLEANEST SOLUTION**”



**NOT ONLY DO WE HAVE  
WHAT YOU NEED,  
BUT WE ALSO  
HAVE WHAT WE NEED.**

Because outsourced companies may not receive the attention they deserve when it comes to obtaining supplies for their projects from suppliers who may be serving multiple clients at once, Prime Deal Trading is set to be a vertically integrated company that invests in a warehouse located in Al Doha, Qatar, in order to maintain its focus and achieve high efficiency and lower costs. This warehouse stores all our lighting project materials, allowing our company to complete all its projects, from the most basic to the most extended ones.



Projects are delivered at their finest and fastest when project plans are prepared and project requirements are found.

# CONTACT US



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