AL NAJAH

As the **CEO** of **Al Najah Company**, I am proud to lead an organization that is committed to excellence, innovation, and exceeding the expectations of our customers. Our company's foundation is built on a dedication to quality, integrity, and service, and it is this commitment that has made us a trusted leader in our industry.

At Al Najah Company, our primary focus is on delivering exceptional products and services to our clients. We consistently seek out the latest technologies and methodologies to ensure that we are at the forefront of our industry. This dedication to innovation allows us to provide our clients with cutting-edge solutions that meet their needs and surpass their expectations.

One of the key strengths of our company is our team of talented and experienced professionals. We have assembled a highly skilled workforce that is dedicated to delivering the highest standards of workmanship and customer service. This team is the driving force behind our success, and their expertise and commitment are unmatched in the industry.

Al Najah Company is also deeply committed to social responsibility and sustainability. We recognize the importance of conducting business in a way that is environmentally responsible and socially conscious. We strive to minimize our environmental impact and contribute positively to the communities in which we operate.

Our company places a strong emphasis on fostering long-term, meaningful relationships with our clients. We understand that their success is our success, and we go above and beyond to ensure that they receive the support and solutions they need to thrive in today's competitive market.

We also take pride in our ability to adapt to the ever-changing demands of the marketplace. Our flexibility and agility allow us to respond swiftly to emerging trends, customer needs, and industry shifts. This adaptability ensures that we stay ahead of the curve and continue to deliver unmatched value to our clients.

In conclusion, Al Najah Company is a company with a solid reputation for excellence, innovation, and unwavering commitment to our clients. Our dedication to quality, integrity, and service sets us apart in the marketplace, and we are continually striving to raise the bar for our industry. We look forward to continuing to serve our clients with the highest standards of professionalism and excellence, and we are confident that our company will continue to be a leader in our field for years to come.

ABOUT THE COMPANY

It was founded in 2001 by creative founders who aim to provide a distinctive experience in the world of sweets and food.
The company started with a small shop selling handmade sweets and quickly expanded to include multiple restaurants across the country.

2001
Opening of klaraig and Art Cake Company

2013
Opening of the Cramello and Sugar nabat Company

2015
Opening of Rellato Company in Qatar

2019
acquired the Turkish huqqa Baz agency in Kuwait

2019
acquired the Turkish Meat Moot agency in Kuwait

2019
acquired the British Leto agency in Kuwait

2023
acquisition of Al-Abdullah Agency Jordan

2023
acquisition of Al-Abdullah Agency in Egypt

2023
acquisition of Al-Abdullah Agency in Kuwait

2023
acquisition of Al-Abdullah Agency in Iraq

2023 Acquisition of
acquisition Agency of KudoKudo in Jordan

acquisition Agency of KudoKudo in Egypt

acquisition Agency of KudoKudo in Kuwait

ABOUT THE COMPANY

AL NAJAH is distinguished by offering a wide variety of delicious handmade sweets with great care, in addition to a diverse menu that includes delicious food from various international cuisines. The company's restaurants feature a comfortable atmosphere and wonderful decor, making them an ideal destination for customers looking for a delicious meal or a fun time.
Since its establishment in 2001, AL NAJAH has continuously expanded its operations. The company has opened new branches in many major cities and vital commercial centers, as well as expanding its customer base through the delivery service, which it provides through mobile applications, the website, and delivery companies.

Thanks to its uniqueness in providing high-quality products and excellent customer service, AL NAJAH has succeeded in building a strong reputation in the confectionery and restaurant industry. Continuing to provide an exceptional customer experience and regularly renewing the menu is what has helped the company succeed and prosper over the years.

Currently, AL NAJAH is one of the largest and most famous companies in the field of sweets and restaurants, and continues to provide a delicious experience to customers and maintain its strong position in the Kuwaiti market.
Expanding the company outside the State of Kuwait and opening its 15 branches in Qatar. It is still in the process of establishing it in Egypt and Jordan. Its branch was opened in Saudi Arabia and it is currently working on completing its branch in Iraq.

COMPANY ACTIVITY IN KUWAIT

The company is now considered one of the most prominent dessert destinations and has captured the food market in the State of Kuwait, offering a variety of delicious sweets and delicious foods in a comfortable and attractive environment. The company is known for the quality of its products and unique interior design that makes it a popular place for customers

After its success in Kuwait, the company decided to take advantage of expansion opportunities in other countries in the Middle East and North Africa. There are five countries selected for expansion: Qatar, Egypt, Jordan, Saudi Arabia, and Iraq.

- QATAR:
  15 branches were opened in the State of Qatar under the name Rellato to provide the same sweets and distinctive food experience that the company offers in Kuwait. We have adapted to the expectations of local customers and provide products th at meet their tastes

- EGYPT:
  We headed to branches in Egypt, a country with a large market and a rich history in the field of sweets and food. Local Egyptian products and products from the company's main range were presented.

- JORDAN:
  Branches were opened in Jordan to meet the needs of customers in this emerging market. The focus was on providing a unique experience that combines delicious desserts with an upscale atmosphere.

- SAUDI ARABIA:
  Saudi Arabia is considered one of the largest markets in the Middle East. A branch was opened in Mudon to increase the company's presence.

- IRAQ:
  In the final stages of the completion process to create special decorations for its branch in Iraq to provide delicious options to customers in this developed market. This expansion was carried out continuously to meet the needs of local customers and provide sweets and food with high quality that distinguishes an existing sweets company and contributes to enhancing its reputation in the international market.

QATAR
Our branches in

Rellato
- Rellato Al kharitiyat
- Rellato Al wakrah
- Rellato Al aziziya
- Rellato Al khor
- Rellato um slal Ali
- Rellato Al rayan

Toscana
- Toscana Al rayan
- Toscana rawdat Al hamama

Or bonbon
- Or bonbon Al rayan
- Or bonbon duhail

Verrocci
- Verrocci west walk Al waab

Abu al abed
- Abu Al abed Al rayan
- Abu Al abed Al Nasr

KUWAIT
Our branches in

Art Cake Branches
- Saad Al-Abdullah
- West of Jleeb
- moshrif
- Sabah Al-Ahmad
- Mubarak alkaber
- alraqa
- Ahmadi
- Hittin
- Naiem
- Khaldya
- Jaber ali

Sugar Nabat Branches
- Jaber Ali
- Sabah Al-Ahmad

KUWAIT
Our branches in

Cramello Branches
- Sabah Al-Ahmad
- Umm al-Hayman
- subahya
- Jaber Al-Ali
- Subah alsalem
- West of Jleeb
- Andalus
- Salwa
- Adan
- Qrun
- Jahra

Meat Moot
- Abu Al-Hasani
- Avenues

KUWAIT
Our branches in

klaraig Branches
- alfurdos
- Andalus
- sulibiya
- Jahra
- Adan

Leto
- Complex 360
- Avenues
- Al Hamra Complex

THE COMPANY'S FINANCIAL POSITION

Since its establishment, it has been making profits worth one million dollars annually, reaching ten million dollars in 2023, and praise be to God, it has achieved great and successful growth in the business world. Several factors can explain this rapid growth :

1. Practical strategy: The company has developed a practical strategy that includes expanding its business activity, increasing its sales, and improving the efficiency of its operations.

2. Diversification in products or services: The company has been able to expand its range of products and services, attracting more customers and increasing revenues.

3. Oriented towards new markets: The company targeted new markets inside or outside its country, which led to an increase in the volume of operations and revenues.

4. Innovation and information technology: Information technology has developed and the innovation that the company introduced in its products or operations contributed to improving performance and increasing productivity.

5.Effective management: Leadership and effective management of the company play an important role in achieving success. The company is probably well organized and efficient in operations.

6. Increased demand for products or services: Quality in production and good selection of partners contributed to an increase in demand for the company’s products.

MAIN WORKING TEAMS

1. Manufacturing and Production Team: Responsible for preparing and producing products with high quality according to set standards.

2. R&D team: develops new products and improves existing products.

3. Sales and Marketing Team: It works to market products, increase the company's market share, and expand the customer network.

4.Customer Service Team: Handles customer inquiries, solves problems, and ensures customer satisfaction.

5.Distribution and Logistics Team: Responsible for managing distribution and logistics operations to ensure effective delivery of products.

6. Finance and Accounting Team: Manages the company's financial matters and provides accurate reports on financial performance.

7. Human Resources Team: It is concerned with managing operations related to employees, training and professional development.

8. Information Technology Team: It is responsible for working on information systems and technology to to enhance the efficiency of operations.

INFORMATION TECHNOLOGY TEAM

1. Developing a technology strategy: developing technology strategies that fit the company’s goals and general vision.

2. IT Infrastructure Management: Directing the design and management of the company's technological systems and infrastructure, including servers, networks, and databases.

3. Technology Project Implementation: Lead and manage large and small IT projects, ensuring they are successfully implemented according to timelines and budgets.

4. Security and Compliance: Ensuring the integrity and security of data and information systems and compliance with laws and regulations related to privacy and security.

5.Technical team management: Directing and managing the technical team and ensuring effective performance and skills development.

6. New Technology Evaluation: Review and evaluate new technologies and determine how to implement them effectively in the company.

7. User support: Provide technical support to employees and ensure that they can use technology effectively.

8.Technical innovation: Encouraging and enhancing technical innovation within the company and using technology to improve operations and increase productivity.

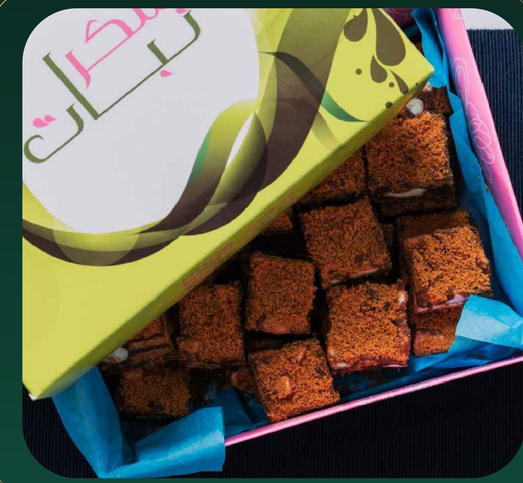
10.Directing the security strategy: developing cybersecurity strategies and ensuring the company’s protection from security threats.

MANAGEMENT AND WORK TEAM

The company is managed by businessmen with extensive experience. These positions and teams work together in coordination to ensure the sustainability of the company's work and achieve the specified goals, whether in the field of production and marketing or financial and administrative aspects.

- 1. Chairman of the Board of Directors: A leadership role in directing the company and making major strategic decisions.
- 2. Chief Executive Officer (CEO): Responsible for managing the company in general and achieving its goals and vision.
- 3. Chief Financial Officer (CFO): Manages the financial aspects of the company, including financing, investing, and financial reporting.
- 4. Chief Operating Officer (COO): Contributes to implementing production and operating strategies and improving the efficiency of operations.
- 5. Chief Marketing Officer (CMO): Leads marketing, public relations, and customer communication strategies.
- 6. Chief Human Resources Officer (CHRO): Manages HR areas including recruitment, training and performance management.
- 7. THE CHIEF INFORMATION TECHNOLOGY Officer (CTO) plays a vital role in enabling a company to make better use of technology to achieve and develop its goals

Meat Moot
Smoking



حج مبرور وسعي مشكور

Rellato

Rellato

OUR BRANCHES IN
QATAR

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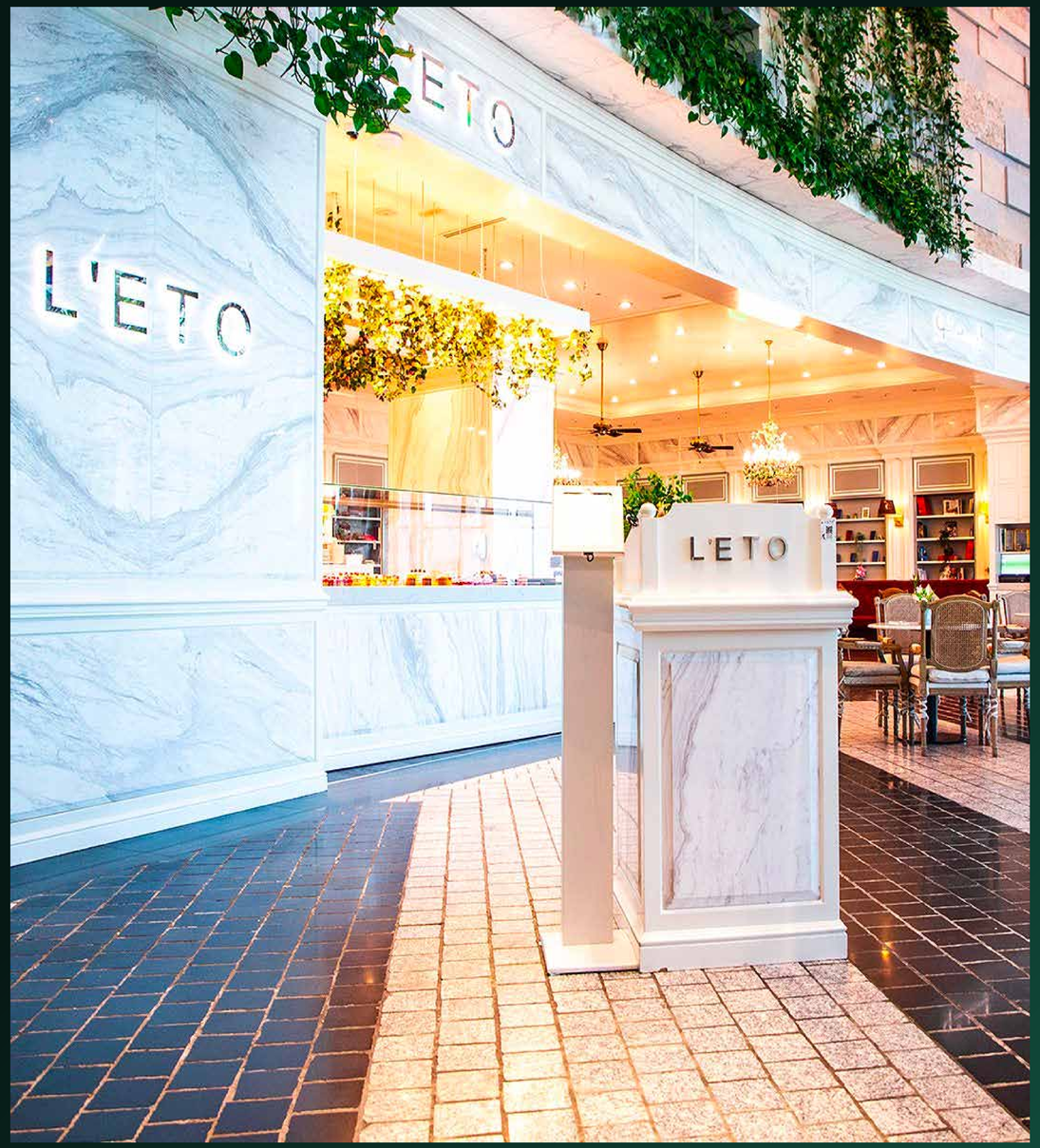
Rellato
R
ريلاتو
R

Or
Bon Bon
Café
Flowers

verrocci
chocolate

verrocci
chocolate


L'ETO
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HuQQabaz
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Meat
Smoking

Kudo
Kudo
MASKESİZ

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