

TechnoShade (L.L.C.)



تيكنوشايد (ش.ذ.م.م.)

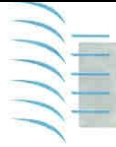
TECHNOSHADE LLC

COMPANY PROFILE

AL QUOZ INDUSTRIAL AREA

TEL: 04-3411760, FAX: 04-3411761, P.O.BOX: 121021, DUBAI- U.A.E

TechnoShade (L.L.C.)



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Contact information:

**Main Office
TECHNOSHADE LLC
P.O Box .121021
Dubai U.A.E**

Tel. 0097143411760

Fax 0097143411761

techshade@emirates.net.ae

www.technoshade.ae

**Mr. Mohamed Fiaz
Managing Director**

AL QUOZ INDUSTRIAL AREA

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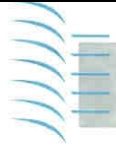
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1. Executive Summary

1.1 About the company.

A profuse of low-rise and high-rise architectural marvels stemmed from the construction boom in the region. A great many opportunities followed. Beautiful structures ought to have beautiful exterior solutions – somewhere, someone thought. In due course, the thought turned into reality.

Technoshade was established as sole proprietorship concern, wholly owned by the U.A.E. National & Indian.

1.2 Brief description of product and service

Technoshade offer a wide range of External shading system all designed to Mange light and Energy. External shades are more generally more effective than the interior shades because they block sunlight before it enters windows. Our team will help you creative distinctive and high performance solar-control solutions from custom to unusual applications.

1.3 Financial

Technoshade is financially strong enough to handle big projects.

2) Company

1.1 Ownership

Technoshade is a wholly owned by U.A.E. & Indian National.

1.3 Current Position and Business objectives

With the passage of time and the acceptance of our product and services by the customer, we boosted our product variety. Now, Technoshade is having about 8 different Exterior products in to match your surroundings.

3) List of Products.

1.1 Product Overview

- Carpark Shade
- Awnings
- Canopy
- Sailshade
- Roller Shutters
- Venetian Blinds
- Roller Blinds
- G-Rail Curtain Tracks
- Sectional Overhead Doors

**1.2 Product Exclusivity**

We are exclusive dealer of the Mecho-Shade Systems from U.S.A. in the entire Middle East & BAT accessories from Italy.

We have also dealership with Ferrari Fabric from France & Verosol Netherlands.

1.3 Competitive Comparison

The goods and services that Technoshade offer are comparatively better than that of the competitors.

1.4 Services: Delivery, Installation.

We offer delivery and installation of our product any where in the U.A.E. We also do export in the G.C.C. and other Arab countries with our special export packing for the safety of the product.

1.5 Suppliers

We import raw material from U.S. and European countries. Our entire suppliers are ISO companies with reputation in the Industry.

1.6 Inventory

We have large stocks of goods in different type according to the customer's preference.

4) Marketing Strategy**1.1 Awareness**

Awareness about our self and the Products through Advertisements in Yellow Pages, Exhibition like Index, Big 5 Show.

1.2 Pricing

Technoshade has priced its goods at a competitive price for the value of goods and services that we offer.

1.3 Distribution channels

- We offer delivery of goods through our fleet of vans anywhere in the U.A.E.
- We have separate installation team for installation of all products.
- Our goods also reach the end user through Consultants, Contractors, retailers, interior designers, etc.

1.4 Feed Back

- Checking with customers about the satisfaction of the product.
- Asking Questions about the quality of the product, its acceptance by them.

5) Operating Strategy/Infrastructure and Strength

1.1 Location

Technoshade is located in Al Quoz Industrial Area, 3rd interchange, P.O Box 121021, Dubai U.A.E.

1.2 Facility

Technoshade has a spacious factory, stores and offices in a plot of 10,000 sq. feet.

1.3 Equipment

We use latest Cutting, weaving machines and HF Welding Machines to produce the all exterior shades.

1.4 Manpower

40 staffs in total as our Management, sales, marketing, personnel, supervisory and production departments.

1.5 Organizational Structure

Technoshade works with hierarchy levels.

6) Goals

1.1 Business goals

Meeting our targets through elective and constructive ideas and teamwork.

1.2 Future plans

Our future plans are to expand our services with better quality.

7) Projects Completed.

We have completed many prestigious projects in U.A.E.

List of Major Customers:-

1. M/s. AL NAKHEEL, (The World), Dubai.
2. M/s. Union Properties, Dubai.
3. M/s. HH The Ruler's Court, Dubai
4. M/s. Jumeriah International, Dubai.
5. M/s. Space Maker, Dubai.
6. M/s. Burooj Properties.
7. M/s Nasa Multiplex LLC, Dubai.
8. M/s. Condor Building Contracting, Dubai
9. M/s. Al Hawar Contracting
10. Central Bank of Qatar
11. M/s.Dubai Police, Dubai.
12. M/s. Gulf Precast Concrete Co. LLC, Jebel Ali, Dubai.
13. M/s. Vista Real Estate, Dubai.
14. M/s. Kaloti Real Estate, Sharjah.
15. M/s.Al Naboodha, Dubai.
16. M/s.Belhasa Engineering, Dubai.
17. M/s. Nili Group International, Dubai.
18. M/s. Dubai TV, Dubai.
19. M/s. Al Ghurair Real Estate, Dubai.
20. M/s. Hemalton Design, Dubai.
21. M/s. Ahmed Ramdhan Jumma, Dubai.

22. M/s. G & F Contracting, Dubai.
23. M/s. Royal Blinds. Qatar.
24. M/s. Burjuman Centre. Dubai.
25. M/s. Emirates Leisure Retail. Dubai
26. M/s. Jebel Ali Free Zone Authority (JAFZA)
27. M/s. Dxb interiors , Dubai
28. M/s. Renaissance Interiors , Dubai
29. M/s. S. S Lootha Contracting , Dubai
30. M/s. Green Line Interiors, Sharjah
31. M/s. Regent International School, Dubai
32. M/s. Dubai International Financial Center [DIFC], Dubai
33. M/s Emirates Trading Agency (E T A)
34. M/s. Thermo LLC. Dubai



LIST OF MAJOR PROJECTS

A/C No.	Name & Address	Site	Date	Project Status
1	MR.MEZEL / SILVER ART DECOR, SHARJAH	SHARJAH	12/12/2005	COMPLETED
		SHARJAH	2/20/2006	COMPLETED
2	INTERIORS	DUBAI	12/15/2005	COMPLETED
3	M/s.. ABDUL RAHMAN AL JALLAF , DUBAI	DUBAI	12/17/2005	COMPLETED
		DUBAI	12/18/2005	COMPLETED
		DUBAI	5/31/2006	COMPLETED
4	SPACE MAKER DUBAI	JABEL ALI	4/18/2006	COMPLETED
		DUBAI	6/19/2006	COMPLETED
		DUBAI	7/24/2006	COMPLETED
		DUBAI	8/10/2006	COMPLETED
5	BELHASA ENGINEERING & CONT. L.L.C, DUBAI	EMIRATES HILL	12/25/2005	COMPLETED
		DUBAI	1/22/2006	COMPLETED
6	UNION PROPERTY DUBAI		12/28/2005	COMPLETED
		NAAD AL SHIBA	1/22/2006	COMPLETED
7	MR. JSAON	DUBAI	1/26/2006	COMPLETED
8	MR. MOHAMED A. M. NOOR	DUBAI	1/30/2006	COMPLETED
9	G & F CONTRACTING SHARJAH	SHARJAH	1/30/2006	COMPLETED
		SHARJAH	2/28/2006	COMPLETED
		SHARJAH	7/9/2006	COMPLETED
10	GAVIN ROBERT	DUBAI	2/12/2006	COMPLETED
11	AL RAEJ CARPENTRY	DUBAI	3/4/2006	COMPLETED
12	ATRACO	DUBAI	3/16/2006	COMPLETED
13	THE EXECUTIVE OFFICE	DUBAI	3/16/2006	COMPLETED
14	ROYAL BLINDS QATAR DOHA QATAR	QATAR	4/6/2006	COMPLETED
		QATAR	4/17/2006	COMPLETED
		QATAR	5/13/2006	COMPLETED
		QATAR	5/31/2006	COMPLETED
15	CENTRAL BANK OF QATAR	QATAR	6/29/2006	COMPLETED
		QATAR	7/31/2006	COMPLETED
		QATAR	8/31/2006	COMPLETED
		QATAR	9/4/2006	COMPLETED
15	POPULAR CURTAIN	ABUDHABI	3/25/2006	COMPLETED
16	AHMED RAMADHAN JUMA EST	DUBAI	4/4/2006	COMPLETED
17	TIGER STEEL	SHARJAH	4/8/2006	COMPLETED
18	AL MADA ARCHITECTS	DUBAI	4/19/2006	COMPLETED
19	CITYLINER	DUBAI	5/18/2006	COMPLETED
20	DESERT LISURE SWIMMING POOLS L.L.C	DUBAI	4/23/2006	COMPLETED
21	MRS. DALYA DUBAI	DUBAI	5/13/2006	COMPLETED
		DUBAI	6/8/2006	COMPLETED
22	MR.MAZIN AL TOKHI	DUBAI	5/4/2006	COMPLETED

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23	BIN KARAM FURNITURE	AL AIN	5/7/2006	COMPLETED
24	MR.HUSSAM H DARWISH		5/8/2006	C
25	JUMEIRAH INTERNATIONAL	JUMEIRAH INT'L	5/14/2006	COMPLETED
26	REGENT INTERNATIONAL SCHOOL	GREENS DUBAI	5/10/2006	COMPLETED
		GREENS DUBAI	8/29/2006	COMPLETED
27	AL GHURAIR REAL ESTATE	DUBAI	5/9/2006	COMPLETED
28	MR. MAJEED	DUBAI	5/15/2006	COMPLETED
29	GULF PRECAST CONCRETE CO. L.L.C ABU DHABI	ABU DHABI	5/14/2006	COMPLETED
		ABU DHABI	7/6/2006	COMPLETED
30	NAEL GENERAL CONTRACTING EST.	DUBAI	5/18/2006	COMPLETED
31	KELLOGG'S COMPAANY	DUBAI	6/1/2006	COMPLETED
32	MR. FIRAZ	DUBAI	5/25/2006	COMPLETED
33	AGRI COMMODITIES & FINANCE FZE	DUBAI	6/8/2006	COMPLETED
34	ESSA RASHID	DUBAI	6/1/2006	COMPLETED
35	PINO MERONI	DUBAI	8/7/2006	COMPLETED
36	AL MAJLES AL KHALEEJI FURNITURE DUBAI	DUBAI	7/4/2006	COMPLETED
37	MARINE MANAGEMENT SCMT	DUBAI	6/4/2006	COMPLETED
38	UNION OF COMOROS-MARITIME ADMINISTRATION	DUBAI	6/18/2006	COMPLETED
39	CONDOR BUILDING CONTRACTING CO. LLC	WAREHOUSE	6/18/2006	COMPLETED
40	STAR OASIS TRADING	AL MAMZAR. Dubai	26/06/2006 & 15/07/2006	COMPLETED
41	MR. ABDUL AZIZ	DUBAI	6/27/2006	COMPLETED
42	H.H. THE RULER'S COURT DUBAI	H.H SHEIKHA HASSA PALACE AT JUMEIRAH	7/26/2006	COMPLETED
		H.H SHEIKHA HASSA PALACE AT MINA SIYAH	9/3/2006	COMPLETED
43	MR. PHLIP MELANIE	DUBAI	7/2/2006	COMPLETED
44	ALUMCO	DUBAI	7/3/2006	COMPLETED
45	MR. DINESH	DUBAI	7/3/2006	COMPLETED
46	MOHAMED & OBAID AL MULLA L.L.C	DUBAI	7/6/2006	COMPLETED
47	THE WORLD	THE WORLD OFFICE	7/5/2006	COMPLETED
48	KALOTI REAL ESTATE	SHARJAH	7/19/2006	COMPLETED
49	GARDENIA TRADING EST	DUBAI	7/25/2006	COMPLETED
50	HAMILTON DESIGN	SAHARA MALL	9/9/2006	COMPLETED
51	BRIG. KHALIFA MOHAMED AL KAMDAH	DUBAI	8/7/2006	COMPLETED
52	DUBAI POLICE	DUBAI	8/8/2006	COMPLETED
53	MENGLI	TURKMENISTAN	8/16/2006	COMPLETED
54	MEZEN	DUBAI	8/20/2006	COMPLETED
55	PRIDE METAL CONSTRUCTION	SHARJAH	8/19/2006	COMPLETED
56	SHARJAH			
57	HUMAID SULTAN	UM AL QAIWAIN	8/31/2006	COMPLETED

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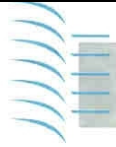
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58	CONVERGENT VALUE ENG. L.L.C, DUBAI	DUBAI	8/30/2006	COMPLETED
59	WEST EAST TRADING	ABU DHABI	9/6/2006	
60	AL FALAH EXCHANGE COMPANY	ABU DHABI	9/6/2006	COMPLETED
61	JOINT TANK SERVICES FZCO, Dubai	JABEL ALI FREE ZONE		COMPLETED
62	ALU TEC WLL DOHA	DOHA, QATAR	31/5/2006	COMPLETED
		DOHA, QATAR	6/6/2006	COMPLETED
63	SONIA COMPANY LLC	DUBAI	16/01/2007	EXECUTED
64	SEDAM ALUMINIUM CO	ABUDHABI	10/01/2007	COMPLETED
65	AL HAWAR CONTRACTING	DUBAI	26/3/2007	COMPLETED
66	AL NAKHEEL	DUBAI	25/5/2007	COMPLETED
67	BURJUMAN CENTRE	DUBAI	24/4/2007	COMPLETED
68	EMIRATES LEISURE RETAIL	DUBAI	25/6/2007	COMPLETED
69	BUROOJ PROPERTIES	DUBAI	24/7/2007	COMPLETED
70	NASA MULTIPLEX LLC	DUBAI	5/11/2007	COMPLETED
71	GREEN LINE INTERIORS	SHARJAH	1/12/2007	COMPLETED
72	THERMO LLC	DUBAI	2/4/2008	COMPLETED

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Company Brands List :

1. **VEROSOL** : Verosol are the inventors of metallised fabrics. To date, Verosol Is the only company in the world metallising its own fabrics. Verosol's high vacuum metallising machine is the only one in the world designed especially to metallise fabrics! And metallised fabrics continue to be the most effective solar shading fabric, at home and at work.
2. **G.Rail** : The determination to strive for perfection, at a realistic price level, has been a key part of Goelst philosophy since first expressed by Rolf E. Goelst, founder of Goelst Netherlands B.V., more than a quarter of a century ago. The culture of innovation, engineering integrity and vision he instilled at Goelst remains the guiding force behind our efforts, our company and our quality products today. Currently Goelst has operations in ten countries around the globe, all supplying the innovative range of **G-Rail** products. Atlanta based, Goelst America, Inc. was established to bring the premier Goelst **G-Rail** product brand to the North American window treatment market with three proven cornerstones for success; Product Superiority – Realistic Pricing – Unrivaled Customer service.
3. **Faber** : For more than 100 years Benthin has designed, developed and distributed window covering systems with full range of high quality components. Beautiful design, unique functions and quality components are the essence of the Benthin product offer. Benthin is without doubt a full systems supplier and has extensive experience in the blind components business. With the entire world as its marketplace Benthin is a truly global company with a strong product portfolio to meet any need in the blind systems business. The company has offices in Denmark, United Kingdom, Germany, France, Australia and the US.
4. **Mechoshade**: In the thirty years since, MechoShade Systems , Inc. continues to be a pioneer in the development of solar shading, including the development of its' hugely successful T hermoVeil® and EuroVeil® shade cloth lines and creative solutions to brightness, glare and solar control problems. Through the research and engineering capabilities that created the MechoShade system in the beginning, MechoShade has become the only single source solar shading designer and manufacture of hardware, shade cloth and accessories. MechoShade is in the forefront of energy efficient solar shading design at the window wall to achieve personal, thermal, and visual comfort in conjunction with the more efficient use of natural resources. It is this reason why you find MechoShades in many "Green" projects,

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including those that have achieved LEED™ certification.

MechoShade has offices in Long Island City, NY and Phoenix, AZ with sales and distribution throughout the continental United States, Canada, Asia and Europe.

5. **Ferrari** : Discover all our applications, in pictures: outdoor blinds, indoor blinds, roofing and glasswork, light-blocking blinds, shade sails and static shading.
6. **Roller Star** : For over 20 years, in over 30 countries, Offering European design with American ingenuity, Roller Star USA is one of the nation's leading distributors of premium rolling shutters, Roller Star's qualified team of engineers and production technicians continuously strive to develop new and innovative concepts that improve quality and efficiency. Homeowners and businesses alike are discovering how Roller Star shutters protect their property.
7. **Bat** : Since the beginning BAT production stood out for its high quality and innovative technical solutions and the success acknowledged by the market pushed the company to implement a real industrial manufacturing process. Modern technologies and more specific skills allowed to greatly increase the production capacity and BAT became one of the leading company in the solar protection field, BAT nowadays, distributes and trades its products in Italy and all over the world. The percentage of the export is 60% of its total turnover.
8. **Somfy** : Somfy Group's activities are based on one business: automatic control of openings and closures in homes and buildings.
9. **Dickson** : The Dickson Industrial Group, a division of Glen Raven Custom Fabrics, LLC, has long been known as a leader in awning and marine fabrics. We give equal importance to the technical and aesthetic aspects of the products, with special emphasis on style and color.