

## Business Information

- **Business Name:** URBAN FOR READY KITCHENS
- **Business Address:** CDC Complex, Candadry Street, Shwaikh, Kuwait.
- **Email:** info@urban.com.kw
- **Tel:** +965 2225 8684

## Management Directory

- **Talal Al Adwani**, General Manager
- **Faisal Al Adwani**, Deputy General Manager
- **Abdallah Khazaal**, CEO and CO-founder
- **Sherif Abdulhamid**, project manager

## General Business Activities

URBAN is a GCC company, The trademark and the brand concept were fully developed in Kuwait, explaining why our business is ideally geared for the regional market.

URBAN is developing its business strategy around customers' needs and aspirations, and providing all their kitchens, doors, wardrobes and bathroom requirements under one roof.

URBAN offers trendy products and personalized services to provide its customers with an unrivalled shopping experience. To drive its strategy, URBAN highly relies on a qualified pool of multinational experts, all sharing a great passion to serve customers in compliance with the best international standards.

Although URBAN's core line of business is in the kitchens and doors materials. Our core focus is our customers, and all of our business from the store layout down to our services, is centered around them.

URBAN's successful concept and well-earned reputation will take the kitchens and doors materials industry in the Middle East to the next level. Indeed, the company's ambitious expansion plan aims to launch a regional chain establishing many URBAN showrooms throughout the Gulf region.

## Company Strategy

- **Purpose** to be a leader in the real estate industry by providing enhanced services, relationship and profitability.
- **Vision** to provide quality services that exceeds the expectations of our esteemed customers.
- **Mission statement** to build long term relationships with our customers and clients and provide exceptional customer services by pursuing business through innovation and advanced technology.
- **Core values**  
We believe in treating our customers with respect and faith  
We grow through creativity, invention and innovation.  
We integrate honesty, integrity and business ethics into all aspects of our business functioning
- **Goals**  
Regional expansion in the field of property management and develop a strong base of key customers.  
Increase the assets and investments of the company to support the development of services.  
To build good reputation in the field of real estate and property management and become a key player in the industry.
- **Scope of Work**  
URBAN conducts real estate marketing as well as real estate consulting. The company undertakes all maintenance duties for real estate facilities and organizations and conducts all the security and surveillance for the properties.
- **Financial Considerations** The company expects to reach the desired profits in the first year and does not anticipate serious cash flow problems. We believe that the average profitability per month for the first 3 years will be sufficient.
- **Industry Information**  
The following document provides information related to the industry for our brands

### OUR BRANDS

- Santos (Kitchens)
- Nusco (Doors)
- Doca
- Metropol
- Arklam

# SANTOS

The study of the type of work undertaken in the kitchen affects the kitchen's design. Each task requires a specific solution. Santos' aim is to make cooking a more comfortable, quicker, cleaner and satisfying experience: get to know us through our kitchens.

## *Why choose Santos kitchen?*

### **Some reasons for confiding in us —**

- Discover what makes us unique

In Santos we design resistant and functional kitchens, aimed at meeting the user's work, storage and organizational needs and where each kitchen unit makes the most of the available space. We invite you to discover some of the reasons for choosing a Santos kitchen with confidence.

## *Over 60 years experience*

### **We work to help you in the kitchen —**

- Get to know us better

At Santos we have been designing to help you for more than 60 years, working so as to meet the needs that arise in the kitchen. We design and manufacture beautiful, functional, high quality furniture and accessories that are also comfortable, resistant and versatile. Our aim has always been the same: to make work in the kitchen easier.

## **FUNCTIONAL AND LIMITLESS INTERIOR ARRANGEMENTS**

Shelves, drawers, pull-out shelves, mesh baskets and pull down rails - equip your built-in wardrobe according to your wishes and requirements. Practicality is the key guideline. Use 100 % of your space with well thought out interior arrangement.

## **PRACTICAL ACCESSORIES**

Accessories enhance the functionality of interior arrangements. Create a separate space for your ties, scarves, shawls and shoes will also find their own space. Speed up your morning routine and make cleaning as easy as never before. Your ties will never crumple again.



## **History:**

Nusco Doors was founded as an artisan in the early 60's, by Mr. Mario Nusco, which collects the long family heritage in woodworking and begins to take its first steps as an entrepreneur. In the late '60s, the activity becomes industrial, focused on the production of interior doors and frames in general.

In the 90s, the process of internationalization to the birth in 2001 of Nusco Porte SpA

1960 Laboratory, sole proprietorship

1980 Snc sole director

1990 Internationalization, Pinum

2001 SpA - new management and Board of Directors

2011 Nusco SpA, opening new plants for the window frames in wood.

## **Environment:**

The quality of a product cannot 'regardless of the preservation of the health of the environment.

E 'for this reason that Nusco SpA engages in the daily environment and has worked very hard over the years to get the most important certifications on compliance with environmental regulations.

The company's commitment is to raise awareness among vendors and employees to improve their behaviour in terms of environmental impact. The Nusco SpA is committed to minimizing the environmental impact derived from the execution of the services requested to suppliers, who are selected in relation to their compliance with the regulations on environmental protection.

Periodic evaluations are carried out on the resources used in the production process (both raw materials and packaging), which are subject to intervention improvement over the environmental compatibility, for instance through the use of eco-friendly material and reducing the consumption of packaging.

## **Quality policy:**

In the course of its activities, the Nusco Doors has always been known for having achieved the pursuit of excellence in products and services offered to its customers to meet their needs.

The use of innovative techniques, the selection and training of personnel are the guidelines that have allowed the company to penetrate the market. In keeping with its tradition, the Nusco Porte intends to focus its attention on continuous improvement and the internal organization and the service that the customer perceives the "monetary value" to the user, i.e., the ratio between perceived value and cost of the product.

The Directorate General of Nusco Porte, in order to make the corporate structure adhering to the Quality Management System according to the UNI EN ISO 9002, it with great determination and with all means necessary, the compliance of the system with the requirements of legislation, using the itself as an essential tool of business management.



## **INNOVATION, ELEGANCE, QUALITY**

Furniture has definitely reached a climax in evolution and the leading company DOCA Kitchen Furniture has created some exquisite designs and avant-garde solutions illustrating just that.

Our team of young active professionals possess clear ideas, a positive vision, constructive criticism, zeal for improvement and masses of experience. They work in coherence with the reality around us whilst always looking to the future, with confidence in their abilities which is guaranteed by their extensive experience.

Kitchen furniture from DOCA is one of the most impressive, highly valued there is when making the decision to purchase kitchen furniture and cupboards.

Muebles de cocina DOCA, leaders in INNOVATION, ELEGANCE AND QUALITY. We design and manufacture top quality DOCA kitchen furniture and wardrobes, we are environmentally friendly, only using certified wood

## **PHILOSOPHY**

The company was founded in 1980 in Vinaròs (Castellón), quickly becoming an iconic trademark in kitchen furniture and cupboards for those looking for a medium to high range product for their home. Halfway between an industrial manufacturer and the renowned finishes of an expert carpenter, pieces from Muebles de cocina DOCA seduce perceptive clients who are searching for unique, customizable furniture.

Walnut, chestnut, oak, beech or ebony are combined with other materials like steel, aluminium, high density laminates, laminates, glass, lacquers or acrylics to create surprising textures, colours and finishes. At Muebles de cocina DOCA very diverse materials are combined to create unique spaces where ergonomics, balance and precision reign. Spaces which stand the test of time and make even the most demanding clients fall in love with them, in the knowledge that they have made a great choice.

For this new range only the best materials have been chosen to create quality furniture which takes every last detail into account, as this is the fruit of work undertaken with illusion and respect for the environment.

Muebles de cocina DOCA have more than thirty years experience, which is guarantee enough for their commitment to customers and the furniture they make. Our goal is to always fulfil our customers' requirements, proof of this lies in the way we have expanded internationally. At present we sell our products in various continents and countries such as France, Belgium, Holland, Switzerland, Great Britain, South Africa, Russia, Mexico and the USA.

# METROPOL

We firmly believe in quality and attention to detail as the way to forming alliances with the finest professionals and ensuring that each project is absolutely unique. And that way, everything falls into place.

METROPOL started its activity in 1974 under the name of Gres de Nules. Since then, our customer focus and the continuous technological innovation have guided our steps. Experience and innovation for your project.

We design and develop our products from the conception of the first idea to the manufacture, using the latest ceramic technology to reproduce in a few hours what nature takes to make thousands of years. But the real success lies in working with thoroughness and detail all aspects of design, so each piece has a unique graphic and texture, and can even conceiving custom designs.

The best raw materials, the latest ceramic technology and dedication to excellence of our professionals make it possible every day. Because quality is closely linked to our way of doing things. (ISO 90012000-, OSHAS, UPEC, DIT).

We reuse 100% of the water in the manufacturing process, we cogenerate to maximize the energy consumed, we refund the waste in each process in the ceramic, and certifying all for the sustainability of our pottery is a strong point in your project (ISO 14001 Global EPD).

## Certificates:

ISO 50001  
ISO 14001  
IQNET 14001  
ISO 9001  
IQNET 9001  
UPEC  
DITE  
GLOBAL EPD  
DIT 511 (ES)  
DIT 511 (EN)  
DIT 577 (ES)  
DIT 577 (EN)

## Services



### HOME DELIVERY

It is our pleasure to provide you with a free delivery service without a minimum charge.



### ONSITE INSTALLATION

Making your home look at its best means quality materials, installed by quality professionals. We offer you installation services for the following departments: Kitchens, doors, wardrobes and bath cabinets.



### WARRANTY

URBAN does not only guarantee you the lowest price but we also guarantee the quality of our products. We are happy to offer you a warranty for all our products according to the conditions of the manufacturing company.



### CONSALTING

From the moment you step into URBAN showroom, you will be greeted by our welcoming staff members who will assign you a private personal consultant to assist you during your visit and provide you with innovative ideas that fit your exact needs and aspirations