PRE - QUALIFICATION DOCUMENT



2023 نوف للصناعات الأثاث ذ.م.م NOAF FURNITURE INDUSTRY LLC







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COMMERCIAL LICENSE

Government	of Ajman				کائر کا التی یہ القصل کی تیں Department of Economic Development	
		Indu	strial Licens Regular Licens License No. 198	رخصة عاديه – e		
License Detail	s		Renew Licer	ديد رخصة / ISe	بيل الرخصة	
Trade Name	NOAF FURNITURE	E INDUSTRY/	L.L.C		م التجاري الذوف للصناعات الاثاث/د.م.م	
Legal Form	Limited Liability Con	mpany			ىل القانوبي شركة ذات مسئولية محدودة	
	Expire Date 20)24-05-02 ,	تاريخ الانتها		تاريخ الاصدر 1993–09–1980 Issue Date	
لجواز / Passport	رقم ا	Nationality	الجنسية /		اسم للدو / Manager Name	
Z3315063	3	الهُند.			لالا رام سوغل	
لجواز / Passport		India Nationality			LALA RAM SUTHAR JETHA RAM Manager Name / اسم الأدر	
Z362058		الفند	الجنسية /		اسم العدو / Ividine I value - توليدها رام سوتار توليدها رام سوتار	
		India			TULCHHA RAM SUTHAR JETHA RAM	
Activites						
Internal Design	n Woodworks Manufa	cturing			مناعة لوازم التصميم الداخلى اخشبية	
Wholesale of C	Office Furniture Tradir	ng			د. الاثاث المكتبي – بالجملة	
House Furnitu	re Manufacturing				عة الأثاث المنزلي	
Wooden Door	s and Windows				عة الأبواب والنوافذ الخشبية	
صندوق البريد P.O. Box	تاريخ انتهاء عقد الأبجلر Contract Expiry D	ate	لمؤجر /Lessor	اسم ا	الموان / Address	
0	2023-09-30		نل و لالرام سودهل جيتارام	تولشها رام سوا	عل رقم 01,عجمان الصناعية2 Shop No. 01,Ajman Industrial2	
					ىلەر	
emp No. وظف	رقم الم	Vo	ucher Date. 2023-05-1	تاريخ الايصال ()	لايصال Voucher No. 30144079	
	100					
					Print Date 2023-05-10 الطباعة	

وثيقة الكبرونية متعدة وصادرة بندون توقيع من دائرة التمية الاقتصادية –عجدان. لمراجعة صحة البيانات الواردة في الراحة والمن الإنكمروني <u>www.ajmanded.ae</u> Approved electronic document issued without signature by the Department of Economic Development. To verify the license kindly visit <u>www.ajmanded.ae</u>



COMPANY OVERVIEW

LEGALNAME	NOAF FURNITURE INDUSTRY LLC
TYPE	LIMITED LIABILITY COMPANY (LLC)

OFFICE& FACTORY

TELEPHONE	+971 67436724
FAX	+971 67436201
REGISTERED ADDRESS	P. O. BOX No 20764 New Industrial Area, Ajman, UAE

GENERAL EMAIL	info@noaf.net
WEBSITE	www.noaf.net
YEAR OF ESTABLISHMENT	1993 AD

<u>OWNERSHIP</u>

1	KHADIJA ABDULLA YOUSEF AL ALI
2	LALARAM JETHARAM SUTHAR
3	TULCHHARAM JETHARAM SUTHAR

<u>ACTIVITY</u>

1	Conceptualize, Design, manufacture and supply of furniture
2	Manufacture, supply & commission of Joinery Works

C M P A N Y O V E R V I E W



KEY-CLIENTS

SL. NO	KEY CLIENTS
1	AAID
2	Abdul Latif Jameel
3	Action Hotels
4	AG Facilities
5	AHK International
6	Al Masaood Automobiles
7	Al Reyami Interiors
8	Al Tayer Stocks
9	Apple Fitout Interiors
10	Arcology International LLC
11	Aspect Interiors
12	Better Homes
13	Bin Shabib & Associates
14	Bosporus Group
15	Clinton Street
16	DEPA
17	Deven Building Services
18	CPPM
19	EIFM

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KEY-CLIENTS

20	Dutco Styles And Wood
21	Eastern International
22	GDI Interiors
23	Havelock AHI W.L.L
24	Incorp Group
25	ISG Middle East
26	Johnson Interiors
27	Jumeiri & Prime Engineering
28	Kev Interiors
29	KPS
30	Maple Interior Decoration Works LLC
31	Radiant Star Contracting LLC
32	SBN Contracting LLC
33	SMD Interiors
34	The Interiors Group
35	Torishima
36	Trade Engineering
37	Trillium International LLC
38	Weir Oil & Gas
39	Multiplex
40	INC Interiors

E Y C L I E N T S

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KEY CLIENTS

41	BW Interiors
42	Desert Groups





EXECUTIVE SUMMARY

Noaf furniture industry LLC established in 1993 and have more than 29 years' experience in furniture and interior décor sector.

Have more than 100+ highly skilled workforce comprising of:

- Architects & Interior Designers
- Estimator & QA/QC
- Purchase & Sales Executives
- Accountants
- Project & Site Managers
- Carpenters
- Joiners
- Painters
- Upholsterers
- Drivers

Noaf Furniture Industry LLC is serving in the fields of joinery work, interior decoration, veneering, metal fabrication, marbles, wood coatings and trading of raw materials for the other woodworking industries in the region building the NOAF Group. We implements latest State-of-the-Art technologies in Design, Fabrication & Application:

Design

• Autodesk 3DSMax, AutoCAD, Photoshop, Illustrator, Google Sketch,

CorelDraw, ArchiCAD

Project Management

• Microsoft Project, eWorks, MS Excel, PowerPoint and Word Fabrication

• Auto- Veneer Pressing, Double Side Planers, Electric Band Saws,

Panel Saw, Handheld Routers, Circular Saws, Finishing booths, Upholstery and a team of highly skilled Applicators of the Projects.

Our staff is assigned to a project until completion, with each and every project having the full commitment of a project manager ensuring that Noaf Furniture Industry is delivering projects on a timely manner within the budget in line with

our ethos. This guarantees the achievement of our projects and establishing a long-term business relationship with our clients.

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HISTORY

The foundation and the upbringing of Noaf Furniture Industry was laid by a gentleman from Rajasthan state of India, who stepped onto the ground of this part of the world called Dubai in the year 1978.

His name is Jetharam B Suthar.

The word Suthar is derived from the Sanskrit word Sootradhar. Suthar community is the offspring of **Lord Vishwakarma** (Principal Architect of the Universe) and their core occupation is wood working.

Mr. Jetharam started his career in the UAE serving a well-established company called Touchwood Decor (A part of Bukhatir Group) as a joiner and soon with his passion and knowledge of woodworking he was appointed as the Production Engineer in the company. He served Touchwood for 18 years and executed numerous high end and large scale projects under his supervision.

He then started Noaf Carpentry in the year 1993 renting a warehouse in the emirate of Ajman with a vision of establishing a carpentry shop to deliver the best of his knowledge and his core family occupation. He was new to modern woodworking technologies, and he was determined to prove that hand craftsmanship was equally precise thru his own craftsmanship but he also made sure that the latest technologies and machineries are important.

In the course of his career, he kept stepping up and building his recognition through his passion for woodworking, the detail and his precision and quality of finishing up each product accurately helped him succeed in his profession and shaping his vision.

Today his Sons carries the tradition a step ahead with a team of more than 100+ dedicated professionals expanding in the tradition in the fields of joinery, veneering, interior decoration, marbles, metal fabrication and Trading of raw

materials for the other Woodworking industries in the region building the NOAF Group.



VISION

VISION

NOAF GROUP would like to be the part of pioneers, devoted to design, build and apply interior solutions through transparent communication and meeting Customer goals in this region.

BUSINESS APPROACH

We always keep in mind to understand clients requirement, Limitations, Communicate Transparently, Coordinate Professionally and Deliver on Scheduled Time. Our product is manufactured in dignified setting. We check the work site conditions and often know the artisans personally. We only accept and train knowledgeable and professional staff who will help inspire, educate and problem-solve for our clients helping them build what is it that they dream.





FABRICATION AND APPLICATION

Fabrication and Application is the next challenge of any quality Interiors. It involves several processes, materials, tools and know-how. Any interior fabrication is a unique and enriching experience. Through the years Noaf Furniture Industry has gained rich and hard learning experiences in production and fabrication. We constantly strive to adapt most efficient and latest technology driven production and fabrication processes.

Few of our fabrication processes are indicated below;

- The entire project is managed through a channeled process to make sure that the project is visible to Project Managers and Supervisors. We have invested in the state-of-the-art Computerized Production machines such as Beam Panel Saw, edge banding, Auto Spray Booth, Hot Press etc.
- We make sure that the materials used in fabrication complies with industry standards and that no sub-standard materials are used.
- The manpower, be it a carpenter or painter has the right skill-set and tools to perform most efficiently in the factory or at project site.
- Establish professional, cordial and transparent communication with Consultants and Project owners.

PRODUCTION HOUSE

Noaf Furniture Industry operates through an owned factory in Ajman with an overall area of circa 20,000 SQF, which accommodates a labor camp as well, which minimizes the time travel for labors.

Noaf Furniture Industry is backed up by their sister companies which help to reduce procurement of materials from outsources. In house companies like Noaf General Trading, with facilities in Ajman & Dubai which accommodates the

raw material stocks directly imported for trading and personal use along with separate veneer trading and pressing division. Noaf Furniture Industry also facilitated by Noaf steel workshop for metal fabrication work, Milano Marbles for

marble and gypsum work along with inhouse storage facilities of wood coatings from Timeless Tones Paints LLC is able to deliver projects with excellent standard

11 of planning and workmanship throughout the United Arab Emirates.



QUALITY POLICY

NOAF FURNITURE INDUSTRY is committed to provide superior quality furniture and interior decoration that meet applicable regulatory, statutory, and customer requirements by adhering to a quality management system that benefits our customers, employees and shareholders.

To meet our commitment, we must:

- Meet or exceed our customer's expectations consistently for service quality and performance.
- Value our customers through open communication, timely responses and improved efficiency through quality inspection at every stage.
- Appreciate and foster an environment of trust, integrity, challenge and reward that attracts and retains the competent employees at all levels of the organization.
- Leverage efficient technology applied to all business processes in order to maintain a competitive advantage.
- Timely deliver products and services by using best raw material to meet our client's requirements.
- Continuously improve our processes and systems.

NOAF's quality policy is published and understood by all employees. This policy is reviewed on regular basis to ensure its suitability. We realize that Quality is the

responsibility of all personnel, and therefore will promote a Quality Culture within the organization by means of sharing information, including personnel in decision making and delegating specific Quality Management functions, e.g. Quality

System maintenance, to suitably skilled and competent persons.

LALIT K PALIWAL GENERAL MANAGER



ISO CERTIFIED - QMS



This is an accredited certificate authorized for issue by Accreditation Service for Certifying Bodies LLC who have accessed QRS (Intl.) as a Certifying Body for compliance with ISO 17021:2015 'Conformity Assessment - Requirements for bodies providing audit and certification of management systems.

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HEALTH & SAFETY POLICY

Occupational health and safety is of the utmost importance, and nowhere more so than on a commercial refurbishment site. As a leading joinery company, we often work in live environments, which require rigid health and safety regulations in order to minimize risk to our clients and members of the public.

The team at **NOAF** strive to provide working environments that are safe and without risk to health. We do this by creating a positive health and safety culture, which comprises:

- Solid management commitment Visible management at all times
- Good clear communication at all levels
- An adherence to and development of attitudes, competencies and patterns of behavior that facilitate a safe working environment.

Our internal procedures formulate structured policies and training plans for all types of projects and we are constantly working on and developing to better ourselves as individuals and as a leading joinery company. Each member of our team is suitably qualified to the required levels in the relevant fields. We ensure that our clients are also qualified and have the appropriate certifications.

Our dedicated project management team will control and manage all health and safety aspects from initiation to completion. It is our objective to manage each and every project in a safe manner without risk to the health, safety and welfare of any employee, contractor or other person who may be affected by our acts or omissions.

On a regular basis our policies, procedures, risk assessments, internal/external audited results, corrective and preventative and supervisory procedures are

reviewed by the senior management team and used to generate improvements which meet our customer service standards.



ISO CERTIFIED - OHSMS



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ISO CERTIFIED - EMS



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SCS Global Services does hereby certify that an independent audit has been completed and conformity to the applicable standard(s) has been confirmed for:

NOAF FURNITURE INDUSTRY LLC

NEW INDUSTRIAL AREA, AJMAN, AJMAN, 20764, United Arab Emirates No af Interiors, LLC, P.O. Box 390371, Office 1712, Clover Bay Tower, Dubai, UAE (SCS-COC-007281-B) No af General Trading, Near Marina Mineral water, New industrial Area, PO – 20764 Ajman, UAE (SCS-COC-007281-C)

The multi-site certificate covers the production and trade of Wood for Construction, Indoor Furniture, Solid Wood, Veneer and Wood Panels using transfer and percentage systems.

The facility(s) are hereby Chain of Custody certified to sell products as:

FSC 100%; FSC Mix

The assessment has been conducted by SCS Global Services in accordance with the protocols of the Forest Stewardship Council® A.C. (FSC®).

FSC Standard: FSC-STD-40-003; FSC-STD-40-004

Certificate Code: SCS-COC-007281 Trademark License Code: FSC-C157250

Valid from: 21 May 2020 Expiry date: 20 May 2025

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The mark of responsible forestry







Maggie Schwartz, Director, Chain of Custody SCS Global Serubes 2000 Powe I Street, Ste. 600, Eme Mulle, CA 94608 USA

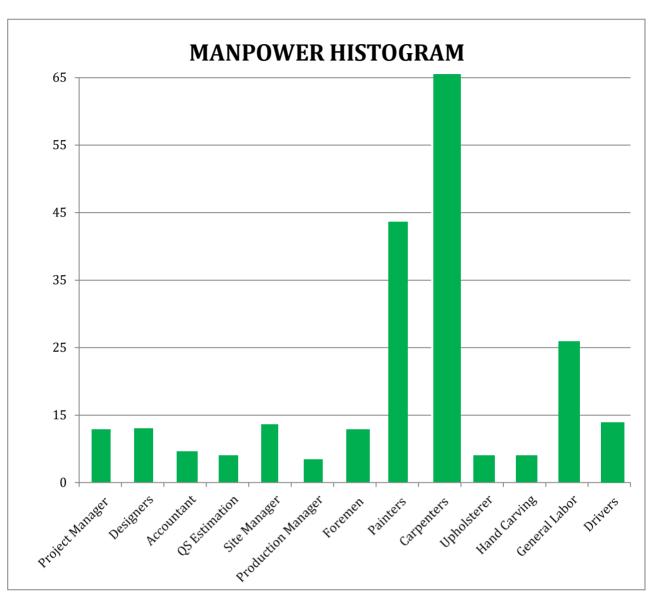
Faunt 2 Day 201



POSITION	COUNT
Owner & Managing Director	1
Mr. Lalaram J Suthar	
Owner & Managing Director	1
Mr. Tulchharam J Suthar	
General Manager	1
Mr. Lalit K Paliwal	
Project Manager	8
Designers/Draftsman	8
Estimation/ Quantity Surveyor	5
Administration/ Accounts	6
Site Manager	12
Production Manager	3
Foremen	12
Carpenters	108
Painters	42
Upholsterer	7
Hand Carver	6
General Labor	27
Drivers	14
TOTALWORKFORCE	261



HISTOGRAM & FLEET



FLEET	QUANTITY
County Bus (Hyundai)	5
Buses (Mini- Toyota Hiace)	8
Pickup (Small- Toyota Hilux, Nissan)	10
Pickup (3 Ton, Single Cab & Double Cab)	5
Generators	12
Air Compressor	14
SUVs	22
Cars	18

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MACHINERY & EQUIPMENTS

MACHINERY	QUANTITY
Beam Panel Saw	3
Thickeners	4
Planer	2
Edge Banding	4
CircularSaw	5
CNC Router	1
Panel saw	4
Air Compressor	14
Hot Press	4
Veneer Slicing	2
Veneer Stitching	2
Auto Spray Booth	5
Chain Mortriser	1
Screw Compressor	2
Multi-boring	1
Multi Rip Saw	1
4 Sides Planer	1
Sanding Machine	3

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SL. NO	PROJECTS
1	AGTB, Abu Dhabi
2	Bahri Office, Dubai
3	Booz Allen Hamilton, Abu Dhabi
4	Evershed Office, Abu Dhabi
5	Joy Alukkas Branch, Ajman
6	Tabreed Offices at G+2 Accelerator
7	Al Manzil Hotel, Dubai
8	Bait Al Bhar, Jumeirah Hotel
9	Tulip In Hotel, RAK
10	Health Point, AUH
11	Le Meridian Hotel, Dubai
12	British Council, AUH
13	Etihad Tower, AUH
14	Dubai herbal & Treatment Center, Dubai
15	Stephenson Harwood, Dubai
16	Kempenski Hotel, Ajman
17	McKinsey & Co, Dubai
18	Santander Office, Sowwah Square, AD
19	Swiss Embassy, AD
20	Abdul Latif Jameel, JLT
21	ETA Star VIP Lounge, Dubai
22	Oil Libya, JLT
23	Union Insurance, Dubai
24	Etisalat Chairman's Office, Trade Centre
25	Caesars, Sharjah
26	Artillery Interior Design, Media City
27	Emirates NBD, Al Barsha, Deira, Dubai Mall, Satwa

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28	Mashreq Bank, Dubai
29	Giordano &Giordano , Dubai Mall
30	Sharaf DG, Deira City Centre & Times Square
31	RAK Trade Free Zone, RAK
32	Barista, Mall Of Emirates
33	Reform Social and Grill, Lakes Club
34	Eric Kayser, Dubai Mall
35	Zayed University, AD
36	Adani, JLT
37	ETQM College, Dubai Police
38	Aura Plaza, Dubai
39	Majesty 44 & 46 Yachts
40	Optum-Dubai Health Care City
41	Aston Martin Showroom, AUH
42	Torishima,Dubai
43	SaraySofra, Down Town Dubai
44	Villa O-88, Palm Jumeirah
45	Sky & Walker, Marriot Deira
46	Marriot Hotel,DIP
47	Denney's Al Manara,Dubai
48	UAE Exchange,Dubai Mall
49	EDIC,AUH
50	ALJ,JLT
51	Bellaroma Clinic,Dubai
52	Infiniti Landmark, AUH
53	Infiniti Najda, AUH
54	Sino Gulf, AUH
55	Cleveland Clinic Abu Dhabi, AUH
56	EAA, AUH

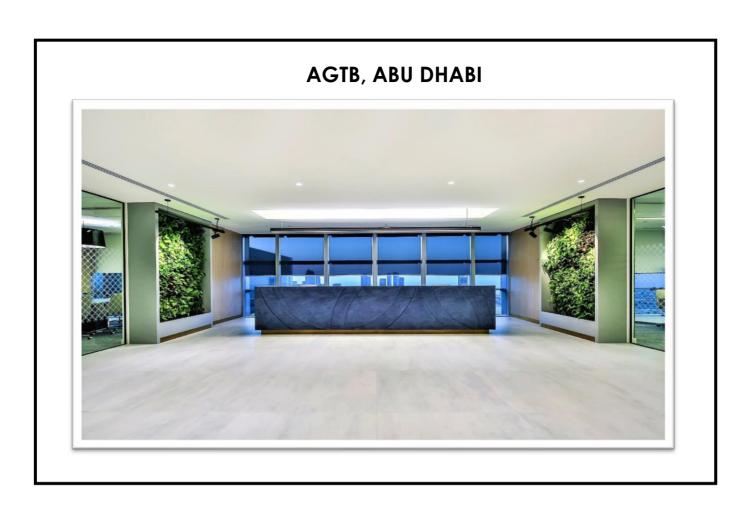


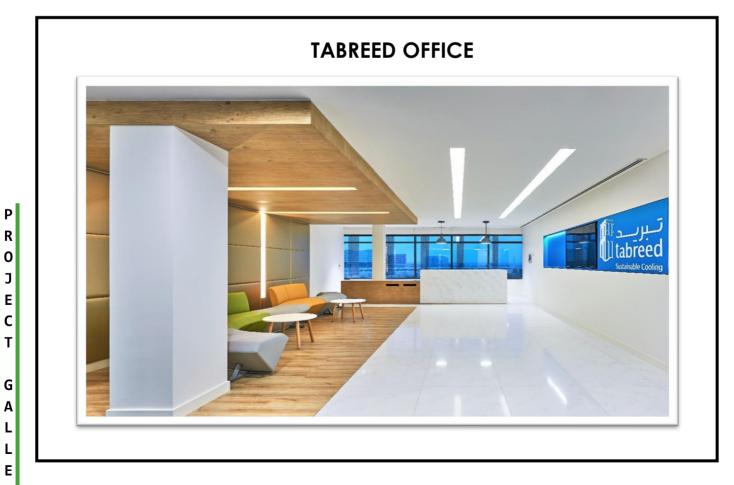
57	European Union, AUH
58	Parkers, Dubai Mall
59	Sharaf DG, Bahrain City Center
60	University Of Dubai IT Building, Dubai
61	University of Birmingham, Dubai
62	Aston Martin at Etihad Tower, Abu Dhabi
63	Magic Planet Ajman City Centre, Ajman
64	Geberit Office, Dubai design district
65	PWC, Global Market, Abu Dhabi
66	University of Wollongong Dubai – Dubai Knowledge village
67	ERNST & YOUNG Office, Dubai
68	University of Sharjah- Sharjah UAE
69	Total Soar Office, UBORA Tower, Dubai
70	Astellas Office, JLT, Dubai
71	BackLite Media Level 25, Media One Hotel, Dubai, UAE.
72	Al Barari Villa, Dubai
73	Royal Grammar School, Dubai
74	Sorbonne University, Abu Dhabi
75	Maryah Bank, Abu Dhabi
76	Sustainability Pavilion, Expo 2020
77	Community Hub, ICD Brookfield Place, Dubai, UAE
78	Nouryon Office, Dubai, UAE
79	Akin Gump, Dubai
80	RJ O'Brien, Dubai
81	Conmix HQ, Sharjah
82	Parsons HQ, Abu Dhabi
83	Gabon Pavilion, Expo 2020
84	Sustainability pavilion, Expo 2020
85	Sharjah Grand Hotel, Sharjah

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86	Firmenich, Dubai science Park
87	Slovakia Pavilion – EXPO2020
88	Sierra Leone Pavilion – EXPO2020
89	Gabon Pavilion – EXPO2020
90	Georgia Pavilion – EXPO2020
91	Expo Media Centre – EXPO2020
92	Leadership Pavilion – EXPO2020
93	AI WasI – EXPO2020
94	FITnGLAM Gym, Mirdif Dubai
95	Marsa Plaza Hotel, Dubai
96	Arjan Rotana Hotel, Dubai
97	Al Talal, Dubai
98	ADQ Ventures, Abu Dhabi
99	Etihad Rail, Dubai
100	ICD Brookfield Place, Dubai
101	Shamal Office, Burj Khalifa Dubai
102	Caesars Palace, Bluewater Dubai
103	Barn House, Dal Group Sudan
104	Grand Hyatt, Dubai
105	Micro Office, Abu Dhabi
106	Hills + Knowlton, Dubai
107	Gowling, ICD Dubai
108	Natixis Office, Dubai
109	Natixis Office, Dubai
110	FnG GYM Reem Mall,Abu Dhabi
111	INC HQ, Dubai Hills
112	1Rebel GYM, ICD Dubai
113	Orangebox Villa, Dubai
114	





R 0 J Ε С т G A L L E R Y

ABDUL LATIF JAMEEL, DUBAI عبد اللطيف جميل Abdul Latif Jameel



ETA STAR VIP LOUNGE, DUBAI





R 0 J Ε С т G Α L L E R Y

Al Manzil Hotel, Dubai



MARSA PLAZA INTERCONTINENTAL RESIDENCE SUITE, DUBAI



BEIT AL BAHAR, DUBAI







R J E C T G A L L E R Y

SHARJAH HOTEL, SHARJAH



DISTRICT ONE VILLA, DUBAI



FOOD COURT - DIFC INVESTMENTS





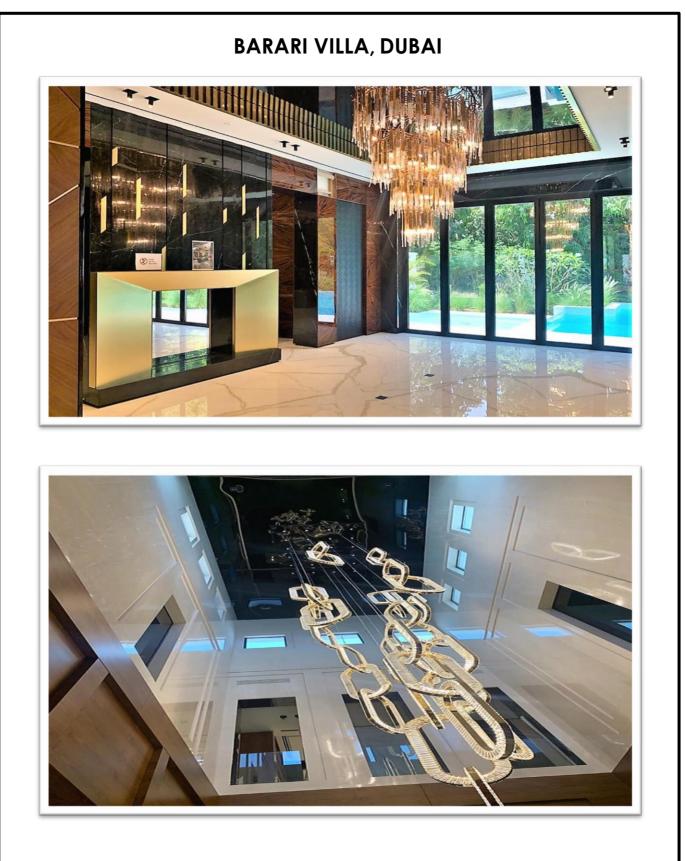


R J E C T G A L E R Y

ACACIA VILLA, DUBAI







AL MARYAH BANK, ABU DHABI





ROYAL GRAMMAR SCHOOL, DUBAI







COMMUNITY HUB, DUBAI

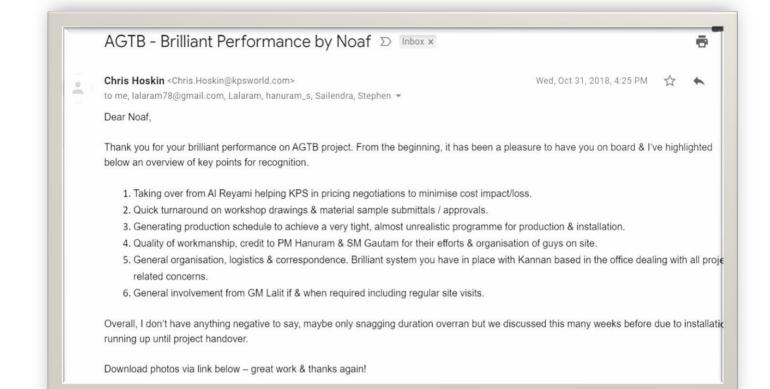




TESTIMONIAL















NOAF VENEERS COMPLETE VENEER SOLUTIONS





















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