

MUQAWLAT

QATAR

Digital Construction
Marketplace and
Integrated Business
Platform

Doha – State of Qatar

 UQAWLAT
مقاولات قطر



CONTENTS

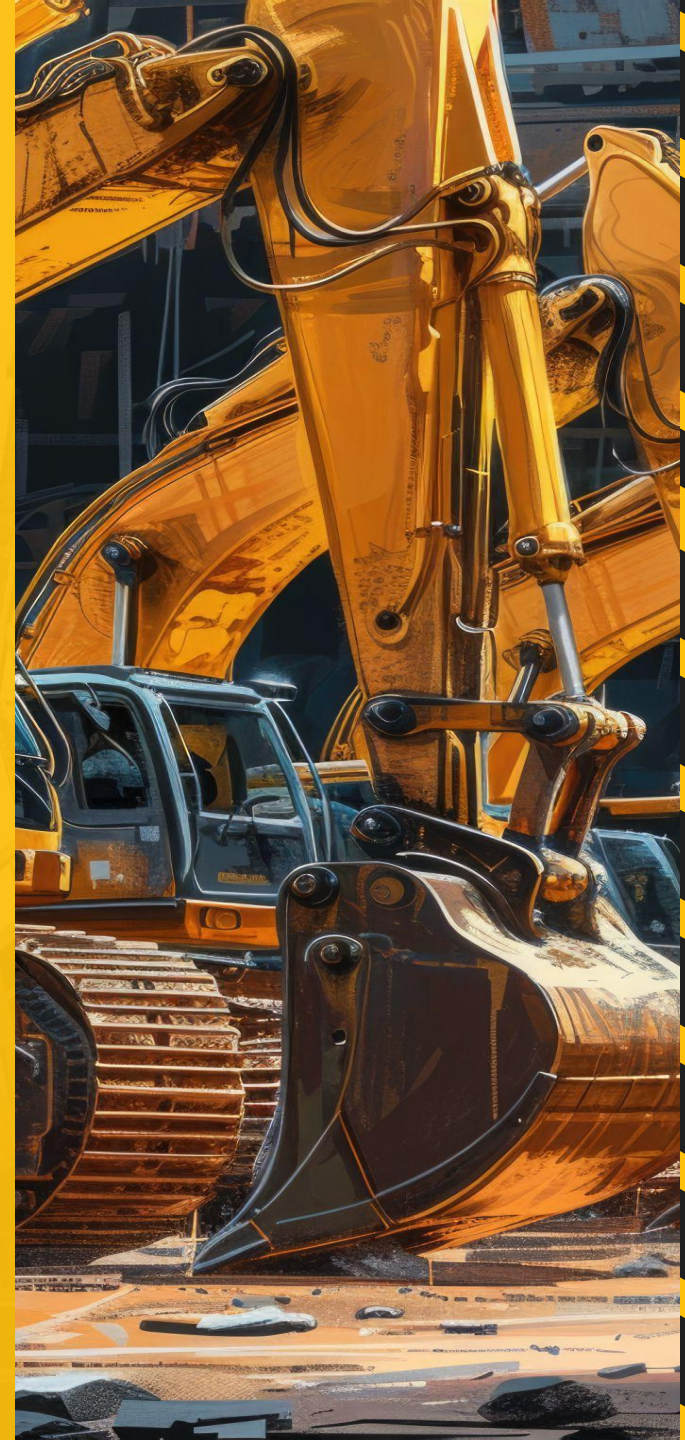
01 | Company Overview

02 | Why Muqawlat Qatar

03 | Our Services

04 | Target Segments

05 | Strategic Partnerships



CONTENTS

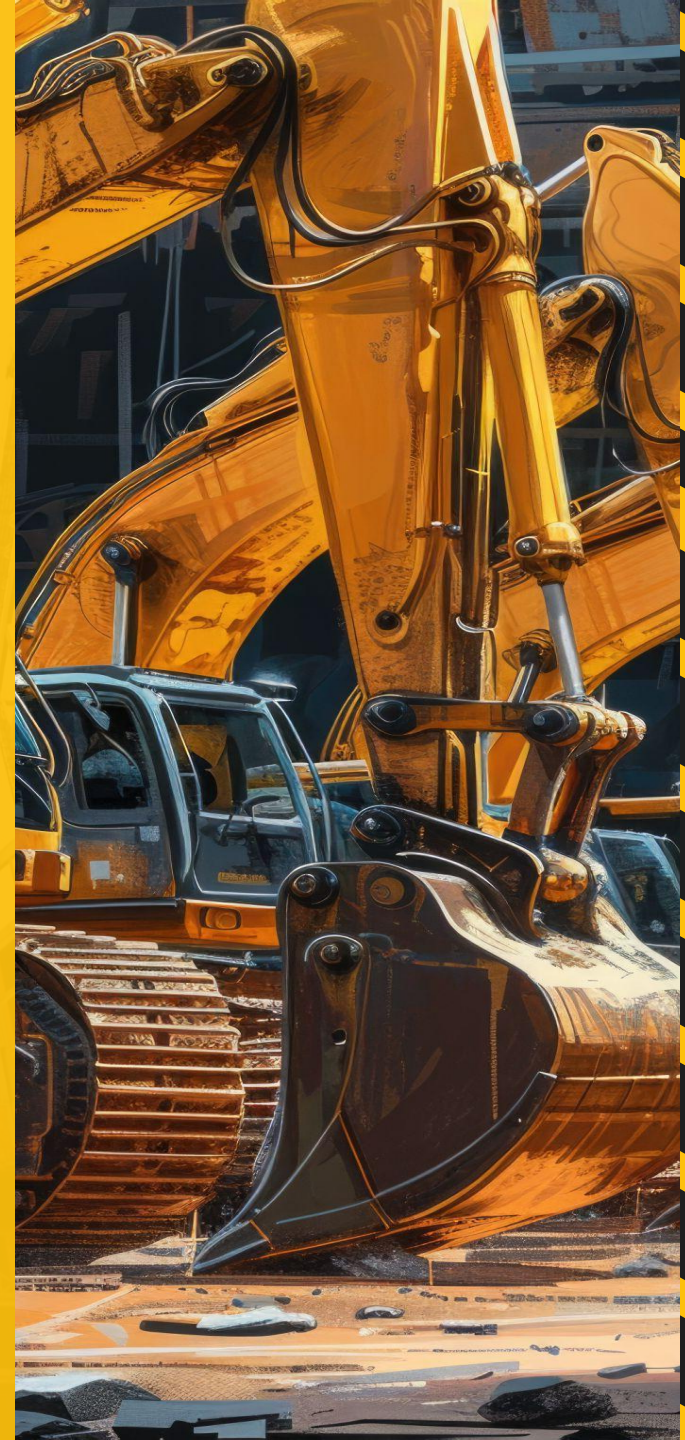
06 | Company Overview

07 | Future Vision

08 | Economic Impact

09 | Partners in Building the Future
of Construction

10 | Contact Information





01 Company Overview

1. Introduction
2. Our Vision
3. Our Mission
4. Why Muqawlat Qatar
5. Muqawlat Platform Advantages

Introduction

Muqawlat Qatar is a specialized digital business platform designed to enhance the construction and industrial ecosystem by providing an integrated digital environment that connects companies, contractors, suppliers, and project owners within a single online marketplace.

The platform offers a wide range of digital services that facilitate communication and commercial exchange, enabling companies to access projects, investment opportunities and build strategic partnerships within the sector.



Introduction

By combining a digital construction marketplace, recruitment services, equipment rental solutions, digital marketing, and professional networking, Muqawlat Qatar provides businesses with a modern business environment that supports expansion and sustainable growth in the construction industry.

Muqawlat Qatar was developed by iSmart Trading and Technology “iSmart”, the official owner of the platform. iSmart is a technology company specializing in building digital solutions and business platforms designed to support digital transformation and enhance the efficiency of economic sectors.

Introduction

Our Vision

To become one of the leading specialized digital platforms in the construction and industrial sector, contributing to the development of the business ecosystem through modern digital solutions that enhance collaboration between companies and simplify access to projects and opportunities.

Our Mission

To provide a reliable and efficient digital environment that reduces operational effort and costs, enhances market visibility, facilitates partnerships, and accelerates project execution within the construction ecosystem.

Why Muqawlat Qatar

Muqawlat Qatar was established in response to the growing need for a structured digital environment that serves the construction and industrial sectors. The platform simplifies connections between contractors, suppliers, equipment companies, and skilled professionals through a specialized digital marketplace and integrated services.

The platform also provides a professional environment that helps companies strengthen their market presence, access new projects and opportunities, and build trusted relationships and partnerships within the industry.

Muqawlat Platform Advantages

Muqawlat Qatar offers a range of advantages that support companies operating in the construction sector, including:

- A specialized digital platform for the construction and industrial sectors.
- A B2B business marketplace connecting companies, suppliers, and contractors.
- Direct access to contractors, suppliers, and project owners.
- A centralized platform that facilitates communication and collaboration between companies.
- Integrated digital solutions for marketing, recruitment, and equipment rental.
- A professional environment that enhances trust and supports professional networking.



02

Our Services

- 1. Digital Construction Marketplace**
- 2. Recruitment**
- 3. Members Club**
- 4. Privilege Club**
- 5. Advertising Services**
- 6. Media Center**

Digital Construction Marketplace

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1. Digital Construction Marketplace

The digital marketplace represents one of the core pillars of the Muqawlat Qatar platform. It enables companies to showcase their products and services and connect with clients and projects in the construction sector. The marketplace provides a specialized digital environment that simplifies selling, renting, and communication between businesses.



Digital Construction Marketplace

The marketplace includes four main sections:

1.1 Equipment and Machinery

A platform for showcasing and selling machinery and equipment used in construction projects.

Features:

- Enables companies to showcase available machinery and equipment.
- Provides access to contractors and developers.
- Increases opportunities for sales and rentals.
- Presents equipment professionally within a specialized platform.

Digital Construction Marketplace

1.2 Materials and Devices

A platform dedicated to displaying and selling construction materials and industrial products related to construction projects.

Features

- Showcases supplier products within a specialized marketplace.
- Provides access to contractors and project owners.
- Facilitates product search and comparison.
- Enhances sales opportunities and market expansion.

Digital Construction Marketplace

1.3 Machines Rent

A specialized platform for renting machinery and equipment between companies and contractors.

Features

- Connects equipment rental companies with contractors.
- Reduces the time required to search for machinery.
- Maximizes utilization of available equipment.
- Facilitates communication between both parties.

Digital Construction Marketplace

1.4 Online Store

An integrated store that enables companies to sell equipment and industrial products directly through the platform.

Features:

- A specialized digital sales channel for the construction sector.
- Professional product presentation.
- Direct access to targeted customers.
- Promotes e-commerce within the industry.

Recruitment

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2. Recruitment

Muqawlat Qatar provides an integrated recruitment system for attracting human resources within the construction sector.

The platform includes:

2.1 Jobs

A section dedicated to publishing job opportunities in the construction and industrial sectors.

Features

- Enables companies to access qualified professionals.
- Simplifies the recruitment process.
- Helps attract the right talent for projects.

2. Recruitment

2.2 Professionals

A platform for displaying resumes of engineers, technicians, and industry specialists.

Features

- A database of professional talents.
- Easier access to experienced professionals.
- Supports recruitment of specialized workforce.

2. Recruitment

2.3 Human Resources

A dedicated section for companies providing workforce solutions for construction projects.

Features

- Connects workforce providers with contractors.
- Facilitates access to skilled labour.
- Supports efficient project execution.

Members Club

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3. Members Club

The Members Club is a **professional space** that brings together companies operating in the construction sector within a professional environment. It helps companies build professional relationships and partnerships with other businesses in the industry.

Features

- A specialized directory of construction companies.
- Company classification based on specialization.
- Enhances collaboration opportunities between companies.
- Enables partnerships and alliances for projects.

Privilege Club

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4. Privilege Club

Muqawlat Qatar offers a Premium Club membership service that allows companies to benefit from various marketing services and exclusive advantages within the platform.

Membership Levels:

- Basic Membership
- Bronze Membership
- Silver Membership
- Gold Membership
- Platinum Membership

4. Privilege Club

Membership Benefits

- Digital marketing campaigns.
- Publishing company articles and announcements.
- Design and publishing of promotional content.
- Promotion through the platform and social media channels.
- Enhanced company visibility within the sector.

The **Premium Club** helps companies strengthen their marketing presence and reach a specialized audience within the construction sector.

Advertising Services

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5. Advertising Services

Muqawlat Qatar offers a variety of digital advertising solutions designed specifically to reach the construction industry.

Advertising services include:

- Homepage advertisements on the platform.
- Banner advertisements within website pages.
- Featured advertisements within the digital marketplace.
- Company profile articles.
- Promotion through social media platforms.

5. Advertising Services

Advertising Advantages:

- Direct access to a specialized industry audience.
- Enhanced brand presence.
- Increased opportunities for securing new projects.
- Targeted exposure to companies operating in the sector.



Media Center

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Muqawlat Qatar Platform

Your Gateway to the World of
Contracting and Construction

Find contractors

Rent equipment

Trusted by the
construction community
in Qatar



6. Media Center

The Media Center provides specialized content related to the construction sector, including:

- Company news
- Project announcements
- Tenders
- Events
- Industry articles

Its objective is to keep companies informed about the latest developments and opportunities within the sector.





03

Strategic Growth and Impact Framework

- 1. Target Segments**
- 2. Strategic Partnerships**
- 3. Future Vision**
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- 5. Insert text here**

1. Target Segments

Muqawlat Qatar serves a wide range of entities operating in the construction and industrial sectors, including:

- Main Contractors
- Subcontractors
- Real Estate Developers
- Construction Material Suppliers
- Equipment Rental Companies

2. Strategic Partnerships

Muqawlat Qatar aims to build a wide network of strategic partnerships with key stakeholders in the construction sector.

These partnerships include:

- Major construction companies.
- Suppliers and building material companies.
- Heavy machinery and equipment companies.
- Engineering and consultancy firms.
- Government entities and institutions supporting the construction sector.

Such partnerships help expand the platform's reach and strengthen its role as a digital solution connecting all stakeholders within the construction ecosystem.

3. Future Vision

Muqawlat Qatar seeks to develop a comprehensive digital ecosystem that supports the construction and industrial sectors by expanding digital services and enhancing collaboration opportunities between companies.

The platform **aims to** become one of the leading specialized digital gateways connecting companies, projects, and opportunities within a professional business environment that supports the growth and development of the industry.

4. Economic Impact

Muqawlat Qatar contributes to the digital transformation of the construction sector by facilitating communication between companies and providing a more efficient and transparent digital environment.

Key expected economic impacts include:

- Accelerating procurement processes within projects.
- Reducing time and costs associated with searching for suppliers.
- Supporting small and medium-sized enterprises in accessing the market.
- Improving construction project management efficiency.
- Promoting digital transformation in the construction industry.

The platform can also play an important role in improving market efficiency and increasing competitiveness among companies.

5. Partners in Building the Future of Construction

Muqawlat provides a digital environment that opens new opportunities for collaboration between companies, suppliers, and investors within the construction sector. These partnerships contribute to strengthening business growth, knowledge exchange, and building a more integrated industry ecosystem.

Companies interested in partnership or collaboration with Muqawlat Qatar are welcome to explore opportunities for cooperation and strategic relationships that support the growth of the construction sector in the region.



04

Contact Information

- 1. Address**
- 2. Email**
- 3. Phone number**
- 4. WhatsApp**
- 5. Website**



Contact Information

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Thank You