



Expose Your Business.

Corporate Profile



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Your Goals. Our Solutions.

ABOUT US

Amthal Group W.L.L. is a dynamic and fast-growing group of companies with its headquarters in Bahrain and regional offices in a number of countries in the Middle East.

Al-Amthal was established in the year 2002 by a team of professionals from various professional fields.

Amthal Group consists of a number of divisions; each one specialized in a specific area of business.

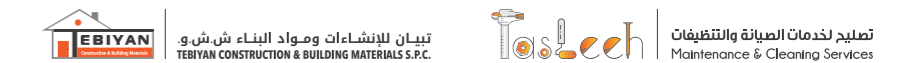
The group is headquartered in the Kingdom of Bahrain with branch offices in other GCC Countries and beyond.

GROUP DIVISIONS

► CONSULTANCY & SOFTWARE



► CONSTRUCTION & MAINTENANCE



► INDUSTRIAL



► AGRICULTURE & FARMING





Optimum division is one of the leading providers of integrated Enterprise Resource Planning solutions "ERP" to the 'medium to large scale' business market in the Middle East and beyond, offering a comprehensive range of software products and services that address the whole spectrum of various industries.

Optimum division's major project approach is Business Process Re- Engineering (BPR) wherein we engage our highly experienced consultants to provide the most suited ERP solution.



Wolke division was established to provide cost effective yet reliable and high-quality business software solutions to 'small to medium establishments (SME)' market in the Middle East and beyond. Wolke division now offers an array of products for various SME businesses like retail, schools, trading etc.

Wolke solutions can be purchased as a license or on SaaS (Software as a Service) model.



ECnet Division provides our clients with three vital services such as:

Marketing Services provide our customers with Marketing Strategies, Branding and Public Relations plans;

Digital Marketing provides state of the art websites, mobile apps and digital advertizing & social media services;

e-Commerce provides the mechanisms and the products in order to establish their B2B (Business to Business) and their B2C (Business to Customer) business relationship.



Nclink provides infrastructure solutions for all kind of enterprises. Major services include **Cloud Services, Hosting Services, Networking, IT Hardware** and **Technical Support Services**.

Moreover, **Nclink** provides specialized IT manpower and third party products.

We maintain partnerships with well-known and internationally recognized brands, so we can supply up to date technology to our customers, ensuring reliability, durability and data integrity.



PARTNERS

Al-Amthal Group's has a network of strong regional and international business partnerships with organizations and institutions that enable a superior service for the group's clientele. These partnerships bring about the capabilities for delivering comprehensive and optimal business solutions.

Technology Partners



Business Partners



QUALITY POLICY

“Total Integrated Business Solutions”

By optimizing business processes through the development and implementation of innovative software products, state-of-the-art hardware solutions and professional consultancy services that comply with applicable requirements.

“Total Customer Satisfaction”

Through subject matter expertise, commitment to our customer requirements and dedicated customer services.

“Continuous Improvement”

Of our processes, services, products, people and Quality Management System through constant review of enhancement opportunities. We will always strive to create a perfect product in order to achieve excellence based on international standards.

“A Professional and Motivating Work Environment”

By inspiring our people through fostering their talent and challenging their capabilities to create opportunities for growth.



OUR VISION

Amthal Group becomes one of the preferred choices for providing ICT solutions, business management mechanisms and related services in the Middle East and beyond, building long-lasting and trusted business relationships with our clients and partners.

OUR MISSION

Through ICT, Business Process Re-Engineering and Marketing we enable our clients to achieve their goals through our solutions and services, so they can enhance efficiency in order to increase their productivity and profitability on the inside and expand visibility in order to improve their positioning and product awareness on the outside to stay ahead of their competitors and overcome the challenges of today's turbulent market conditions.

CHIEF EXECUTIVE OFFICER



HANI AWACHI CEO

Founder and CEO of the **Amthal Group W.L.L.** since 2000, and the mastermind behind the concept and development of the OPTIMUM E-ERP system, displaying brilliant business acumen and far-sightedness. Specialist in business process re-engineering, office automation processes, and MIS restructuring.

Visionary leader and team player, with strong foundations in IT, Business Management, Accounting and HR Development, who possesses a strong flair for inspiring and motivating teammates to think big and attain the utmost.

Possesses extensive experience in senior positions in the private and government sector such as ministries, banks and major financial institutions.

*"We feel immensely proud and pleased about the growth of **Al-Amthal** to the present stature. Our products have been widely accepted by the business world in the region and we have been able to position our brand successfully in the market; we believe we have got a bigger role to play in the coming years.*

This achievement is the result of our clear-focused hard work and well-coordinated teamwork. We have very ambitious and bold plans about our future.

*Our goals are high, but we - the **Al-Amthal** team, are determined to achieve them. The opening of regional offices in other GCC countries was a quantum leap for us; and in the near future we plan further expansions with more offices across the Middle East and beyond."*



DIVISION GENERAL MANAGER

BEATE SCHOEK Division General Manager

Expert in languages, experienced in commercial and educational policy writing. Vast knowledge in ISO certifications and ISO implementation. Versatile experience in public relations and business writing and communications. In depth knowledge in ERP documentations.

“Coordinating the Quality Management System of Al-Amthal is the most vital part of my work, which includes developing policies and procedures for a fully automated office environment. It is my endeavour to ensure that our employees from the different divisions work according to AlAmthal’s quality policy.”



OUR TEAM

OUR TEAM

Amthal Group's Consultancy and Software Division has engaged the services of the best IT and Business Management Professionals to build their team.

Our team is not only proficient in technology but also has in depth knowledge of business to provide the best consultancy services to our valuable customers.

Optimum, **Wolke** and **ECnet** employ highly skilled software developers with latest technology qualifications along with highly qualified business and accounting professionals for project implementations.

Highly experienced and qualified infrastructure, cloud computing and networking professionals make up the **NClick** team.



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Expose Your Business

ECNET

ECnet Division provides our clients with three vital services:

- Marketing
- Digital Marketing
- e-Commerce

Marketing Services provide our customers with Marketing Strategies, Branding and Public Relations plans; Digital Marketing provides state of the art websites, mobile apps and digital advertizing & social media services; and

e-Commerce provides them with the mechanisms and the products in order to establish their B to B (Business to Business) and their B to C (Business to Customer) business relationship.

Today ECnet has expanded to the Middle East through the establishment of regional offices in the GCC, driven by its extensive creativity and the desire to be unique in the region.



OUR SERVICES

Creative Services

1. Developing Creative Strategies & Advertising Campaigns Concepts
2. Copy Writing
3. Graphic Design
4. Web Design
5. Branding & Re-Branding
6. Packaging Design

Production Facilities

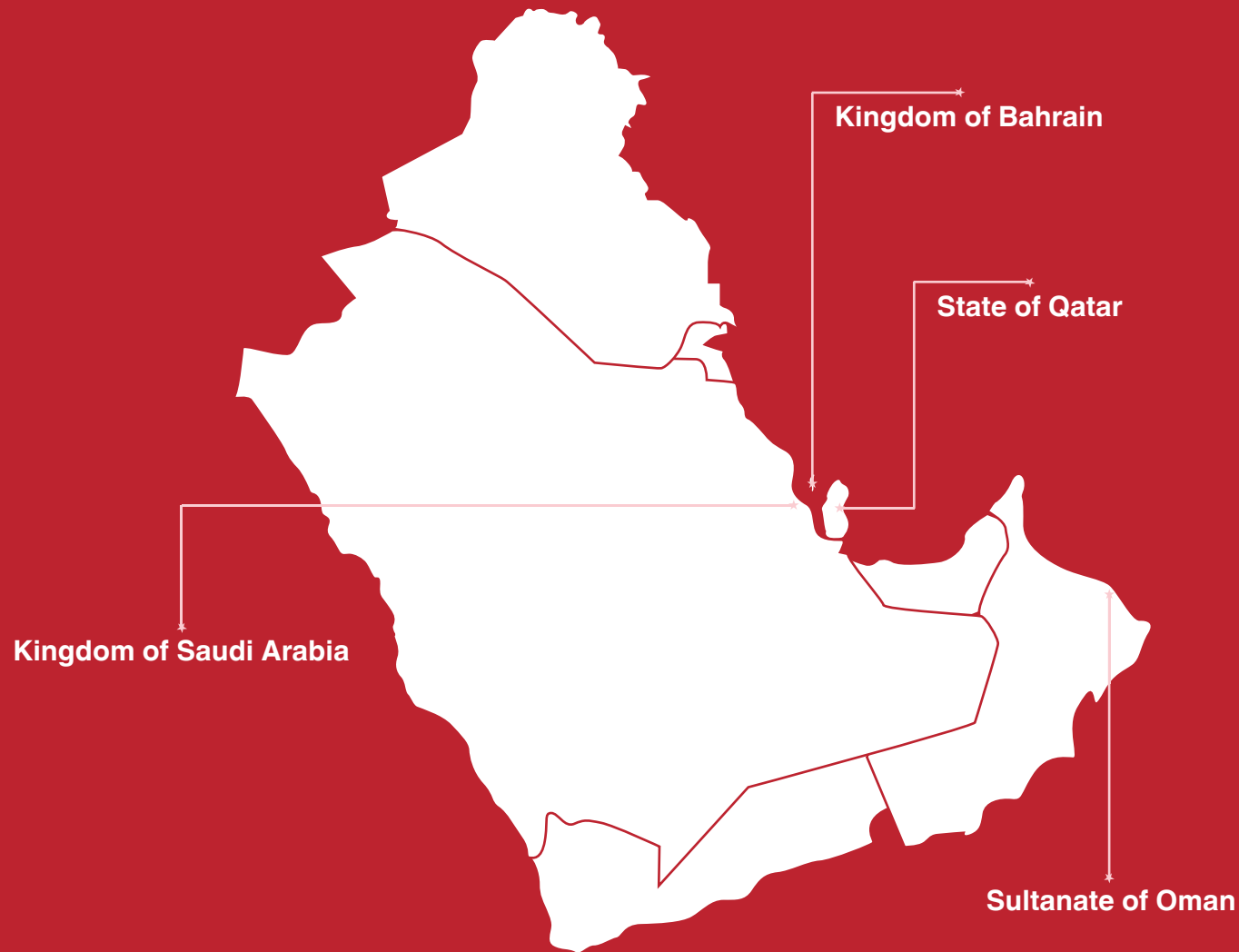
1. Radio Production (Scenario / Column Sound / Production)
2. Video Production Spots (Scenario / Column Sound / Production / Video)
3. Packet Radio (Jingles, Pingles, Tapis, etc..)
4. Corporate ID Package (Business Cards, Folders, Envelopes, etc..)
5. Flyers, Leaflets, Brochures, Catalogs, Posters, Labels, Packaging, etc..
6. Personalize Promotional Items

OUR CUSTOMERS

ECnet has doubled our stake at the international work front and our work for clients has been talked about. We have a wide spectrum of clientele from various sectors such as ministries, government and semi-government organizations, universities, banks and other financial institutions, trading establishments, construction and contracting companies, service sector companies and various other commercial establishments. This has made it simpler to approach the clients for new business opportunities with integrated programs to deliver across all relevant access points.

To view details please visit.
www.amthalgroupp.com





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