

Company File

AL KAWTHER GROUP COMPANY



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Introduction

Welcome to the "**Al Kawthar**" company book, which serves as a comprehensive guide introducing our organization and its future vision. This booklet aims to provide a clear and accurate representation of "**Al Kawthar**" and its unique approach to work. It also highlights our values and mission, which form the foundation of all our activities.

Additionally, it introduces the subsidiaries and companies operating under the "**Al Kawthar**" umbrella. We also spotlight our innovative digital solutions and services offered to our clients while showcasing our collaborations with partners across various fields.

The booklet further covers our target audience, market share, and the team behind "**Al Kawthar's**" success and journey.

We hope this booklet provides you with all the information you are looking for and serves as a valuable resource for understanding "**Al Kawthar's**" future vision and ambitious goals.



The Owner

My name is Kawthar, a 20-year-old Omani entrepreneur passionate about creating impactful digital platforms that drive innovation and community engagement. With a background in digital product management from the Hassoub Academy, I excel at turning ambitious ideas into reality.

I have expertise in IT and digital solutions, having successfully managed several projects aimed at optimizing processes and delivering added value to users. I am committed to leveraging technology in innovative ways to support entrepreneurship and contribute to the growth of the digital community in Oman and beyond.

About Kawthar

Kawthar Group is more than just a company; it is a journey of creativity and digital transformation. It is a platform brimming with passion, combining advanced technology and an inspiring vision to deliver solutions that touch the lives of individuals and businesses. At Kawthar, we believe that every idea, no matter how simple, can turn into a great achievement when backed by innovation and hard work.

We are here to be the partner that helps you surpass the boundaries of possibility, making technology a tool for creating new success stories. Kawthar Group reflects unending ambition and dreams that come true with confident steps toward the future.

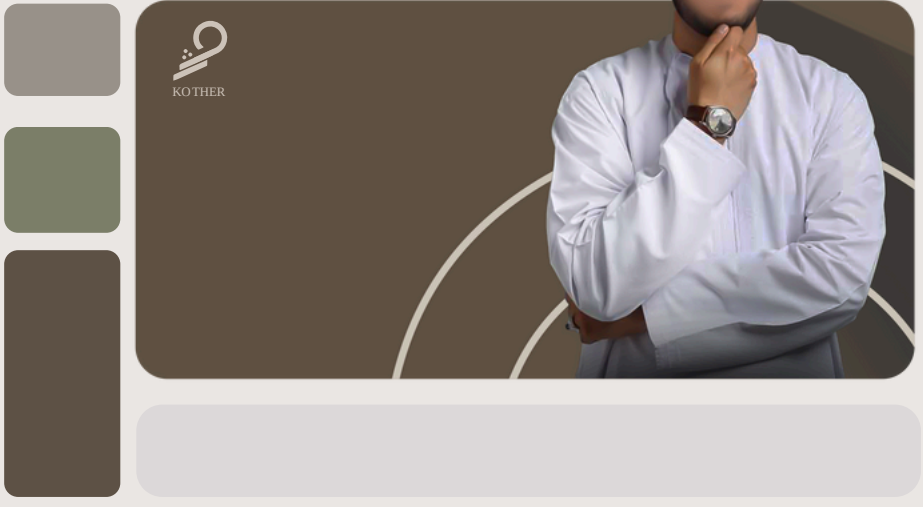
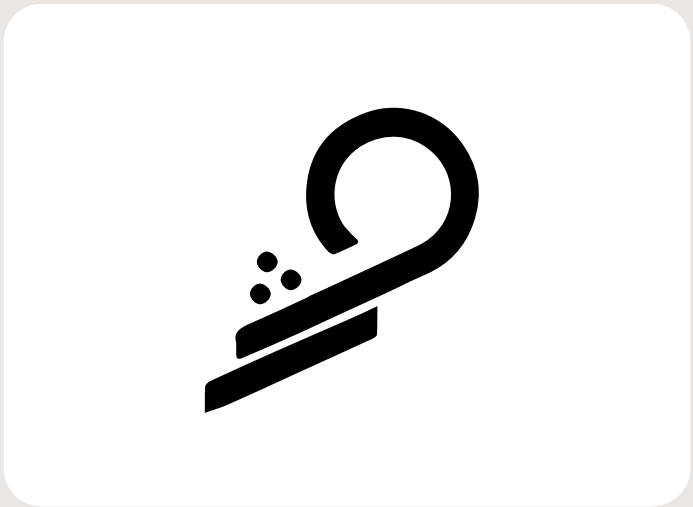
Visual Identity Explanation

Logo Philosophy:

The philosophy of this logo revolves around the idea of uniqueness and individuality, where the logo serves as a distinctive signature that reflects a clear and unique identity. Just as each person has a signature unlike any other, this design embodies individuality and personal or institutional value. The circle symbolizes stability and strength, while the combination of simplicity and Arabic calligraphy represents a meeting point between modernity and heritage.



Brand Mood:

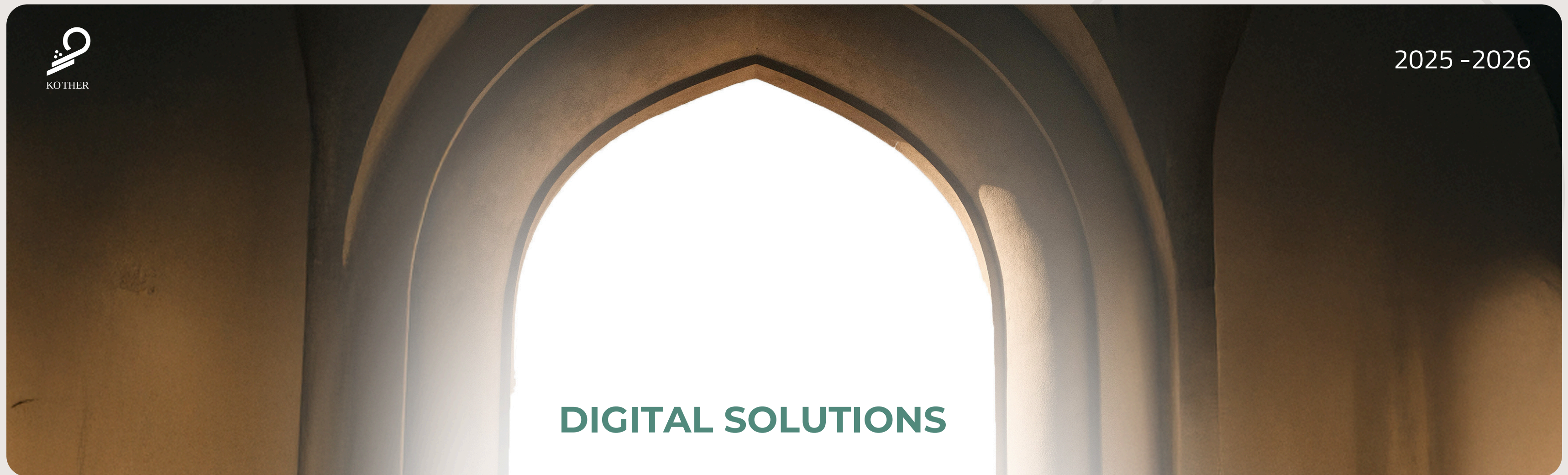


Aa HEADER FONT
Grown
ABCDEFGHIJKLMNOPQRSTUVWXYZ
abcdefghijklmnopqrstuvwxyz
1234567890

Aa BODY TYPE
Montserrat Classic
ABCDEFGHIJKLMNOPQRSTUVWXYZ
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Vision

To become the leading destination for innovative digital solutions in Oman and the region, redefining the customer and business experience through advanced technologies that meet future needs.



Values

CREATIVITY

We believe innovation is the lifeblood of every success, and we strive to deliver new and inspiring solutions.



FLEXIBILITY

We are committed to adapting to changes and overcoming challenges with innovative and swift solutions.



SUSTAINABILITY

We focus on our impact on the future, working to balance commercial success with social responsibility.



QUALITY

We aim to achieve the highest quality standards in all our services to ensure the satisfaction of our clients and partners.



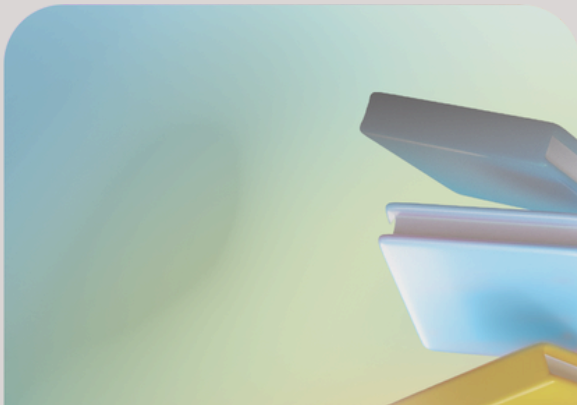
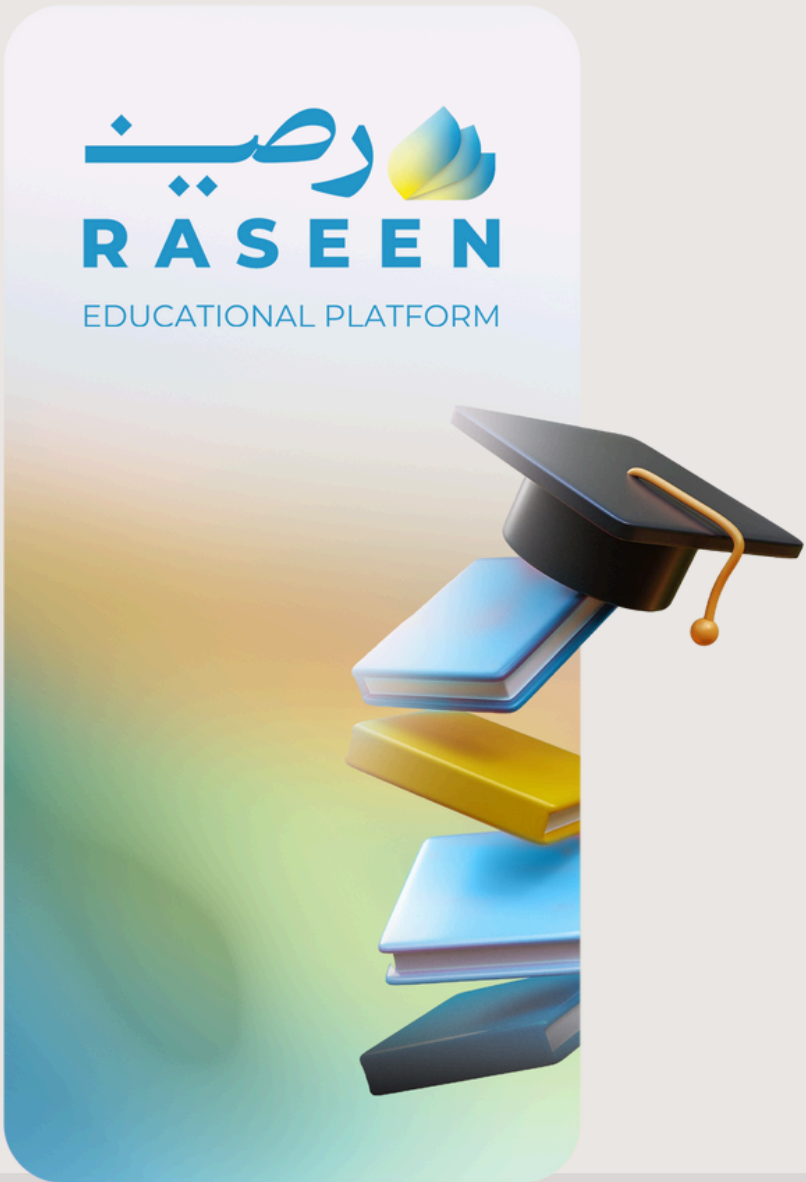
PARTNERSHIP

We build strong and sustainable relationships with our clients and partners to achieve shared goals.



Subsidiaries

Under our umbrella shines a collection of projects and companies that embody our vision:



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2025 -2026

Subsidiaries

Raseen

A unique and innovative educational platform targeting ambitious youth aged 18 to 30.

Raseen aims to empower youth to develop their academic and professional skills through advanced educational tools and a design focused on belonging and community engagement.



Subsidiaries

Tirhal

A project aimed at redefining the roaming experience in Oman's heritage areas. Through “Tirhal”, we offer an innovative and enjoyable way to explore heritage and culture, strengthening individuals' connection to their national heritage and making roaming an unforgettable experience.

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What Are Our Digital Solutions

At Kawthar, we offer a range of innovative services tailored to meet the needs of individuals and businesses, focusing on excellence in everything we provide. Our services include:



Digital Platform Development

Creating integrated electronic platforms that meet local market needs.

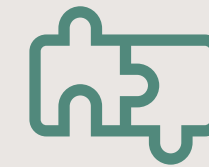
Designing websites and applications that facilitate user experiences and achieve goals effectively.



Visual Identity Design

Crafting visual identities that reflect the essence of brands.

Designing logos and harmonious colors that leave a strong impression on the audience



Technical Consultations

Providing consulting solutions to help companies improve their digital performance.

Support in selecting and implementing the right technological tools for each project.



Digital Marketing

Building targeted marketing strategies based on data and insights.

Managing digital advertising campaigns to achieve maximum impact.

Our Collaborations

A strong partnership with our companies to create the "**Sakani**" platform, the ideal solution to help students in Oman find suitable accommodation.

The platform offers housing options via an interactive map, with features like direct booking, contract management, and seamless communication with property owners, ensuring security and ease.



Our Scope

we have a clear expansion plan targeting new markets in the Middle East over the next three years. This plan includes:



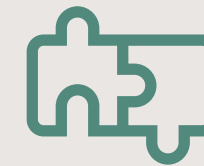
Geographical Expansion:

Starting operations in the UAE and Saudi Arabia, followed by markets like Egypt and Kuwait.



Products and Services:

Expanding services to include specialized solutions for educational institutions and small and medium enterprises, creating growth opportunities in these sectors.



Investment in Technology:

Developing an integrated digital platform to unify our services under one roof, facilitating customer access and offering comprehensive solutions.

CONCLUSION

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