



COMPANY PROFILE

Capabilities and Projects 2019

About Us

Norm General Contracting is a professional construction, a leading regional construction and contracting company that provides a broad range of residential and commercial in construction projects.

Norm has a fully-staffed, permanent office in Abu Dhabi, United Arab Emirates.

The Company is committed to working with various clients and meeting deadlines specifically On-Time in numerous types of construction projects.

Projects are built it and delivered by highly competent and experienced engineering and administrative staff.

Over the years, the Company has proven its ability to mobilize materials, equipment, logistics and skilled labor with outstanding performance in any of its projects in the United Arab Emirates.

Each project is treated with high-level management attention, proficient job-site staffing and top of the line equipment as good reputation serves as one of the Company's driving life-force.

The Company enjoys the UAE in its pursuit of further development and modernization in various construction opportunities and activities available.

Corporate Values

- Mission

Provide superior Construction and Interior Designing services that meet and exceed customer expectations. We achieve this through use of a skilled and properly equipped work force directed by experienced management personnel using modern construction techniques and contemporary yet affordable enterprise management software systems.

- Values

Safe and compliant operations focused on zero incidents and injuries

Assured customer satisfaction in all aspects of management and operational support

Reduced total cost of ownership through intelligent maintenance planning and support

Diligent pursuit of excellence in all aspects of maintenance operations

Create a learning organization that constantly integrates knowledge, research and experience.

Director's Message

We have designed Norm General Contracting Company around Four key platforms:

- General construction
- Electrical & Mechanical Contracting
- Interior Design & Fit-out

Offering our customers an experienced, in-place, ready-to-go capability throughout the United Arab Emirates. The quality and affordability of our products make us an essential provider. The professionals within our organization make us an essential partner.

We continually align our activities, including vital services and internal systems, to meet customer needs in an environment of increased price competition, greater audit scrutiny and preference for fixed-price contracts.

As you review this list of ongoing company projects you'll notice references to repeat business, high past performance ratings and our customers' preference to team with us early in the procurement process – all indicators that the Norm team is best-suited to help your company win upcoming business. Please keep us in mind and let us show you what we can do.

Ali Alward

Managing Director

- How We Are Different

With a Middle East wide presence, Norm General Contracting can deliver services on a sole supply or regional basis. Our objective is always to deliver customer satisfaction whilst participating in client's commercial target achievements. Our company is in the business of satisfying client's needs with single, unified, all-inclusive complete service solutions. We list below some of our key strengths for successful execution of projects:

- Capabilities

Norm General Contracting serves client on a wide array of issues, regardless of industry sector. Our capabilities have been developed through years of experience providing support solutions for the most difficult.

- Local knowledge

Extensive experience and capability in managing various projects locally, the technically qualified staff and detailed knowledge required to successfully develop and implement various projects. Our staff members proposed to engage in a given project are carefully selected based on their maturity, experience, knowledge and ability to effectively communicate and interact with our customers.

- **Technical Abilities:**

A resource of highly qualified professionals unsurpassed in its depth of experience and knowledge. Such experience substantially sensitizes our team to the vigorous demands of the institutional and environmental demands.

- **Team approvals:**

Our approach to various projects focuses on working closely with the client and the staff using the facility to ensure the delivery effectiveness of the proposed services.

- **Quality Control:**

Quality Control is a carefully monitored by high-standards, by our specialized people in the various construction and related services requirements.

- **Health & Safety:**

Our primary focus is to protect our business partners (Clients & Suppliers), our staff and the environment. At Norm we utilize specialist environmental health and safety personals, guided by local and internationally recognized laws and legislation, and developed in our policies. Thus are regularly communicated through training programs to our entire team. Random specialist audits at the work place subsequently ensure absolute compliance.

Services

1) Construction

- Concrete Structure
- Steel Structure
- MEP Works
- Roads & Walkway
- Water Supply & Drainage

2) Interior Design & Fit out

- Offices fit out
- Space planning
- Renovation
- F&B Retail
- Furniture

3) Design

- Preparing & reviewing architectural designs
- Shop drawings 2D
- Perspective & 3D
- Consolidation & optimization of the panel of the suppliers
- Construction method statements



Project Procedures

- Initiation
- Planning & Approvals
- Execution
- Operations guideline approvals
- Monitoring and the final
- Handover & final inspections

Point of Contact

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Quality and Performance

- Key Performance Indicators (KPI)

Performance measurement is a fundamental principle of management for Norm General Contracting. We see measurement of performance as very important because it identifies current performance gaps between current and desired performance and provides us with an indication of progress towards closing performance gaps. By using carefully selected key performance indicators we identify precisely where to take action to improve performance.

The construction process is made up of several key performance elements. All elements are required to complete our supply chain. Execution of maintenance is addressed through these elements which are an integral part of our Reliability Process:

- Manpower

We use highly trained, experienced professionals in the fields of MEP & Civil, Interior Designing and Fit-out, and to all services catered by Norm company.

Teams of expert technicians equipped with the tools and experience to perform construction, operation, and repair.

Team members are schooled on the use of good communication skills. Our personnel communicate in multiple languages to include English, Arabic, Hindi and Tagalog.

Disciplined & polite team of professional technicians.

Cost Control

- **Cost/ Budget Allocation & Purchasing**

Our purchasing department provides three (3) quotations for all material and parts requirements
The Construction Manager approves quotations based on a combination of price and urgency of need.

- **Quality & Speed of Response**

Quality starts in planning and preparation. Included is the description of the job time table, manpower allocation and the materials or equipment needed

The team follows specific job procedures and is closely monitored by site supervisors

Materials for use are inspected and approved by the site supervisor

Final inspection and testing is done by site supervisor before the handover to the client

- **Health Sanitation & Safety**

Safety first is our core motto so we regularly train our maintenance team on topical safety subjects

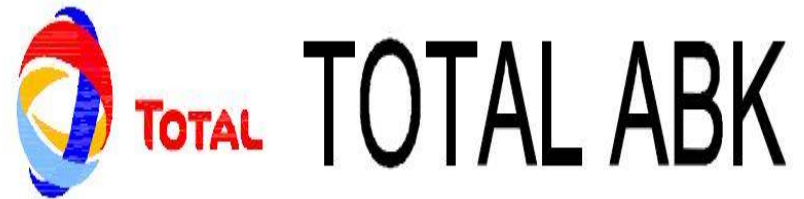
We have a team of uniformed technicians deployed at the site

Our team is aware of the safety for both themselves and client property

It is our practice to clear and clean work areas before, during and after job execution

We always maintain strict compliance with all hazardous materials handling, use and disposal requirements.

Clients



NORM TEAM



Projects

- Capital Gate G42 Office Level 3

This project was related to fit out work including a full MEP works and interior design at Capital Gate Tower, Office Level 3.

LEVEL 3



- 1 CEO OFFICE (ASSETIK)
- 2 CEO OFFICE SMART CITIES DEPT
- 3 CEO MEETING ROOM
- 4 CEO OFFICE (ENERGY)
- 5 VIP FINANCE
- 6 RECEPTION
- 7 MEETING ROOM 1
- 8 BOARD ROOM
- 9 COLLABORATION AREA
- 10 PRAYER ROOM
- 11 STORE ROOM
- 12 MEETING ROOM 2
- 13 PAYABLES (10 PAX)
- 14 PROCUREMENT TEAM
- 15 RISK & COMPLIANCE TEAM
- 16 HR
- 17 12 WORKSTATION (FINANCE)
- 18 COFFEE STATION
- 19 PRINTER STATION
- 20 8 WORKSTATIONS (ASSITEK)
- 21 4 WORK STATION (HOT DESK)
- 22 8 WORK STATION (ENERGY TEAM)
- 23 18 WORKSTATIONS (ASSITEK)
- 24 BREAK AREA

- Capital Gate G42 Office Level 3



- Capital Gate G42 Office Level 3



- Capital Gate G42 Office Level 12

This project was related to fit out work including a full MEP works and interior design at Capital Gate Tower, Office Level 12.

LEVEL 12



- 1 LOUNGE-1
- 2 LOUNGE-2
- 3 RECEPTION
- 4 SECURITY ROOM
- 5 MEETING ROOM 2 [LOBBY]
- 6 MAIN PASSAGE
- 7 INTERACTIVE AREA
- 8 MEETING ROOM 1
- 9 MEETING ROOM 2
- 10 OFFICE MANAGEMENT
- 11 MARKETING TEAM
- 12 MARKETING EXPC
- 13 BIG MEETING ROOM
- 14 LEGAL DEPT (10PAX)
- 15 SENIOR LEGAL
- 16 HR (6 PAX)
- 17 CHRO EXECUTIVE OFFICE
- 18 COLLABORATION AREA
- 19 STORAGE
- 20 HR LOUNGE
- 21 PANTRY / STORE
- 22 HR DEPARTMENT (10 PAX)
- 23 IT DEPARTMENT
- 24 PRINTING CORNER
- 25 IT STORE
- 26 IT DEPARTMENT
- 27 CIO EXECUTIVE OFFICE
- 28 RECREATION BREAKOUT AREA
- 29 PASSAGE - 1
- 30 PASSAGE - 2

- Capital Gate G42 Office Level 12



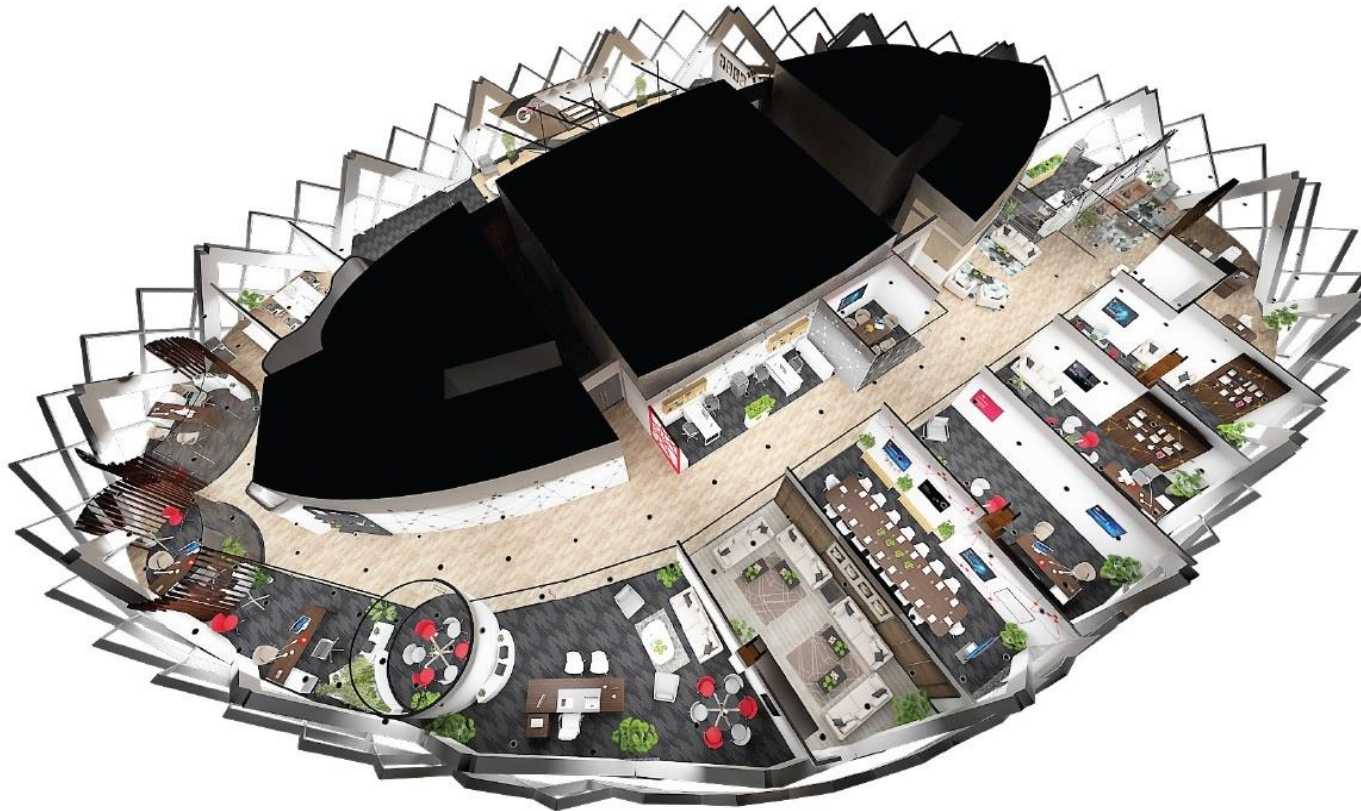
- Capital Gate G42 Office Level 12



- Capital Gate G42 Office Level 13

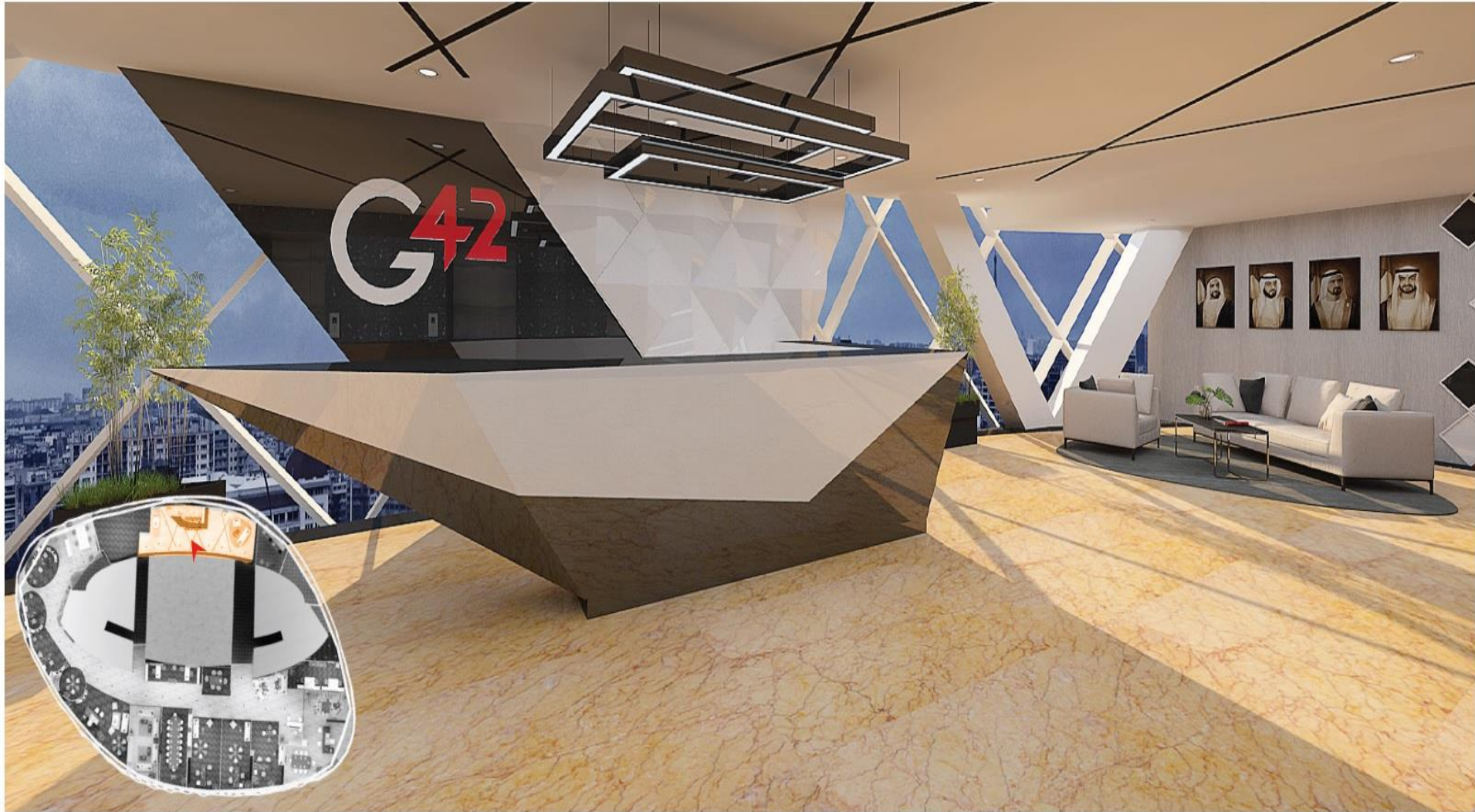
This project was related to fit out work including a full MEP works and interior design at Capital Gate Tower, Office Level 13.

LEVEL 13



- 1 RECEPTION & LOBBY LOUNGE
- 2 MAJILIS ROOM
- 3 BOARD ROOM 16 PAX
- 4 EXECUTIVE GROUP - CFO OFFICE
- 5 EXECUTIVE GENERAL COUNSEL OFFICE
- 6 EXECUTIVE OFFICE (PRITI)
- 7 EXECUTIVE OFFICE WITH MEETING ROOM (PENG)
- 8 ASSISTANT TABLE
- 9 CAFE COUNTER
- 10 LOUNGE AREA
- 11 4 PAX WORKSTATION (COO STAFF)
- 12 MEETING ROOM
- 13 4 PAX WORKSTATION (PENG'S TEAM)
- 14 EXECUTIVE GROUP COO OFFICE
- 15 EA 2 PAX WORKSTATION (EXEC. OFFICE)
- 16 6 PAX MEETING ROOM
- 17 COO OFFICE 01
- 18 COO OFFICE 02
- 19 COO OFFICE 03
- 20 PRAYER ROOM
- 21 BREAKOUT ROOM
- 22 EXPERIENCE CENTRE

- Capital Gate G42 Office Level 13



- Capital Gate G42 Office Level 13



- STARBUCKS UTILITIES

This project was related to complete MEP works at Abu Dhabi National Exhibition Center.

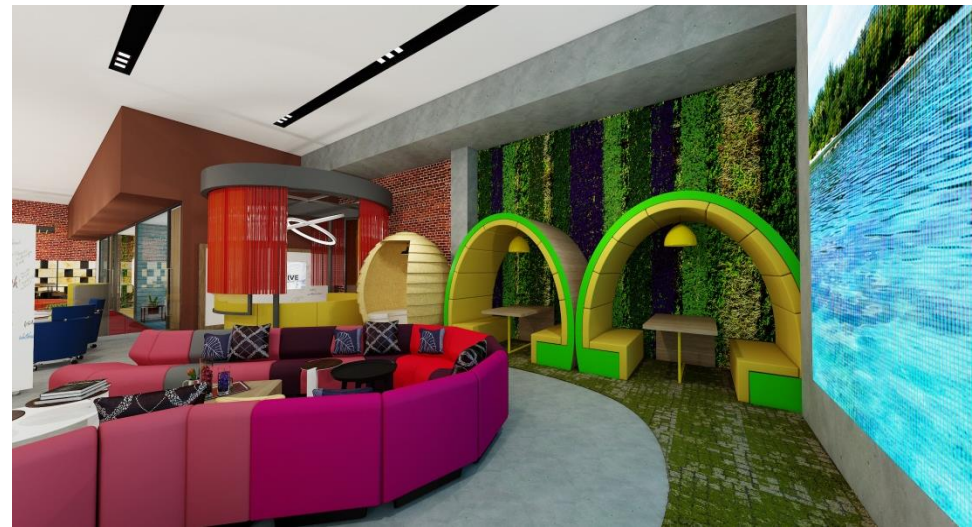


- THE HIVE & JIMMY B PROJECT ADNEC

This project is to develop a new, rentable event/ meeting space. Including a full MEP works, fit out and interior design at ADNEC



- THE HIVE & JIMMY B PROJECT ADNEC



- EXTERNAL CONTRACTOR'S TOILETS

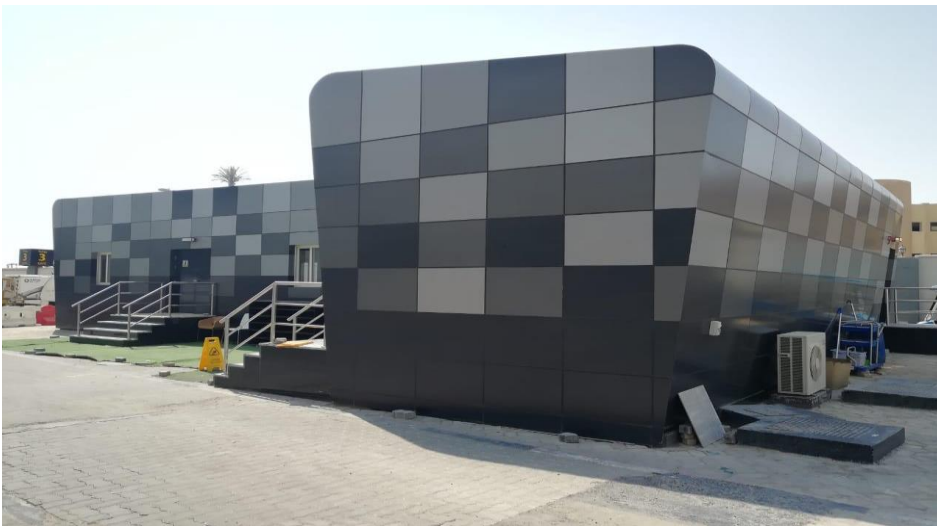
This project was related to complete a full MEP works at Abu Dhabi National Exhibition Center.



- EXTERNAL CONTRACTOR'S TOILETS



- EXTERNAL CONTRACTOR'S TOILETS



- GRAPHIC ROOM PROJECT ADNEC

This project was related to fit-out work and MEP at ground floor of the car park building A at Abu Dhabi National Exhibition Center sector W59-1 plot C1 Abu Dhabi.



- GRAPHIC ROOM PROJECT ADNEC



- TOTAL HEADQUARTER OFFICES TOWER FIT-OUT

This project was related to complete a full MEP works, interior design and fit-out work at 11th floor Abu Dhabi Mall.



- TOTAL HEADQUARTER OFFICES TOWER FIT-OUT



- RIP RESTAURANT

This project was related to complete a full MEP works, interior design and fit-out work.



- RIP RESTAURANT



- Source & Kafea Utilities project

This project was related to complete a full MEP works at Abu Dhabi National Exhibition Center.



- Source & Kafea Utilities project

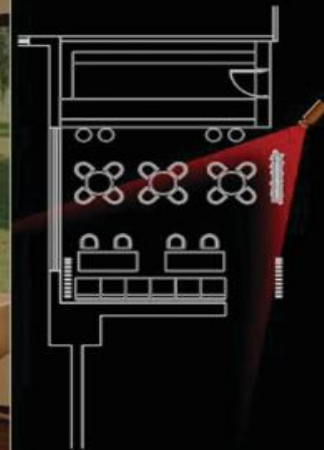


- Private Villa
Abu Dhabi UAE



- Cafeteria Media City Abu Dhabi UAE

This project was related to complete MEP works, Fit out and interior design at Abu Dhabi Media.



Thank you for your attention!