



KASCCO

keffah Group



KASCCO CO.



keffah group Co.
مجموعة كفاح الشرق



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Welcome Message

Through this company profile, we aim to showcase our capabilities, resources, and commitment to excellence in delivering integrated services that include workforce solutions, logistics, information technology (IT), enterprise resource planning systems (TRP), and advertising & marketing (DRA).

At KASCCO, we believe that the success of any organization begins with operational efficiency, precise management, and innovative solutions. That's why we leverage our diverse expertise to build partnerships that balance quality, speed, and sustainability.

We thank you for trusting KASCCO as your reliable partner on your journey toward excellence and growth.

How KASCCO Began

By: Abdullah Al-Gharawi – Founder & CEO

KASCCO began with a simple idea and a big dream. I saw a gap in the market for a company built on quality and trust, so I decided to take the first step — no matter how small.

In the beginning, our resources were limited, but we had determination and a clear vision. We worked hard, learned from every experience, and grew project by project.

Today, KASCCO has become a trusted name in the world of contracting, and our ambition continues — guided by the same values with which we first began.



عبد الله الغروي
الرئيس التنفيذي

through this company profile, we aim to showcase our capabilities, resources, and commitment to excellence in delivering integrated solutions that include workforce management, logistics services, information technology (IT), enterprise resource planning systems (TRP), and advertising & marketing (DRA).

Whether you are seeking qualified human resources, comprehensive operational and logistics solutions, advanced technological and financial systems, or innovative marketing and advertising services — at KASCCO, we are fully prepared to support your operational, administrative, and creative needs with professionalism and precision.

We take pride in being a trusted partner dedicated to empowering our clients to achieve growth and sustainability through solutions that combine quality, efficiency, technology, and creativity.

Thank you for placing your trust in KASCCO — we look forward to being part of your future success stories.



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About the Company

KASCCO was established in 2006 as a multidisciplinary Saudi company under the umbrella of Kifah Al Sharq Group, offering an integrated range of services that include workforce solutions, logistics, information technology, enterprise resource planning (ERP) systems, and advertising & marketing.

Since its inception, KASCCO has been committed to building a reputation founded on trust, quality, and professionalism — becoming today one of the leading companies that seamlessly combine operational, technological, and creative solutions.

With over 19 years of experience, we continue to support various government and private sectors through flexible, reliable, and tailor-made solutions designed to meet each client's specific needs.





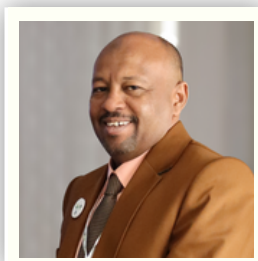
Leadership Team



Abdullah Al-Gharawi
General Manager

Founder and General Manager Abdullah Al-Gharawi:

Since founding Kasco in 2006, Abdullah Al-Gharawi has led the company toward sustainable growth, providing innovative and efficient integrated solutions for both government and private sectors. He is distinguished by his strategic vision and ability to steer the company toward excellence and innovation, focusing on enhancing operational efficiency and delivering added value to clients. Under his leadership, Kasco has become a leading model in providing innovative technology solutions, committed to the highest standards of quality and professionalism across all its projects and initiatives.



Abdulwahid Al-Mahdi
Deputy General Manager

Since joining in 2012, Abdulwahid has emerged as a key figure in driving the success of workforce operations at Kascco and its parent company, Kiffah Al-Sharq. He is distinguished by his strategic vision and exceptional ability to manage teams and coordinate different departments efficiently, ensuring smooth operations and the achievement of organizational goals. With his extensive experience and managerial acumen, he has delivered tangible improvements in overall performance and provided innovative solutions to complex challenges, serving as a role model in leadership, dedication, and commitment to achieving organizational excellence.



Mousa al-shafei
Human Resources Manager

Mousa Al-Shafei leads Kascco's HR department, focusing on talent management, employee development, and aligning HR strategies with company goals. His expertise ensures a skilled, motivated workforce and drives Kascco's operational and cultural growth.



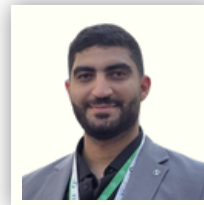
Khurram Chaudhry
Information Technology Engineer

He is responsible for designing, implementing, and maintaining IT systems and technical infrastructure. He works on developing technological solutions and improving the performance of networks, servers, and applications to ensure continuous and efficient operations.



Ahmed abdullah
Finance Department Manager

The Finance Department Manager oversees the management of financial operations, budgets, reporting, and cash-flow monitoring. He also coordinates with other departments to ensure accuracy and efficiency in all financial transactions and the continuity of the organization's financial performance.



Mahmoud Sobhi
(R&D) Department Manager

The Research and Development (R&D) Department Manager is responsible for leading innovation within the company, developing products and services according to market needs, and supervising teams to ensure ideas are implemented and transformed into practical solutions that enhance the organization's competitiveness.



Salman Al-Anzi
Procedures Officer

Responsible for overseeing and managing official procedures and transactions on behalf of individuals or organizations, ensuring all documents and legal/administrative requirements are completed accurately and promptly. Salman is distinguished by his expertise and efficiency in dealing with official entities, facilitating processes to ensure smooth and timely completion of transactions.



Ameer salman
Head of Manpower and Logistics Department

Oversees recruitment, labor affairs, field operations, and logistics coordination, demonstrating practical management skills to ensure efficiency across all projects.



Kabir
Field Team Leader

With over 13 years of experience at Kasco, he is known for his strong communication skills, attention to detail, and effective team management.



Mohamed salim
Senior software Developer

Responsible for developing systems and applications according to organizational needs with a talent for turning requirements into effective software solutions. Notable achievements include designing the BOS and HAS platforms, which enhance user experience and streamline data and operations management, while maintaining high-quality standards and introducing innovative ideas to boost team efficiency.



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Vision

To be a continuous success partner for our clients, striving to deliver exceptional services and solutions that achieve our shared goals in the fields of workforce and logistics.

Mission

We help businesses grow by combining the right people, smart logistics, and practical solutions. Our goal is to be a trusted partner that delivers high-quality services to enhance efficiency, reduce costs, and support long-term success.



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Certifications



هيئة المحتوى المحلي
والمشتريات الحكومية
Local Content & Government
Procurement Authority



Contractor
Classification





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why kascco

Choosing the right partner means ensuring legality, compliance, safety, cost control, and continuity of business partnerships — all essential for achieving success.

KASCCO's 19 years of experience in the Saudi market stand as one of the key reasons for choosing us as your trusted partner.



Cost Efficiency

We offer competitive pricing without compromising on quality. Our solutions are designed to deliver the highest possible value while staying within budget.

High-Quality Service

From planning to execution, we focus on getting things done the right way. Our team is committed to maintaining consistent standards that meet — and exceed — expectations.

Service Level Agreements (SLA)

We operate under clear service level agreements to ensure accountability, transparency, and measurable results for every client we serve.

Professionalism at All Levels

Our team is trained, responsive, and dedicated to delivering services with the utmost integrity and precision — because professionalism is at the heart of everything we do.



Our Services

KASCCO offers a comprehensive range of services that support business continuity and operational excellence through integrated solutions combining operations, technology, and creativity.

Through our specialized divisions in workforce, logistics, recruitment, information technology (IT), enterprise resource planning systems (TRP), and advertising & marketing (DRA), we help our clients streamline their operations, increase productivity, and enhance operational efficiency — while maintaining a competitive edge across their respective industries.

1. Workforce Supply:

Our workforce solutions include the following:

- Supplying labor for industrial, service, and construction sectors
- Providing skilled and well-trained technical manpower tailored to specific requirements
- Comprehensive management of recruitment, housing, transportation, and insurance operations
- Handling legal permits and residency issuance (Iqama processing)
- Managing payroll, providing uniforms, and ensuring safety equipment availability
- Deployment start: Within 30 days of contract signing

KASCCO is distinguished by a set of key attributes that make it a reliable partner in workforce supply services:

- **Rapid Deployment:** Workforce mobilization starts within 30 days of contract signing.
- **Legal Compliance:** Managing Ajeer permits, residencies (Iqama), and visa processing.
- **Operational Efficiency:** Supplying skilled and well-trained personnel aligned with client requirements.
- **Comprehensive Support:** Covering accommodation, transportation, meals, and uniforms.
- **Saudization Support:** Full commitment to complying with national Saudization regulations.



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What Sets Us Apart in Workforce Services?

At KASCCO, we believe that caring for our workforce is the foundation of exceptional service. That's why our workforce solutions go beyond simply supplying labor — we build a motivated, well-prepared team ready to deliver results. Here's how we achieve this:



Regular Training and Detailed Guidance

Every new employee undergoes a clear and practical onboarding process where tasks and expectations are thoroughly explained. We also conduct ongoing training sessions to maintain team cohesion, develop skills, and ensure readiness to adapt to evolving project requirements.

Team Selection Based on Needs

Every project is unique, and so is every team we build. We carefully match each employee's skills and experience to your specific requirements, ensuring you have the right people from the very start.



Stable and Reliable Teams

We provide dependable personnel who remain committed for the long term. This helps our clients avoid frequent workforce turnover and enjoy smoother, more stable operations.





1- Logistics Solutions

KASCCO provides efficient and cost-effective logistics services that support the continuity of the supply chain and help companies maintain flexibility in a competitive market. Whether it's material handling, transportation coordination, or storage support, our team ensures smooth and seamless logistics operations.

Here's how we support your operations:

Temporary Staffing

Need extra manpower during peak times? We provide skilled logistics personnel ready to step in whenever you need them.

Fleet Management

From assigning drivers to vehicle maintenance, we take care of your fleet so you can focus on your core business.

Delivery Management

We organize delivery operations with precision and care to ensure everything arrives on time and in excellent condition.

System Integration

All your logistics operations are connected through a single platform, making tracking and management simple and efficient.

Integrated Logistics System

We've developed a smart, user-friendly system that brings everything together — whether you're managing workforce or transporting goods. The system is designed to give you complete visibility of workforce and logistics operations in one place, keeping you organized, saving time, and enabling better decision-making.

Here's what the system helps you do:

- Track working hours and attendance
- Manage delivery operations, routes, and fleet schedules
- Monitor field team performance
- Access real-time updates and reports
- Stay in control from planning to execution





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What Sets Us Apart in Logistics Services:

Our logistics support is built on flexibility, precision, and smart coordination. Here's what sets our approach apart:



Smart Technology

All logistics operations are managed through our integrated system, enabling clients to track in real-time, gain better control, and ensure smoother workflow.

Customized Fleet Solutions

We manage fleets according to your specific needs — from vehicle planning to maintenance — ensuring everything operates efficiently and on schedule.



Performance-Based Incentives

We value and reward excellence. Outstanding employees receive incentive bonuses to encourage continuous effort and loyalty — fostering a workplace where everyone is motivated to perform at their best.

3- Resource Planning Technology (TRP):

The TRP (Technology Resource Planning) division is one of KASCCO's specialized technical departments, dedicated to developing and implementing enterprise resource planning (ERP) solutions that enable organizations to efficiently manage their resources, operations, financials, and administrative processes with precision and excellence.

The TRP department provides a comprehensive digital ecosystem that includes financial systems, human resource management, procurement, projects, supply chains, assets, reports, and dashboards — all within a secure and reliable environment that supports digital transformation and strengthens business continuity.

Through its technical expertise and continuous innovation, the TRP division contributes to achieving operational excellence, enhancing performance efficiency, and unifying data — in alignment with KASCCO's vision for technological advancement and sustainable growth.

Here's how we support your operations:

At TRP, we believe that our clients' success begins with a deep understanding of their operational needs. That's why we design our solutions to ensure the best results at every stage of your digital journey through:

- Analyzing and streamlining processes to reduce waste and increase efficiency.
- Automating administrative procedures and connecting all departments within a unified platform.
- Enhancing data accuracy and reporting to provide decision-makers with real-time insights.
- Ensuring full integration with government systems and national platforms.
- Providing continuous technical and consulting support to maintain performance reliability at the highest level.

With this vision, the TRP division drives smart transformation within KASCCO and for its clients — making technology the cornerstone of growth, innovation, and sustainability.



What Sets Us Apart in Our Services

What Sets Us Apart in TRP (TRP Services:

We provide integrated resource planning solutions that help your organization enhance performance and boost operational efficiency. Through advanced systems tailored to your business needs, we ensure process integration, business continuity, and improved decision-making. The TRP division is your strategic partner in transforming operational challenges into opportunities for sustainable growth.



Customized and Flexible Solutions

We align with your business needs by providing easily customizable resource planning systems tailored to every department and function.

Comprehensive Process Integration:

We seamlessly connect all organizational functions — from human resources and inventory to finance and production.



Strategic Support and Accurate Data:

We provide analytics and reports that enable faster and more precise decision-making.



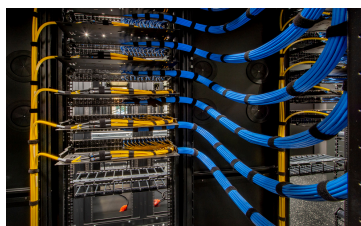
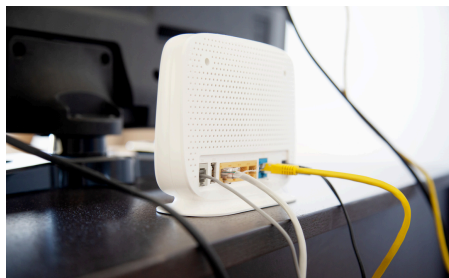
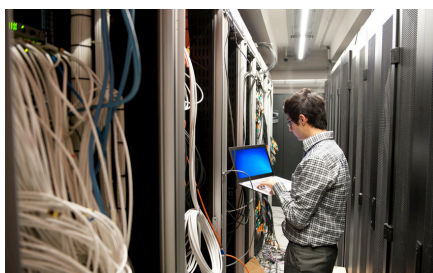
4- IT Communication Solutions (ITCS)

IT Communication Solutions (ITCS)

The IT Communication Solutions (ITCS) department works in direct integration with the TRP Resource Planning Technology department to provide an advanced communication infrastructure that supports all TRP operations smoothly and efficiently. We offer secure networks, advanced communication systems, and data management technologies that enhance internal and external communication, accelerate information flow between teams, while ensuring business continuity and achieving the highest levels of operational performance.

How We Support Your Operations:

- Design and implementation of customized communication solutions: Solutions that integrate seamlessly with TRP systems.
- Network management and monitoring: Ensuring the stability of data and applications.
- Continuous technical support and periodic updates: Enhancing operational performance.



Information
Technology Solutions



What sets us apart in Information Technology Communication Solutions (ITCS) services?

The Information Technology Communication Solutions (ITCS) Department offers a comprehensive range of services designed to support your business and enhance its operational efficiency.

We focus on delivering innovative solutions that keep pace with the latest technologies and meet the needs of modern organizations.

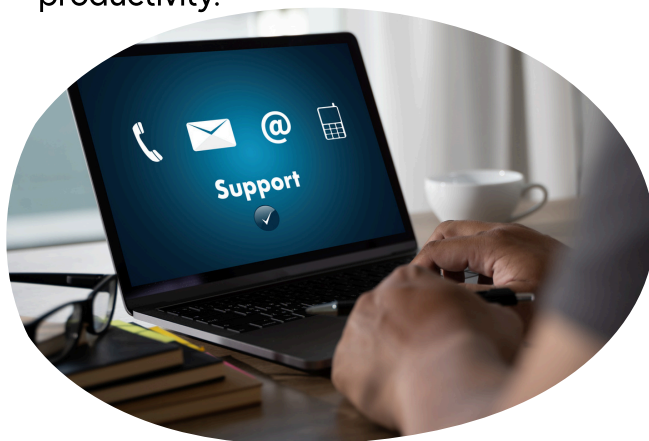


Seamless integration between systems and networks:

We ensure the full integration of communication networks with digital systems to guarantee fast and accurate information flow, facilitating your daily operations and increasing your team's productivity.

Continuous Support and Business Continuity:

We provide ongoing technical support to ensure uninterrupted operations and minimize any potential downtime that could impact your organization's performance.



:Data Security and Protection

We implement the highest standards of information security to safeguard your data and protect your systems, ensuring operational reliability and the integrity of sensitive information

5- Digital Marketing Agency (DRA):

It is a specialized department that provides integrated solutions in marketing, advertising, and promotion, focusing on combining precise data with creative marketing to ensure tangible and effective results. The team analyzes marketing data and customer behavior, designs customized advertising campaigns tailored to each client's needs, and continuously monitors performance to enhance ou

How do we support your operations?

- Analyzing marketing data and customer behavior to accurately understand market needs.
- Designing customized advertising and marketing campaigns that achieve your organization's goals.
- Measuring performance and analyzing results to improve return on investment (ROI).
- Providing ongoing strategic consulting to ensure campaign effectiveness.
- Enhancing your market presence and increasing impact on your target audience



What sets us apart in the services of Digital Marketing Agency (DRA)?

We support your advertising and marketing operations by providing comprehensive solutions that begin with analyzing marketing data and customer behavior, continue with designing customized campaigns, and extend to measuring performance and improving return on investment.

Additionally, we offer ongoing strategic consulting to ensure campaigns align with your organization's goals and maximize their impact in the market.

Advanced Data Analysis:

We use the latest tools and technologies to analyze marketing data, providing our clients with precise insights that support sound strategic decision-making.

Customized and Effective Advertising Campaigns:

We design integrated marketing strategies focused on the target audience, ensuring that the advertising message is delivered effectively and distinctively.

Performance Measurement and ROI Improvement:

We monitor performance closely and provide ongoing recommendations to enhance campaign results, maximizing the value of every investment.

Innovation and Flexibility:

We stay up-to-date with the latest trends in digital and traditional marketing, offering innovative solutions that can be adapted to the needs of different organizations.

Expertise and Comprehensive Support:

The department provides specialized expertise from a professional team that combines marketing knowledge with digital analysis, delivering full support throughout all stages of campaigns.





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Platforms

Digital

FOR KIFFAH AL SHARQ



Kiffah Al Sharq – KASCCO is committed to providing advanced digital solutions that support business continuity and enhance operational efficiency for its clients.

Among the prominent platforms launched by the company:

H.A.S Platform for Recruitment and Human Resources Management:

- The platform enables the company and its partner entities to efficiently manage recruitment processes through smart candidate matching, resume screening, and video interviews, along with analytical tools to support data-driven decision-making.



BOS
Business Operations System

BOS Platform for Business and Operations Management:

- The platform provides a comprehensive solution for managing human resources, inventory, accounting, and customer management, with advanced dashboards and reports to support decision-making and achieve optimal performance.

These platforms reflect Kiffah Al Sharq – KASCCO's commitment to leveraging the latest digital technologies to provide an advanced work environment, enhance added value for clients, and streamline the management of daily operations efficiently and seamlessly.



Our Clients

and the Services Provided:

We take pride in building sustainable partnerships with leading companies across various industries. Below is a showcase of some of our valued clients and the customized workforce solutions we have successfully provided:

Al Yamamah Cement Company:



Services Provided:

- Supplying skilled labor in construction and maintenance.
- Full management of housing, transportation, and compliance with safety requirements.

Scope of Services:

We deployed a qualified team including masons, technicians, electricians, and general maintenance crews, all trained to operate in heavy industrial environments.

Additionally, we managed end-to-end logistics, including:

- Providing clean, standards-compliant housing for workers.
- Daily transportation via air-conditioned buses.
- Supplying complete personal protective equipment (helmets, vests, gloves, and boots).
- Safety training and regular compliance inspections.





Saudi Snacks Company Ltd. (a PepsiCo subsidiary)

Services Provided:

- Supplying labor for manufacturing, packaging, and labeling operations.
- Providing continuous operational support within production facilities.
- Comprehensive management of housing, transportation, insurance, and legal documentation.



Team Visit Documentation

We are pleased to share photos from our recent visits to PepsiCo sites, where our team members met with field staff. These visits reflect our ongoing commitment to ensuring the well-being, motivation, and performance of our workforce at client work sites.





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Al-Ruwad Al-Alamiya Packaging Co., Ltd.:

Services Provided:

- Supplying dedicated workforce aligned with production cycles.
- Completing legal procedures, insurance, and all compliance documentation.



National Batteries Company:

Services Provided:

- Supplying labor for packaging, handling, and quality control.
- Providing continuous coverage around the clock with rotating work teams.



الشركة الوطنية لصناعة البطاريات
National Batteries Company

National Industrial Marketing and Services Co., Ltd.:

Services Provided:

- Supplying skilled and semi-skilled labor for industrial operations and operational support, including housing, transportation, insurance, and full training.
- Providing trained promoters to organize products in stores daily and deliver logistical support.



NATIONAL MARKETING EST. CO. LTD.
شركة المؤسسة الوطنية للتسويق المحدودة





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Global Biscuit Company:

Our teams worked on production lines, handling packaging and quality control in a safe food environment. We ensured staff were properly trained, fully compliant with hygiene standards, and provided with all necessary safety equipment.



Mama Sauce Company:

We delivered tailored workforce solutions to meet food production needs, including staff for packaging, labeling, and operating production lines. We also managed all related procedures — from visas and permits to accommodation and uniforms.



Green Solution Company:

We supplied specialized personnel for environmental services, experienced in waste management, recycling operations, and sustainable practices. All workers underwent training to ensure full compliance with environmental standards and operational efficiency.

Madinah Cement Company:

We provided skilled labor in construction and maintenance, along with comprehensive support services including accommodation, transportation, personal protective equipment, and adherence to safety requirements in industrial environments.





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noon Company

Comprehensive Field Support for Noon Projects

We provide comprehensive field support for several key Noon projects by supplying fully equipped and trained delivery teams:

Noon Mints, Noon Food, and Super Mall

In these projects, we work with delivery agents who use specialized scooters to efficiently and quickly deliver orders within urban areas.

We provide them with:

- Modern, well-maintained scooters
- Smartphones equipped with SIM cards and data plans
- Full coverage of fuel costs
- On-site supervision and operational support 24/7 to ensure optimal performance

VIP Service – Noon Complex

Our electric scooter riders operate within upscale residential complexes, offering a premium service experience with swift and efficient mobility.

Key Features of the Service:

- Modern, eco-friendly electric scooters
- Professional agents with polished appearance and ethics
- Continuous on-site supervision 24/7
- Constant communication via smartphones with connectivity and data plans





Promotion and Merchandising Service

Promotion and Merchandising Service

- An Introduction for Our Valued Clients

As part of our commitment to providing comprehensive workforce solutions, we offer Promotion and Merchandising (Merchandiser) services to several of our key clients in major stores and retail chains.

Scope of Services Provided:

- Organizing and arranging products on shelves according to approved planograms.
- Ensuring stock availability and attractive visual displays.
- Monitoring product expiration dates and handling damaged goods.
- Providing regular performance reports supported with on-site photos.
-

How This Service Benefits Our Clients:

- ✓ Enhances brand presence within stores.
- ✓ Increases sales by improving product visibility on shelves.
- ✓ Reduces waste and maintains product quality.



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Summary

These are some of the prestigious companies we have had the honor of partnering with to provide comprehensive workforce solutions. At KASCCO, we go beyond simply supplying manpower, offering integrated services that include recruitment, training, logistics, legal compliance, and ongoing on-site support.

We also have a dedicated IT department that develops and monitors specialized systems to support operational processes, enhance service quality, and ensure seamless integration across all stages of work.

We are committed to delivering the highest levels of quality, reliability, and efficiency in every project, fully adapting to each client's specific needs to ensure sustainable success. We look forward to the opportunity to collaborate with you and exceed your expectations.



PEPSICO

Rowad



NATIONAL MARKETING EST. CO. LTD.
شركة المؤسسة الوطنية للتسويق المحدودة



شركة أسمنت
City Cement Company

اسمنت اليمامة
YAMAMA CEMENT



الشركة الوطنية لصناعة البطاريات
National Batteries Company



التصنيع
TASNEE
شركة التصنيع الوطنية
National Industrialization Company



Committed To The Very Best



كارفور
Carrefour

شركة المياه الوطنية
National Water Company



الشركة السعودية للكهرباء
Saudi Electricity Company

ارامكو السعودية
Saudi Aramco



Company Highlights

Here are some snapshots from our company's events and celebrations, showcasing team spirit, a positive work environment, and shared achievements.



**Snapshots from the Company's
Annual Celebration 2022**



keffah group



**Snapshots from the Company's
Annual Celebration 2023**



keffah group



**Snapshots from the Company's
Annual Celebration 2024**



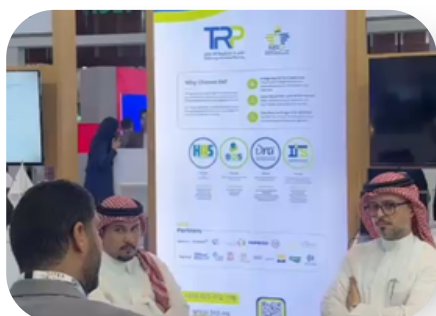
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**Snapshots from Our Participation in the 2024
GITEX International Exhibition**



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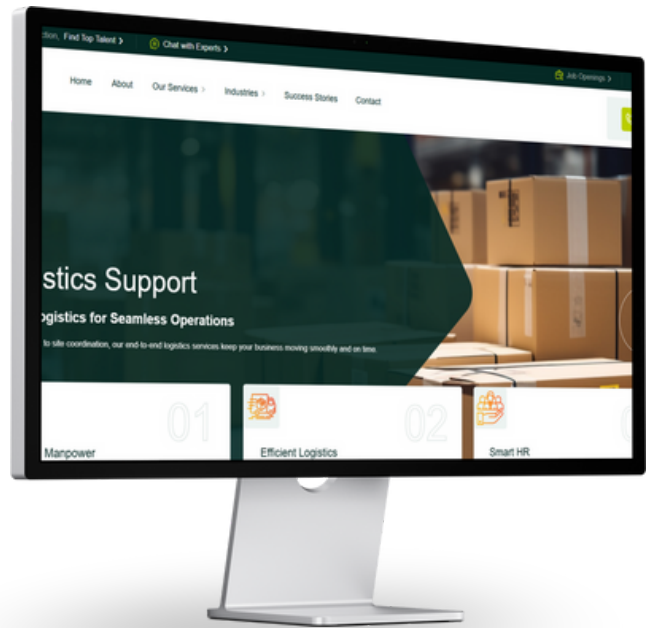


**Snapshots from Our Participation in the 2025
GITEX International Exhibition**

contact us

Empowering industries through scalable services and smart technologies

Based in Saudi Arabia | Serving diverse sectors



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