

Marketing & Services – Corporate Identity

Regional News

HANAN Ibrahim Bukamal & Sons, popularly known by its trade name Bukamal, has unveiled plans to strengthen its presence beyond Bahrain in other GCC markets, where it has established good contacts and maintains strong relationships with the existing clients.

Bukamal seeks new regional partners

In line with these plans, the company is looking at establishing alliances in these markets with its diversified portfolio of services for the building, mechanical and protection sectors. "We are committed to being an 'outsourcing partner' in all the sectors we serve and are looking at the possibility of setting up a local venture in these markets," says Jibad Hassan Bukamal, chairman of the company.

"Initially, our focus will be on the business lines that are of interest to all in the building, construction and safety fields."

Bukamal sets the GCC as a major market for any business looking for growth prospects, particularly in view of the fact that major international events are scheduled for the region.

The company's strategy in the GCC markets will be to work with local partners who have a better market insight, as an initial move towards increasing its market penetration.

"Our growth plan encompasses diversification through adding new lines to existing businesses, adopting horizontal and vertical growth strategies and moving to new regional markets," he continues. "This opens many international business opportunities for Bukamal and other regional markets."

Bukamal is the commercial name of the trading, distribution and projects arm of the company serving retailers, wholesalers, manufacturers, industries and contractors in the Kingdom, meeting their various building, construction, plumbing, mechanical, electrical, electro-mechanical, health, safety and environment (HSE) and knowledge requirements.

The company also deals in properties through Bukamal Properties, which is a great support and financial backer to its trading business.

Commenting on the company's performance, Bukamal says: "We have experienced

excellent growth over the past years, and retained the best regional expansion. We faced a time of retirement for some in both the total and project segments but our management, which anticipated the financial crisis, geared up to meet the challenges in the industry, enabling the company to cope with the sharp fall in demand."

However, the company concluded 2010 in line with its business plan, despite it being one of the toughest years for the entire market.

"Bukamal expects to maintain this growth momentum in the coming years with a lot of strategic initiatives being taken in the respective areas, covering expansion and diversification to new lines and markets," he says.

ISO 9001 certified, Bukamal is a DNB Financial rated entity with a membership to Drees, an audited compliance. Established in 1976, the company maintains an excellent record of performance as its head office in the capital Manama, and showroom and centralised logistic and warehousing facilities within close proximity to its markets.

To serve the B2C retail sector, the company has two showrooms: 'Door Care', which deals in doors, door hardware and accessories and 'Ties', offering sanitary ware and bathroom solutions. A third showroom is expected to open shortly, offering HSE and knowledge solutions.

Bukamal has gained a substantial market share and reputation in B2B over the years with a wide network of established retail and distributors for its building, electrical materials and construction supplies.

For commercial or governmental projects, Bukamal has a wide variety of substructural

and finished product solutions, which are backed by services that range from pre to post sales such as annual maintenance contracts (AMC) and training. Some of the major sectors served include ceiling, flooring and partitions, sanitary ware and tiles, drainage, door systems, shading systems, sports and recreation, steel framing, ventilation and air conditioning, range doors and door hardware, lighting, wires and cables and electrical solutions and several more, for homes, and similar safety solutions.

Bukamal opens an excellent supplier portfolio with the industry's best brands from Europe, the US, Japan, and the region as its long-term strategic partners.

Since its inception, the company has focused on its major corporate values of maintaining trust, commitment and transparency. It works closely with all its stakeholders in projects to ensure total customer satisfaction.

The company has provided its products and services for over half a century in many major sectors, including commercial and residential developments, hospitals, sports, health, leisure and malls, education and infrastructure.

Speaking about the Gulf's construction market, Bukamal expresses his confidence and high hopes.

He strongly believes in his company's professionalism and its contingency plans made to meet the market challenges, while being confident that there will be a revival in the sector that will provide long-standing players in the market with viable opportunities for growth.



Bukamal - seeking local partners



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