

# COMPANY PROFILE

الملف التعريفي

# INTERACTIVE INDEX



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In the fast-paced business world, where responsibilities overlap and challenges multiply, the idea of "My Business Hub – The Executive Office" was created to be the place where entrepreneurs, investors, and businesswomen find a trusted space to manage their work with professionalism and privacy.

**We don't offer traditional services...** we provide a fully integrated executive environment and a personal advisor who manages every detail of your business, guides you toward the most efficient solutions, and saves you time and effort at every step.





## Who We Are

Moten Aamali – The Executive Office” is a luxurious, fully integrated work environment designed specifically to welcome entrepreneurs, businesswomen, and investors, offering professional services in business and brand management.

We believe that every leader needs a dedicated advisor and an executive arm that accompanies them on their journey of achievement. For this reason, we provide flexible memberships, specialized consultants, and fully integrated executive circles, all managed through a personal business manager for each member.



## Mission

Empowering businessmen and businesswomen to focus their time and effort on growth and expansion by providing professional services to manage their businesses and brands, through a personal business manager who coordinates and executes all daily and strategic requirements with high efficiency and quality.





## Vision

To be the leading executive destination in the Kingdom for managing the businesses of ambitious and influential leaders.



## Values

- 1 **Complete Privacy:** We ensure full confidentiality and privacy for everything related to your business and executive details.
- 2 **Professionalism:** We rely on an elite team of qualified consultants and account managers to guarantee exceptional service.
- 3 **Flexibility & Speed:** We respond to your requirements promptly and flexibly, regardless of their type or timing.
- 4 **Quality & Excellence:** We make sure our services reflect an image that suits you and expresses your leadership identity.
- 5 **Trust & Partnership:** We work with you as a true partner, striving for your success as if your business were our own.





## Principles

- ✓ Full dedication to managing the client's business through a personal business manager.
- ✓ Handling the client's relationships on their behalf with efficiency and professionalism.
- ✓ Providing well-studied recommendations based on thorough analysis of the client's situation.
- ✓ Transparent communication through official and designated channels.
- ✓ Continuous follow-up and quality assurance of execution through specialized teams.



## Executive Approach

We adopt the "Executive Clinic" approach, where the client is first received, then their needs are accurately diagnosed by a specialized business manager. This is followed by issuing "treatment recommendations" through executive circles that represent specialized companies in each field (legal, financial, marketing, logistics, technical, etc.). Execution and follow-up are carried out without placing any burden on the client.





# BUSINESS MODEL

How Does Moten Aamali Work?



## 1

### Client Discovery of the Platform

Everything begins when a potential client (entrepreneur, businesswoman, investor, or brand/idea owner) encounters engaging content from Moten Aamali through:

- ✓ A digital advertisement or a social media post.
- ✓ A referral from one of our partners or network connections.
- ✓ Professional printed materials or brochures.

## 2

### Initial Contact

When the client reaches out to us via phone, WhatsApp, or email:

- ✓ They receive a smart response (automated or human).
- ✓ They are introduced to the office, the services, and the benefits of the free membership.
- ✓ They are offered a choice for the meeting method (remote or in-person at the Executive Office).







### 3

## The Office Visit Experience

If the client decides to visit us:

- ✓ They are welcomed by a highly skilled and courteous receptionist.
- ✓ They are offered a luxurious hospitality buffet and informational brochures.
- ✓ They are received in a meeting room equipped with a display screen and premium facilities.



### 4

## Introduction & Diagnosis Meeting

The client is introduced to the benefits of the basic membership, including:

- ✓ 4 free consultation hours.
- ✓ A personal business manager for one month.
- ✓ The client is then taken to the account manager's office (the executive consultant).
- ✓ The manager begins the diagnosis process (a precise analysis of the client's needs).





## 5 Issuing Recommendations

- ✓ After the diagnosis, the account manager issues (executive treatment recommendations).
- ✓ These recommendations are sent to specialized executive circles (such as marketing, finance, legal, interior design, technology, etc.).



## 6 Execution & Follow-Up

- ✓ The account manager tracks the execution of all requests with the circle managers.
- ✓ The client maintains direct communication only with their personal business manager (no need to deal with other parties).
- ✓ The invoice is delivered to the client within their membership on the Moten Aamali platform.

## 7 Upgrade Options

- ✓ The client may continue with the free membership plan.
- ✓ Or upgrade to one of the paid packages based on their needs (such as a Business Management package or Brand Management package).



## The Executive Team – Who Works Behind the Scenes?

At Moten Aamali, we believe that a client's success begins with the success of the team serving them. For this reason, we designed a fully professional and integrated structure consisting of:

### 1 The Account Manager (Business Manager / Executive Consultant)

This is the client's single point of contact within the system. Their role includes:

- ✓ Welcoming the client and diagnosing their needs.
- ✓ Issuing recommendations and organizing execution plans.
- ✓ Following up on the execution of requests with the executive circles.
- ✓ Coordinating appointments, approving offers, managing communication, and delivering results.

It is as if the client appoints a personal business manager who represents them and speaks on their behalf.

### 2 Executive Directors (Circle Managers)

Each director represents an independent, specialized executive circle, such as:

- ✓ Marketing & Advertising
- ✓ Real Estate & Contracting
- ✓ Financial Services
- ✓ Visual Production
- ✓ Legal Services
- ✓ Information Technology
- ✓ Government Relations & General Services
- ✓ Event Management

**Their role:** executing the requests assigned by the account manager with precision and high quality.





### Workflow Between the Two Teams

- ▶ The client communicates only with their account manager.
- ▶ The account manager communicates with the circle managers on behalf of the client.
- ▶ Every process begins with diagnosis and ends with delivering the execution results to the client.



### The Outcome of This Structure

- ▶ Relieving the client from the burden of follow-up and coordination.
- ▶ Providing professional services at the level of major institutions.
- ▶ Having one responsible entity that ensures the client receives tangible results.

## PROFESSIONAL BUSINESS MANAGEMENT SERVICES







Moten Aamali provides businessmen, businesswomen, and investors with an integrated system for managing their daily and strategic operations through a specialized team and professional services that save them time and deliver real results.

## What Do We Offer in Business Management?

1

### Smart Executive Secretariat

- ✓ Managing calls and meetings.
- ✓ Organizing schedules and appointments.
- ✓ Sending reminders and tracking commitments.

2

### Preparing & Managing Correspondence

- ✓ Writing official letters.
- ✓ Managing paper and electronic correspondence.
- ✓ Coordinating with government entities and companies.

3

### Organizing & Managing Meetings

- ✓ Preparing invitations and attachments.
- ✓ Booking rooms and preparing presentations.
- ✓ Attending on behalf of the client and writing minutes and recommendations.





#### 4 Contract & Proposal Management

- ✓ Preparing quotations and presentations.
- ✓ Coordinating contract signing and tracking execution.
- ✓ Managing negotiations on behalf of the client.

#### 6 Public Relations Management & Representation

- ✓ Representing the client in events and meetings.
- ✓ Coordinating attendance at conferences and exhibitions.
- ✓ Engaging with partners and clients on the client's behalf.

#### 5 Financial & Administrative Follow-Up

- ✓ Preparing budgets and invoices.
- ✓ Analyzing expenses and revenues.
- ✓ Providing periodic reports to the client.

#### 7 Logistical & Organizational Services

- ✓ Arranging bookings, travel, and transportation.
- ✓ Organizing investment tours.
- ✓ Supervising field assignments and tasks.





## The Goal of This Service

To make the client feel as if they have an executive arm accompanying them in every step—never missing an opportunity, never being late for a commitment, and never burdened by details.



## Professional Business Management Services

At Moten Aamali, we do not offer traditional office services; instead, we provide customized executive business management delivered with professionalism, allowing the client to feel as though they have a personal business manager who oversees their daily details, achieves their goals, and relieves them from administrative burdens and distractions.





## Detailed Executive Services Provided

1

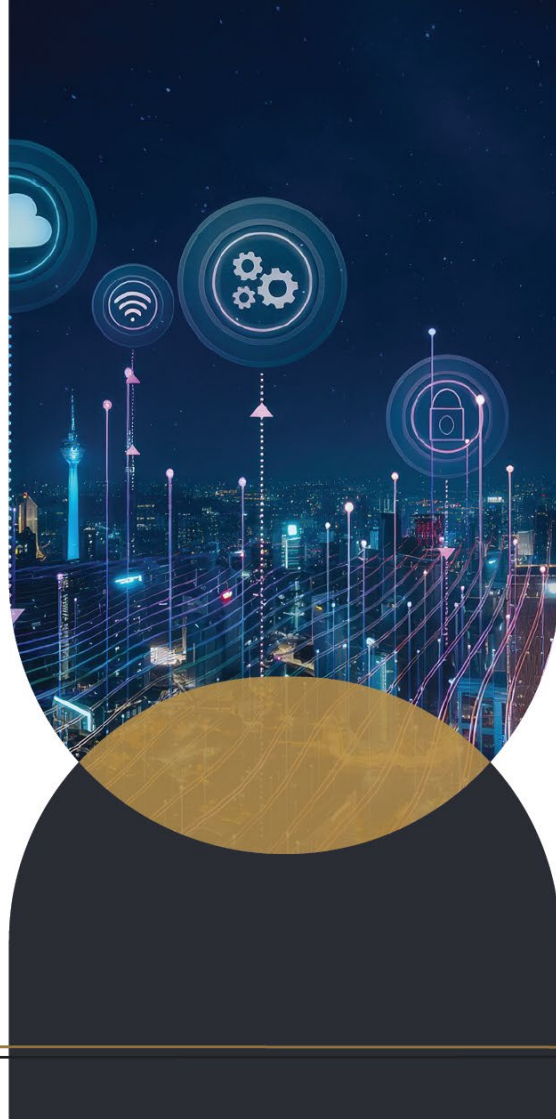
### Smart Executive Secretariat Management

- ✓ Receiving and handling calls according to the client's schedule.
- ✓ Organizing files, documents, and arranging digital archiving.
- ✓ Communicating with relevant parties (companies – ministries – clients).
- ✓ Preparing daily/weekly/monthly task schedules with automated reminders.

2

### Management of Official Letters and Correspondence

- ✓ Professional drafting of all types of letters (thank you – apology – contracts – claims, etc.).
- ✓ Printing letters using the client's brand identity and sending them on their behalf.
- ✓ Archiving and tracking incoming and outgoing correspondence with reports provided to the client.



3

### Meeting Organization and Coordination on Behalf of the Client

- ✓ Scheduling meetings in coordination with the other party.
- ✓ Preparing the meeting minutes and key point summaries.
- ✓ Attending meetings on behalf of the client when needed, and delivering a full report.
- ✓ Booking meeting rooms and arranging presentations and technical requirements.

5

### Financial Follow-Up

- ✓ Preparing invoices for the client's customers or suppliers.
- ✓ Managing client accounts and analyzing cash flow.
- ✓ Notifying the client of payment deadlines and dues.
- ✓ Preparing simple weekly and monthly reports.

7

### Daily Task Management

- ✓ A digital dashboard for the client to view all completed tasks.
- ✓ Following up on daily requests, from bookings to arranging meetings or preparing reports.
- ✓ An internal notification system to confirm the client's receipt and approval of outputs.

4

### Contract and Deal Management

- ✓ Drafting contracts and conducting legal reviews.
- ✓ Reviewing contracts received from partners or suppliers.
- ✓ Monitoring implementation stages and ensuring compliance with contract terms.
- ✓ Securing a digital copy and reminding the client of renewal or payment dates.

6

### Booking and Tour Management

- ✓ Booking hotels, flights, and transportation.
- ✓ Organizing field tours inside or outside Saudi Arabia.
- ✓ Preparing a complete visit itinerary for entities or projects.
- ✓ Coordinating with embassies and visa centers when necessary.

8

### Representation and Coordination on Behalf of the Client

- ✓ Responding formally to incoming messages on the client's behalf.
- ✓ Speaking on the client's behalf with companies or official bodies.
- ✓ Preparing the client for official meetings (notes – meeting objectives – background on the other party).
- ✓ Communicating with the client's partners to ensure smooth relationships.



## What Does It Mean to Have Your Business Manager at Moten Aamali?

- ▶ It means you focus on your strategic decisions while we handle the details on your behalf.
- ▶ It means your time is invested in growth, not follow-ups.
- ▶ It means having a smart partner on your journey.

9

### Presentation & Proposal Management

- ✓ Preparing professional PowerPoint presentations using the client's brand identity.
- ✓ Designing marketing, sales, and financial presentations.
- ✓ Preparing PDF files ready to be sent to the other party.
- ✓ Managing presentation delivery in meetings or sending them electronically.
- ✓ Tracking responses to proposals and documenting outcomes.

11

### Business Analysis & Consulting

- ✓ Conducting periodic assessments of the project or business status.
- ✓ Providing a monthly report that includes challenges and improvement opportunities.
- ✓ Preparing a Business Improvement Plan (BIP).
- ✓ Scheduling meetings to discuss future steps.

10

### Request & Follow-Up Management

- ✓ Receiving any client request via WhatsApp or phone.
- ✓ Opening a "work ticket" for the request inside our system.
- ✓ Assigning the request to the relevant internal or external department.
- ✓ Tracking execution and updating the client once completed.





## 12 Management of Files & Official Documents

- ✓ Organizing and securing official papers and important documents.
- ✓ Sending regular notifications for renewal or update deadlines.
- ✓ Managing governmental and private licensing and renewals.

## 14 Online Reputation Management

- ✓ Monitoring the client's digital presence (Google / media platforms).
- ✓ Providing periodic reports on stakeholder impressions.
- ✓ Managing public feedback professionally.
- ✓ Suggesting improvement actions for the client's image when required.

## 13 Professional Relationship Management

- ✓ Building a database of partners, suppliers, and clients.
- ✓ Organizing and updating B2B relationship files.
- ✓ Sending occasion greetings and maintaining strategic relationships.
- ✓ Preparing follow-up reports for the client about each relationship and its importance.

## 15 Protecting the Client's Interests

- ✓ Carefully reviewing any proposals sent to the client from external entities.
- ✓ Providing legal or operational notes depending on the field.
- ✓ Protecting the client's time from unnecessary meetings or unserious engagements.



### All these services are provided under the supervision of a personal Business Manager

Imagine having an executive arm that never stops following up, eyes that spot the details before you do, and a team that works quietly on your behalf... this is the promise of Moten Aamali.

# BENEFITS OF SUBSCRIBING TO THE BUSINESS MANAGEMENT MEMBERSHIP

Beyond the Free Plan



## 1

### A Dedicated Personal Business Manager

- ✓ A professional business manager who follows up on your work daily.
- ✓ Speaks on your behalf, organizes your schedule, and provides instant consultations.
- ✓ No need to deal with multiple parties—your manager handles everything for you.

## 2

### Monthly Business Health Check

- ✓ We analyze your professional and business status.
- ✓ Identify weaknesses and missed opportunities.
- ✓ Set a monthly improvement plan executed by the specialized operational teams.

## 3

### Official Representation & Communication on Your Behalf

- ✓ Communicating with clients, suppliers, and partners for you.
- ✓ Responding to official messages and incoming proposals.
- ✓ Attending meetings and meeting people or entities on your behalf, with documented outcomes.



4

#### Professional Organization of Your Day, Week, and Month

- ✓ Comprehensive management of schedules, appointments, and events.
- ✓ Smart reminders for meetings and deadlines.
- ✓ Archiving and documenting everything through reports.

5

#### Monthly Reports Branded with Your Name

- ✓ Business manager activity reports.
- ✓ Meeting, deal, and follow-up reports.
- ✓ Spending, performance, and improvement suggestion reports.

6

#### Accurate Follow-up on Your Transactions

- ✓ From license renewal to sending parcels to closing contracts.
- ✓ Any procedure that requires completion or follow-up—we handle and track it for you.



7

### A Ready Library of Templates & Tools

- ✓ Pre-prepared letters in your name (recommendation – appreciation – rejection – claim).
- ✓ Professional price quotations.
- ✓ Initial customizable legal contracts.

9

### Priority in Services & Offers

- ✓ Priority in processing requests.
- ✓ Exclusive offers for Business Management members.
- ✓ Fast personal support for any urgent case.

8

### Access to the Executive Circles Network

- ✓ Any need you have is directly assigned to a specialized department.
- ✓ Our partners cover real estate, marketing, legal affairs, advertising, technology, and more.
- ✓ We handle everything internally so you don't have to exert any effort or contact anyone personally.

10

### Smart & Seamless Communication 24/7

- ✓ Communicate directly with your manager via WhatsApp.
- ✓ Everything is recorded in your system.
- ✓ No extra apps needed—everything is simple and streamlined.

### Note:

These benefits are available only to subscribers of the paid Business Management Membership. Subscription levels vary based on the number of monthly meetings, service scope, and the number of open projects handled simultaneously.



# ADVANCED SERVICES EXCLUSIVELY FOR BUSINESS MANAGEMENT MEMBERS



## Advanced Services Dedicated to Business Management Members

### 11 Delegated Task Management (Delegate & Done)

- ✓ Any task that can be delegated — we handle it on behalf of the client.
- ✓ From preparing a file, following up with an employee, sending an invoice, to printing documents and delivering them — we complete it fully and professionally.

### 12 Project Execution Oversight

- ✓ Whether the client has a construction, design, software, or commercial project... we monitor it step by step.
- ✓ Communication with the executing party, progress reports, photos, site visits, and improvement recommendations.

### 13 Managing the Client's Personal Team (If Any)

- ✓ If the client has employees or assistants, we communicate with them directly and organize their tasks.
- ✓ We create tracking schedules for them and hold periodic meetings on behalf of the client.



#### 14 Digital Log for Every Interaction

- ✓ Every meeting, request, response, and attachment is recorded in the system.
- ✓ The client can review everything at any time.
- ✓ Full transparency and professionalism in managing the relationship.

#### 16 Direct Line to the Executive Director

- ✓ In higher membership tiers, the client receives a dedicated communication line with the executive director or a designated representative.
- ✓ Emergency cases are handled quickly, privately, and directly.

#### 17 Delivery of Professional Outputs

- ✓ Everything delivered in the client's name is designed, formatted, and reviewed professionally (letters, proposals, reports).
- ✓ The client's visual identity is applied consistently across all outgoing documents.

#### 15 Tailored Solutions Based on the Client's Industry

- ✓ A restaurant owner gets a Business Manager who understands F&B, permits, and interior concepts.
- ✓ A tech entrepreneur gets a Business Manager who understands technology, contracts, and partnerships.
- ✓ A businesswoman in fashion gets a Business Manager familiar with production, branding, markets, and platforms.
- ✓ We assign each member a Business Manager specialized in their industry, with tailored training.



18

## Ready-to-Use Growth Tools

- ✓ Ready templates: reports, files, contracts.
- ✓ Organizational and management tools: checklists, timelines, trackers.
- ✓ Databases: suppliers, investors, specialized companies.

19

## Protection of Your Identity and Privacy

- ✓ All actions are carried out under the name of the client's Business Manager or the executive office.
- ✓ Interactions are handled professionally without revealing the client's personal name unless approved.
- ✓ A strict system protects privacy and manages sensitive documents securely.

20

## Protection of Your Identity and Privacy

- ✓ Monthly or quarterly guidance sessions.
- ✓ Development of strategic thinking and decision-making skills.
- ✓ Creating an annual goals plan and tracking its execution.

Now it is absolutely clear: Moten Aamali is not just an office - it is a professional ecosystem that surrounds the client and manages their operations as if they owned a full corporate team... all under one membership.



## The True Distinction at Moten Aamali: Why We Are the Best

We do not offer traditional business management services — we redefine the concept of a “Business Manager” and the “Executive Office” with a fully integrated consulting mindset. Here are the key differences:

1

### We Don't Wait... We Take Initiative

- ✓ We don't wait for the client to request a service.
- ✓ The Business Manager monitors, analyzes, suggests, and plans proactively.
- ✓ Clients are always surprised that we anticipate their needs before they even mention them.

2

### We Work According to the Client's Goals

- ✓ A quarterly and annual goals plan is created in collaboration with the client.
- ✓ Every step, communication, and task is aligned with their objectives only.
- ✓ No clutter, no random tasks — only what drives progress.

3

### We Represent the Client as if We Are Them

- ✓ We write letters in their tone.
- ✓ We respond to messages in their style.
- ✓ We attend meetings with their voice and protect their interests.





4

#### Everything Is Executed Under Legal and Administrative Standards

- ✓ No step is taken without proper legal backing.
- ✓ No agreement is made without documentation.
- ✓ No communication is issued without professional drafting.

5

#### Business Managers Are Trained and Evaluated Monthly

- ✓ Not just employees — but carefully selected advisors.
- ✓ They undergo monthly evaluation and continuous training to match our clients' high expectations.

6

#### Consultations Are Not Just Q&A

- ✓ Each member receives a full business diagnosis.
- ✓ A report outlining strengths and weaknesses.
- ✓ A realistic improvement plan ready for execution.

7

#### An Advanced Digital Platform for Membership Management



- ✓ They can access requests, documents, reports, proposals, and invoices.
- ✓ Each member has their own dashboard.
- ✓ • Direct communication with their Business Manager via the same platform.

8

### Full Internal Integration

- ✓ We don't outsource you to external firms - everything is in-house.
- ✓ Marketing? Legal? Finance? Design? Technology? All available within our specialized departments.
- ✓ Your Business Manager directs and executes through a complete ecosystem.

9

### We Don't Serve Everyone... Only Those Who Deserve Distinction

- ✓ Our membership isn't open to just anyone.
- ✓ We carefully select our members and treat them as success partners.

10

### Our Goal: That You Run Your Business Without Feeling the Management Burden

- ✓ You stay focused and immersed in your core ideas and projects...
- ✓ While we organize, execute, protect, and lead from behind the scenes.



# Strategic Advantages That No Other Office Offers:

1

## Complete Privacy — No One Knows You Are Working With Us

- ✓ All services are delivered discreetly without revealing your identity.
- ✓ Your Business Manager communicates on your behalf through their executive title.
- ✓ Your name appears only with your explicit approval.

2

## One Command Center for Everything — We Are Your Control Hub

- ✓ No need to move between real estate offices, legal firms, financial teams, or marketing agencies.
- ✓ Everything happens from one place - through your Business Manager.
- ✓ We are your private operations room.

4

## Meetings Attended Professionally On Your Behalf

- ✓ Can't attend? We attend for you.
- ✓ We participate, negotiate preliminarily, and deliver you a full report.
- ✓ Everything is documented and archived in your membership system.

3

## Consultations Delivered Like a Treatment Prescription

- ✓ Every diagnostic assessment comes with clear recommendations.
- ✓ Each recommendation has an "action" carried out by our specialized departments.
- ✓ Progress is monitored throughout your membership period.

5

## Your Membership Is Your Executive Record

- ✓ It contains your complete work history.
- ✓ All proposals, quotes, invoices, and consultations are stored.
- ✓ You can access them anytime — like having your own executive archive.



6

## We Don't Only Execute Tasks... We Build Your Reputation

- ✓ We arrange media interviews, reserve VIP invitations, and prepare honorary speeches.
- ✓ Even thank-you letters — we write and send them on your behalf. ✓ We manage your private events.

7

## Everything Your Clients Need... We Execute for You

- ✓ Your Business Manager requests everything needed from our internal departments.
- ✓ This enables you to serve your clients at the highest level.
- ✓ You serve your clients... and we serve you.

9

## VIP Services for Executive Membership Holders

- ✓ Exclusive access to high-profile services.
- ✓ A fully dedicated Business Manager.
- ✓ Precise follow-up even during travel, events, and occasions.

8

## Your Membership at Moten Aamali Makes You an Independent Institution Without Creating a Company

- ✓ Through us, you have: a Business Manager, Legal Advisor, Marketing Office, Financial Department, and Support Team.
- ✓ All of this without hiring staff or opening a commercial license.
- ✓ Only through one membership.

10

## Preparing You to Become a Professional Public Figure

- ✓ We prepare your official card, email signature, professional profile, automated replies, WhatsApp systems, customer service scripts, and all representation tools.
- ✓ You become a complete media and administrative presence.

### A Practical Real Example :

#### A businessman had an investment idea.

He contacted Moten Aamali, and the idea was diagnosed and transformed into an actionable plan.



His Business Manager drafted the official letter.



The Studies Department prepared a feasibility study.



The Legal Department drafted the contract.



The Marketing Department built the advertising strategy.



And execution was completed entirely — without him contacting any external party.

***With just his membership...  
and his own dedicated  
Business Manager.***



# The Difference Between a "Office Manager" and a "Business Manager" in Moten Aamali

Element	Traditional Office Manager	Business Manager in Moten Aamali
Role	Executes specific instructions	Plans, proposes, executes, and directs
Tasks	Schedules appointments and answers calls	Follows up on projects, diagnoses, resolves issues, represents the client
Representation	Represents an employee or the administration	Personally represents the client in front of all parties
Decision-Making Authority	Limited and follows the administrative hierarchy	Authorized to make decisions after receiving delegation from the client
Level of Communication	Internal with the work team	External with partners, investors, and execution entities
Professionalism	Regular administrative staff	Trained executive consultant
Tools	Calendar, phone, email	Membership system, professional templates, full support team
Language & Presentation	Administrative employee language	Premium executive representation in the client's name
Output	Daily reports	Strategies, plans, executive recommendations
Value	Limited cost with limited capabilities	High value with an integrated service

**In Moten Aamali, we don't provide you with a secretary... we give you an executive arm that manages every detail on your behalf, step by step — thinking the way you think, speaking the way you prefer, and acting as if they were you.**



# How We Transform the Client's Life (The Impact of the Executive Business Manager Service)



01

## From Distraction to Focus

The client used to waste time on small tasks, calls, and follow-ups...  
Now, he focuses only on what he loves and excels at — and his Executive Business Manager handles the rest.



02

## From Disorder to Professional Organization

Everything is now documented, structured, and stored in his executive file...  
No lost papers, no forgotten appointments, no pending projects.



03

## From Anxiety to Peace of Mind

He knows someone represents him and arranges his affairs professionally...  
No stress, no surprises — only well-crafted decisions.



04

## From Ordinary Presence to Elite Appearance

His letters are professional, his replies are sharp, his signature is elegant, and his presence is impressive...  
All thanks to the refined touch of Moten Aamali.



05

## From Individual Effort to Institutional Work

Even without having a team, he now operates as if he owns a full company working on his behalf.



06

## From Uncalculated Losses to Seizing Every Opportunity

His Executive Business Manager tracks opportunities, negotiates, follows up...  
And prevents him from entering unsuitable or losing deals.



07

## From Hesitation to Confident Decision-Making

Every decision comes with a studied recommendation, accurate quotation, and a clear report...  
No more impulsive decisions.





## The Client's Lifestyle After 3 Months With Us:

- » Owns a comprehensive digital account that manages all his affairs.
- » Receives detailed weekly reports on what has been done and what is coming next.
- » Signs contracts without preparing them himself.
- » Is represented in meetings even when he is outside the country.
- » Travels... while Moten Aamali works on his behalf.
- » Plans his entire upcoming year effortlessly through his Executive Business Manager.
- » And most importantly: he begins to feel like a real businessman, not just someone trying his best.

“ **At Moten Aamali, you don't work more you work smarter.** ”

Let us manage your operations while you focus on building your future.

## The Real Value of the Executive Business Manager at Moten Aamali

### Representation Beyond Measure

Your Executive Business Manager doesn't just coordinate — he represents you as if he were you, with your tone, your precision, and your professionalism. He arranges meetings, negotiates, speaks on your behalf, writes on your behalf, apologizes on your behalf, and even expresses gratitude in your name. Imagine receiving an official invitation from a major organization... and a refined, elegantly written response — signed with your name — is sent back without you lifting a finger.

**That is the difference.**

### You Appear Backed by an Entire Institution... Even If You're Alone

Some members don't even have a commercial license yet, no office, no employees... Yet they appear to others as if they run a full team across 12 different specialties. Why?

**Because Moten Aamali is working behind the scenes — while you stand on the stage.**



## Your Communication Style With Clients and Partners Changes Completely

### Instead of saying:

- Give me a minute to check the papers.
- Let me get back to you after I sort things out.
- I'm very busy these days.



### You start saying:

- My Executive Business Manager will get back to you within minutes.
- The proposal will be prepared and sent from my executive office.
- You will be contacted within the hour to confirm the meeting.

**And the result?** Confidence. Presence. Speed.

## Even When You Travel... Your Work Never Stops

- On a flight?
- On a family vacation?
- On an important trip abroad?

Don't  
worry  
...

- Meetings are held. ➤ Minutes are written. ➤ Proposals are delivered.
- And everything reaches you quietly in a final report.

**As if you never left.**







## What Our Clients Say? (prepared content for future testimonials)

Since I started working with my Executive Business Manager at Moten Aamali... I feel like all my time finally belongs to me.

I can't believe I replaced secretaries and personal assistants, and now I have a manager who represents me better than I do!

All I know is this: my name now precedes me because everything is managed as if I were a full company, while I relax.

### At Moten Aamali

- we don't provide services... we create a lifestyle.
- We don't give you an employee... we give you a manager dedicated to your success.
- We don't promise comfort... we build for you a presence worthy of who you are.





## Why Moten Aamali Is the Smart Choice for a Successful Businessman



### Because You Don't Need More Time... You Need Someone Who Manages Your Time Wisely

You don't need an extra 24 hours, you need someone who organizes your day, books for you, apologizes for you, reminds you, and follows up on your behalf.

That's exactly what your Executive Business Manager does at Moten Aamali.



### Because You Don't Want Experiments... You Want Results

We're not a team experimenting on your behalf, we're an established entity with a record of success, structured task execution, reports, frameworks, and timelines.

Every request has a workflow... every service has a measurable outcome.





### Because You're Not Buying a Service... You're Buying Loyalty, Care, and Ongoing Follow-Up

Your Executive Business Manager knows your name, your projects, your details, your goals...  
He protects your interests and speaks on your behalf as if he were you, His loyalty is to you, not to any other party.



### Because Your Work Deserves Professional Management — No Individual Effort

Many entrepreneurs exhaust themselves juggling tasks, contracts, replies, designs, marketing, and meetings...



### Because Every Idea You Have... Becomes a Real Executable Project

A brand concept? A new product? A campaign?  
We take the idea, analyze it, study it, design it, launch it, and manage it for you.  
And you simply observe the reports.

We tell you:

Stop doing everything yourself...  
and start benefiting from your executive team at Moten Aamali.



## Moten Aamali Is Your Remote Executive Command Center

- You have a platform.
- You have an Executive Business Manager.
- You have a specialized execution team.
- You have monitoring systems and reports.
- You have an executive identity that elevates your presence.



## BRAND MANAGEMENT SERVICES







## General Introduction

- In a fast-paced world, good ideas are no longer enough. A brand now requires a precise methodology, a strong identity, a clear voice, and a presence that cannot be forgotten.
- At Moten Aamali, we don't offer marketing services in the traditional sense. Instead, we nurture the brand as a living entity—one with roots, growth, and continuity.
- We begin by analyzing it, then crafting it, and ultimately operating it within a fully integrated ecosystem that protects it and fuels its growth.





## Second: Brand Management Programs (The Seven-Module System)

We divide brand work into seven integrated programs:

01

### Brand Analysis Program

Market research, competitor analysis, audience insights, and identifying strengths and weaknesses.

02

### Brand Creation Program

Building the brand identity in all its dimensions: visual, linguistic, architectural, strategic, and media-related.

03

### Brand Funding Program

Preparing budgets, investment models, crowdfunding plans, and seeking strategic partnerships.

04

### Brand Governance Program

Establishing operational policies, usage guidelines, interaction protocols, and quality control systems.

05

### Brand Automation Program

System integrations, building dashboards, and applying tech tools to manage the identity.

06

### Brand Operations Program

Managing the brand on the ground: from designing and delivering identity assets to operating branches and touch-points.

07

### Brand Marketing Program

Planning campaigns, managing digital channels, and launching products and services with precision.

08

### Brand Protection Program

Legal protection, rights registration, monitoring for plagiarism or infringement, and crisis management.





### Third: Classification of the Identity Types We Create

We categorize brand identities into 16 specialized identity types:

- Corporate – Legal – Financial – Administrative – Professional
- Urban – Architectural – Artistic – Production – Media
- Commercial – Visual – Digital – Strategic – Logistical – Marketing

Each identity is treated as an independent entity within the ecosystem and is handled by a specialized team.



### Fourth: Our Framework for Management, Care, and Operations

- Identity Management: Performance monitoring, updates, and maintaining consistency.
- Identity Care: Content reinforcement, consultations, and ongoing development.
- Identity Operations: On-ground execution—print materials, branch façades, platforms, uniforms, décor, and more.



### Fifth: The Client Relationship

- The client owns the brand... and we nurture it as if it were a national project.
- The client is assigned a dedicated Business Manager who oversees every detail.
- A specialized identity execution unit operates under the supervision of the Business Manager within Moten Aamali.



## Firstly: Brand Study Program – The Strategic Mind

- **We begin with the essential question:** What makes your brand different?  
Who are you speaking to? And why?

### Services within this program



Market and  
competitor analysis



Studying target  
audience behavior



SWOT analysis for the  
brand (Strengths –  
Weaknesses –



Reviewing brand  
objectives, clarity, and  
consistency



Delivering a diagnostic  
report with initial  
recommendations

### The Goal

Creating a mental map to understand the brand before  
any design or marketing step begins.





## Secondly: Brand Creation Program – The Foundation Stage

- Here, we move from an idea to an entity, building the brand components piece by piece.

### Services within this program



Creating the trade name and logo



Developing a complete visual identity (colors, typography, patterns, usage systems)



Writing the vision, mission, values, tone of voice, and language guidelines



Developing architectural and spatial identity when relevant (stores – branches)



Developing artistic identity and digital identity (website – applications)



Creating the full Brand Manual

### The Goal

A fully structured brand, ready to appear confidently.

### Thirdly: Brand Funding Program – The Growth Lever

- This program is dedicated to brands preparing to expand or seeking partners.

#### Services within this program



Developing the business model



Creating a financial plan and brand budget



Designing a professional investor pitch deck



Supporting funding programs  
(investments – crowdfunding – partnerships)

#### The Goal

Preparing the brand to enter the market strongly with solid financial confidence.



## Fourthly: Brand Governance Program – Operational Discipline

► For the brand to remain consistent under all conditions, it needs a system.

### Services within this program



Developing operational policies and procedures



Setting internal and external identity usage guidelines



Building quality control standards



Governing usage by teams and partners

### The Goal

Creating a stable entity that does not rely on personal effort but is operated through systems.



## Fifthly: Brand Automation Program – Smart Control

- Speed and precision cannot remain manual—they require automation.

### Services within this program



Designing an advanced dashboard for identity and performance



Integrating marketing, accounting, and operational systems



Providing analytical and automated response tools (replies – forms – CRM)



Centralizing marketing accounts into a single platform

### The Goal

Digitizing everything related to brand management and controlling it from one place.

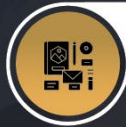




## Sixthly: Brand Operations Program – Turning the Concept into Reality

- Everything designed... becomes executed on the ground, professionally.

### Services within this program



Applying the identity across  
print materials, uniforms,  
website, space, and products



Preparing the store or office  
according to the spatial and  
architectural identity



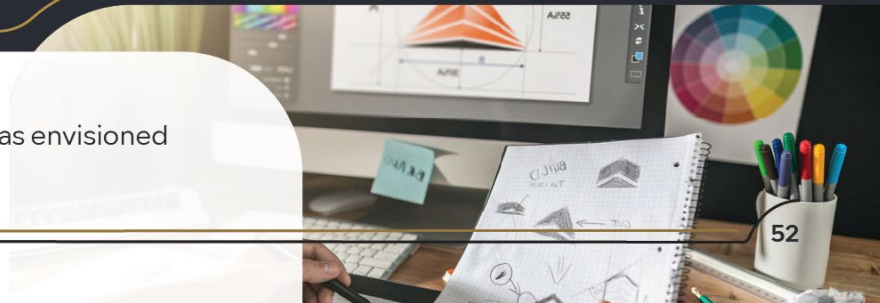
Producing signage, print  
materials, gifts, and  
brochures



Managing on-ground  
operations with  
suppliers

### The Goal

Presenting the brand to the public exactly as envisioned  
on paper.



## Seventhly : Brand Marketing Program – Effective Reach

➤ Being exceptional is not enough... people must clearly see you.

### Services within this program



Creating a  
comprehensive  
strategic marketing plan



Launching advertising  
campaigns (digital –  
print – field)



Managing social media  
content



Launching creative  
campaigns (stories – video  
– design – engagement)



Managing seasonal  
campaigns and  
openings

### The Goal

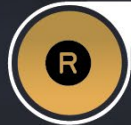
Building a lasting relationship between the audience  
and the brand, not just a momentary interaction.



## Eighthly : Brand Protection Program – The Shield of Safety

► A brand can be a target for theft or misuse... and we protect it.

### Services within this program



Registering the brand  
locally and  
internationally



Monitoring the market  
and detecting imitation



Legal handling of  
infringements



Reputation and crisis  
management



Developing the  
crisis-response guide

### The Goal

Ensuring the brand's continuity and strength without  
breaches or distortion.

## Designing Paid Subscription Packages for Brand Management

### General Concept

- All packages are built around having a dedicated Business Manager assigned to the client, handling communication directly and acting as the gateway for executing all tasks.

### The difference between the packages

- The number of services included
- Execution speed
- Number of meetings
- Level of support

### Proposed Package Names

Package Name	Target Segment
Launch Package	For new or emerging brands
Enablement Package	For growing brands that have entered the market
Leadership Package	For distinguished and successful brands in the market
Dominance Package	For major brands or those aspiring to expand







## Package Details

### Launch Package 2,500 SAR / Monthly

- Personal Business Manager
- One consulting hour per month
- Initial brand diagnosis
- Simplified development plan
- Monthly report
- Ability to request one service per month

### Enablement Package 6,500 SAR / Monthly

- Personal Business Manager
- 3 consulting hours
- Quarterly marketing plan
- Comprehensive analysis of the current identity
- Management of one monthly campaign
- Continuous executive follow-up
- Detailed performance report

## Leadership Package 12,000 SAR / Monthly

- Personal Business Manager + Project Manager
- 6 consulting hours
- Execution of two monthly campaigns
- Identity design and development
- Full digital integration of the identity
- Periodic meetings (twice a month)
- Legal, marketing, and technical support
- Brand protection (registration + monitoring)

## Dominance Package 24,000 SAR / Monthly

- Unlimited consultations
- Strategic expansion and development plan
- Execution of four monthly campaigns
- Dedicated Business Manager + Management Team
- 360-degree support (legal – financial – technical – production – marketing)
- Reputation management and brand protection
- Full identity care (renewal – development – operation)
- Direct follow-up from senior management

## Shared Benefits Across All Packages

- Direct communication with your Business Manager
- Dedicated online platform
- Regular reports and follow-up
- Option to upgrade the package at any time
- Portal for booking meetings and consultations



# EXECUTIVE OPERATIONS FRAMEWORK



## Overview of the Executive Circles System:

- At Moten Aamali – The Executive Office, we understand that implementing consultancy recommendations is just as important as providing them. For that reason, we created the Executive Circles System—a fully integrated network of specialized executive entities that represent the practical extension of the recommendations provided by consultants and Business Managers.
- Each Executive Circle is led by a specialized Executive Director, and together they form the integrated execution arm that serves the members of Moten Aamali.

## Organizational Structure of the Executive Circles

Circle Name	Main Specialization	Example Services
Real Estate Circle	Real estate services and development	Real estate marketing, property management, title deeds processing, site feasibility studies
Contracting Circle	Construction and architectural development	Project execution, supervision, contractor management
Interior Design Circle	Finishing and fit-out	Interior décor, furnishing, 3D designs
Financial Services Circle	Accounting and finance	Budget management, financial statements, financial studies
Legal Services Circle	Legal support	Contract drafting, licensing, legal representation
Advertising & Media Circle	Design and advertising	Branding, campaigns, sponsored ads
Marketing Circle	Digital and traditional marketing	Marketing plans, content management, SEO
Information Technology Circle	Digital transformation	System development, websites, cybersecurity
Media Production Circle	Video and editing	Filming, commercials, event coverage
Events Circle	Events and exhibitions	Organization, management, bookings
General Services Circle	Governmental and process services	Government transactions, bookings, renewals



## Execution Process:

### 1 Service Request

- Initiated by the client's Business Manager based on diagnosis.

### 2 Request Transfer

- The request is transferred to the relevant circle along with a specific execution recommendation.

### 3 Proposal Preparation

- The circle prepares a technical and financial proposal and submits it to the Business Manager.

### 4 Approval and Execution

- After the client's approval, execution begins under the supervision of their Account Manager.

### 5 Reporting and Results

- The circle submits completion reports, and the client reviews results exclusively through their Account Manager.

## Integration Flexibility:

- Each Executive Circle can collaborate with other circles in an integrated manner.
- Circles execute projects flexibly based on the client's priority, timeline, and budget.



## Moten Aamali Platform

Your Digital Business Management System



### Why did we create the platform?

Because we believe that businesses cannot be managed chaotically or followed up randomly, and because your Business Manager needs an integrated system to execute recommendations and track you, we created the Moten Aamali Platform as a comprehensive management hub for everything related to you as a member.



### What is the Moten Aamali Platform?

It is a professional digital system specifically designed to manage the client (member) relationship with their Business Manager, and to connect them with the Executive Circles in an organized, secure, and always accessible manner.



### Platform Components

Section	Function
Member Profile	Displays your data, membership type, schedule, ongoing tasks, and services
Request Management	Your Business Manager can open a new request on your behalf, specify its type, and follow it until completion
Communication Log	All conversations, messages, and notes between you and your Business Manager are saved
Invoices & Proposals	Track financial proposals, approvals, and payments for each service
Meeting Schedule	Organize your meetings with consultants or execution teams
Reports Dashboard	Periodic reports showing completed tasks, ongoing tasks, and the performance of each service



## System Integration

- ✓ Each member has only one Business Manager.
- ✓ The Business Manager has full authority to monitor all project details on your behalf.
- ✓ As a member, you only make requests... your manager follows up on everything.



## Ease of Use

- ✓ Simple interface supporting both Arabic and English.
- ✓ Compatible with mobile and desktop devices.
- ✓ No application needed... a dedicated link for each client.



## Benefits of Using the Platform

- ✓ Organization
- ✓ Fast execution
- ✓ Complete documentation of all interactions
- ✓ Transparency
- ✓ Financial clarity



## Security and Confidentiality

- ✓ Encrypted and secure system.
- ✓ Two-step authentication ensures full protection.
- ✓ No Executive Circle can access your information without your Business Manager's permission.



## The Team at Moten Aamali

### The Triangular Relationship System: Client – Account Manager – Executive Director

At Moten Aamali – The Executive Office, we believe that smart management begins with building a fully integrated team around every client. For this reason, we designed a professional and interconnected human system that makes every member a true center of attention.

### The Relationship Model at Moten Aamali:

Party	Tasks	Communicates With
The Client (Member)	Requests – Approves – Reviews	Only with their Account Manager
Account Manager (Your Business Manager)	Listens – Diagnoses – Recommends – Follows up	With the client and department directors
Department Executive Director	Executes – Prepares proposals – Submits reports	Only with the Account Manager



## First: Your Account Manager (Your Right-Hand Partner)

- ✓ Your private advisor.
- ✓ Your executive business manager.
- ✓ Speaks on your behalf and follows up on your requests.
- ✓ Diagnoses your needs and turns them into actionable projects.
- ✓ The only person you communicate with directly, while the rest of the team is managed through them.

## Second: The Executive Department Director (The Specialist)

- ✓ Receives requests only from the Account Manager.
- ✓ Prepares the technical and financial proposal.
- ✓ Begins execution once approved by the client.
- ✓ Submits results and reports to the Account Manager.

## Third: The Relationship Between All Parties

- ✓ The client does not need to communicate with more than one person.
- ✓ The Account Manager handles all executive tasks on behalf of the client.
- ✓ Department directors do not deal with the client directly to maintain privacy and professionalism.
- ✓ All processes go through the official platform to ensure transparency and protect rights.



## Advantages of This Model

- ✓ **Client Convenience:** A single point of contact for all requests.
- ✓ **Operational Efficiency:** A specialized team for each task.
- ✓ **Precise Follow-up:** The Account Manager is the sole communication point.
- ✓ **Protection of Brand Identity:** No party can access client data except with specific permissions.

## Practical Example

- **Client:** I have a marketing problem.
- **Account Manager:** Listened, diagnosed the issue, and wrote an executive recommendation.
- The recommendation was forwarded to the Marketing Department Director.
- The proposal was prepared and sent to you for approval.
- Approved? **Execution begins, and reports are submitted to you through your Account Manager.**

## MEMBERSHIPS AND SUBSCRIPTION MECHANISM



## From an Interested Visitor... to an Active Member inside Moten Aamali

At Moten Aamali – Executive Office, we don't treat you as a passing client, but as a member of a professional entity. That's why we designed a flexible membership system that considers your needs and provides you with all administrative, consulting, and executive support in a simple and clear manner.



### First: The Free Membership (Introduction & Diagnosis Phase)

It's the first step to entering the world of Moten Aamali, and includes:

Feature	Description
Introductory Session	A welcoming session with the reception specialist to present the concept of Moten Aamali
Presentation	A detailed presentation of the office's services through the professional display screen
Your Executive Consultant	A dedicated account manager is assigned to you immediately at no cost
Consulting Diagnosis	The member receives a professional analysis of their business or brand status
Recommendations	You receive an initial report containing 3 tailored recommendations
One Free Month	Your executive management is free for one month, including 3 meetings and the execution of 3 selected services



## Second: The Paid Memberships

At the end of the trial month, you can upgrade your membership to one of the following packages based on your needs:

Membership Type	Suitable For	Core Services
Flexible Membership (On-Demand)	Occasional users	You request the service only when needed, billed per task
Entrepreneurs Membership	Beginners and small business owners	Dedicated business manager, a set number of monthly requests, monthly reports
Advanced Brand Membership	Established brands	Business manager + consulting services + operational plan + full brand management
Full Executive Membership	Investors and senior entrepreneurs	Comprehensive management of all business and brand operations + official representation + executive secretary + business tours

A custom membership can be designed based on the client's needs, and memberships can be upgraded as you expand.

### Subscription Steps:

- 1 Contact us through any channel (call – WhatsApp – website).
- 2 Schedule an office visit or online meeting.
- 3 Fill out the membership form.
- 4 A dedicated account manager is assigned to the member.
- 5 Begin the diagnosis and service journey.

### Easy Transition from Visitor to Member:

- As soon as you attend your first meeting... your membership begins.
- No financial obligations at the start.
- You can use the platform and track your requests during the first month for free.
- If you like the performance... you upgrade automatically according to the package you choose.

# Success Stories & Practical Case Studies

## How Did We Transform Challenges into Achievements Inside Moten Aamali?

Because real experience is the strongest proof — and because the strength of Moten Aamali appears when it is truly tested — we share with you real examples and practical applications that demonstrate how we deliver our services and how we create meaningful impact in our clients' business lives.

### Story One: "The Struggling Entrepreneur"

Client: A young Saudi entrepreneur who launched a small specialty coffee business, but faced:

- Weak sales.
- No brand identity.
- Disorder in orders and management.

### Role of Moten Aamali:

- His assigned account manager welcomed him and provided an accurate diagnosis of his situation.
- He was transferred to the Branding Division to rebuild his brand identity from scratch.
- A digital marketing plan was created for him by the Marketing Division.
- Staff training was conducted in coordination with the Operations Division.

### Result:

His sales increased by 270% within 3 months, his trademark was officially registered, and he transformed from a struggling entrepreneur into the owner of a promising brand.

## Story Two: "The Busy Businesswoman"

Client: A businesswoman who owns multiple business activities and struggles to manage her meetings, contracts, and client responses.

### Role of Moten Aamali:

- A dedicated business manager was assigned to her.
- He began organizing her meeting schedule and representing her in many of them.
- He followed up on her financial and legal requests across the different divisions.
- All her administrative needs became fully managed through the platform.

### Result:

She was able to devote all her time to her core businesses and successfully signed new agreements with ease, after her operations became under full professional supervision.

### Story Three: "The New Investor"

Client: A foreign investor who entered the Saudi market and is looking for an entity to help him establish a business entity from scratch.

#### Role of Moten Aamali:

- He was received professionally and given a full consultation about the market.
- His company was established legally, administratively, and marketing-wise.
- An expansion plan was created for him by the Planning Division.
- His business manager fully represented him during his absence.

#### Result:

His project was officially launched within 45 days, and he began generating his first profits in the second month.

#### Conclusion :

At Moten Aamali, we don't just provide services...  
We build partnerships, solve problems, restructure business paths, and offer our members a platform that reflects them — and serves them.







*Thank You*  
نشكركم

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