



SSM

SMART STRATEGY MISSION
المهمة الاستراتيجية الذكية
للإستشارات الهندسية ومجوى المشاريع الذكية



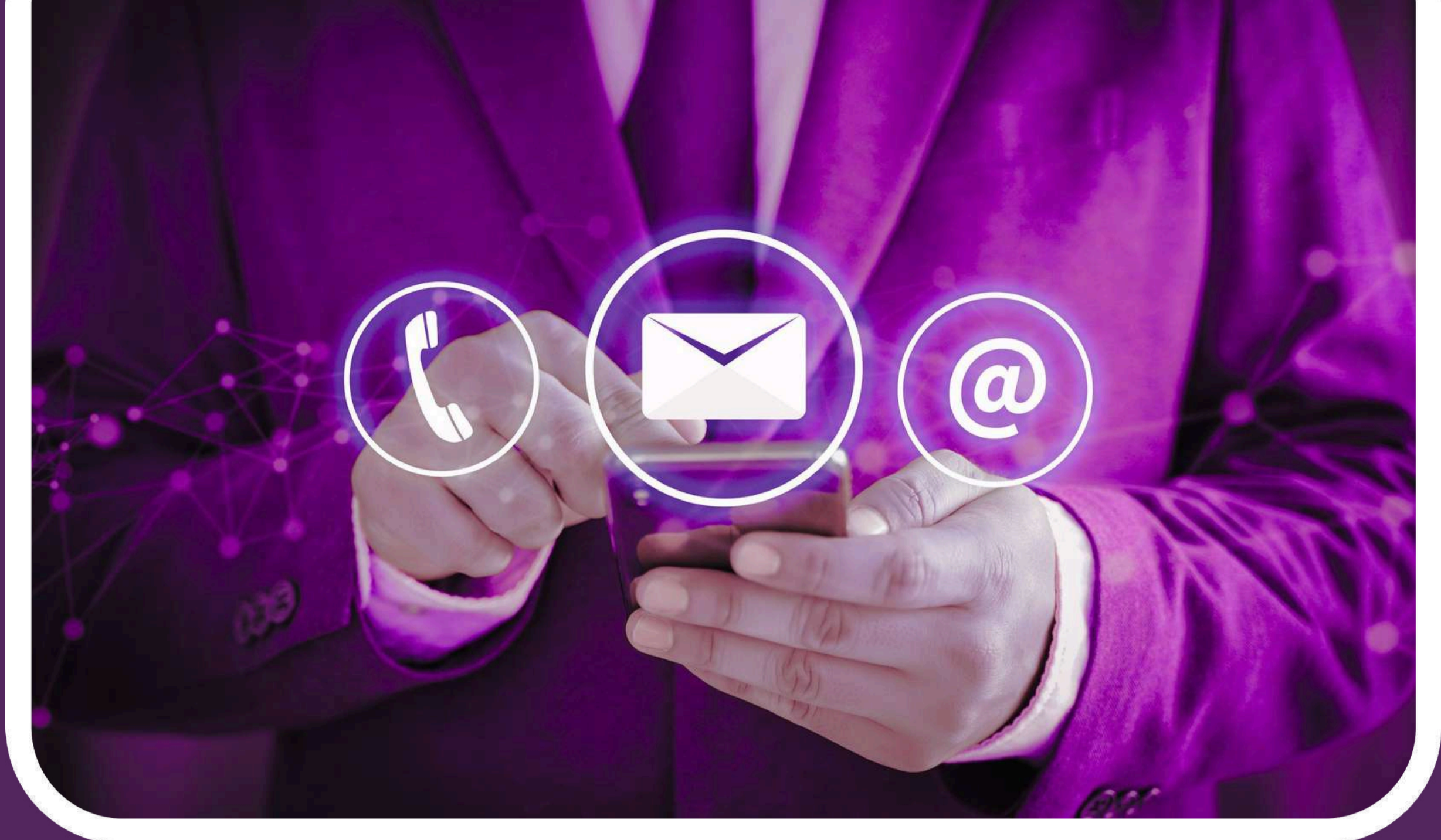
We minimize risk

And we lead your investment to returns

Smart Strategic Mission Company

for Consulting, Administrative Services, Engineering & Information Technology





Smart Strategy Mission



smar tstrategymission.com



Smart Satrategy Mission ssm



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Smart Strategic Mission Company ,for Consulting, Administrative Services Engineering & Information Technology

- Effective governance, ISO readiness, and a robust organizational structure for project success
- Strategic planning and organizational development that drive project growth
- Financial modeling and investment planning that maximize returns
- Brand identity, marketing, and effective launch strategy
- Monitoring, Evaluation, and Quality Assurance Systems
- Digital solutions that support business transformation and growth
- Economic feasibility studies and precise market research





CEO's Message



Message from the CEO

,In light of the increasing competition among local and international projects and brands and with the rising challenges faced by various investment sectors, economic feasibility studies have become the cornerstone of any successful investment decision. Today, the success of projects no longer relies solely on the idea itself, but on the accuracy of .analysis, clarity of vision, and the ability to deeply understand the market

-Eng. Ammar Abu Zubaida -

CEO

From this perspective, Smart Strategic Mission was established to provide professional solutions in investment project feasibility studies and engineering consultancy, through a scientific methodology that combines market analysis, technical evaluation, and financial modeling. The aim is to empower investors to make well-studied decisions that reduce risk and enhance growth and sustainability opportunities. We believe that real value lies in transforming data into decisions, numbers into vision, and studies into actionable projects that achieve measurable economic impact.

We have operated over consecutive years, and through our registered brand in the important Gulf market Smart Strategic Mission has focused on providing specialized services in investment project feasibility studies and engineering consultancy



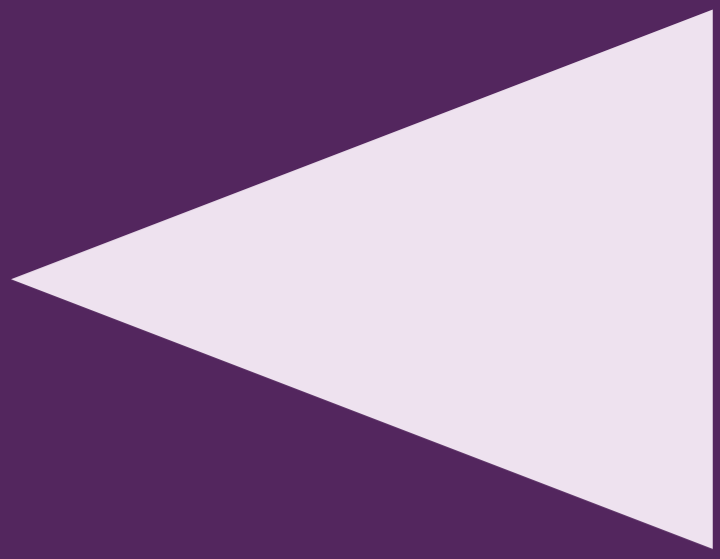
We have contributed to supporting numerous investment decisions through precise opportunity analysis, comprehensive risk assessment, and the development of realistic financial models that reflect project feasibility and their potential for sustainability and growth. Our accumulated expertise has enabled us to gain a deep understanding of market dynamics, investor requirements, and the success factors of projects, making us a trusted partner in transforming investment ideas into well-studied decisions and actionable projects.

With best regards,

Ammar Abu Zubaida

CEO





Vision
Mission
Values

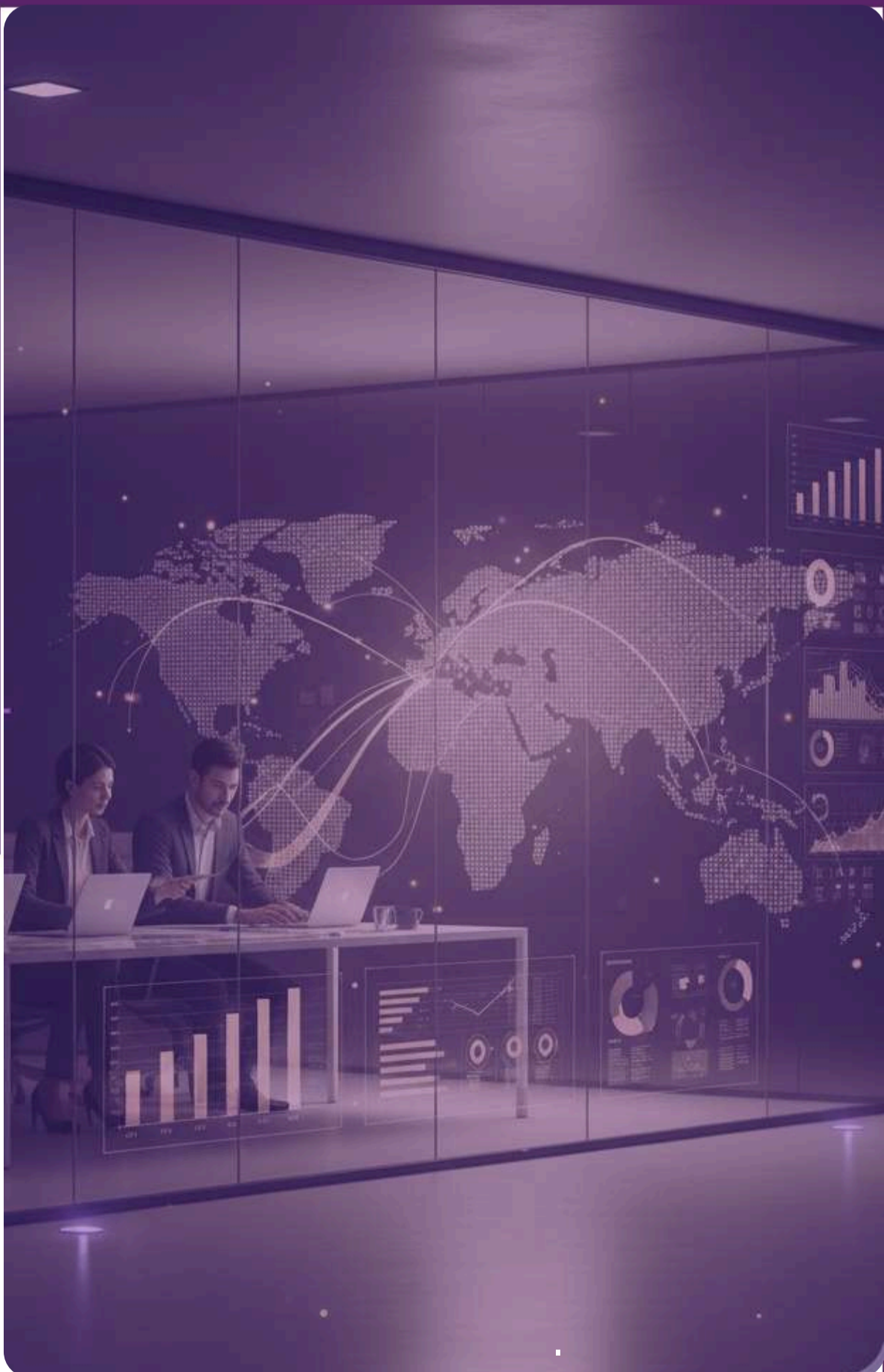


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Vision: Regional presence with global impact in the field of feasibility studies. We strive to be the trusted strategic partner for investors and business leaders at both regional and global levels, by providing specialized and comprehensive feasibility studies across various economic and investment sectors. This approach enhances the readiness of projects to respond to market and economic transformations, achieving sustainable growth and delivering added value to investors.




Mission: To provide integrated consultancy services in management, marketing, and information technology, with a focus on in-depth analysis, actionable planning, and adherence to the highest standards of quality and governance. We place special emphasis on economic feasibility studies, strategic planning, and the development of organizational structures, while offering professional enablement for projects seeking funding or partnerships with investment companies. Our role enhances economic and social development and aligns with Saudi Arabia's Vision 2030.





Organizational Values

- **Commitment & Transparency:** Clear agreements that protect rights and define obligations accurately.
 - **Competence & Quality:** Professional execution of projects according to the highest accreditation standards.
 - **Measurable Planning:** Operational plans linked to timelines and designed for proper evaluation.
 - **Continuous Improvement:** Enhancing performance through reviewing achievement indicators and fostering innovation.
 - **Professional Development:** Ongoing training aligned with market developments and client requirements.
 - **Collaboration & Innovation:** Encouraging the team to contribute ideas and future initiatives.
- 

Quality Policy



Quality Policy



We are committed to clear agreements and executing work according to measurable timelines. We strive to achieve the -highest possible performance and promptly address any non conformities, establishing systematic procedures to ensure .sustainability

We believe in continuous improvement through monitoring performance indicators, raising the level of challenge, developing the team's skills annually, and encouraging participation in future .ideas and initiatives

We are also committed to listening to clients' feedback and effectively addressing complaints to ensure their satisfaction and .the sustainability of quality

Certificate of Registration 

This is to certify that Quality Management System of
Smart Mission Consultation Company
(Owner of Strategy Mission Trade Mark)

Qurtubah area, Yanbu Street, Al-Othaim building,
3rd floor, Office 11, Riyadh, Saudi Arabia

is in accordance with the requirements of the following standard
ISO 9001:2015
(Quality Management System)

SCOPE
Rehabilitation and restructuring of administrative, financial, and operational processes for institutions & companies, providing high-level management consulting services, offering marketing services on behalf of others, market research, feasibility studies and opinion polls/ surveys.
(IAF Code - 35)

Certificate Number : 290823019630
Initial Registration Date : 29 Aug 2023
1st Surveillance Date : 29 Jul 2024
2nd Surveillance Date : 29 Jul 2025
Certificate Expiry Date : 28 Aug 2026

To verify certificate, visit at :
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This certificate remains the property of ARS and must be returned to ARS on Cancellation or Suspension of the certificate. Validity of the certificate is subject to successful completion of surveillance audits. Further clarification regarding the scope of this certificate and the applicability of standard may be obtained by consulting the Organisation on info@arscert.com



Our Services and Detailed Offerings



List of Services and Their Details

In the world of investment, simply having a good idea is not enough; success requires clarity and precise analysis before making any decision.

Through our economic feasibility study services, we help you evaluate your project from all aspects, understand the reality of the market, and measure its financial and operational feasibility. This enables the transformation of ideas into well-studied, actionable projects with confidence and sustainability.



Service Importance

We analyze the competitive capacity of a project and identify opportunities for differentiation within the market. We determine gaps between supply and demand to assess the potential for success. Economic feasibility is evaluated using precise financial indicators (balanced metrics).

Investment risks are minimized through technical, operational, and legal assessments. Decision-making is supported by preparing professional investment proposals tailored for funding entities.



Project Feasibility Studies

Economic feasibility studies are a fundamental tool for evaluating investment opportunities and transforming ideas into actionable projects that succeed in a competitive and complex economic environment. We provide comprehensive feasibility studies that assess market analysis, technical, operational, financial, and legal viability, ensuring risk reduction, maximizing returns, and achieving project sustainability.

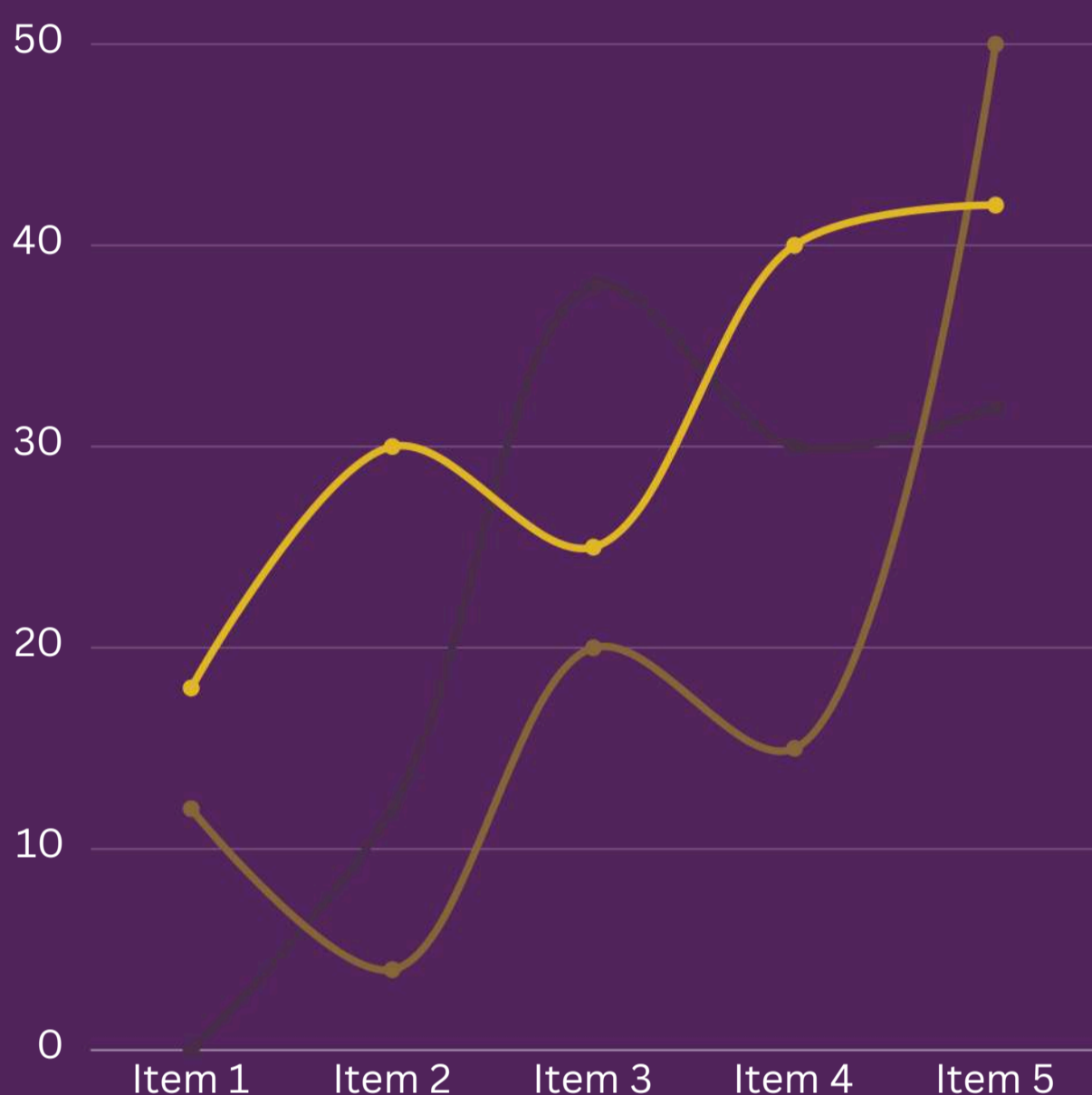
Feasibility Study Service Implementation Stages

Market and Competitor Analysis

We study supply and demand, analyze market size, and identify current gaps. This is complemented by an analysis of competitors' positions, strengths, and weaknesses, in order to determine opportunities for differentiation and growth within the sector

Location and Sector Opportunity Analysis

We use site analysis techniques and geographic data to select the best implementation locations based on the nature of the activity. This includes studying opportunities for expansion and sustainability over the medium and long term.



Technical, Operational, and Legal Evaluation

We conduct a comprehensive review of the infrastructure, operational readiness, and regulatory requirements to identify potential obstacles and minimize risks before implementation.

Preparation of Materials and Investment Proposals

We design professional and tailored investment presentations and reports, directed to supporting entities and potential investors, enhancing the chances of securing funding and supporting informed investment decisions.



Financial and Economic Analysis

We prepare a precise financial model that includes costs and revenues, calculating key financial indicators and net value, as well as the breakeven point to evaluate project profitability over the short and long term.

We also calculate metrics such as Net Present Value (NPV) and Internal Rate of Return (IRR) to assess the current and projected financial performance of the project.

Why Feasibility Studies?

Feasibility studies provide investors with a clear vision that helps in making well-studied investment decisions, achieving long-term growth with confidence and stability.

Are you ready to make an investment decision based on data?

Connect with us today and start your first steps toward investment success.

Smart Strategy Mission

We map out your investment roadmap and equip you with the tools you need to make informed decisions.



Certification Qualification

We assist organizations in building effective administrative systems, clear structures, and compliance with international standards, through full qualification to obtain institutional, accredited, and sustainable certifications.

ISO and Corporate Governance

Globally accredited ISO certifications, enhancing efficiency in procedures, implementation, and internal auditing, ensuring full readiness for international accreditation.

Strategic Mission

We provide comprehensive support starting from gap analysis, followed by the development of policies...



ISO 9001 – Quality Management System

ISO 14001 – Environmental Management System

ISO 45001 – Occupational Health and Safety Management System

ISO 27001 – Information Security Management System

ISO 20000 – IT Service Management System

ISO 22301 – Business Continuity Management System

ISO 50001 – Energy Management System

ISO 31000 – Risk Management (principles and guidelines)

ISO 37001 – Anti-Bribery Management System

ISO 37000 – Governance Guidelines for Organizations

ISO 56002 – Innovation Management System

ISO 13485 – Medical Devices Quality Management System

System Design & Development

Gap analysis and diagnosis

Implementation and capacity building

Support work teams and foster quality & governance culture

Assess current systems, identify gaps, and align with organizational requirements

Prepare policies, procedures, and operational guidelines

ISO Certification Support – stages of qualification and implementation

Direct Benefits of the Service

- Obtain internationally accredited certificates that enhance the institution's reputation and market trust.
- Improve governance and operational practices while reducing administrative and organizational risks.
- Ensure compliance with national regulations and international requirements.
- Build a structured institutional environment that supports long-term growth and sustainability.





Strategic Planning & Institutional Development

In feasibility studies, evaluation goes beyond financial and technical aspects to include the institution's capacity for execution and sustainability.

We provide strategic planning and institutional development services to support feasibility study outcomes by:

Formulating clear insights and building effective institutional structures.

Linking organizational frameworks to actionable operational plans that ensure feasibility study results are translated into practical reality.

Aligning projects and activities with strategic objectives.

Developing performance tracking models to measure progress and achieve results using modern methodologies, such as Results-Based Management.

Importance of the Service within Feasibility Studies

- Ensuring the implementation of feasibility study results on the ground.
- Enhancing the effectiveness of administrative decisions through clear and measurable performance indicators.
- Aligning the organizational structures and operational capabilities with the requirements of the investment project.
- Reducing post-implementation risks through well-planned strategic and operational plans.
- Supporting the long-term sustainability of projects through periodic monitoring and evaluation systems.



Service Implementation Stages



Designing Portfolios and Linking Projects to Strategy

We create an operational roadmap linking every initiative and project within an integrated portfolio, reflecting the priorities of the strategic plan and strengthening organizational cohesion.



Developing the vision, mission, values, and strategic plan.

We organize workshops to formulate the vision, mission, and values, and develop a 3–5 year strategic plan with clear goals and measurable performance indicators.



Implementation of change theory and results-based planning methodology.

We apply a results-based management methodology to identify inputs, outputs, and expected impacts, relying on change theory to understand cause-and-effect relationships.



Building evaluation and monitoring systems.

We design an internal monitoring system that includes quarterly evaluations and performance measurement tools, enabling the organization to track progress, address deviations, and make immediate data-driven decisions.

Direct Benefits:

- ▶ Converting plans from theoretical documents into tangible, achievable results.
- ▶ Improving overall performance through performance indicators linked to implementation goals.
- ▶ Strengthening a culture of planning and monitoring within the organization.
- ▶ Enhancing the institution's readiness to adapt to future changes and challenges.
- ▶ Supporting the sustainability of initiatives through measurable goals and continuous development.

Smart Strategy Mission

We help you turn your ambitions into actionable results. Our approach provides implementable strategies and institutional frameworks that support growth, with performance indicators guiding you at every step.

Connect with us now and start mapping your organization's future with confidence and foresight.

Are you ready to build a realistic strategic plan that drives measurable results?



Financial Model and Smart Investment Planning

In an investment environment that requires certainty, the financial model serves as the cornerstone for evaluating investment opportunities, supporting funding decisions, and ensuring sustainable growth.

It relies on accurate figures and multiple scenarios, enabling investors, entrepreneurs, and government entities to make decisions based on real data and reliable financial analysis.

Smart Strategy Mission

Provides comprehensive solutions in financial modeling and investment planning within feasibility studies.

Importance of the Service

This service assesses the project's value chain to identify strengths, cost structures, and revenue sources. It supports negotiations with financiers by preparing strong investment proposal documents, backed by risk analyses.

Multiple-year financial plans are prepared, including estimated budgets and projected cash flows. The service enhances investment readiness through detailed financial models and realistic scenarios. It analyzes costs, revenues, risks, and expected returns to ensure the reliability of investment decisions.

Service Implementation Stages



Enhancing Capital Structure & Investment Readiness

Capital Structure Design for Balanced Financing
We redesign the capital structure to achieve an effective balance between equity financing and debt financing, while preparing a comprehensive investment package targeted at investors and funding institutions.



Long-Term Financial Planning and Cash Flow Management

Developing a 3–7 Year Financial Plan
We create a long-term financial plan covering budgets, operational costs, and cash flow projections, based on market standards and best practices.



Preparation of Financing Documents and Financial Stress Tests

We prepare comprehensive investment proposal documents and conduct stress tests to measure the impact of economic fluctuations on project performance.



Financial and Economic Feasibility Analysis for Projects

We conduct an in-depth analysis of cost versus return and assess risks against expected gains, alongside a value chain analysis aimed at identifying areas of operational efficiency and resource utilization.

Direct Benefits

- ✦ Enhances transparency and strengthens the credibility of the project for investors and financing institutions.
- ✦ Supports the ability to adapt to changing scenarios and limits future risks.
- ✦ Enables decision-makers to evaluate the financial feasibility of the project before the implementation phase.
- ✦ Increases the chances of obtaining financing through the preparation of a professional financial presentation.

Do you need a reliable financial model that reflects the reality of your project?

Smart Strategy Mission builds a clear financial roadmap for you, supporting you in front of investors, highlighting your project's true strength, and guiding you toward smarter investment decisions. Contact us now and start your funding journey with confidence, based on accurate data.



Operations Planning and Building the Operational Structure

Effective Operations Planning

Success depends on efficient operations, not just the idea.

Smart Strategy Mission helps plan operations and build structures, including:

- Facility design
- HR organization
- Supply chain setup
- Integrated operational systems

All in a clear, ready-to-implement framework.

Towards smooth and effective operations from day one.

- ✘ Preparing a clear operational structure to ensure a smooth launch of the project or facility.
- ✘ Strategic design of the site and equipment aligned with production and efficiency goals.
- ✘ HR Organization: Define roles and structure clearly.
- ✘ Supply System: Build a flexible, stable supply chain.
- ✘ Implementation: Execute in planned stages for efficiency and sustainability.

Service Implementation Stages



Human Resource Planning and Job Description Definition

Defining competency needs and roles, with clear job descriptions to boost operational efficiency



We innovate in facility design and professional allocation of equipment.

Creating smart facility plans with strategic equipment allocation for maximum productivity.



Integrated Strategy for Purchase Request Management.

Preparing an integrated roadmap for resource planning systems.
Coordinating supply chain between teams and systems.
Ensuring comprehensive solutions that enhance operational efficiency.



Integrated Strategy for Supply Chain and Vendor Management.

Establishing an integrated framework for managing the supply chain from procurement to distribution, with clear mechanisms for collaboration with vendors and partners to ensure smooth operations.

Direct Benefits

- 🍃 Reducing waste and boosting operational efficiency from day
- 🍃 one, with clear organizational structure and precise job
- 🍃 descriptions, flexible supplier management, and streamlined
- 🍃 supply chain operations. An integrated technical system supporting both digital and organizational growth of the project.

Let “Mission” strategy build a complete operational system—from planning to execution—ensuring your readiness to launch with confidence, efficiency, and professionalism. Contact us today to start building a structured foundation that supports your goals from day one.



Monitoring, Evaluation, and Quality Assurance Systems

Setting Up Integrated Monitoring and Evaluation Systems

Establish comprehensive monitoring and evaluation systems to ensure the project adheres to defined standards.

Track key performance indicators and measure results regularly to ensure project progress.

Support operational improvements and enhance quality and efficiency.

Ensure project objectives are achieved according to the highest standards.

Importance of the Service

- Equipping organizations with institutional dashboards that clearly display key performance indicators (KPIs).
- Designing specialized evaluation tools and training programs to ensure effective implementation within teams.
- Aligning performance reports with the requirements of stakeholders and financiers.
- Conducting periodic internal audits to ensure the organization is ready for quality certifications.
- Promoting a culture of continuous evaluation and improvement within the institutional system.

Service Implementation Stages



Aligning Reports with Regulatory & Funder Requirements

We help institutions provide accurate data that complies with funders' requirements and international standards, ensuring full alignment with oversight authorities and global benchmarks.



Developing Control Dashboards & Indicators(Logframe):

Designing Integrated Control Dashboards

We create comprehensive dashboards that clearly display indicators and results, with regional frameworks linking inputs, activities, outputs, and strategic impact.



Designing Evaluation Tools, Training Programs, and Capacity Building: Developing efficient data evaluation tools linked to periodic reports, alongside training programs for teams to ensure effective implementation and strong institutional compliance.



Internal Auditing and Readiness for Quality Certifications:

Conducting periodic internal reviews to assess organizational readiness for quality certifications, delivering transparent, data-driven reports, and aligning results with quantitative and qualitative requirements.

Direct Benefits:

- 🕯 Effective Decision-Making: Based on real data and accurate evaluations.
- 🕯 Improved Organizational Readiness: Preparedness for audits and obtaining international accreditation certifications.
- 🕯 Enhanced Trust: Increased confidence among partners and funders through transparent performance.
- 🕯 Continuous Improvement: Supporting ongoing improvement cycles and achieving measurable, sustainable results.

Do you want to build an institutional system that monitors performance and leads you toward excellence?

Let Smart Strategy Mission develop an effective evaluation framework for you—one that establishes strong internal controls, enhances the quality of implementation, and steadily drives your organization toward institutional excellence.

Contact us today

and start building your professional monitoring and evaluation system with confidence.



Brand Identity, Marketing, and Go-to-Market Strategy

A strong commercial launch begins with a solid brand identity and an intelligent marketing plan. Project success does not stop at product or service development—it starts with launching it into the market the right way. We provide strategic design for pricing, market positioning, and selecting the appropriate promotional channels, along with support from planning through execution to ensure the desired impact is achieved.

Importance of the Service

✦ **Selecting the Appropriate Marketing Channels**

✦ **Competitive Pricing Strategy**

✦ **Designing a Strong Brand Identity**

✦ **Comprehensive Launch Plan**

✦ **Precisely Defining Market Position**

Service Implementation Stages



Defining Performance and Tracking Indicators:

Measuring results and continuously improving marketing campaigns, with market analysis, targeting, and pricing to ensure effective performance. Establishing KPIs for monitoring and evaluation.



Building Brand Identity and Channel Strategy:

Developing brand elements (logo, colors, tone, and messaging) and determining the ideal marketing channels to reach both the local and digital markets.



Preparing a Commercial Launch Plan:

Designing promotional and marketing offers tailored to each target segment, ensuring a successful launch and attracting customers.



Competitor Analysis and Post-Launch Strategy:

Studying competitors, customer behavior, and market gaps to identify the optimal focus. Developing a fair and profitable pricing strategy based on the nature of the product and the market.

Direct Benefits

- 🔥 Building a strong and distinctive brand that sets you apart from competitors.
- 🔥 Enter the market with a well-studied approach that enhances trust and attracts customers.
- 🔥 Efficiently utilize marketing resources to reach the right audience.
- 🔥 Evaluate and improve marketing performance at every stage to ensure results.



Are you ready to launch your project and explore a strong and impactful commercial start?

A strong commercial presence, planning every step with you from launch to expansion. Contact us today, and let us help you launch your brand with confidence, distinction, and sustainable success. Smart Strategy Mission designs an intelligent marketing and brand identity strategy just for you.

Digital Platform Development and Digital Transformation

An effective digital platform begins with smart planning and flexible execution in the era of innovation and fast-paced technologies. A digital idea alone is not enough; it requires an intelligently designed platform, clearly supported by a technical roadmap that is ready for development.

The digital offering includes strategic design for digital products, functional engineering for applications, user experience, and technology plans for emerging sectors.

Importance of the Service

- ✕ We enable organizations to launch digital products that are highly feasible and effective, supported by strategic planning and meticulous execution.
- ✕ We provide mechanisms to collect and analyze operational and user behavior data to support data-driven decision-making, enhancing the performance of digital products and ensuring sustainable growth.
- ✕ Developing a comprehensive technical development strategy for digital platforms, including product planning, selecting the appropriate B2B technologies, and planning application functions and platform structure to ensure a smooth and effective user experience.
- ✕ Supporting digital transformation in vital sectors such as financial technology, healthcare, agriculture, and e-commerce, through building a sustainable technical roadmap that enhances readiness for growth and expansion.
- ✕ Designing and implementing innovative digital solutions that contribute to improving operational efficiency, enhancing the user experience, and ensuring business sustainability in the digital environment.

Service Implementation Stages



Digital Product Development Strategy (B2B / B2C)

We prepare a comprehensive development plan based on market research, target audience analysis, defining the platform's features, and selecting the optimal operational model to ensure profitability and sustainability.



Planning the organizational structure of the platform or application.

Designing an effective user experience (UX) that ensures ease of use, smooth interaction, and achievement of the project's digital goals.



Preparing a technical roadmap for emerging sectors.

We design a roadmap that takes into account the nature of each sector and its challenges. It includes well-studied timelines, appropriate development technologies, and executable expansion plans for sectors such as: .E-commerce, Fintech, Healthtech :

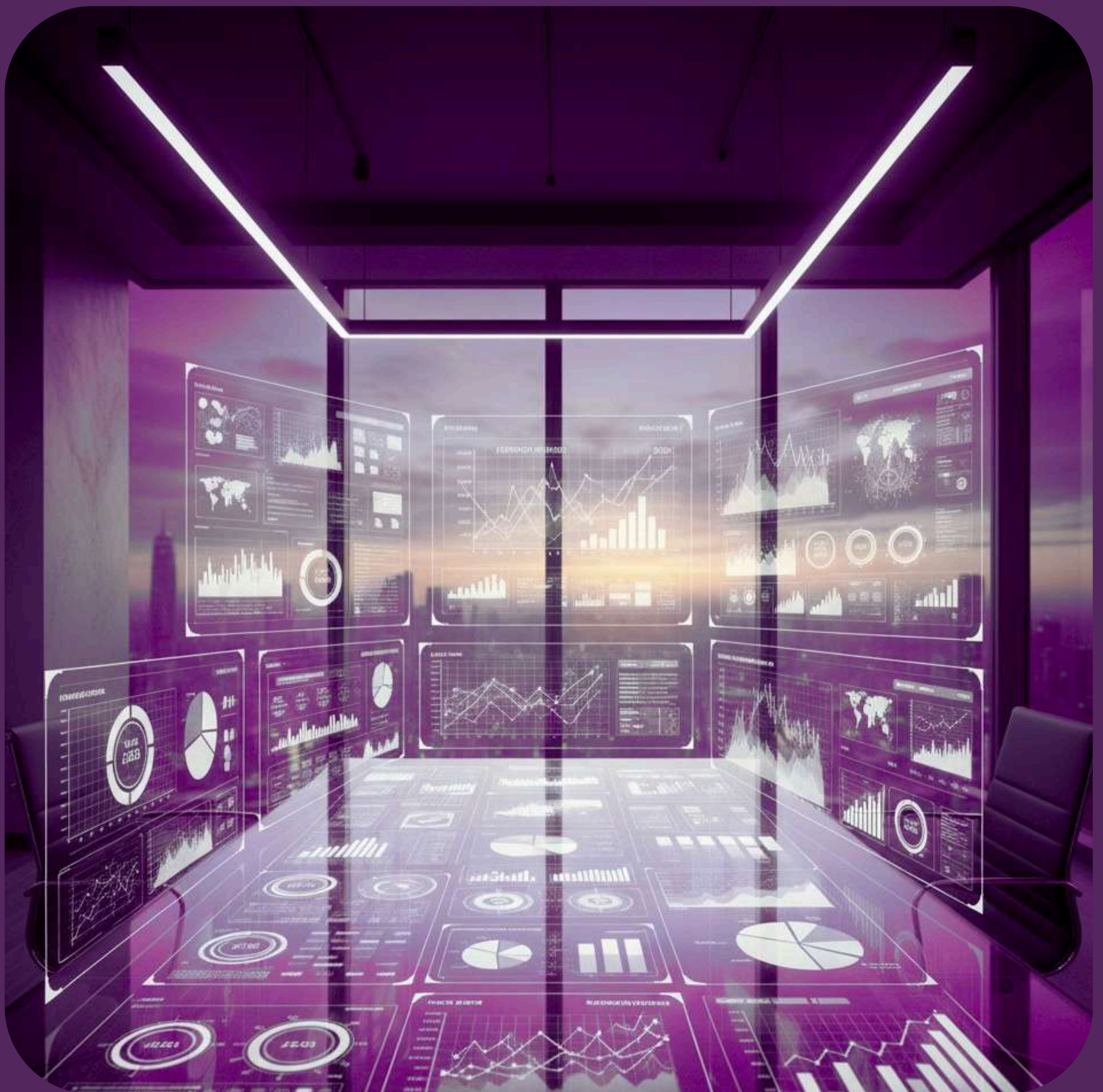
Direct Benefits

- ▶ Accelerating digital transformation through an executable strategic approach.
- ▶ Reducing technical risks through proactive planning and flexible infrastructure.
- ▶ Enhancing user experience and increasing engagement rates.
- ▶ Strengthening project readiness for investment or expansion into new markets.

Do you have a digital idea and need a smart, integrated execution roadmap?

Let Smart Strategy Mission lead the development of your platform from the idea stage to launch, through an integrated experience that combines strategic planning, technical readiness, and a well-designed user experience that supports sustainable growth.

Get in touch with us and start your digital journey with confident decisions.



The Smart Strategic Company...

Our successful investments start with thorough studies and end with confident decisions.

**Strategic
Partners**

5

SAND
ROSE

شركة البلاد للإستشارات و الحلول
Al-bilad Co. for Consultancies & Solutions



Yafa

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TERIAQI
International Teriaqi For Trading Est.
مؤسسة ترياقية الدولية للتجارة

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Solutions, Inc.

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TBM
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Takhassusi Bio-Medical

الشركة السعودية للكهرباء
Saudi Electricity Company

أرامكو السعودية
saudi aramco



شركة المياه الوطنية
National Water Company



anb
البنك العربي الوطني
arab national bank

بنك الرياض
Riyad Bank

سابك
SABIC

TAWAL
تحوال

امتداد
Emtedad
Advance Company Ltd.

تالوف
Talouf
TALOUF MEDICAL COMPANY

شركة نقل وتقنيات المياه
WATER TRANSMISSION AND TECHNOLOGIES CO.

NAWA
ENHANCING PASSION FOR KNOWLEDGE

Selat
FOR BUSINESS SOLUTIONS

TURQUOISE
When good care leads, good health follows.

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