



ديزرت جروب
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COMPANY OVERVIEW

DESERT GROUP WAS ESTABLISHED IN 1988 AND OPERATED PRINCIPALLY AT THE HIGHER-END OF THE LANDSCAPING MARKET WITH A FOCUS ON THE GATED COMMUNITY, HOSPITALITY, COMMERCIAL, GOVERNMENT AND RESIDENTIAL PROPERTY DEVELOPMENTS, AS WELL AS GENERAL SPORTING VENUES, GOLF COURSES, EDUCATIONAL INSTITUTIONS AND PUBLIC PARKS.

FROM THESE EARLY BEGINNINGS DESERT GROUP HAS EVOLVED ITS CAPABILITIES AND FOCUSED ITS BUSINESS ENTERPRISE TOWARDS A MORE SUSTAINABLE, EFFICIENT AND PROFITABLE BUSINESS MODEL TO BECOME A TRULY CREATIVE AND INTEGRATED LIFESTYLE ORGANISATION WITH OFFICES WITHIN THE GCC AND THAILAND. THERE ARE 13 COMPANIES THAT CURRENTLY MAKE UP THE GROUP. THESE ARE: DESERT LANDSCAPE COMPANY, WAHAT AL SAHRAA NURSERIES, DESERT TURFCARE MAINTENANCE, DESERT LEISURE SWIMMING POOLS, DUBAI GARDEN CENTRE, DESERT TURFCARE MACHINERY COMPANY, DESERT INK, DESERT OASIS FERTILISER PACKAGING, THE HOUSE OF FLOWERS, PLANTSCAPES, DESERT GROUP FACILITIES MANAGEMENT AND ENABLE.

DESERT GROUP IS COMMITTED TO ENHANCING AND POSITIVELY IMPACTING LIVES. OUR PRODUCTS AND SERVICES PROVIDE NUMEROUS ENVIRONMENTAL, SOCIAL, EMOTIONAL AND PHYSICAL BENEFITS. WE DESIGN, LANDSCAPE, BUILD AND MANAGE GOLF COURSES, PROVIDE PAR EXCELLENCE MAINTENANCE SERVICES, GROW AND SUPPLY PALMS, TREES, SHRUBS, GROUND COVERS, SEASONAL FLOWERS AND WATER PLANTS AS WELL AS PROVIDING A RANGE OF SERVICES CENTERED AROUND WATER, GREENERY AND SUSTAINABILITY.

DESERT GROUP HAS ESTABLISHED A STRONG REPUTATION IN THE INDUSTRY THROUGH THE EXECUTION OF LARGE, COMPLEX AND LANDMARK PROJECTS. SOME OF THE GROUP'S PROJECTS AND CLIENTS INCLUDE THE JUMEIRAH INTERNATIONAL HOTELS, ATLANTIS HOTEL, THE ONE AND ONLY ROYAL MIRAGE, RITZ CARLTON, PARK HYATT CREEK, DUBAI WORLD TRADE CENTRE, EMAAR, NAKHEEL, TERMINAL 3 DUBAI INTERNATIONAL AIRPORT, THE 36 HOLE GREG NORMAN GOLF COURSES AT JUMEIRAH GOLF ESTATES, THE TIGER WOODS DUBAI, DUBAI HILLS AND THE NEW RUGBY STADIUM.

DESERT GROUP STRIVES TO MAINTAIN AND BUILD ON ITS REPUTATION FOR QUALITY AND EXCELLENCE. THE USE OF HIGH QUALITY MATERIALS, CLOSE SITE SUPERVISION, PROJECT CONTROL AND APPLIED MODERN TECHNOLOGY ARE ENCOURAGED AND ENFORCED COMPANY- WIDE. DESERT GROUP'S INTEGRATED COMPANIES HAVE EVOLVED INTO A TIGHTLY KNIT BUSINESS MODEL OVER THE LAST FEW YEARS. THE BACK-TO-FRONT SERVICE CAPABILITY ALLOWS DESERT GROUP TO MAINTAIN CONTROL OF PROJECTS AND SERVICES, QUALITY CONTROL AND SUPPLY CHAIN EFFICIENCY.

DESERT GROUP PROVIDES ONE OF THE BROADEST SET OF SERVICES AND IS UNPARALLELED IN THE MARKET. DESERT GROUP'S UNIQUE INTEGRATED BUSINESS MODEL IS A KEY DIFFERENTIATOR AND OFFERS TOTAL LANDSCAPE SOLUTIONS. THE GROUP NOW EMPLOYS CLOSE TO 4,000 STAFF IN A WIDE RANGE OF ACTIVITIES THAT ALL REMAIN CENTERED ON THE 'GREEN' ASPECTS OF OUTDOOR AND INDOOR LIFESTYLE.

EVERY CUSTOMER IS A DEAR CLIENT AND WE TAKE GREAT STEPS TO ENSURE SATISFACTION IS ACHIEVED THROUGH MONITORING CAREFULLY THE FEEDBACK AND EXECUTION OF THE PARTICULAR SERVICE PROVIDED. OUR CUSTOMER FOCUS IS UNPARALLELED AND WE ALWAYS DELIVER ON TIME.



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DESERT INK - LANDSCAPE DESIGN CONSULTANCY

AS A LANDSCAPE DESIGN CONSULTANCY WE OFFER FULL DESIGN SERVICES FROM PROJECT VISION AND CONCEPT DESIGN THROUGH TO CONSTRUCTION DOCUMENTATION. DESERT INK IS BASED IN DUBAI DESIGN DISTRICT.

- MIXED USE DEVELOPMENTS
- HOSPITALITY & LEISURE
- RESIDENTIAL (SMALL TO LARGE SCALE VILLAS & APARTMENTS)
- PARKS & PUBLIC SPACES
- INSTITUTIONAL LANDSCAPES
- COMMERCIAL & CIVIC BUILDINGS
- LANDSCAPE FEASIBILITY & STRATEGIES
- TEMPORARY LANDSCAPES
- INTERIOR LANDSCAPES
- LANDSCAPE LIGHTING
- PLANTING DESIGN & HORTICULTURAL CONSULTANCY
- WATER FEATURE & SWIMMING POOL DESIGN CONSULTANCY
- IRRIGATION DESIGN CONSULTANCY
- POST CONTRACT CONSULTANCY SERVICES
- DEFECTS LIABILITY PERIOD INSPECTIONS
- NURSERY DESIGN CONSULTANCY



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DESERT LANDSCAPE - CONSTRUCTION LANDSCAPING

WE BUILD SOME OF THE BEST LANDSCAPE CREATIONS IN THE REGION AND BEYOND. OUR CAPABILITIES INCLUDE:

- SITE NURSERIES
- SOFTSCAPES
- HARDSCAPES
- IRRIGATION, PUMP ROOMS & WATER STORAGE TANKS
- STRUCTURES
- PLAY GROUNDS
- FENCING
- LIGHTING INSTALLATION
- SPORTS AREAS & SPORTS SURFACES
- FABRICATION WORK
- GREEN WALLS
- WORKSHOP / CARPENTRY SHOP
- ELECTRICAL WORKS
- SURVEYING



DESERT GOLF

DESERT GOLF IS A PREMIER GOLF COURSE BUILD & MAINTENANCE DIVISION OF DESERT GROUP. IT'S SERVICES INCLUDE:

- BUILD
- MAINTENANCE OF WORLD CLASS GOLF COURSES
- AGRONOMY SERVICES (TURF - RELATED)
- TRADING
- FULL SURVEYING CAPABILITIES
- BULK EARTHWORKS AND SHAPING
- IRRIGATION
- COURSE DRAINAGE
- GOLF COURSE FEATURES & SPECIALITY FEATURES
 - > CART PATHS
 - > LAKES
 - > STREAMS
 - > BRIDGE
 - > HALFWAY HOUSES
- MULCHING & HYDRO-SEEDING
- GRASS-PLUGS / STOLONS / SOD / SEED
- EROSION CONTROL
- COURSE FINISHING, PLANTING, LANDSCAPING
- REFURBISHMENT OF EXISTING COURSES



TRADING

TRADING PROVIDES A RANGE OF LANDSCAPE PRODUCTS WHICH INCLUDE:

DRAINAGE CELLS

GRASS PAVERS

SOIL STABILIZATION MATT

MODULAR GREEN WALLS

ALUMINIUM LANDSCAPE EDGING

PLASTIC LANDSCAPE EDGING

RECYCLED COLORED WOOD CHIPS

GARDENERS POTTING SOIL

ARTIFICIAL GRASS AND SYNTHETIC TURF FOR LANDSCAPE

FENCING MATERIALS

CHAIN LOCK RUBBER TREE TIES

BUCKLE RUBBER TREE TIES, ROOTBALL FIXING

OVERHEAD GUY & DEADMAN FIXING KIT FOR TREES

PINE BARK NUGGETS

GREEN SHADE NETS

COMPOSITE TIMBER DECKING

STREET FURNITURE

KIDS PLAY EQUIPMENT

OUTDOOR FITNESS EQUIPMENT

IRRIGATION PRODUCTS

HOSE REEL IRRIGATION FOR POLO FIELDS

DRIP & MICRO IRRIGATION EMISSION DEVICES

SOIL MOISTURE ADDITIVES

TACTILE PAVING STUDS

PEAT MOSS, CERAMIC

CEMENT & ARCHITECTURAL TILES



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DESERT LEISURE & SWIMMING POOLS

CONSTRUCTION & MAINTENANCE

DESERT LEISURE IS FOCUSED ON CONSTRUCTING THE FINEST POOLS, ANIMAL POOLS, WATERSCAPES AND SPAS.

- SWIMMING POOLS
- LAKES / WADIS / STREAMS
- FOUNTAINS
- WATER FEATURES
- WET PLAY AREAS
- WATER PARKS
- FISH PONDS / FILTERS / LINERS / EQUIPMENT
- ARTIFICIAL ROCK-WORK
- SPAS / JACUZZIS
- SAUNAS / HAMMAMS
- SEWAGE TREATMENT PONDS
- TILES AND POOL EQUIPMENT
- ELECTRICAL CONTROL PANELS
- PUMP REWINDING AND SERVICING



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TURF MAINTENANCE

OFFERING COMPLETE SPORTS TURF SERVICES THROUGHOUT THE GCC REGION AND AFRICAN CONTINENT. SPECIALIZING IN FOOTBALL PITCHES, POLO AND EQUESTRIAN FIELDS AND GOLF COURSE MAINTENANCE AND CONSULTANCY, DELIVERING AN INTERNATIONAL STANDARD SERVICE.

OUR SERVICES:

- TURF MANAGEMENT
- SPORTS PITCH CONSTRUCTION, RENOVATION & MAINTENANCE
- IRRIGATION INSTALLATION, RENOVATION & MAINTENANCE
- TURF NURSERY MAINTENANCE & MANAGEMENT
- TRAINING



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LANDSCAPE MAINTENANCE

PROVIDE THE GUARANTEE THAT THE BEAUTY, PURPOSE AND INVESTMENT MADE IN YOUR LANDSCAPING WILL BE MAINTAINED AND ENHANCED THROUGH OUR SERVICES.

OUR SERVICES:

- LANDSCAPE MAINTENANCE MANAGEMENT
- LANDSCAPE CONSTRUCTION, RENOVATION & MAINTENANCE
- IRRIGATION INSTALLATION, RENOVATION & MAINTENANCE
- PLANT PROTECTION, APPLICATION OF PESTICIDES & FERTILIZERS
- ARBORICULTURAL SERVICES
- TRAINING
- NURSERY MAINTENANCE & MANAGEMENT



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WAHAT AL SAHRAA - PLANT NURSERIES

DUBAI

- FRUIT TREES & TOPIARY TREES
- GROUNDCOVERS & VINES
- HERBS
- INDOOR PLANTS
- PALMS & ORNAMENTAL GRASSES
- POTS / COMPOST / POTTING SOIL
- SEASONALS
- SHRUBS
- SUCCULENTS
- TREES
- WATER PLANTS
- FERTILIZERS
- HERBS
- NURSERY CONSTRUCTION
- CONTRACT GROWING
- PLANT PROCUREMENT
- VEGETABLES



NORTHERN EMIRATES

WE HAVE SUBSTANTIAL PLANT NURSERIES IN THE NORTHERN EMIRATES INVOLVED IN LARGE SCALE PROPAGATION.

THESE INCLUDE NURSERIES IN:

- RAS AL KHAIMAH
- BIDYA - FUJAIRAH
- DHADNA - FUJAIRAH
- NAZWA - SHARJAH



7c

THAILAND

WAHAT AL SAHRAA HAS A LARGE HOLDING NURSERY IN THAILAND. PLANTS ARE SOURCED FROM THE SOUTH EAST ASIAN REGION FOR OUR OWN USE AND FOR CLIENTS INTERESTED IN NEW AND DIFFERENT SPECIES.



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DUBAI GARDEN CENTRE - RETAIL

ONE OF THE LARGEST GARDEN CENTRES IN THE REGION.

- INDOOR PLANTS
- OUTDOOR PLANTS
- WATER PLANTS
- POTS - BESPOKE / OFF THE SHELF
- FERTILIZERS, PESTICIDES, COMPOST & POTTING SOIL
- LANDSCAPE MATERIALS
- STONES & PAVING MATERIALS
- SYNTHETIC GRASS
- BBQ SETS
- OUTDOOR GARDEN FURNITURE
- CAFETERIA & PICTURE FRAMING
- CARPENTRY
- FLORISTRY - RETAIL & EVENTS
- WATER FEATURES / FOUNTAINS
- ONLINE SALES - GO TO www.dubaigardencentre.ae TO PURCHASE DUBAI GARDEN CENTRE MATERIALS



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PLANTSCAPES - INDOOR PLANTS SUPPLY & MAINTENANCE

- SUPPLIES AND INSTALLS INTERIOR PLANTS
- MAINTENANCE CONTRACTS
- PLANT RENTALS FOR WEDDINGS, TRADE SHOWS AND EVENTS



10a

DESERT OASIS & FERTILIZER PRODUCTS

POTTING SOIL

POTTING SOIL, ALSO KNOWN AS POTTING MIX OR POTTING COMPOST, IS A MEDIUM FOR GROWING PLANTS, HERBS AND VEGETABLES. IT IS STERILIZED, IN ORDER TO AVOID THE SPREAD OF WEEDS AND PLANT-BORNE DISEASES. DESERT GROUP HAS A LARGE BLENDING AND PACKAGING FACTORY SET UP AND SUPPLIES ITS MIX BOTH IN A RETAIL AND WHOLESALE FORMAT.



FERTILIZERS

DESERT ENERGY SPECIALIZES IN SOIL AND PLANT SPECIFIC FERTILIZERS FOR VARIOUS APPLICATIONS DESIGNED TO MEET LOCAL SOIL NEEDS AND CONDITIONS IN THE GCC REGION.

PRODUCTS ARE AVAILABLE IN THE FOLLOWING FORMS:

WATER SOLUBLE POWDER, LIQUID, GRANULATED & TABLETS.

OUR APPLICATIONS INCLUDE:

RESIDENTIAL PLANTS AND GARDENS, NURSERIES, LANDSCAPING, VEGETABLE FARMS & GOLF COURSES.



PESTICIDES & CHEMICALS

WE PRODUCE A RANGE OF ORGANIC & INORGANIC PESTICIDES AND CHEMICALS TO TREAT:

- HERBACEOUS WEEDS
- FUNGAL DISEASES
- PESTS
- NEMATODES



ENABLE

ENABLE IS A SOCIAL ENTERPRISE THAT EMPOWERS PEOPLE WITH DISABILITY BY DELIVERING ENTREPRENEURIAL SKILLS THAT OFFER A RANGE OF QUALITY HOME & GARDEN PRODUCTS ASSEMBLED BY WELL-TRAINED SPECIAL STARS.

APART FROM OUR ADVOCACY STRATEGY, THE AIM OF THIS ENTERPRISE IS TO CREATE ENTREPRENEURIAL SKILLS FOR PEOPLE WITH COGNITIVE DISABILITIES AND DELIVER 360° DEGREE RETAIL MODEL STARTING FROM PRODUCT CONCEPT, ASSEMBLY, MERCHANDISE AND SALES. THIS SKILL SET WILL ENABLE INDIVIDUALS WITH SUCH SPECIAL ABILITIES TO EVENTUALLY START THEIR OWN RETAIL UNITS AND THEREFORE ACHIEVE FINANCIAL SUSTAINABILITY.

100% OF ENABLE PRODUCTS WILL BE USED TO FUEL ITS RETAIL OPERATIONS WITH 15% OF EACH PRODUCT SOLD GOING BACK TO THE EMPLOYEE WHO CREATED IT TO HELP EMPOWER THEIR ABILITIES.

ENABLE IS A HOME & GARDEN BRAND THAT OFFERS A RANGE OF QUALITY HOME AND GARDEN PRODUCTS ASSEMBLED BY OUR STARS. WE OFFER BEAUTIFUL INDOOR PLANT ARRANGEMENTS USING QUALITY SUCCULENTS AND CACTI SOURCED FROM NATIONAL AND INTERNATIONALLY WELL-KNOWN SUPPLIERS.

ENABLE EMPLOYS UAE EMIRATI NATIONALS AND OTHERS WITH DISABILITIES.



CSR SPECIAL NEEDS PROGRAMME

DESERT GROUP HAS BEEN AN ADVOCATE FOR EQUAL EMPLOYMENT OPPORTUNITIES FOR THE INTELLECTUALLY DISABLED SINCE 2006.

THROUGH ITS SUCCESSFUL AND ACCREDITED CSR INITIATIVE, THE DESERT GROUP WORK INCLUSION PROGRAM FOR THE INTELLECTUALLY DISABLED WILL CREATE THE HIGHEST LEVEL OF INDEPENDENCE FOR THESE INDIVIDUALS THROUGH A WELL-CRAFTED REHABILITATION WORK INCLUSION PROGRAM TO INCREASE THEIR ELIGIBILITY TO ACQUIRE EMPLOYMENT WITHIN THE HORTICULTURAL AND AGRICULTURAL INDUSTRY.

OUR PROGRAMME IS DESIGNED TO PROVIDE TRAINING, EMPLOYMENT AND ON-GOING SUPPORT FOR SPECIAL NEEDS INDIVIDUALS FROM THE REGION.

WE ARE PROUD TO HAVE RECEIVED THE FOLLOWING AWARDS:

BEST CORPORATE PROJECT – 2009 - GCC MINISTRIES OF SOCIAL AFFAIRS AWARD

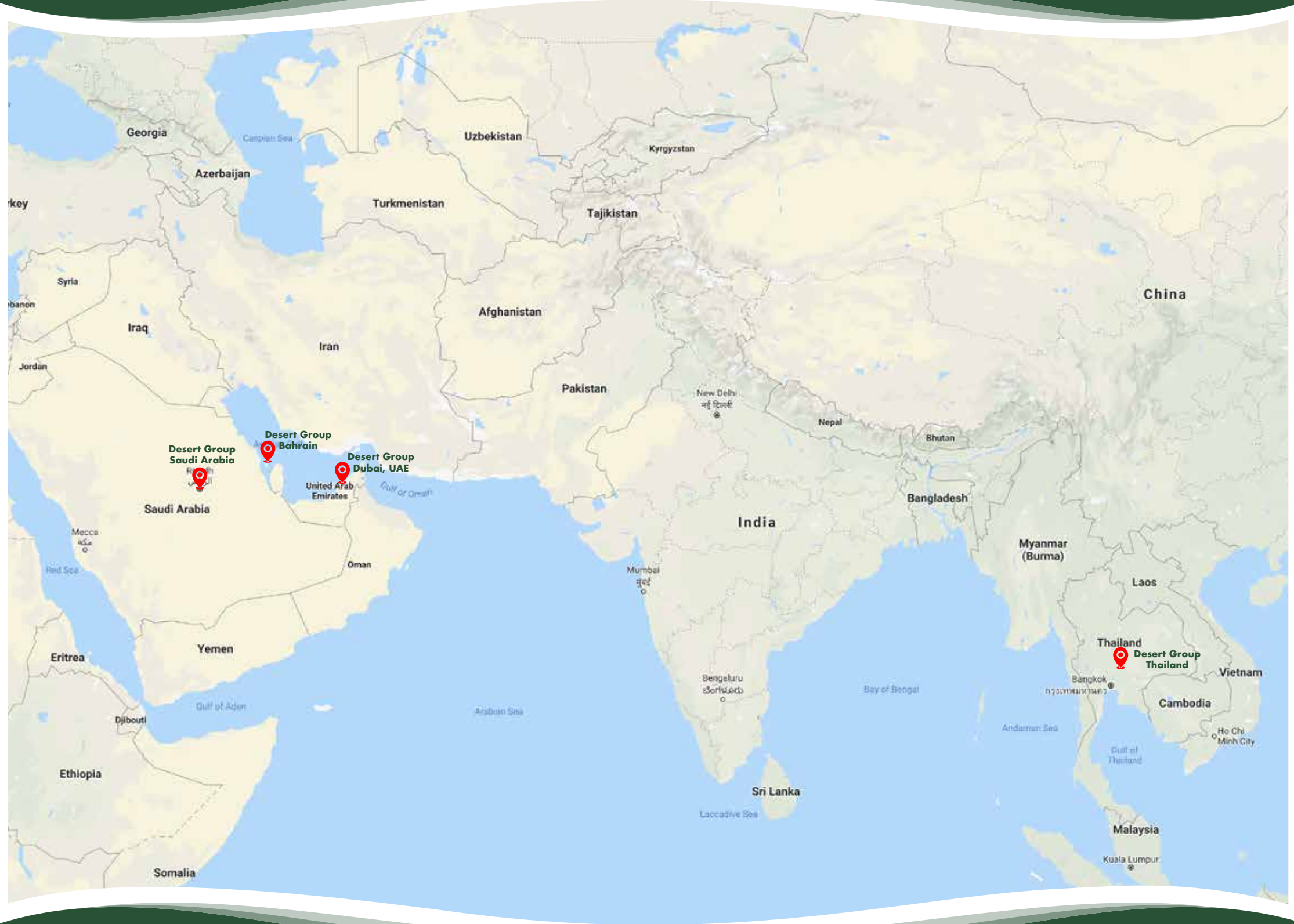
BEST CORPORATE VOLUNTEERING SOCIAL PROJECT – 2010 - SHARJAH VOLUNTEER AWARD

OUTSTANDING INSTITUTIONAL SUPPORTER – 2010 - PRINCESS HAYA AWARD

EMIRATES SOCIAL AWARD – MINISTRY OF SOCIAL AFFAIRS – 2012

PRINCESS HAYA AWARD – 2014

TAATHEER CSR MENA AWARD – BEST COMMUNITY DEVELOPMENT AWARD - 2016



OFFICE LOCATIONS

UAE

2nd Floor, Lotus Plaza Building,
Al Quoz Industrial Area 1,
Dubai, United Arab Emirates

BAHRAIN

Mazarea Highway, Al Hamala
Kingdom of Bahrain

KSA

Riyadh
Kingdom of Saudi Arabia

THAILAND

37/3-6 Moo 5 Rangsit-Nakornnayok Rd.,
Bengnamraks, Thailand

THANK YOU