

مؤسسة الطف للمقاولات

TAFF CONTRACTING ESTABLISHMENT



COMPANY PROFILE

## GM's Message

In today's highly competitive business environment, and in the political and economic turmoil of the Middle East, nurturing a business has never been harder. It takes belief, strong will, perseverance, and a clear vision to start and grow a business; but that's exactly what we pride ourselves to possess at Al Taff.

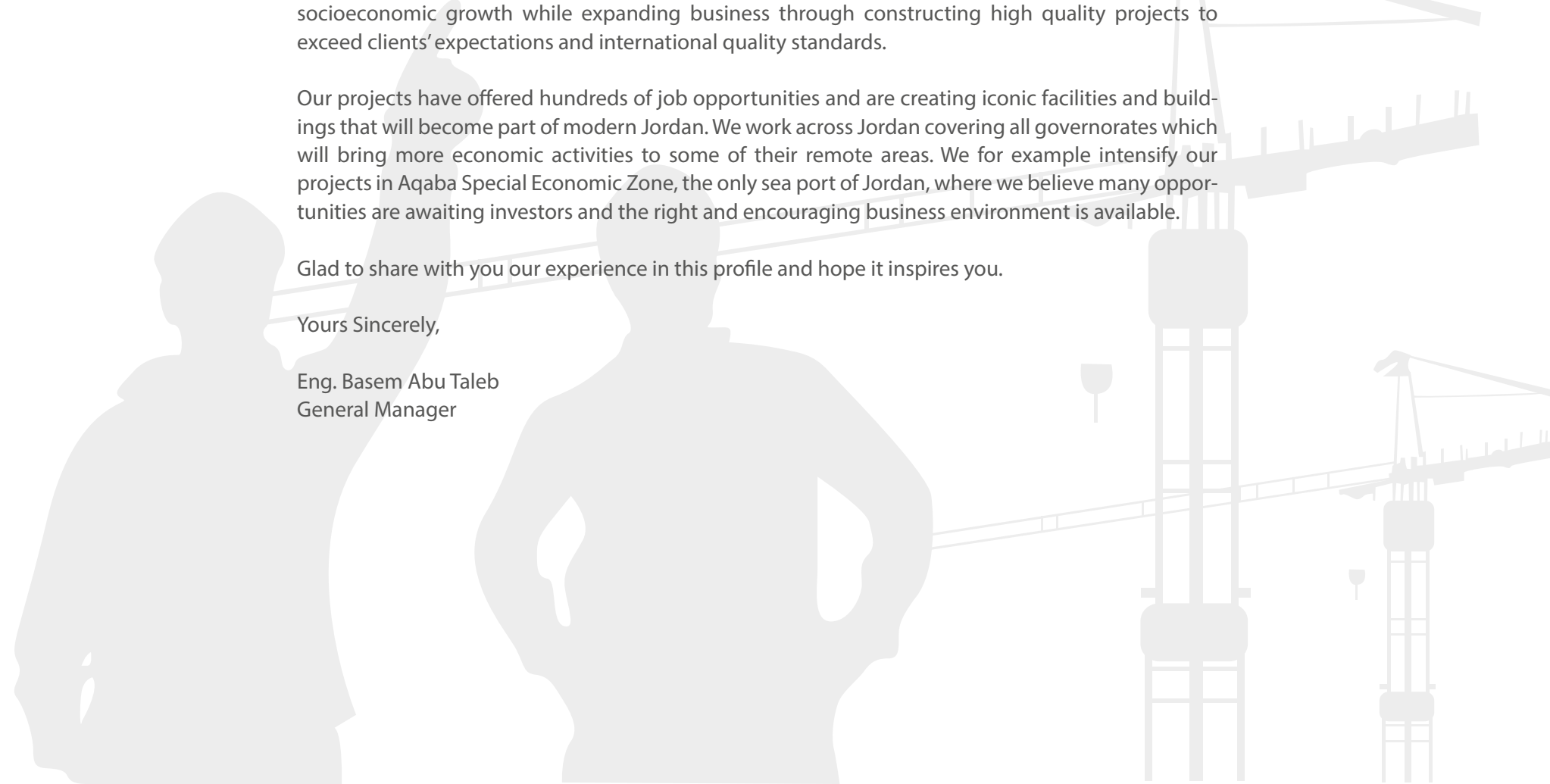
At Al Taff, we see opportunities ahead of us, believing that Jordanian manpower is the greatest resource available. We've been able to overcome many challenges and to become a leading organization in the construction industry in a short period of time. We carry a mission to contribute to Jordan's socioeconomic growth while expanding business through constructing high quality projects to exceed clients' expectations and international quality standards.

Our projects have offered hundreds of job opportunities and are creating iconic facilities and buildings that will become part of modern Jordan. We work across Jordan covering all governorates which will bring more economic activities to some of their remote areas. We for example intensify our projects in Aqaba Special Economic Zone, the only sea port of Jordan, where we believe many opportunities are awaiting investors and the right and encouraging business environment is available.

Glad to share with you our experience in this profile and hope it inspires you.

Yours Sincerely,

Eng. Basem Abu Taleb  
General Manager



## Taff at a Glance

Taff Contracting Est. is a Jordanian company established in 1998, with projects across the governorates of the Hashemite Kingdom of Jordan.

Proudly, we've been delivering top-notch projects. Our relentless endeavor to learn and apply highest international industry standards enables us to accept nothing less than excellent quality.

Our utmost attention to details and our flawless execution have always surpassed the expectations of our clients. Our credibility and timely deliverables has won the loyalty of major and vital institutions in Jordan who repeatedly rely on us in their most challenging projects.

Our clients span different sectors including government, authorities, embassies, schools, and large corporations. Whether at cities, seashores, borders or even deserts, our facilities and single or multi- purpose buildings have never failed to impress.

Seeking to position ourselves as leaders in the contracting business, we are proud to have a team of 200 employees with different backgrounds and qualifications covering managerial, technical, and operational positions. Their hands-on-experience enables them to deliver large scale projects on a timely basis.

As we own a fleet of modern equipment and vehicles, including trucks, scaffoldings, and high capacity cranes; we also own or have access to readily available resources and financial capital, topped with a reliable network of subcontractors and strategic partners.

In 2015 we established an in-house electromechanical department to execute all electrical and mechanical works in our own projects. We specialize in construction logistics and managing real-estate projects; in addition to site surveying, infrastructure, steel structure, rehabilitation, renovation, internal works, and decoration.

## Strategic Partnership - Steel Buildings Co.

In 2012 Taff formed a strategic partnership with Steel Buildings Co. helping us to build state of the art hangars. Steel Buildings is one of the leading manufacturers of steel works shop in the northern Middle-East region. Our joint activities span a wide spectrum of products including pre-engineered steel buildings, structural steel and multi-story buildings, tanks and silos, fixed and portable prefabricated buildings. This partnership has resulted in numerous successful projects.

## Our Vision

As we are committed to adopting latest and state-of-the-art technology to plan, manage, and execute highest quality construction projects; we are keen to hire and retain a team of creative and highly motivated professionals who are capable of uniting highest standards with artful designs.

*According to the above statement our vision is:*

Position ourselves as leaders in the construction sector in Jordan and the region through crafting timeless pieces of art and building projects that please the eye and challenge the mind, while exceeding our clients' expectations by never compromising highest quality and timely delivery.

## Our Mission

The fact that Jordan is the home of one of the Seven Wonders of the World, namely Petra, inspired us at Al Taff to execute projects that stand the test of time in aspects of aesthetics and quality.

In addition, Jordan's construction industry is one of the fastest growing in the region, due to the rapid increase in population, relative political stability and security, the availability of highly skilled/ educated young human capital, and the culture of tolerance and acceptance of diversity. Jordan's economy is an open one and the country continues to attract investments.

*Based on these facts, we at Al Taff carry the mission of:*

Making significant contribution to the rapid growth of Jordan's construction industry; while striving to generate continuous business growth, by offering highest quality products that meet or exceed clients' expectations and international industry quality standards.

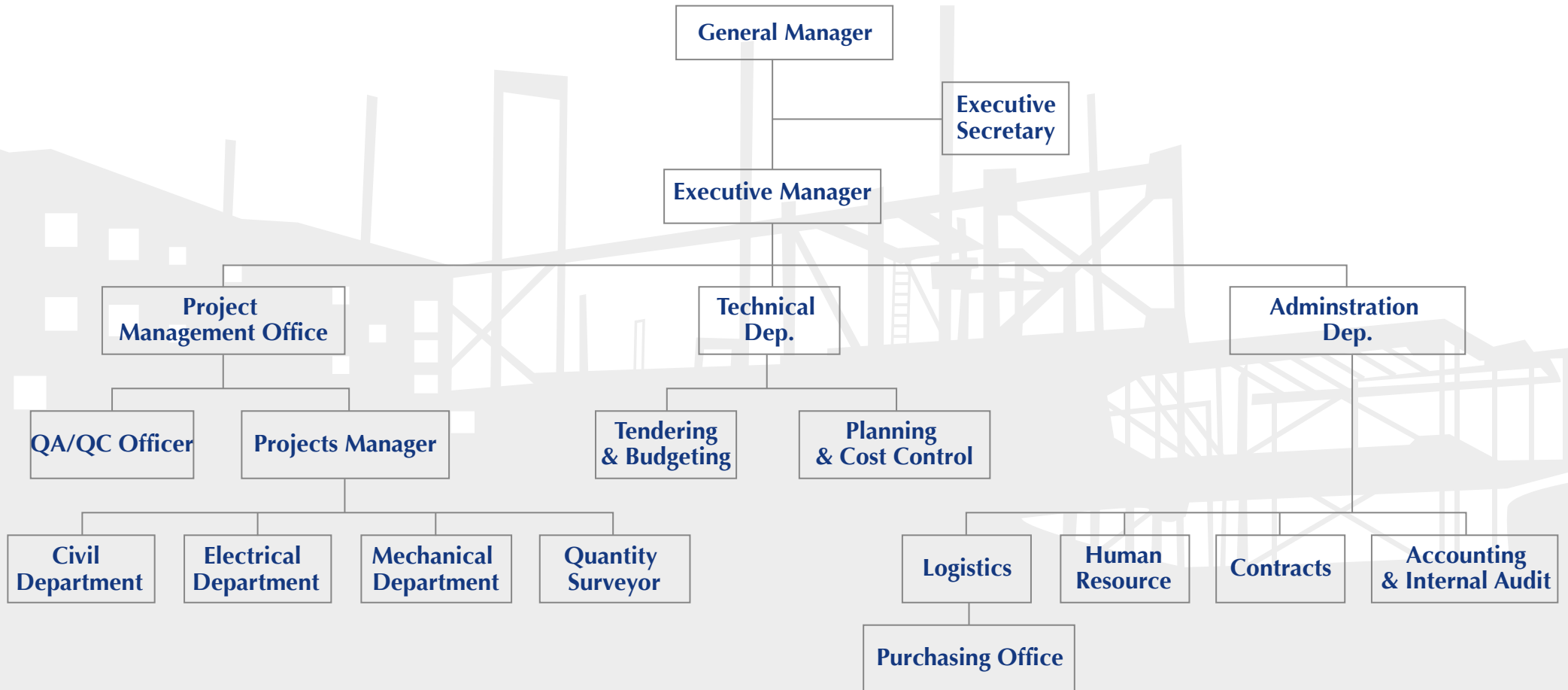




## Our Goals and Objectives

- Win and retain the trust of our clients through solid Customer Relationship Management.
- Preserve our positive reputation that enables us to win more ambitious projects.
- Guarantee high quality at each construction phase.
- Provide competitive pricing, based on thorough market research and studies.
- Create a work environment that promotes safety, honesty, integrity and employee motivation.
- Ensure win-win deals to our stakeholders that include our clients, employees, subcontractors, and vendors.
- Carry responsibility to the society and contribute to the sustainable socio-economic development of the communities we work in.
- Adopt latest Green Buildings technology and consider the ecology each step of the way.
- Guarantee timely completion of projects and within budgets.
- Secure ample finance for upcoming projects.

# Organisation Structure



# Our Values

**1- Customers first:** to us customers are the core of our business and we believe that they are our greatest asset. That's why we work hard to surpass their expectations every step of the way. We believe that maintaining a positive relation, listening and understanding to our customers needs and expectations are the key to offering them exactly what they want when they want it.

**2- Transparency and openness:** open communication and accountability are values that we seek in each and every interaction and encounter with our stakeholders. This enables us to win the trust of customers and retaining employees.

**3- Human Resource Development (HRD):** our employees are equipped with the necessary knowledge through formal or on-job training. They receive our guidance and continuous support that enable them to advance in their career paths.

**4- Integrity:** trust is the corner stone of our business and is built on honesty and integrity. Actions, not only words, should prove our integrity, and fairness and honesty towards those we do business with and to ourselves is a responsibility that we uphold. This will also guarantee the sustainability of our business.

**5- Corporate Social Responsibility (CSR):** we believe that we should pay our community back and we should positively contribute to its development in more than one aspect. We develop public facilities with utmost care and integrity to serve people best. We provide job opportunities to locals and put environment preservation as a priority throughout the phases of any of our projects. Green Buildings is a field that we uphold and adopt as well. Our socio-economic contribution is a responsibility that we willingly and gladly took upon ourselves.

**6- Creativity and innovation:** in the construction field, creativity and innovation has become a necessity to keep pace with the out-of-the-box designs that we see every day. We support and encourage new ideas, especially from our employees who have the hands-on-experience and are the field experts. They also deal with our customers and listen to their needs and wants and thus can come up with great ideas. However, the continuous search for new ideas does not slow down our projects, since we work hard to ensure that each of our goods and services are delivered on time with highest quality.



Customers first

Transparency  
& Openness

Integrity

Human Resource  
Development (HRD)

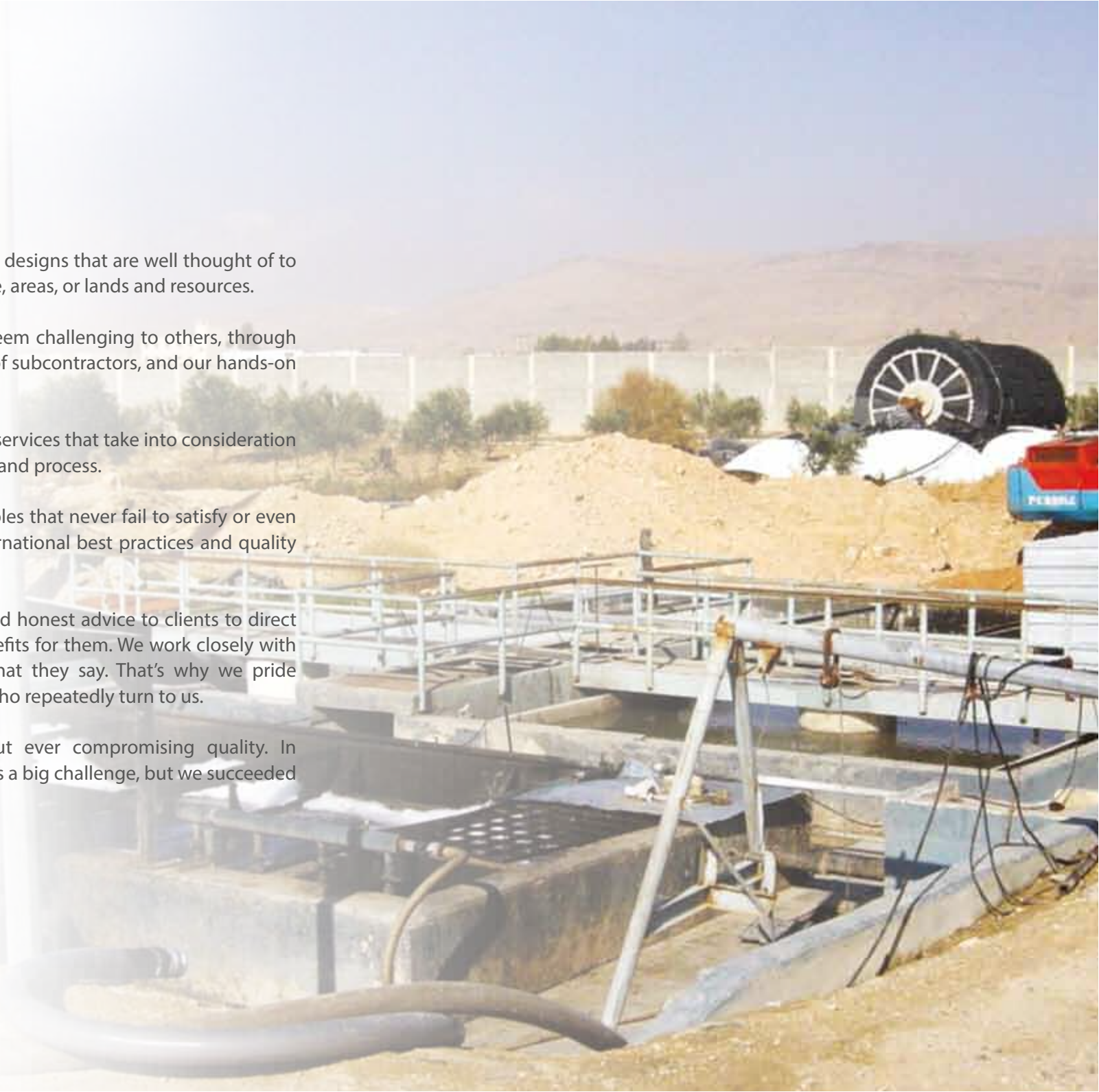
Corporate Social  
Responsibility

Creativity &  
innovation

## Why choose us?

*Our clients benefit from our ability to:*

- Provide highly creative and attractive designs that are well thought of to make best utilization of available space, areas, or lands and resources.
- Execute mega projects that would seem challenging to others, through our extended resources, our network of subcontractors, and our hands-on experience.
- Offer excellent project management services that take into consideration budgets and deadlines at every phase and process.
- Hand over excellent quality deliverables that never fail to satisfy or even amaze our clients, depending on international best practices and quality standards.
- Give consulting services, guidance and honest advice to clients to direct projects towards best results and benefits for them. We work closely with our clients and listen carefully to what they say. That's why we pride ourselves for having loyal customers who repeatedly turn to us.
- Timely delivery of projects without ever compromising quality. In construction field, meeting deadlines is a big challenge, but we succeeded in overcoming it every time.





## Quality and Safety, First Things First

Because our customers are the core of our business and their satisfaction is our number one priority, we are committed to excellence and our staff is dedicated to the successful completion of all projects on time and within budget. They take the responsibility of delivering consistent products with highest quality in all aspects of our work.

This is how Al Taff built its reputation and positioned itself as one of the leading construction firms in Jordan. We have set quality control procedures compatible with national and international standards. We strictly adhere to quality standards and make sure that our suppliers and subcontractors do so as well to ensure the overall integrity of performance and guarantee our clients' full satisfaction.

This goes hand-in-hand with our commitment to provide a safe and healthy work environment and ensure the safety of our staff throughout each and every phase. To reach to this goal, we have developed a Safety Construction Manual of our own. This safety system is designed to help us conduct operations in a safe, effective and efficient manner and provide quality projects and services that follow to safety regulations and safety management systems.



## Our Main Clients

*We pride ourselves in winning and retaining clients who are leading institutions in different sectors. Our extended client list includes:*

- The Royal Hashemite Court
- The Jordanian Armed Forces (JAF)
- Royal Jordanian Air Force (RJAF)
- Public Security Directorate
- King Abdullah Design and Development Bureau (KADDB)
- King Abdullah II Fund for Development
- Aqaba Special Economic Zone Authority (ASEZA)
- Aqaba Container Terminal
- Ministry of Public Works
- USAID (U.S Agency for International development)
- UNDP (United Nations Development Program)
- Jordan Heritage Revival Co.
- Royal Society for the Conservation of Nature
- Civil Aviation Authority
- Embassy of Switzerland
- British Embassy



# Some of our Projects

## • Al Ghabawi Airfield Expansion

Location: Al Ghabawi, Jordan

Owner: USG - FMS Contract

Build up Area: 23.000 m<sup>2</sup>

Type of Services: Design Build

Appointed Schedule: 18 months

**Description:** The project consisted of three aircraft storage and maintenance hangars and a fourth administration hangar that included dormitories, dining halls and an industrial kitchen. The project also included the construction of 45000 m<sup>2</sup> apron and a 36000 m<sup>2</sup> taxiway that connects with the existing runway.

The project features include a fuel farm, technologically advanced telescopic doors and state of the art firefighting technology & foam suppression systems.



## Some of our Projects

### • His Majesty's Nobel Royal Decree Project (King Abdullah the Second School for Excellence)

Location: Aqaba, Jordan

Owner: Royal Hashemite Court

Build up Area: 10000 sq.m.

Landscape Area: 9000 sq.m.

Type of Services: Execution, Fast track

Appointed Schedule: 8 months

Consultant: Ministry of Public Works and Housing



### • Chief Commissioner of Aqaba Special Economic Zone (ASEZA) Place of Residence

Location: Aqaba, Jordan

Owner: Aqaba Special Economic Zone Authority

Build up Area: 1600 sq.m.

Landscape Area: 7000 sq.m.

Type of Services: Execution

Appointed Schedule: 12 months

Consultant: Aqaba Special Economic Zone Authority



## Some of our Projects

### • Balqa Applied University – Aqaba College.

Location: Aqaba, Jordan

Owner: Balqa Applied University

Build up Area: 2900 sq.m.

Landscape Area: 7000 sq.m.

Type of Services: Execution, Fast track.

Appointed Schedule: 8 months.

Consultant: Sabeel Al Handaseh Consultant Engineers



### • Rum Castle

Location: Wadi Rum, Jordan

Owner: Jordan Heritage Revival Company,  
King Abdullah II Fund Development

Build up Area: 900 sq.m.

Type of Services: Execution, Fast track.

Appointed Schedule: 8 months.

Consultant: Arab Consultants.



# Some of our Projects

- **Aselsan Middle East JV Factory.**

Location: King Abdullah Industrial Park Dulail, Jordan

Owner: King Abdullah II Design and Development Bureau  
in Joint Venture with Aselsan Middle East

Build up Area: 1800 sq.m.

Type of Services: Execution, Fast track.

Appointed Schedule: 5 months.

Consultant: Sabeel al Handaseh CE



- **Azraq Lodge**

Location: Azraq, Jordan

Owner: Royal Society for Conservation of Nature

Build up Area: 1200 sq.m.

Landscape Area: 8000 sq.m.

Type of Services: Execution.

Appointed Schedule: 10 months

Consultant: MeeM JO

Financed by: USAID



# Some of our Projects

## • Ajloun Tourism and Socio-economic Development

Location: Ajloun, Jordan

Owner: The Royal Society for the Conservation of Nature

Build upArea: 900 sq.m.

Landscape Area: 3000 sq.m.

Type of Services: Execution

Appointed Schedule: 9 months

Consultant: MeeM JO

Financed by: USAID



## • MCE (JAF) Steel Hangers

Location: Zarqa, Jordan

Owner: Jordan Armed Forces

Build up Area: 6000 sq. m.

Type of Services: Execution

Appointed Schedule: 6 months

Consultant: Royal Corps of Engineers, Jordan Armed Forces



## Other Projects

Marka Civil Airport Renovation Works	Khalid Al Quran Villa
Infrastructure works at Muwafaq Al Salti Air Base (MSAB)	Dr. Zaid Al Qura'n Villa
Clothing Factory - Madaba	Hussein Al Aboura Mosque
Extension of Yajooz Security Offices	Jam'an Factory Steel Hunger - Aqaba
Muwaggar Security Building	Renovation of the Swiss Embassy
Azraq Police Headquarter and Petrol Station	Mega Port Project - Karama Border Crossing
Renovation of H.E. Eng. Sa'eed Darwazeh Offices - Waibdeh	Mega Port Project - Aqaba Container Terminal
Renovation of the Rader Tower in Queen Alia International Airport	Mega Port Project - Jaber Border Crossing
Sport Hall and Admin Offices - Philadelphia University	Women Police Department Complex - Amman
Abd Al Ahad Qattan Hungers	Sweileh Police Head Quarters
Extension of Prince Rashid Bin Al Hassan Hospital	Al Mada'en Shopping Complex
Al Badyeh Military Dormitory Buildings	Dabouq Residential Compounds



مؤسسة الطف للمقاولات

TAFF CONTRACTING ESTABLISHMENT

P.O.Box: 3254 Amman 11181 Jordan  
Tel: +962 6 5885180 Fax: +962 6 5885181  
Email: [info@taffcontracting.com](mailto:info@taffcontracting.com)