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DIVERSIFYING TO EXPAND AND GROW

IN CONVERSATION WITH
HANI EL TANNIR, CHIEF
EXECUTIVE OFFICER,
AL MASAOOD GROUP
INDUSTRIAL





DELIVERING EXCELLENCE

THE FITOUT HAS ESTABLISHED ITSELF AS ONE OF THE LEADING COMPANIES PROVIDING **“TOTAL INTERIOR SOLUTIONS,”** CONSISTENT WITH THE HIGHEST STANDARDS OF QUALITY AND SERVICES. KASUN ILLANKOON SPOKE TO **SHERIF NAGY, GENERAL MANAGER AT THE FITOUT,** IN REGARD TO THEIR ACHIEVEMENTS, UPCOMING PROJECTS, MANUFACTURING FACILITY, AND WHAT MAKES THEM STAND OUT.

Tell us if you were able to achieve your goals and expectations in 2022.

The year 2022 has indeed been a remarkable year for us, as we achieved several exceptional feats, in terms of delivering unique projects for clients on schedule. We embarked on several diverse projects this year, all of which we were able to deliver successfully on time, thanks to the continuous efforts of our dedicated team, combined with our well-planned strategies. We are currently actively involved in several key projects which we expect to deliver in the coming year. This year, we have also been able to increase our brand awareness in the region through multiple exceptional projects which distinguish us in today's fierce market. In addition, we have also witnessed a significant increase in our revenue as compared to the previous year, illustrating the trust and confidence that our clients place in us to deliver high-quality projects.

Over 35 years we successfully provided distinctive and sustainable interior fit-out solutions for diverse clients in the UAE, including Marriott, SLS Hotels and Residences, FIVE Palm Jumeirah Hotel, Nikki Beach Resort & Spa, Abu Dhabi Commercial Bank, University of Wollongong, RTA, Skynews, ENOC, Waldorf Astoria, etc. In 2022, we successfully delivered the interior design of the Brett Johnson Boutique at the Dubai Mall, which is one of the outstanding projects in the Middle East and Asia. Our diverse portfolio also entails the exceptional and impressive interior designs in the newly opened Panorama Restaurant, the joinery works at the Myriam K Salon's, at City Walk, etc. Moreover, we anticipate completing and delivering the project at Newby Tea as soon as we can.

How has the performance differed from 2021?

There is no denying that the effects and uncertainty of the Covid-19 pandemic made 2021 a difficult year for all businesses across a variety of sectors worldwide. Companies across the world faced a significant dilemma on what to do, while the pandemic was at its worst. Once the world began to return to its pre-pandemic normalcy, we decided to reorganise our business and renewed our efforts to immediately start working on a range of

unique projects. This was made possible by the diligent and productive staff at our own production facilities. During the pandemic, THE FITOUT adapted, employed robust precautions, and kept moving forward with optimism.

Post pandemic, we strived to significantly raise productivity and enhance efficiency, by introducing high-tech equipment to expedite project completion as well as its delivery. Additionally, we also make sure to guarantee our employees a safe and secure workplace and devised a contingency plan to prepare for any eventuality in the future. We endeavoured to make our workplace more engaging and interesting for our personnel and organised several social activities and trainings for them.

We further undertook various other safety precaution measures for our office to be a safe environment for our employees. For instance, frequent inspection and monitoring are currently practiced and training is given for staff to have a thorough comprehension of occupational safety and health rules as well as to not disregard or act complacently while working. Each project we embark on has a safety officer appointed, to ensure that staff health and safety are given top priority. They are well-trained and prepared to resolve any challenges that could occur.

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Tell us about some of the current projects you’re working on and what are the upcoming projects in the pipeline?

Currently, we have numerous major projects underway in the UAE, such as Residence Inn by Marriott, The Royal Atlantis, and Saudi German Hospital. We will soon complete the Newby Tea Project in Abu Dhabi and successfully delivered the Palm Tower, the newly opened Panorama Restaurant in the Residence Inn by Marriott, as well as several villas in Khawaneej Area and Arabian Ranches. The Marriott is one of the most exceptional projects we worked on this year, where we successfully transformed the 49-floor Grand Hotel tower into Residence Inn by Marriott.

In addition to this, the work of renovating 489 rooms in the Residence Inn by Marriott from floor to ceiling, is in progress, with half of the project

already delivered to the client. Despite renovations being carried out, we were able to effectively provide half of the project even while the hotel was completely and fully operational. Our precise drawings for the rooms preserve the hotel’s distinctive branding and are in line with Marriott’s specifications. The hotel’s guest rooms will have distinctive wall coverings, built using the best materials imported exclusively from Italy and modern technologies.

What makes THE FITOUT stand out in the market?

Since its founding in 1987, our company has acquired recognition as a leading fit-out firm that offers comprehensive interior solutions with the highest standards of quality and services. We offer wide-ranging services that include project management, manufacturing, design and build, and fit-out contracting, all of which are driven by our core values of providing quality and excellence to our customers. THE FITOUT was established with the goal of becoming the regional benchmark for high-quality finishing as we maintain our position as one of the top providers of customised high-end joinery works and fit-out projects.

In the present market, we are known for completing and delivering projects on schedule, irrespective of any barriers that may hamper our work, including any last-minute changes by the clients. We deal with these hurdles efficiently right away thanks to our extremely committed squad of staff who constantly strive to better serve and provide our clients with the best. Our ability to successfully complete projects for our high-end clients is attributable to the extent of communication and coordination that we follow, to complete excellent >>>





projects on schedule and under budget, with the effective collaboration of our engineers, managers, and team members. Additionally, having our own integrated manufacturing facility further provides us with a competitive advantage in the field of interior designing and other fit-out projects. We look forward to carrying on with this practice, as well as continuing our pursuit of excellence and delivering exceptional projects.

How do you see the fit-out industry evolving?

At present, the fit-out sector is witnessing several major developments as well as challenges owing to the wide variety of businesses that are being established in the UAE, and the growing competition among the fit-out contractors. Being sustainable in all our endeavours is currently one of the key priorities that we have set for our firm. In order to lessen the environmental impact, there has been an increase in demand and awareness for locally sourced raw materials and recyclable or recycled products, in recent years. The growing demand for reusable and local materials has effectively impacted their market availability



and pricing, promoting the adoption of green practices on a broader scale. Since customers are becoming more environmental-friendly, it has become imperative for designers to take this into consideration to best suit their various needs and objectives. To do so, businesses currently build interiors within their own manufacturing facilities, emphasising sustainability and using recyclable and sustainable materials. A fit-out firm with its own internal manufacturing facilities would be advantageous as well as provide a competitive edge to the business in the market.

Over the past 10 years you must have seen a wide range of trends come and go, which trends were particularly memorable in your industry, and did you embrace them or let them pass you by?

The UAE is currently home to some of the most sophisticated and unique buildings and designs such as the Lurve Museum, Burj Khalifa,

Museum of the Future, etc., making it a global centre for remarkable designs and structures. By developing novel elements, structures, designs, and woodwork, our firm has always adapted to the new trends in the market. Additionally, people are increasingly seeking high-end designs at economical prices, and we stick to this concept to offer valuable services to our clients.

In terms of technology, are there any particular technologies that you are working on that we should be aware of, but are currently under the radar?

We constantly strive to adopt recent technologies that improve our efficiency and enable us to provide the finest projects, in addition to fostering sustainability. We are keen to stay up to date with the most recent technology and currently, our production facility has incorporated several modern

technologies and innovations, which include the newest CNC machine and Edge Banding machine. Additionally, our production facility also includes a special, unique, and standalone veneer area with a double-stitching veneer machine and a veneer slicing machine with a piece of art veneers.

Tell us about your manufacturing facility and how does the facility work to ensure the best final product is being sent to the client/project?

We believe in keeping pace with recent technologies and advancements to enhance overall productivity and efficiency. Therefore, we have improved our production facility operations by incorporating new and modern technologies. For both commercial and residential projects, our integrated manufacturing facility manufactures, supplies, and installs a variety of doors, including BM Trada-

registered fire-rated doors, closets, kitchen units, vanity units, and bespoke joinery interiors. Additionally, we also manufacture, supply, and install contract furniture, case goods, upholstered furniture, and soft seating. Our manufacturing and production facilities are outfitted with cutting-edge, technologically advanced equipment that enables multi-run production of finishes of the highest calibre. We are able to manufacture huge volumes of various customised products in our 120,000-square-foot manufacturing facility, with the help of the newest computer-aided manufacturing processes. The quality of our goods is continually upheld and delivered to the highest degree, thanks to our skilled artisans, meticulous quality control procedures, and ISO 9001, 14001, and 45001 accreditations. We are dedicated to upholding the greatest degree of quality at every stage of construction and have therefore been able to deliver projects with exceptional finishes and distinctive qualities, ranging from classical and conventional to contemporary designs.

What can you tell us about your plans for the growth of THE FITOUT in the future?

We have bigger plans and ambitions for our company in the future. THE FITOUT will debut a full line of Furniture, Fixtures, and Equipment (FF&E) in the UAE, as well as a premium, exclusive Italian kitchen brand. We intend to further solidify our position as a premier brand in providing comprehensive interior solutions in the UAE, as well as expand our footprints across the GCC region. ■

