



COMPANY PROFILE



Services Beyond Your Expectation



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1. ABOUT US

National Catering is one of the leading Catering and related support services Companies in the Arabian Gulf region.

In just a short period, National Catering has become one of the Middle East leading independent Contract Catering Companies, serving daily over 31000 meals/day in the different Business, Industry and Education Sectors, to whom we offer various Catering packages.

Currently we are proud to provide in Iraq alone over 24,000 meals and related services to high profile military clients.

National Catering Services & Foodstuff has been awarded recently the food service & kitchen equipment maintenance contract from of the prestigious ESNAAD (<http://www.esnaad.ae/>), a subsidiary of ADNOC Group (Abu Dhabi National Oil Company), the main body of oil management in U.A.E.

The Operation is set in a compound where over 500 multinational workforce, which includes offices and bases of ESNAAD and its tenants

National Catering Services & Foodstuff provided a multinational highly qualified team to manage and operate the catering and maintenance services on this demanding project.

A full balanced menu for both a la carte and buffet services is provided, with colorful and tasteful foods with multi ethnic pallet.

ASARS project in Baghdad is our landmark site in Iraq, where first class catering and maintenance services are provided since its establishment.



Headquartered in Abu Dhabi, UAE, National Catering has offices in Iraq, Jordan, Kuwait, Oman, Qatar and Kyrgyzstan.

The Management Team, all highly qualified in the Catering and Hospitality industry, exceeds a combined experience of well over 70 years.



National Catering culture is one of pride in performance and integrity plus a level of commitment that comes from employee satisfaction and motivation. Our professionals are dedicated to providing clients with value-focused service and results. National Catering seasoned Operations managers, Project Managers, Supervisors, Support services Managers, Technicians, and Executive Chefs are known for their leadership, applications of highest related standards and technology, and ability to achieve Clients' highest satisfaction levels.



Experienced in various projects, National Catering has earned a reputation for developing and using leading-edge concepts to solve challenging situations. Our standard is to incorporate skills developed in one industry into cost-effective solution in others. This forward-leaning philosophy, coupled with the strongest commitment to learn, anticipate, and adapt to an ever changing set of client's needs and desires, has enabled National Catering to establish and retain long-term client relationships.



2. PRINCIPAL BUSINESS ACTIVITIES

The Primary services we provide, either separately or as a turn key package, are:

- ✓ Catering services
- ✓ Facilities Management
- ✓ Camp Management
- ✓ Hotel & Club Management
- ✓ Catering related Consultancy
- ✓ Offshore and Remote from immediate reach



- ✓ Kitchen Design & Equipment Supply
- ✓ Housekeeping & Janitorial Services
- ✓ Laundry Services
- ✓ Landscaping
- ✓ Maintenance

National Catering has been at the cutting edge of the industry since its establishment. We provide outstanding standards, cost effective services to Clients across a diverse range of industries.



Our Business lines vary from providing services to up market Club owners, to Remote camp operators, where in most of them, a turn key services is delivered covering quality catering, eye to detail housekeeping, hygienic janitorial, smart reception staffing, prompt maintenance services and reliable qualified labour supply.



OUR EXISTING AND POTENTIAL CLIENT'S PROJECTS ARE:



- ✓ Hotels & Restaurants
- ✓ Hospitals & Healthcare
- ✓ Staff Facilities & Cafeterias
- ✓ Educational & Training
- ✓ Sports and Recreation Venues
- ✓ Central Production Kitchens & Flight Catering
- ✓ Government Agencies & Defence

Hotels & Restaurants

National Catering capabilities include the provision of services to Hotel & Restaurant operators in kitchen, bar, laundry, waste and Back of House management.



Hospitals & Healthcare

National Catering has sufficient resources to deliver Catering and related services to a range of healthcare and welfare clients including facilities Management to large hospitals.



Staff Facilities & Cafeterias

National Catering provides services of foodservice and amenities for employees including:

- ✓ Industrial Canteens
- ✓ Staff Bistro
- ✓ Boardroom Facilities



Educational & Training



National Catering Management has a wide experience and a strong support team to cater for the demanding services of student and campus facilities.

Sports and recreation Venues

National Catering is suitable to manage sports facilities and operating a wide range of public venues.





Central Production Kitchen and Flight Catering



National Catering has the ability to apply foodservice production techniques and establish volumes production requirements, logistics planning, logical workflow and smooth delivery for a range of major public and private hospitals, commercial operators and airlines companies.

Government Agencies and Defence

National Catering tasks for Government and Defence departments and delivers world class catering and related services to different levels of department staff, high profile corporate Guests, and military establishments.

Currently we are proud to provide in Iraq alone over 24,000 meals and laundry services to high profile military clients.





3. WHY ARE WE DIFFERENT

“National Catering finds the solutions that others miss”

With a Middle East wide presence, National Catering can deliver services on a sole supply or regional basis. Our objective is always to deliver customer satisfaction whilst participating in Clients' commercial target achievements.

National Catering is in the business of satisfying client's needs with single, unified, all-inclusive complete service solutions.

We list below some of our key strengths for the successful execution of projects:

a) **Capabilities:**

National Catering serves clients on a wide array of issues, regardless of industry sector. Our capabilities have been developed through years of experience providing support solutions for the most difficult, fundamental catering and related problems facing our clients. Offering regional reach with local experience, National Catering capabilities are focused on the issues most important to our clients.

b) **Local knowledge:**

Extensive experience and capability in managing various projects locally, the technically qualified staff and detailed knowledge required to successfully develop and implement various projects. Our staff members proposed to engage in a given project are carefully selected based on their maturity, experience, knowledge and ability to effectively communicate and interact with our Customers.

c) **Technical Abilities:**

A resource of highly qualified professionals unsurpassed in its depth of experience and knowledge. Such experience substantially sensitizes our team to the vigorous service demands of the institutional and environmental demands.



d) **Team Approvals:**

Our approach to various Projects focuses on working closely with the Client and the Staff using the facility to ensure the delivery effectiveness of the proposed services.

e) **Management Follow up:**

Regular scheduled and surprise visits of National Catering management to sites and to the Client's Management premises for the purpose of control and staff motivation. Consistency of standard levels is assessed and feedback reviews are undertaken.

f) **Quality and Choices:**

Quality control is carefully monitored by high-standards, by our specialized People in the various Catering and related Services requirements.



g) **Health & Safety:**

Our primary focus is to protect our Business partners (Clients and Suppliers), our staff and the environment. At National Catering we utilise specialist environmental health and safety Personnel, guided by local and internationally recognized laws and legislation, and developed in our policies. These are regularly communicated through training programmes to our entire team. Random specialist audits at the work place subsequently ensure absolute compliance.

h) **Menu Planning and Healthy eating:**

Based on our considerable experience of the variation in the requirements of different clients' nationalities and status, we are able to offer a complete menu selection tailored to different specific situations.



4. OUR VISION

National Catering's focus on our core business of providing world class Catering and related services, allows our Clients to concentrate on their core businesses.

- ✓ 'can-do' attitude
- ✓ have a passion for quality
- ✓ Provide services beyond expectations
- ✓ win through teamwork
- ✓ share success
- ✓ be simply the best

OUR VALUES

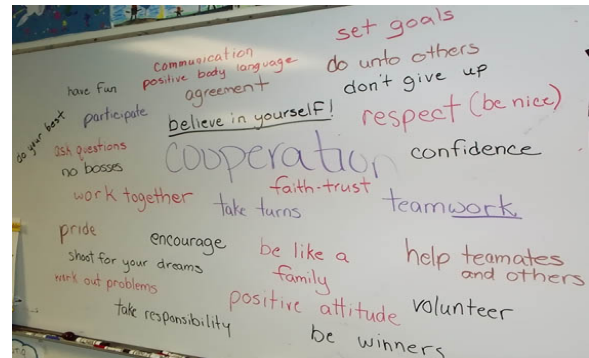
- ✓ Excellent listening skills
- ✓ Excellent service delivery
- ✓ Excellent Innovation activities
- ✓ Excellent, Balanced food
- ✓ Excellent motivated Personnel teams
- ✓ Excellent long term Clients partnership and trust
- ✓ Excellent atmosphere and professionalism



5. OUR PEOPLE:

At National Catering, we strongly believe in staff training and development and provide innovative learning opportunities to all our team members both at head office and in our operation units. We also maintain a strong Teamwork ethic throughout the organization.

Our culture is one of opportunity – from both a professional and personal perspective.



National Catering provides an unmatched experience whatever your career goals. We strongly believe in Professional Career Development.

Our people actively contribute to case teams at every level, and people are rewarded in accordance to their performance and contribution to team building, and team achievements while working individually.

Career path is our main scope to take people to the highest positions possible.

For a potential opening in the near future, and to join a great winning team, please send in confidence your curriculum vitae.



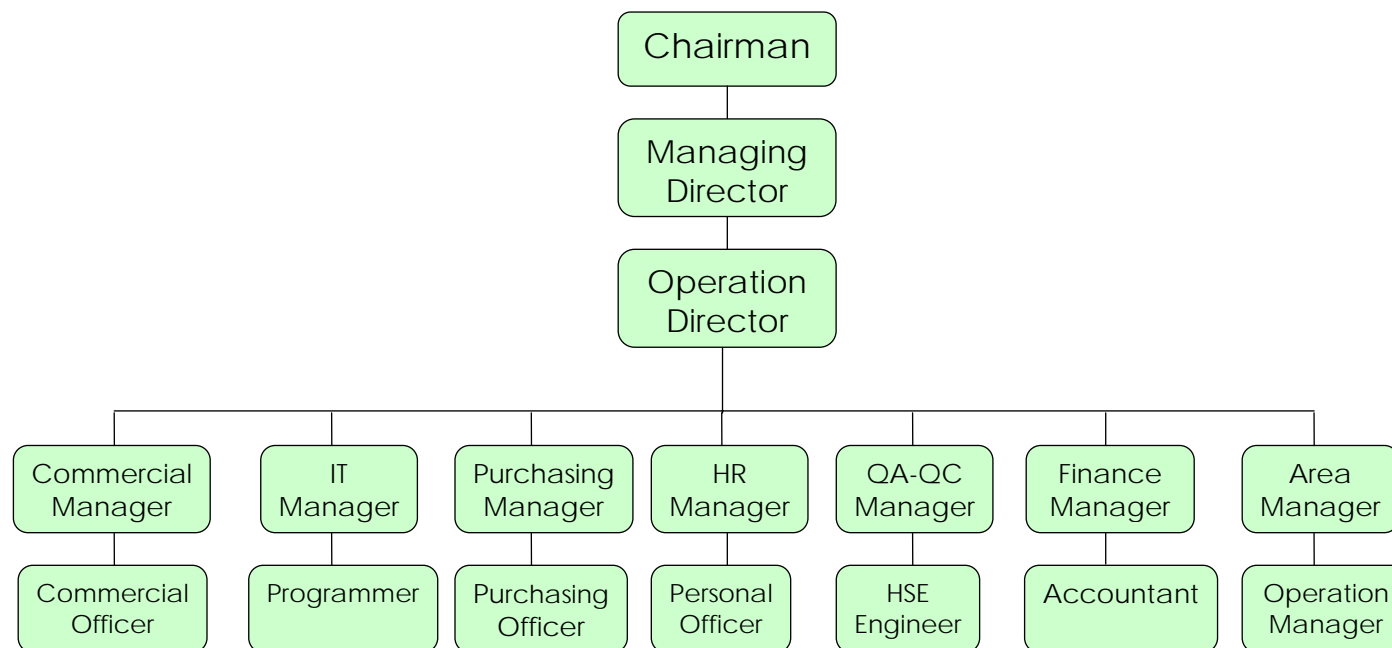
APPENDIX

A

COMPANY ORGANISATION CHART



Management Organization Chart





APPENDIX

B

SAMPLE OPERATION STEPS



NATIONAL CATERING SELLING PLAN

Day 1: Client Approach

- ✓ Phone call sale.
- Or
- ✓ Tender document received.

Day 7: First client meeting and/or site visit

Attended by the commercial manager or operations manager.

1. Observe services in action.
2. Speak to customers
3. Take photographs to floor equipment plan etc. after the presentation is given by the client.
4. Questions and answers following the client brief.

Day 10: Collecting inputs

Inputs are taken from:

1. Commercial manager
2. Operations team
3. Personnel department
4. Kitchen and outlet designer
5. QA/QC officer
6. Finance representative



Day 14: Completing proposal and delivery to client

1. Review of current catering operations
2. Client objectives
3. Our vision
4. Service profile
5. Menu
6. Prices and bills of quantity
7. Staffing and management support
8. Purchasing and merchandise program.
9. Training program and QA/QC plan
10. References

Day 28: Presentation of proposal

- ✓ PowerPoint presentation led by the commercial manager
- ✓ The outline mobilisation plan.
- ✓ Management and operation support
- ✓ Personnel
- ✓ Quality assurance and quality control of National Catering System Operation Plan.



POST CLIENT DECISION

1. Client decision and award confirmation to National Catering.
2. Proposed contract sent to client for signature.
3. Meeting with all head of departments.
4. Re-visiting site.
5. Hand over date "new contract start".

Day 1: Implementation of mobilisation plan

- ✓ Staffing
- ✓ Training
- ✓ Food hygiene and health and safety
- ✓ Waste and energy management
- ✓ Food, cleaning and disposable orders
- ✓ Choosing suppliers
- ✓ Menu
- ✓ Equipment
- ✓ Information technology
- ✓ Account management
- ✓ Finance

Day 2: Client signing the contract

- ✓ Start advertising for recruitment where is necessary
- ✓ Appoint suppliers
- ✓ Prepare light equipment, signage, merchandise and information.



Day 4: Meeting with the existing staff

- ✓ Led by Operation Director
- ✓ Terms and conditions agreement
- ✓ Contact details in case of inquiries/questions

Day 7:

- ✓ Client to notify onsite contractors of change of caterer
- ✓ Finalise menu
- ✓ Place the food, disposables and cleaning orders.
- ✓ Finalise training plan

Day 10: Resite visit

- ✓ Meeting with the end-user and existing catering agent
- ✓ Finalise arrangement for hand-over dates

Day 13: Hand-over date

- ✓ Meet with outgoing caterers.
- ✓ Distribution and assigning duties, roster and job description of the new caterer employees



Day 14: Soft opening

Trial run

Day 15: New start

Run operations



APPENDIX C REFERENCE LETTERS

CMATT



Tadji Medical Clinic Al-Tadji, Iraq

18 February 2005-02-18

To: National Catering
Rasim, General Manager
Radwan, Project manager

From, Robert De Vito, Preventive Medicine Officer

Re: National Catering Staff

Dear Rasim,

My name is Captain Robert De Vito; I am a Preventive Medicine Officer in the United States army. I have been in Taji Iraq for the past three months and have had the pleasure to work with your operations and quality control staff. During this time I have witnessed their commitment to the food service profession and for the Iraq Soldiers.

On many occasions I have worked side by side with your staff. They have accomplished their daily requirements as well as continue to work outside the scope of their job. They have resolved issues such as shortages of food due to the arrival of new Iraqi Soldiers with little to no notice, training of DFAC employees that have a ninety percent turnover rate, and have implemented a medical screening program for all DFAC employees. This commitment should not go without recognition.

I felt it necessary to inform you that it is my pleasure to work with a staff that continually demonstrates a high quality work ethic.

Very Truly yours,

A handwritten signature in cursive script, appearing to read "Robert De Vito".

Robert De Vito
Captain, USAR, MS

CMATT



Coalition Military Assistance Training Team

21 February 2005

To whom it may concern at National Catering:

Please be advised that Ali Mohammed Ahmed the chief appetizer and the rest of the staff at the Red DFAC including Ahmed Soltani are to be congratulated on the wonderful work that they have been providing both the Iraqi and Coalition forces of CMATT.

The Red DFAC is where we tend to host special lunches and dinners and the staff has not failed us yet. They always have a clean and delightful presentation of the dining area. But much more importantly the quality and the quantity as well as the variety of the food has been excellent. For many coalition forces this has been their first exposure to Iraqi food and they are so pleased that they would like to eat more.

These two individuals should be recognized for the excellent service and the quality of the product they provide. I would recommend providing some type of bonus or reward if at all possible.

Should you like to discuss this matter please contact me.

Respectfully,

A handwritten signature in black ink, appearing to read 'Neqeeb Reetha Iraqi'.

Neqeeb Reetha Iraqi
CPT Demers BSU

23rd Bn, 6th BDE AST

Iraqi Intervention Force
Taji Military Training Base
Taji, Iraq

1000
FTS
9 Jan 05

From: Major Frank T. Shelton USMC

To: Ahmed Al-Sultani

Subj: LETTER OF APPRECIATION.

Thank you for your superb work in making the DFAC for the Twenty-Third Battalion, Sixth Brigade the finest on Taji Military Base. The support you provided for the Army Day Celebration on January 6, 2005 surpassed all expectations, and ensured that everyone who attended had fond memories of the celebration. The dedication and professionalism of your staff was apparent to all with their swift and efficient service.

Your attention to detail and can-do attitude sets the standard for all other DFAC's to emulate. Thank you again for your superb support. Semper Fidelis.



F. T. SHELTON

MAJOR USMC

Senior AST, 23Bn 6th Bde

**OPERATION IRAQI FREEDOM
PHOENIX ACADEMY
IRAQ ASSISTANCE GROUP**



CERTIFICATE OF APPRECIATION

is awarded to
RASIM A. RASIM AL NOAIMY
MANAGING DIRECTOR

For your outstanding support from Mar 2004 thru Aug 2005 while supporting the ASARS Coalition Dining Facility, Camp Cooke, Iraq. Your superb performance within the Food Service operations contributed greatly to the overall mission. Your dedication to Foodservice Support and mission accomplishments are in the best keeping with the finest traditions of the Arctic Slope and Range Services.

THANK YOU FOR YOUR OUTSTANDING SUPPORT

This 21ST Day of Aug 2005

D. B. Crispell

ASARS

"TAJI TEAM"

ARCTIC SLOPE COALITION
ARCTIC SLOPE & RANGE SERVICES
DINING FACILITY OFFICER



APPENDIX

D

COMPANY REGISTRATION DOCUMENTS

Municipalities and Agriculture Dept.
Abu Dhabi Municipality
Economic Activities Licensing Department



دائرة البلديات والزراعة
بلدية أبوظبي
إدارة تراخيص الأنشطة الاقتصادية

الرقم المتسلسل : 56365

رقم الرخصة : 86032

رقم السجل التجاري : 59438

رخصة تجارية (مؤسسة)

رقم الجواز	الجنسية	اسم المالك
ع 1282482	الامارات	فردان حسن ابراهيم حسن الفردان

الاسم التجاري : الوطنية للتأمين والخدمات والمواد الغذائية

نوع النشاط : استيراد و تصدير ، تجارة المواد الغذائية الطازجة والمعوية والمحفوظة والمجمدة ، خدمات التموين بالمواد الغذائية (تجهيز وجبات) ، خدمات حقول ومنشآت النفط والغاز البرية والبحرية .

العنوان : ابوظبي - شارع حمدان بن محمد - بناية برج الفردان
ملاحظات :

تاريخ بداية المنشأة : 2004/12/06 م تاريخ الاصدار : 2005/12/10 م تاريخ الانتهاء : 2006/12/09 م
سددت الرسوم المستحقة بايصال رقم : 3837811 بتاريخ : 2005/12/10 م



مدير عام قطاع الخدمات العامة

ع/ مدير إدارة تراخيص الأنشطة الاقتصادية



٨٦٠٣٢

رقم رخصة البلدية

٥٩٤٣٨

رقم السجل التجاري

١٠٦٩٣٤

رقم العضوية

غرفة تجارة وصناعة أبوظبي
دولة الإمارات العربية المتحدة



شهادة تسجيل عضوية لعام ٢٠٠٥

ان غرفة تجارة و صناعة أبوظبي بناء على قانونها رقم ٧ لعام ١٩٩٨ م

قد سجلت الوطنية للتموين والخدمات والمواد الغذائية

من الجنسية الامارات

لممارسة النشاط

استيراد وتصدير ، خدمات التموين بالمواد الغذائية - تجهيز وجبات ، تجارة المواد الغذائية الطازجة والمعلبة والمحفوظة والمجمدة ، خدمات حقول ومنشآت النفط والغاز البرية والبحرية

العنوان

ابوظبي - شارع حمدان بن محمد بناية برج الفردان

جنسية الشركاء

الامارات -

الشكل القانوني

مؤسسة وطنية

صدرت بتاريخ

٢٠٠٥/١٢/١٠

٢٠٠٦/١٢/٠٩

ويسري مفعولها حتى تاريخ

غرفة تجارة وصناعة أبوظبي



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