



AZZU'BI

METAL CASTING

Company Profile

AZ ZU'BI
METAL CASTING
ALSAEED Industry & Trading Co.



الزعبلي
لصكوب المعادن
شركة السعيد للصناعة والتجارة

Executive Summary

Az Zu'bi Metal Casting is a Jordan based company driven on strong leadership, a passionate and highly skilled workforce and technological excellence, whose mission is to be successful by effectively utilizing the philosophies of high quality, advanced techniques and customer service providing fully integrated, innovative foundry and machining solutions to the booming industries especially in usage of crushers, mixers and undercarriage.

Over the past years, Az Zu'bi Metal Casting has worked very hard to build its infrastructure and the systems to handle a significant amount of business. We have worked aggressively and have managed and manufactured products serving a wide variety of markets ranging from general industrial to military and aerospace applications.

Whether your casting demands requires strict mechanical performance with a specific chemical composition or a specific aesthetic finish, Az Zu'bi Metal Casting is the solution to your Metal Casting needs.



a strict mechanical performance
with a specific chemical composition



Objectives

- To become the premier Metal Casting manufacturer.
- Increase sales to make Metal Casting a sustainable business.
- Evolve with the ever-changing needs of the clients and regularly incorporate new-age industry innovations in our operations.
- Focus on impeccable standards for quality and on-time delivery.
- Increase awareness of products and services in targeted market segments.
- Develop satisfied and frequent customer retention.
- Maintain alliances with providers nationally and internationally
- Establish a market presence that guarantees long-term profitability, growth and success in Jordan, the region and internationally.
- Support the growth and development of Jordan's economy.
- Contribute positively to the community and country.

Mission

To provide customers with a single point of contact to manage their products from design to completion and become a preferred supplier of Castings and Machined components for domestic and overseas customers in Jordan, the region and internationally.

Az Zu'bi Metal Casting is passionate to be a leader for the best class in quality and delivery for supplying casting and value added components, with teamwork and excellence, by innovative processes delivering superior value to all customers.

We intend to accomplish this through a strict quality-control program, timely deliveries and competitive pricing.



Keys to Success

- ❑ Precisely engineered products.
- ❑ Follow through on all commitments, both to vendors and customers.
- ❑ Segment and target customers within the vast market.
- ❑ Fulfil the promise of high quality products and services with superb, fast delivery.
- ❑ Position and promote Az Zu'bi Metal Casting as specialists in the industry.
- ❑ Create a timely follow up system.
- ❑ Establish solid and continuous strategic alliances.
- ❑ Control the production line to assure that quality is met.
- ❑ Market the aspects and quality of Az Zu'bi Metal Castings's products and services.
- ❑ Decrease churn rate and increase client retention.

Company Summary

Az Zu'bi Metal Casting is a one-stop-shop for all casting and machining needs currently under registry for ISO certifications and is a steel founder and supplier of high quality low alloy and high alloy steel and other elements from just 1 kilogram up to 5 tons per piece. With a high monthly capacity, we have show room to grow and can deliver production visually inspected castings in 1-3 weeks. It is one of the largest metal casting foundries located in Jordan with more than 3 decades of experience in delivering the highest value in metal castings dedicated to customer satisfaction.



Company History

In 1992, Az Zu'bi Metal Casting was founded by Eng.Mohammad Zoubi in Amman, Jordan. As a graduate from Auburn University, USA and with experience working as an engineer in the Air Force, he grew a passion towards metal castings and the industry.

Starting as a one-man-show on a small furnace , he worked on a capacity of 100 kilograms until he grew to a capacity of 2 tons per pour. Several expansions took place taking the facility from a modest location to its present 10 dunam factory in Amman where it is currently based and located as Az Zu'bi Metal Casting starting from 2008 working on a capacity of 5 tons per pour.

His sons then inherited the family business under his expertise and exceptional industrial ethic that would eventually lay the foundation for what would become a premier Metal casting facility to develop the business.



Company Location and Facilities

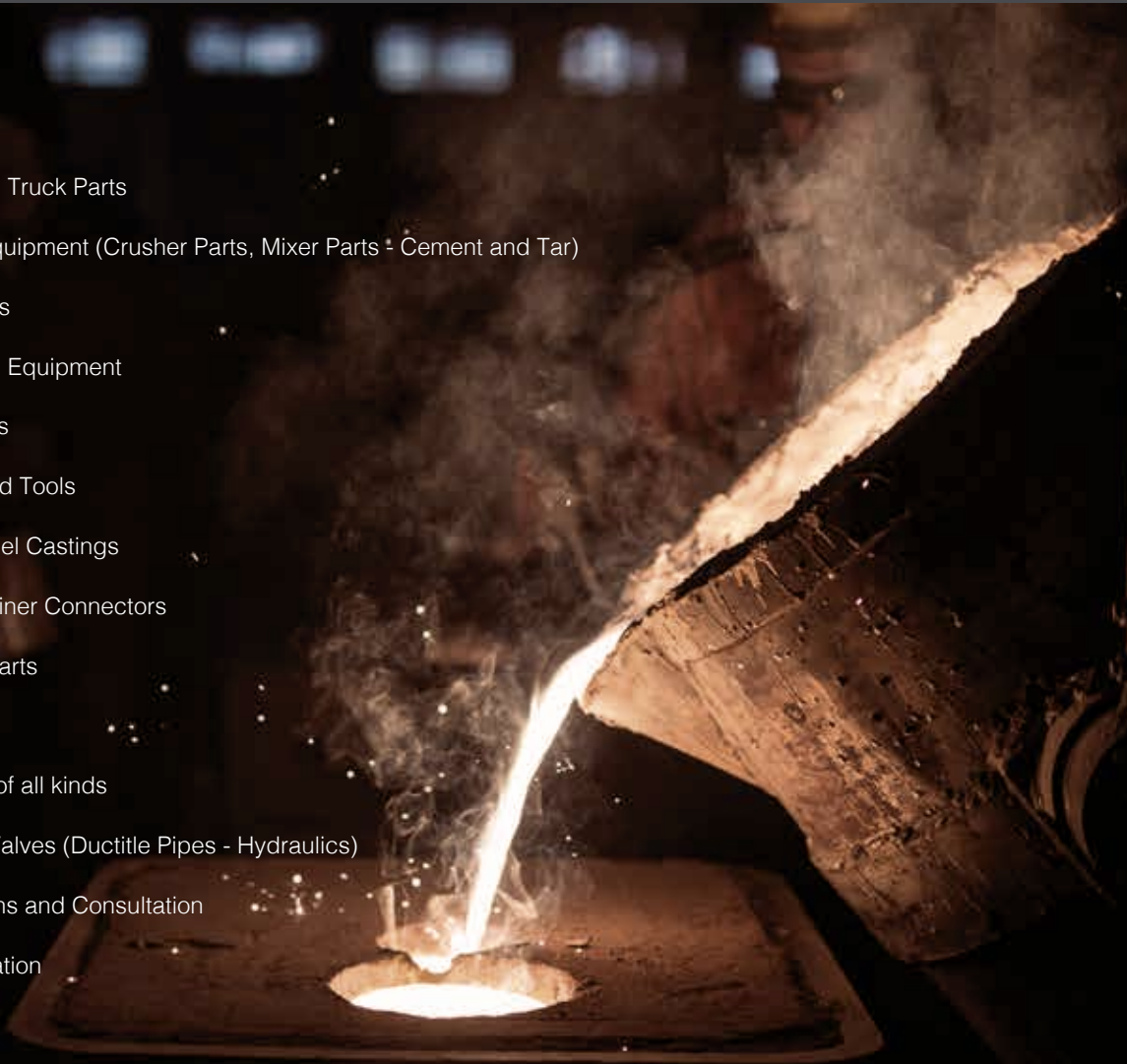
Az Zu'bi Metal Casting conducts business in its main facility

- Address: **AINqeira - Setteen (60) Street, Amman, Jordan**
- Lot Number: **689, 3**
- P.O. Box: **212384 Amman 11121 Jordan**
- Mob: **+962 79 582 8036**
+962 79 554 9189
- Tel: **+962 6 402 0841/3**
- Fax: **+962 6 402 0844**

Products and Services

As a factory that started with one small furnace, Az Zu'bi Metal Casting is a mature organization that deftly handles a diverse product range. Some types of casting metals manufacture but not limited to:

- ❑ Automobile and Truck Parts
- ❑ Construction Equipment (Crusher Parts, Mixer Parts - Cement and Tar)
- ❑ Drilling Rig Parts
- ❑ Fruit Harvesting Equipment
- ❑ Military Castings
- ❑ Mining Parts and Tools
- ❑ Oil and Gas Steel Castings
- ❑ Shipping Container Connectors
- ❑ Tool and Tool Parts
- ❑ Trucking
- ❑ Undercarriage of all kinds
- ❑ Water System Valves (Ductile Pipes - Hydraulics)
- ❑ Custom Solutions and Consultation
- ❑ Test and Evaluation



Product and Service Description

Being one of the largest foundries in Jordan, Az Zu'bi Metal Casting has the technological prowess essential for exacting industry standards. We work with the most advanced process control techniques and a state-of-the-art quality testing lab, which undertakes various quality control measures, analyzes and reports as per every customer's specific needs.

Specification Molting Metal of Az Zu'bi Metal Casting:

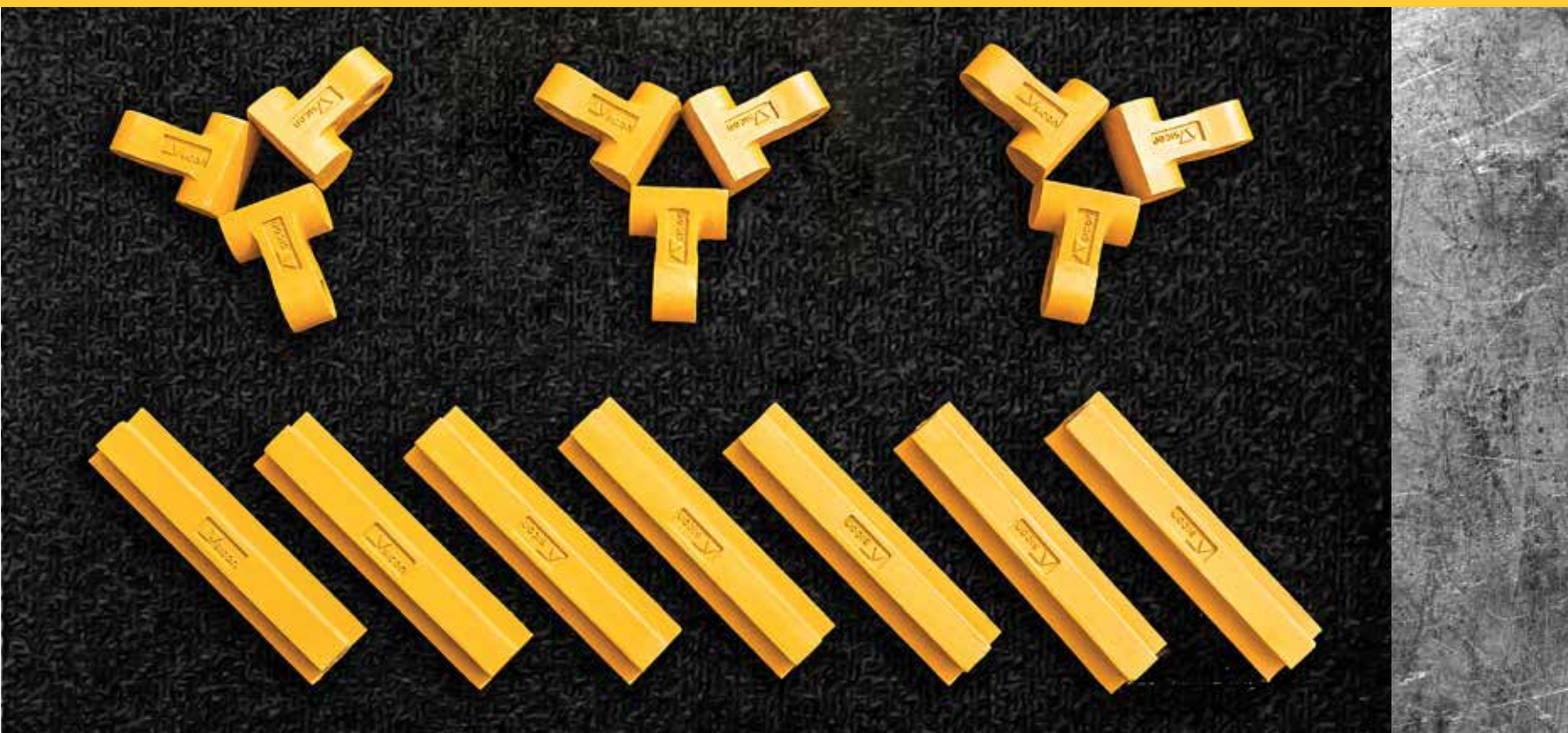
**These grades are for comparison purposes only. The national standards should be referred to for details.*

Grey Cast Iron	GG10	
	GG15	
	GG20	
	GG25	
	GG30	
	GG35	
Wear-Resistant Cast Iron	FB Cr15 MNi	
	G-X 300Cr Mo 3-15	
	Cr Mo Ni 1-2-15	
	FB Cr 20 Mo Ni	
	G-X60 2 Cr Mo Ni21-20-	
	FB Cr E 20 Mo Ni	
	G-X60 2 Cr27	
	G-X300 Cr Mo1-27	
Steel Casting	Low Carbon Steel < %0.2 C	
	Medium Carbon Steel < 0.5-0.2 % C	
	High Carbon Steel > 0.5 % C	
Ductile Cast Iron (Tansile / Elogation)	Tansile / Elogation	
	GGG	2/800
	GGG	2/700
	GGG	3/600
	GGG	7/500
	GGG	15/400
	GGG	08/400
	GGG	22/350

Competitive Comparison

Az Zu'bi Metal Casting will primarily target the governmental and private sectors, and is looking to build alliances with industry leaders. Because of its “exclusive” quality and delivery status in the country, the competition is constantly held by Az Zu'bi Metal Casting. We expect success, due to past marketing, we have evidence that Az Zu'bi Metal Casting will be met with fervor in this lasting industry.

We believe that our customers choose our products and services based on the following criteria: Price, Performance (Quality and Delivery Time), Customer Service and Support. We pride ourselves with complete quality management. Right from sourcing raw material, to lab testing and monitoring every step with precision, we are passionate about our work. Extensive tests are carried out at the in-house quality control laboratories to ensure production of defect-free castings.



Market Segmentation

Az Zu'bi Metal Casting has segmented the market into the following:

- Stone Crushers
- Asphalt and concrete Mixers
- Spare parts for Mining equipments
- Cement factories special alloys



Target Market Segment Strategy

Az Zu'bi Metal Casting focuses on market offerings for both public and private sectors. Our market research shows that the governmental sector is the most demanding in terms of the engineering, technical service support and automated design. We are particularly strong in these areas and will utilize our capacities to serve these clients. The company will seek customers who require production of components used in upper-end product lines. This will provide a further possibility for Az Zu'bi Metal Casting to offer our value-added engineering services.

Az Zu'bi also handles requests from private sectors and individuals in need of the products or services it provides.



Competitive Edge

Az Zu'bi Metal Casting has several highly significant competitive advantages:

- ❑ **Flexibility:** Providing solutions for a variety of customers and their unique requirements
- ❑ **Adaptability:** In possession of the technology and capability for a variety of needs
- ❑ **Quality Assurance:** Customer satisfaction is a by-product of excellence in product and process development through our world-class quality standards and hands-on workforce who are detail-oriented
- ❑ **Sustained Growth:** Having the capacity where and when the customer needs it
- ❑ **Technical “Know-how”:**
With an understanding of how to use additive manufacturing technology to provide the best results from years of experience passed down from father to son
- ❑ **Testing and Validation:** The ability to provide complete end-to-end solutions to our customers from conceptualization to designing and finally manufacturing, validation and testing.
- ❑ **Speed:** Providing solutions faster and more efficient than anyone else
- ❑ **Innovation and Development:** Constantly evolving and outperforming one's own benchmarks, taking the risk of working with new elements under a safe environment managed by capable and qualified young talents
- ❑ **Warranty:** Given with a great follow up system and support is warranty on the products made to each customer

Buying Patterns

Az Zu'bi Metal Casting has initially been marketed in Jordan and regionally. The metal casting industry is on the move and we intend to have our percentage of this long lasting industry through our mass production capabilities. Our past marketing shows a place for the company and also shows a demand for the products and services which are sold by piece or per kilogram depending on metal or element type.





Marketing Strategy

The company's marketing strategy will be to continue to promote sales of our product lines, systems and casting/machining capacity. In casting, focus will continue to be on metal and element types used in the casts where a possibility exists to pursue the next level integration. Focusing on this product-element relationship will facilitate the company's ability to pursue the vertical integration of the business and pass on the value-added savings to our customers.

Sales Strategy

Az Zu'bi Metal Casting's sales plan is to seek businesses and organizations that will advance the company's quest to vertically integrate and become a stronger force in the manufacturing and metal casting industry. The company will continue to strive towards procuring sales of our products and services. The focus in metal casting and machining is securing contracts to produce components used in upper-end product lines, yielding opportunities for "value added" engineering.

To accomplish the Az Zu'bi Metal Casting's endeavors, the company will utilize internal and external sales tactics. By aggressively seeking new accounts and taking full advantage of the existing relationships the company has with current customers and broadening its customer base, the company will expand and be able to compete with the leading companies in the region.

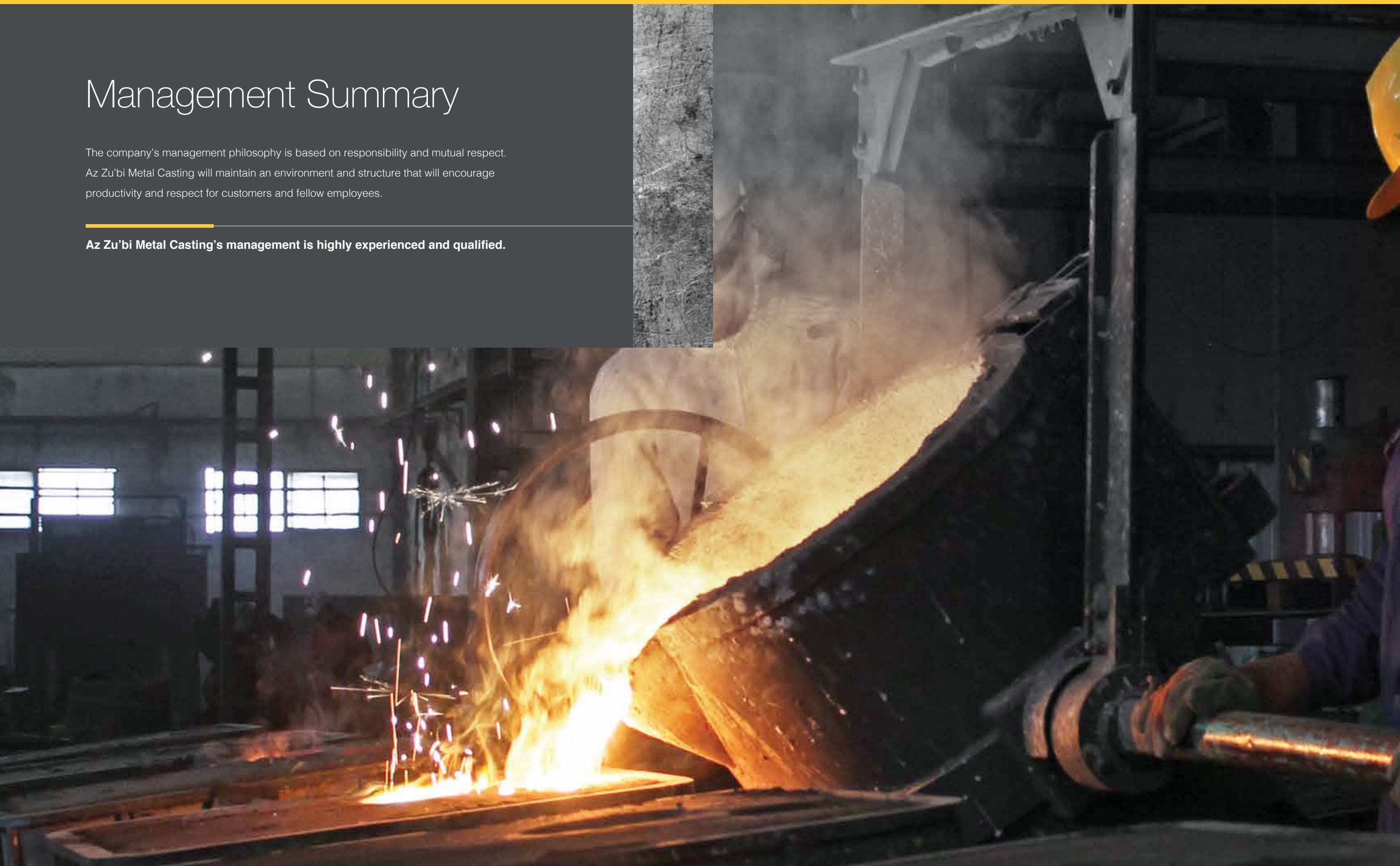
Az Zu'bi metal Casting plans to continue to use direct sales force, relationship selling and subcontractors to reach our markets. These channels are most appropriate because time to market, reduced capital requirements and fast access to established distribution channels.



Management Summary

The company's management philosophy is based on responsibility and mutual respect. Az Zu'bi Metal Casting will maintain an environment and structure that will encourage productivity and respect for customers and fellow employees.

Az Zu'bi Metal Casting's management is highly experienced and qualified.



Clientele

trusted by +100 happy clients



شركة منوة للتجارة والمقاولات
MANWA Trading & Contracting Company Ltd.



Al-Own Advanced For Contracting Co. Ltd.
شركة العون المتطورة للمقاولات ذ.م.م



عبدالله عابدين
Abdullah Abdin Factory



شركة آيريس لتقنية التصنيع
IRIS Manufacturing Technology LLC



شركة الحربي للتجارة و المقاولات المحدودة
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