



COMPANY PROFILE

NOQTAT WASEL
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01

Overview

Noqtat Wasel provides startups and medium-sized companies with solutions in business organization and regulatory compliance to reduce financial waste and raise operational quality, which enhances sustainable growth.



WHO We Are

Since 2017, Noqtat Wasel has provided practical solutions led by a professional team committed to organization, quality, and adaptability to change, delivering reliable results and effective partnership.

02



Our Vision

To be the ideal partner in simplifying operations and enhancing compliance locally and globally, contributing to the goals of Saudi Vision 2030.



Our Mission

We empower companies to achieve sustainable operational efficiency through customized solutions that enhance their ability to succeed in a competitive environment.





Our Goals

1. Ensure compliance with local and international regulations and policies.
2. Automate operational processes to enhance efficiency and reduce errors.
3. Minimize financial waste and rationalize operational expenses.
4. Develop human resource management and improve employee experience.
5. Enhance recruitment and training efficiency in alignment with Saudi market requirements.
6. Simplify procedures and manage interactions with government platforms.
7. Enhance marketing and digital presence to engage with customers.
8. Enable professional media presence that reflects the company's identity and values.



Our Services

- 01 Human Resources Management
- 02 Operational Process Management
- 03 Marketing and Sustainability
Strategy Building
- 04 Comprehensive Evaluation and
Strategic Consulting

Human Resources Management

- Develop human resources strategies. Simplify procedures and enhance integration with government platforms to ensure compliance.
- Improve employee experience.
- Recruitment and job localization.
- Training and skill development.
- Performance evaluation.



Operational Process Management

- Automate and improve operational processes to increase efficiency and reduce errors.
- Simplify procedures and enhance integration with government platforms to ensure compliance.
- Manage human workforce.
- Apply governance.



Marketing And Sustainability Strategy Building

- Develop integrated marketing strategies and plans to enhance brand presence in the market.
- Apply sustainability principles in marketing activities to ensure customer loyalty and continuous engagement.
- Analyze marketing campaign performance and provide periodic reports to improve results.
- Search Engine Optimization (SEO) and digital advertising (Google/Meta Ads).
- Market and competitor analysis to develop data-driven marketing plans.



- Provide CRM (Customer Relationship Management) services from a marketing perspective.
- Produce visual advertisements and promotional videos reflecting the company's identity and values.
- Develop an integrated visual and auditory identity (logo, colors, voice tone) and their applications.
- Manage creative content for social media platforms and paid promotions.
- Conduct comprehensive assessments to support institutional performance improvement.
- Perform comprehensive evaluation of operations and services to identify areas for improvement.
- Provide innovative solutions that help companies achieve their goals efficiently and effectively.

Comprehensive Evaluation And Strategic Consulting

- Conduct comprehensive assessments to support institutional performance improvement.
- Perform comprehensive evaluation of operations and services to identify areas for improvement.
- Manage human workforce.
- Provide innovative solutions that help companies achieve their goals efficiently and effectively.



WHY US

07



Because we provide smart and customized solutions that facilitate management, reduce costs, and enhance compliance with local expertise and a deep understanding of the needs of small and medium-sized businesses.

OUR CLIENTS



وزارة الثقافة
Ministry of Culture



وزارة الصحة
Ministry of Health



وزارة الاتصالات وتكنولوجيا المعلومات
MINISTRY OF COMMUNICATIONS AND INFORMATION TECHNOLOGY



وزارة الإعلام
Ministry of Media



مجمع الملك سلمان
العالي للغة العربية
King Salman Global Academy for Arabic Language



الهيئة السعودية للملكية الفكرية
Saudi Authority for Intellectual Property



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CAFÉ

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THANK YOU

Noqtat Wasel..We connect everything.



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Business Solutions