

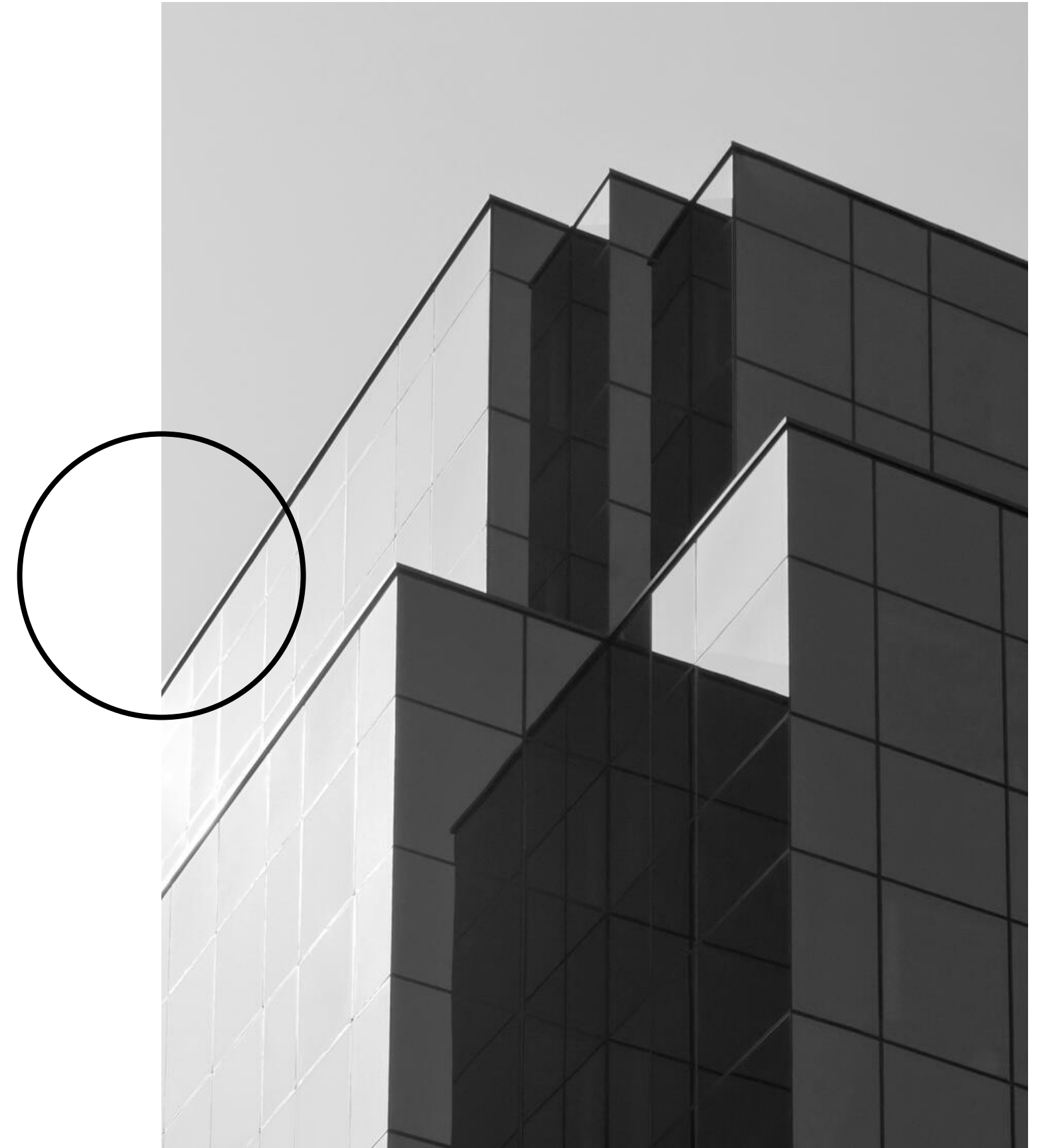


# EVOLUTION

**Project Development & Retail Consultations**

# WHO ARE WE

Evolution stands as a premier professional organization with over 17 years of experience, specializing in Shopping Mall Management, Retail Consultancy, facility/property management and Real Estate Development. Our commitment is to assist clients in developing and expanding their businesses within the Egyptian and international market, fostering growth and success.





# OUR HISTORY



Evolution first established in 2017 from a collaboration of professionals in shopping malls and retail business to achieve their dream to create a company that offers a service that has never been provided before in Egypt, due to 16 years of experience in shopping malls management.



# RECENT JOINT VENTURE

In 2023, Evolution have successfully joined many JVs in a collaborative effort, with professional companies synergizing our expertise to deliver exceptional solutions in shopping malls management including tenant coordination, leasing strategies, and business development, seeking highest ROI and Successful expansion for our clients.





# Overview

Our mission for the project is to inspire, shape and influence the facilities management service delivery. We aim to provide a common understanding of issues and good practice requirements involved in running an efficient building, helping to bridge knowledge gaps between the various stakeholders involved in operations, maintenance, management and administration of multi-unit, mixed use commercial and residential facilities.



## Our values

Our management strategy focuses on seamless organization, control, and coordination of diverse facilities in a multidisciplinary business, fostering a collaborative "one team" approach with our clients' management team through effective communication with key stakeholders.



# OUR VISION

**01**

Our primary goal is to optimize revenues for our clients within an optimal timeframe, upholding the highest standards of quality. Through this commitment, we aim to establish stability without causing any concerns for our clients, ensuring a seamless and headache-free experience.

**02**

Take responsibility of affording our clients the most advantageous opportunities in the market with low cost and highest income, that will make them standout.

**03**

Is to keep our clients safe and secured and help them to avoid breaking laws and regulations of the local constitute.





**04**

Our vision is to actively support our community by delivering exemplary projects and services. Through this commitment, we aim to elevate local human resources, fostering an environment that meets the highest international standards for a superior quality of life.

**05**

Providing innovative facilities management services that satisfy our clients, exceed their expectations, and provide specialized human resources locally and internationally.

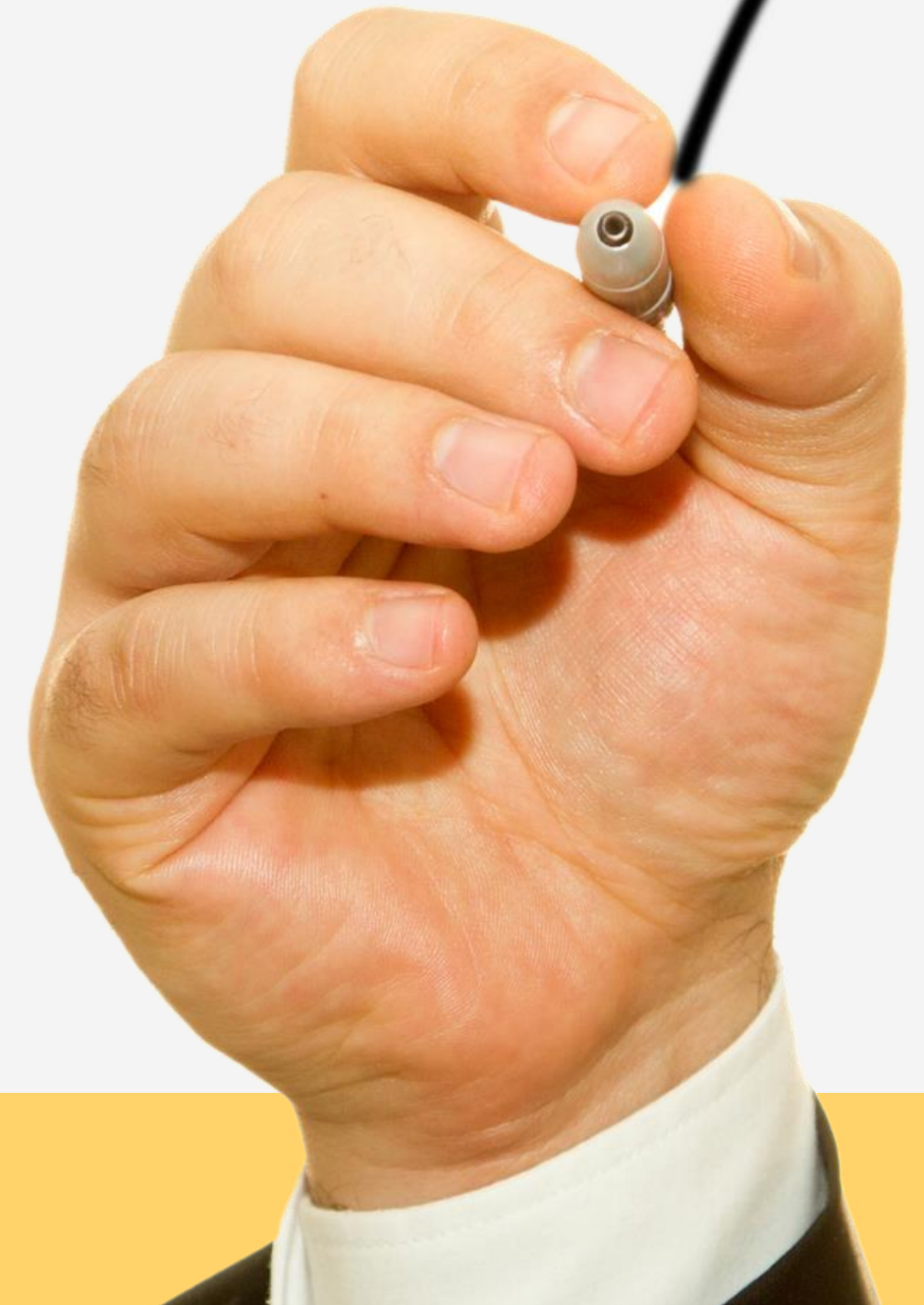
**06**

Evolution is strategically advancing to compete on a global scale and expand its business footprint. By meticulously constructing a well-organized entity, we aim to address existing gaps in the international market, positioning ourselves for sustained growth and success.

# OUR MISSION

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- Our focus is on establishing specific goals with clearly defined timeframes to achieve our objectives. This is accomplished through a highly trained human capital, characterized by unwavering loyalty and a strong sense of ownership, ensuring the outmost satisfaction for Evolution's clients
- We stand by our clients, prioritizing their interests at 100%, even if it means foregoing our own profit, because their success is our ultimate measure of achievement.





# WHAT WE OFFER

## WE OFFER OUR COMMUNITY THE FOLLOWING SERVICES:

- Shopping mall management.
- Business consultations and advisory for Landlord.
- Business consultations and advisory for Retail company.
- Marketing, Events & promotion.
- General investment.
- International expansion for retail companies.
- Facility Management for commercials projects and corporates.
- Facility Management for residential properties.
- Fitout work
- Construction, decoration and finishing retail projects



# WHAT WE OFFER

## Shopping Mall Management:

|                                |   |
|--------------------------------|---|
| Location analysis              | Operation and facility management plan  |
| Design review and modification | HR general services                     |
| Swot analysis                  | Accounting cycle                        |
| Merchandise mix                | Lease admin                             |
| Tenant and brand mix           | Tenant coordination and unite handover, |
| Budget of revenues             | Retail design                           |
| Marketing events and promotion | Delivery RDD                            |





# WHAT WE OFFER

## Business consultations and advisory for Landlord

Studying business opportunities while taking corrective actions and representing landlords to other parties

Provide the business with the accumulated experience was gained through years of managing different types of properties.

Advise the landlord with the best available opportunities in the market.

Feed the landlords with market updates.

Protect the landlord from business fail and threads.

Help the landlord to pick the best business parties either in house members or external vendors.



# WHAT WE OFFER

## Business consultations and advisory for Retail company.

Help the retailer to find the best effective expansion plan.

Negotiate the legal & financial terms, and leases as well against other parties for the retailer's side.

Help startup retailers with all required business needs (engineering, vendors,

Create JVs and collaborations between group of retailers to produce a new retail giants





# WHAT WE OFFER

## Marketing, Events & promotion.

We offer a comprehensive suite of marketing services tailored for shopping malls, including strategic planning, digital marketing, content creation, event management, data analytics, branding, customer engagement programs, outdoor campaigns, and ongoing market research.

Our success metrics include foot traffic, social media engagement, tenant sales, and customer feedback, driving our commitment to continuous innovation and client satisfaction.



# WHAT WE OFFER

## General investment

Creat JVs between private business entities.

Link private sector with the govermental sector within a business frame and clear scope by each party.

Manage local auctions.

Initiate acquisitions and business agreements in hospitality & tourism sector.



# WHAT WE OFFER

## International expansion for retail companies in KSA

Created an organization which works as the host of egyptian retail investment in KSA.

Set all the procedures that would help exporting local retail brands to KSA

Secure the business frame for the local retailers to work and operate safely.







# WHAT WE OFFER

## Facility Management for commercials and residential projects and corporates.

**Maintenance:** engineers and technicians with scientific and practical experience in dealing with various situations and activities.

**Pest Control:** Integrated Pest Management (IPM) approach, which we call AIM, to reduce reliance on chemical treatments and prevent pest activity before they occur.

**Landscaping:** We use eco-friendly materials and techniques to minimize the impact on the environment and promote long-term sustainability.

**Cleaning services:** We offer housekeeping, fast cleaning, regular cleaning, deep cleaning and Furniture cleaning.

**Security:** We offer cybersecurity professionals, develop and implement security measures that protect computer networks and information systems, secure data networks, prevent security breaches, and make changes to improve security levels.





# WHAT WE OFFER

## Construction, decoration and finishing retail projects

We have extensive experience in finishing retail projects, encompassing various types of local and international commercial activities and stores







# **FACILITY MANAGEMENT**

**For residential properties**



# Site Management

**01**

## **Directly employed**

contract management and supervisory staff who retain the core skills and customer requirements, needs and expectations.

**02**

## **Multi-skilled directly employed site-based staff**

retained to deliver a selection of key services range.

**03**

## **Supply chain / procurement**

Provide a range of technical, hard and soft services supported with a very strong suppliers list.

# Service Management

# 08

Our team will be responsible for the delivery of both Hard and Soft services by dedicated 'in-house' professionals combined with a mixture of 'out-sourced' service provider staff. We have gauged these expectations through your service specifications and knowledge of your estate gained from site visits.







**Operation & Maintenance Services:** The delivery of all planned and reactive hard/technical services (Mechanical, Electrical & Plumbing) MEP listed services



**Cleaning & Housekeeping Services:** The delivery of soft services range covering the housekeeping and Janitorial Cleaning activities.



**Civil and Fabric Maintenance** The delivery of building fabric maintenance and renovation plans.



**Waste Management Services collection** and removal of general waste from the premise and advising the proper channels to be followed for a complete segregation process.



**Pest control** The delivery of all planned and reactive pest control procedures and activities



**Health & Safety Services** Will hold the responsibility for the health and safety management of the activities across the contract

# Service

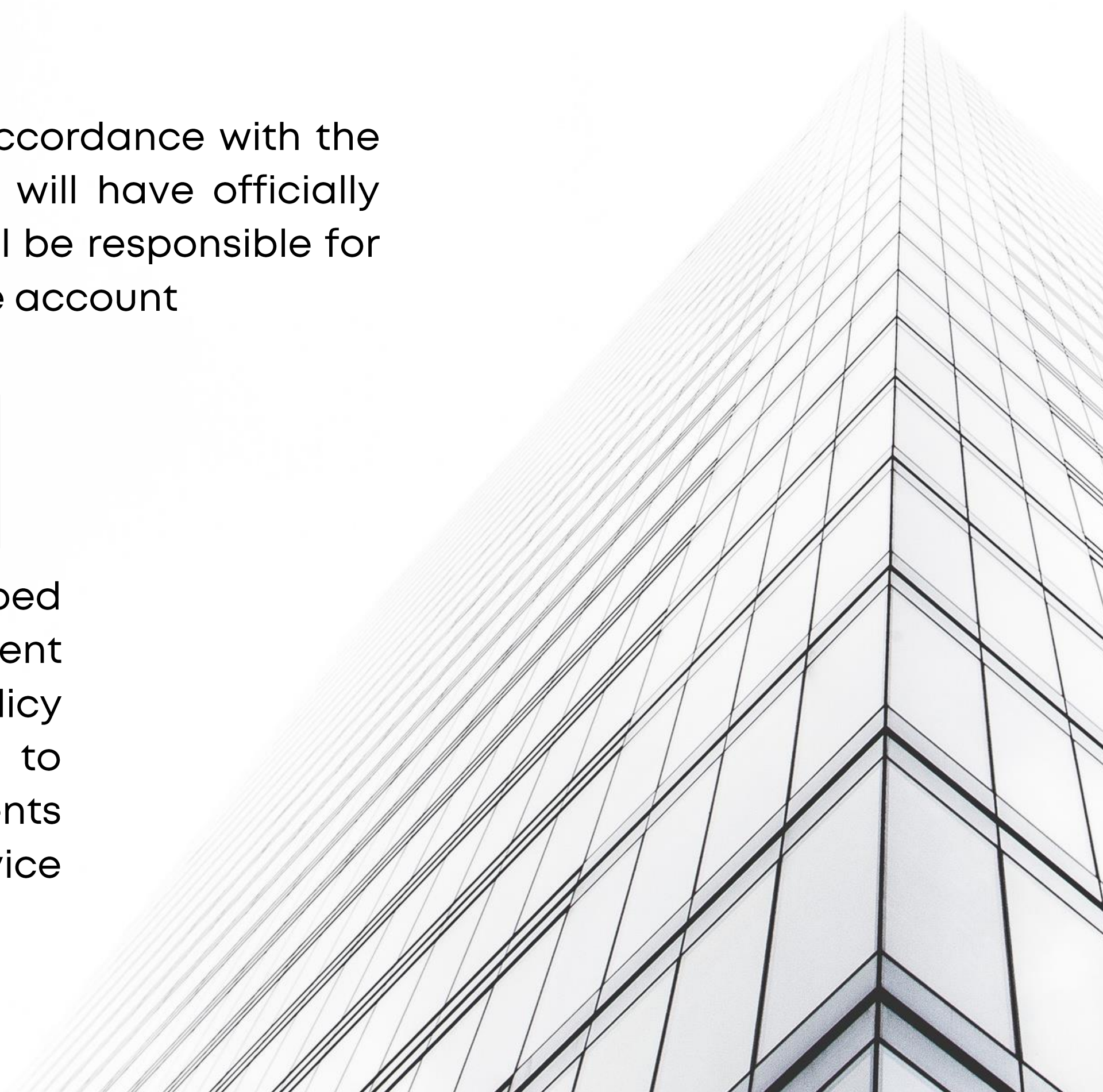
# Management

# SUPPLY CHAIN PARTNERS

- Procurement activities will be carried out in accordance with the relevant Policies and thresholds. All suppliers will have officially registered where the procurement function will be responsible for activating those suppliers chosen to supply the account

# MANAGEMENT SYSTEMS

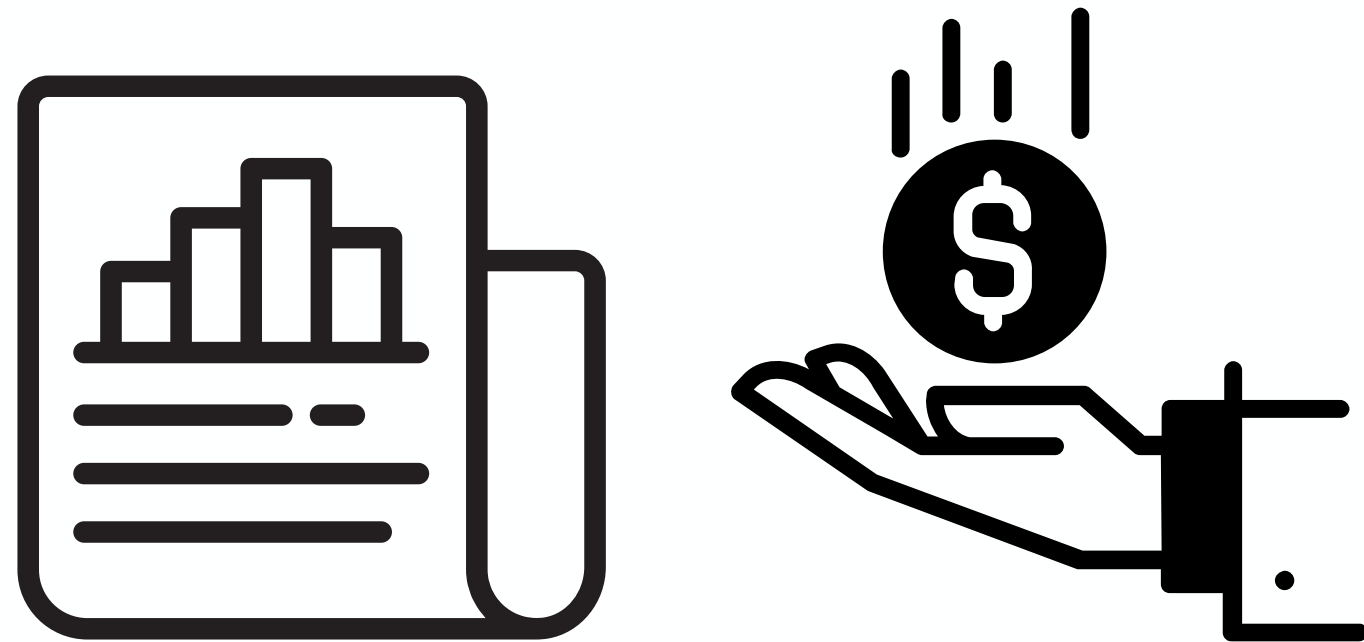
- A relative Management system will be developed and implemented as an Integrated Management System (IMS) built of Data Integration, Policy Alignment. The key objective of the IMS is to provide integrated FM solution to our clients focusing on business continuity and service enhancement





# Financial Reporting

Financial reporting will be through a dedicated systems where provide visibility and transparency of reactive tasks, works costs and transactions. And can be configured, customized in order to reflect the required operational improvement from all aspects.



## Organization Overview

An organizational structure we have created for managing service facilities draws on our working as an FM Service Provider on many of our other contracts. Our organizational structure demonstrates our ability to manage the scope of services as defined in the RFP. It also shows our capacity to evolve and expand our role beyond the defined scope of services,



# Competition

Our notable expansion over the past few years, coupled with our adept utilization of the substantial industry consolidation, has positioned us as one of the leading global providers of real estate services and investment management on a regional scale. As we offer a comprehensive array of commercial real estate and investment management and leasing services across diverse regions, we encounter significant competition at the, regional, and local levels. Additionally, we face competition from entities not traditionally associated with real estate services, such as, investment managers, accounting firms, technology firms, software-as-a-service companies, outsourcing service firms (digital marketing and building products), and companies that internally manage their real estate services. In contrast to our competitors, we possess a distinctive advantage in terms of business coordination and consistent delivery across geographies, facilitated by our network of wholly-owned land lords, directly-employed personnel, and integrated information technology, human resources, and financial systems. This network not only enables us to maintain elevated levels of governance, enterprise risk management, and integrity throughout the organization but also allows us to leverage our inclusive and diverse culture as a competitive edge in client development, employee recruitment, and business acquisitions.



# Communication & Reporting Strategy



Effective communication is paramount for stakeholder alignment. We'll establish a comprehensive communication plan to support reporting and information management throughout the project stages. Our commitment to integrated business systems ensures centralized, standardized data for monthly reports, presented in client-specified formats and compliance with SLAs. Reports will be provided electronically or in hard copy, and we'll adapt reporting capabilities to meet evolving business requirements over the contract life cycle



## Communication strategy

We assume that there is a designed communication strategy in place at your end which includes targeted message and outreach plans for specific service providers where we gladly ready for the full integration in order to meet the required deliverables.



## Identification and Prioritization Reporting

Prepare and build methodologies to identify and rank 'material' risks, as well as scoping appropriate reporting strategies for identified priorities.

# Escalation and conflict resolution Process

## Escalation Level 1

Discrepancies or issues at the operations level will be addressed by the Facility Engineer and relevant technical experts, interacting with service line representatives. If unresolved, escalation to the contract focal point occurs, who communicates the matter to the Client representative for collaborative assessment of alternatives and corrective actions.



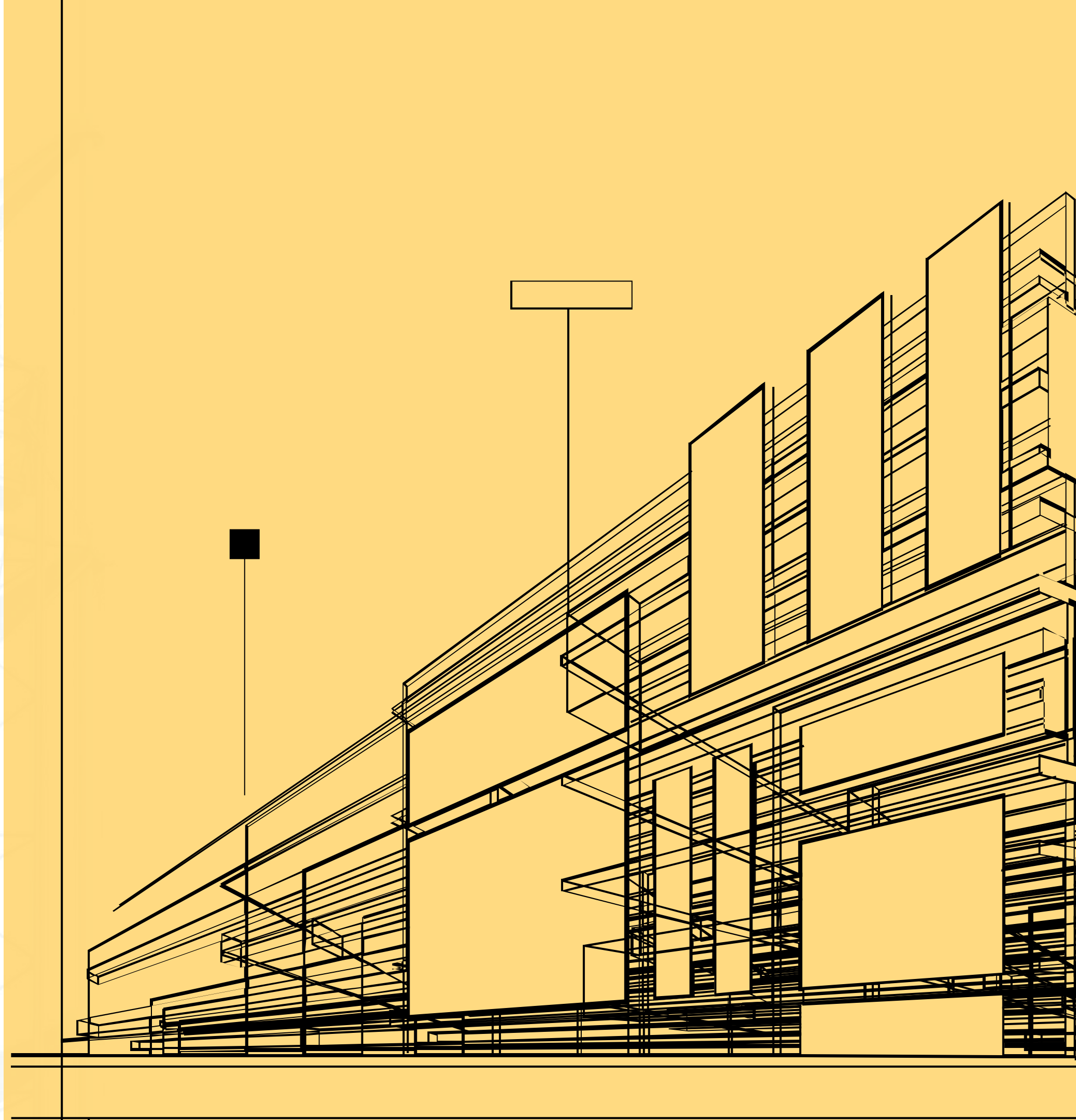
## **Escalation Level 2**

The second level of dispute resolution involves Account Managers and their counterparts addressing issues unresolved at the Operating Level. Communication escalation matrices will be established collaboratively with clients during early mobilization, ensuring comprehensive coverage and smooth operational management.



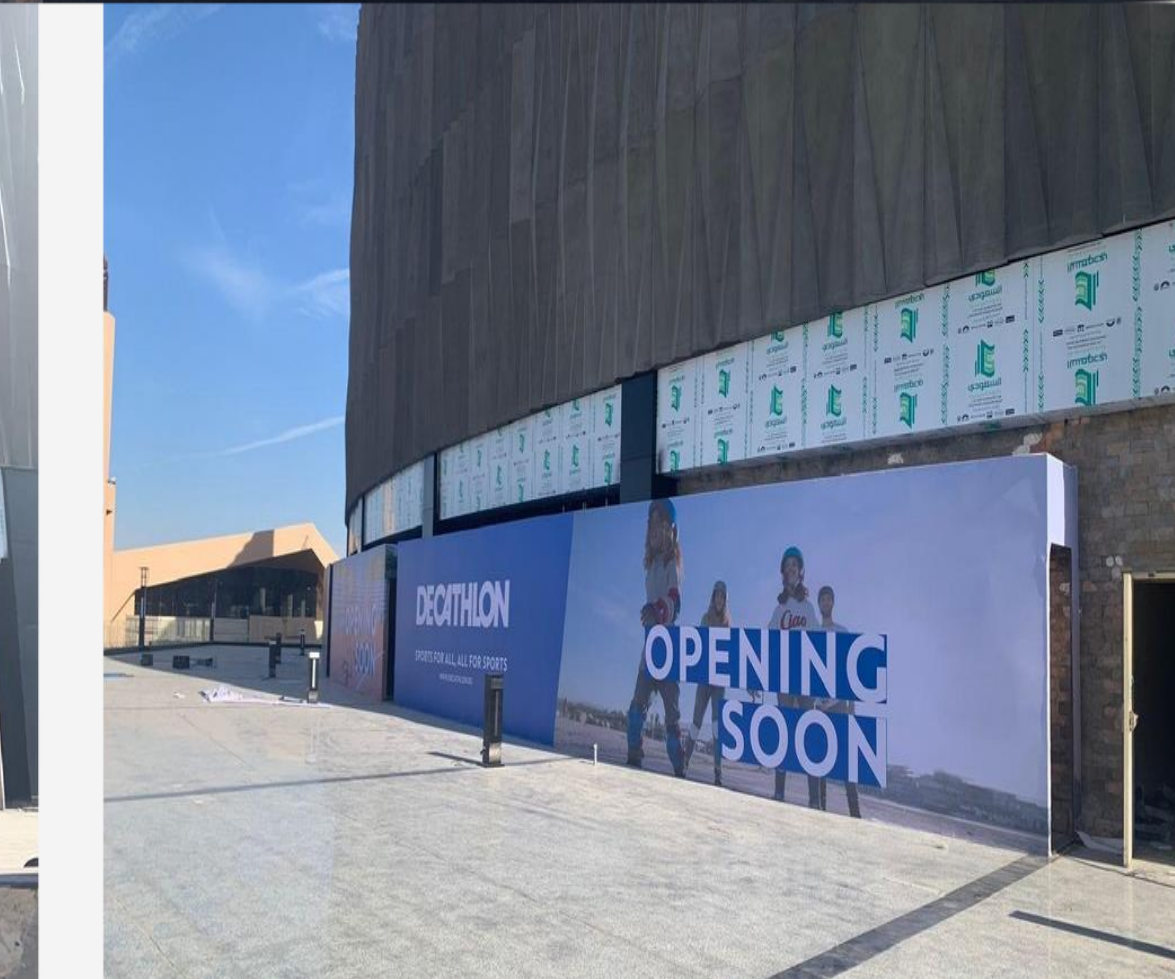
# OUR PROJECTS

In Shopping Malls





# MAXIM MALL – New Cairo ●●●





# CITY MALL – Shoubra EL Kheima





# CITY MALL - Shoubra EL Kheima



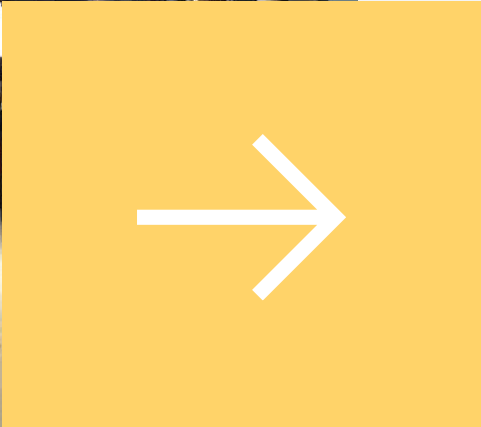


# ALEX CITY MALL- AL Agamy





# HYPER BOX CARREFOR MALL-ISMAILIA





# HYPER BOX CARREFOR MALL-ISMAILIA





# AHRAM MALL- Hadaik AL Ahram





# AHRAM MALL – Hadaik AL Ahram



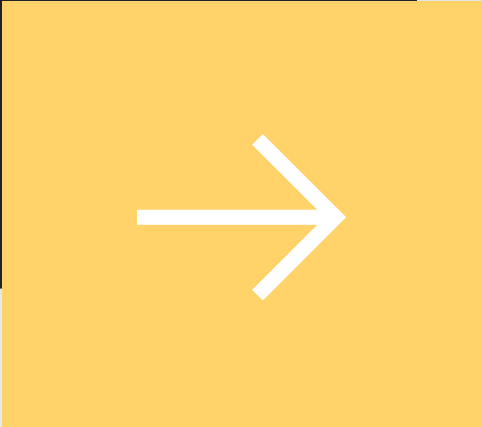
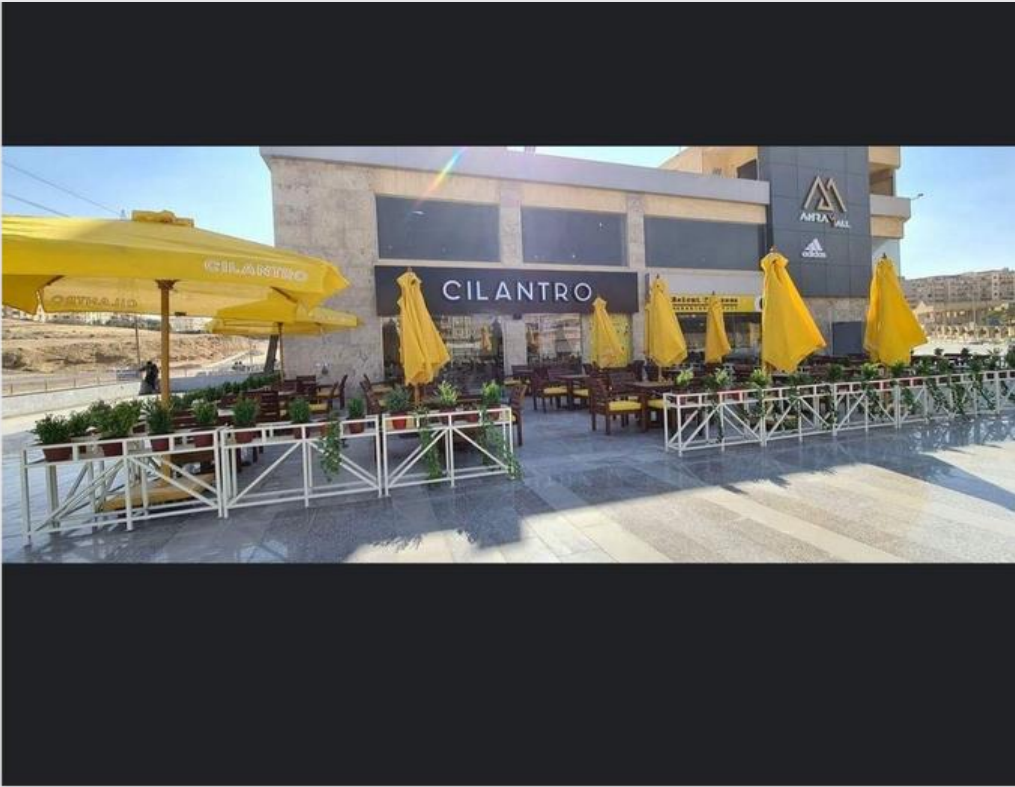


# AHRAM MALL – Hadaik AL Ahram





# AHRAM MALL - Hadaik AL Ahram





# SPACE MALL- Shebine El Kom





IDEA for Engineering consulting

ideaDesign16@gmail.com

01001593939 - 01277050015

Project:

Space Mall

Owner:

Shebin Elkom CAVALLO Company

Address :

Shebin Elkom Spinning factory

Project Manager:

Consultant Engineer \

Eng. Al mostaz Belah Mohammed ElBehary

Architect \

Eng.Ola El Noamany   Eng.Yasmeen Kamel

Drawing No.

Zero Logo Plan

North

GENERAL NOTES:

The Zero Floor Plan illustrates the ground-level layout of the Space Mall. It features a large central area with a circular logo and Arabic text. To the right, there are several rectangular rooms with specified areas: 107.5m², 161m², 600m², 108m², 108m², 600m², and 600m². Other labeled areas include 2500 m², 85m², 175.5m², and 148.82 m². The plan also shows an 'Elec. Room', 'GATE 1 Main EN', 'GATE 2', 'GATE 3 Service EN', and a 'Hoof Restaurant'. A north arrow is located at the bottom left.

Zero Floor Plan

# SPACE MALL PLAN

IDEA for Engineering consulting

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01001593939 - 01277050015

Project:

Space Mall

Owner:

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Address :

Shebin Elkom Spinning factory

Project Manager:

Consultant Engineer \

Eng. Al mostaz Belah Mohammed ElBehary

Architect \

Eng.Ola El Noamany   Eng.Yasmeen Kamel

Drawing No.

P111

North

GENERAL NOTES:

The First Floor Plan shows the layout of the first level of the Space Mall. It includes a large 'Entertainment Area' on the left, a 'Ticket Area', and a 'FOOD COURT' on the right. Other labeled areas include 'Cinema 1', 'Cinema 2', 'Cinema 3', 'LC WALKER', and 'LC WALKER'. The plan is overlaid with a grid system with numbers 1 to 41 along the top and bottom, and letters A1 to A6 along the left and right sides. A north arrow is located at the bottom left.

First Floor Plan

A large yellow arrow pointing to the right, indicating the direction of the plan.



# OUR RETAIL CLIENTS







**max**

**LC Waikiki**  
everyone deserves to dress well



**CALLIOPE**

**Splash**

**COLIN'S**

 **DeFacto**

**DALY DRESS**

**DECATHLON**

**babyshop**  
it's your style™





mazaya

L'AZURDE

MAGRABI  
OPTICAL

S  
SKECHERS

JOLY  
OPTICS

INTERSPORT

ROJADA

vodafone

orange

اتصالات  
etisalat

we

داماس  
damas

BELLA DONNA

FACES

funkyfish

CARINA

A2Z  
LINGERIE

FOURTEEN  
SCARVES

VARNA

femi 9 nail

CLUB  
SHOES

FOURTEEN

CLUE

Marie  
France

Glitter

PIXI

FOUAD SHOUHA  
Jewellers

TOWN TEAM

AMS  
NUMBER ONE

MOBACO  
COTTONS

dejavu  
shoes

B  
BEKKY BARBER

TREE

JAKAMEN

lovely

TI AMO  
MOMENTS CASUAL WEAR

تاي شوب  
Tie Shop  
أحدث إبداعات في مصر

RiverNine

الشريف بهتية  
AL SHARIF BEAUTÉ

TECHNOLOGY VALLEY

2B  
TECHNOLOGY





CILANTRO



dipndip



Add a title







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