



## COMPANY PROFILE

# FORWARD

By Omar Ahmed Al Guthmi - Deputy General Manager

The Alguthmi dream was conceived by my grandfather, Sheikh Mohammad Obaid Al-Guthmi, over 80 years ago. His vision, to provide the region with luxury home textiles, high in beauty and quality, and at affordable prices, rose from the heart of his home City of Jeddah, but soon flourished across the Kingdom.

The story and reputation of Alguthmi grew and other branches emerged to include Kuwait, Qatar, Oman, UAE, Lebanon, Yemen and United Kingdom. Today we are so proud to have 25 Show-rooms across the GCC and England. servicing our diverse and evolving customer base, locally and globally.

The foundations my grandfather laid, entrusted to my father, and later myself, have evolved into the Alguthmi brand we know today. We continue to curate, innovate and invest to maintain our world class proposition.







The future of our great nation is exciting and full of hope, and the Alguthmi family legacy will develop at the pace our national evolution demands. We continue to evolve, developing our product offer and service proposition to satisfy the needs of the modern world.

As always, we are thankful to our wonderful clients, suppliers, employees and other stakeholders for their ongoing support in our drive to deliver our vision and values



Omar Ahmed Al Guthmi  
Deputy General Manager





## VISION

To be a global leader in textile interiors by inspiring current and future generations of families and designers to create and update exciting spaces they love to live in.



## MISSION

To thrill our customers with beautiful and practical interior textile propositions, driven by our range diversity, product quality, and customer focus.

We will exceed the expectations of our end-users and our carefully selected partners, by providing easy solutions, inspiring beautiful outcomes and being easy to work with.







# VALUES



## Customer-centric:

determined to meet the diverse & changing needs of families, specifiers and distributors

## Quality:

of product, people and processes.

## Progressive:

challenging the status quo to bring in new and better ideas, whilst not disrupting traditions and heritage.

## Collaborative:

consulting and communicating effectively and honestly with customers, employees and other stakeholders.





## — SHOWROOM

Our 17 Showrooms in the kingdom (with a further 8 across the GCC) represent the very expression of Alguthmi and set us apart from our competitors.

This premium retail space in all the major cities, allows us to showcase our brand, products and services to the families, interior designers and partners looking for the solutions we provide.

We are on a path to provide even more value by introducing the latest technology, visual displays and best in class service focussed staff.





# OUR PRODUCT

Upholstery – Curtains – Cushions – Accessories

## Quality:

From our earliest activities to our latest launches, Quality has been our mantra. Every product, material, pattern and colour Design and creativity is the very Hub of Alguthmi, it is our obsession, our differentiator and our heartbeat.

## Variety:

We have the most diverse range of products in the GCC, across all styles and price points. This makes us the only true destination for upholstery and curtain fabrics.

- Velvet
- Chanel
- Cotton
- Jacquard
- Satin
- Organza
- Black out
- Silk
- Leather







## OUR EXTENSIVE PORTFOLIO







## — OUR DESIGN

Design and creativity is the very heart of Alguthmi, it is our obsession, our differentiator and our greatest joy.

We are passionate curators of product – creating innovative and trend led collections & solutions to excite our carefully targeted customers.

We are interior designers and visual merchandisers, crafting the product concepts into aspirational but achievable realities in our customer homes, interiors projects and our very own showrooms

And we are graphic designers who produce the content and visual materials that represent the brand, and enable us to communicate across multiple platforms to our diverse customers and stakeholder.





## — OUR EMPLOYEES

Our 520 employees are our main asset and an integral part of the Alguthmi family. We have a healthy balance of longstanding workers alongside a wealth of talented and skilled experts from around the globe. We ensure that all our employees receive training and recognition to allow them to fulfil our vision and values.

## — OUR SUPPLIERS

We are immensely proud of our unique and longstanding relationships with our partners locally and around the globe. Our ethos, heritage and business professionalism enables us to target the best suppliers for product, design & quality and service.







Alguthmi is a well-established distribution company with extensive product reach, supply chain, warehousing and distribution.

We are progressive, versatile and open to new distribution channels, product sectors, and building long-term mutually beneficial relationships.

We look forward to discussing the opportunities further.

# THANK YOU



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