



COMPANY
PROFILE



Direction Goals

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Direction Goals

FLARE LINE SERVICES | HARD BANDING | LOGISTICS
MAN POWER SUPPLY | SAND BLASTING & PAINTING
MECHANICAL CONSTRUCTIONS & MAINTAINANCE WORKS
ELECTRICAL CONSTRUCTIONS & MAINTAINANCE WORKS
DRILL PIPE CEMENT REMOVAL



OUR COMPANY PROFILE



This Edition of our company profile covers a large spectrum of new and existing services that we have been providing to the Oil & Gas sector in the middle east region over a period of more than 6 years

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Welcome to our **COMPANY**

Direction Goals was established in the year 2015, in Eastern Province of Saudi Arabia as a 100% Saudi Owned Company.

A leader in the truest sense of the word. It has guided company through over 6 years of successful business experience in Saudi Arabia. Our management inspires and integrates enthusiasm, dynamism, & industry expertise to provide the highest value proposition services and customized solutions for innovative and continuous operation throughout the year regardless of the cycle of weathers.

We route our evolution through striving to maintain and service our existing projects well, enabling us to establish our reputation as Innovative service providers to win over newer projects in the Industry.

In maintaining international standards, To assure our Service Quality and to maintain healthy, ethical and efficient working ambience, we have developed, maintained and implemented our Management System by benchmarking our Key Performance Indicator with International Standards, Regulations and Work practices, hence proudly ensuring that our standards exceed requirements of ISO 9001, ISO 45001 and ISO 14001. Our quality control department ensures that our services comply effectively, creating more satisfied clientele within the Kingdom of Saudi Arabia.

Our multi-national & multi-discipline work force including Managers, Engineers, Professionals, Supervisors, Foremen and various technicians work as a team to execute awarded projects with ease by having at hand a precise equipment inventory, which entails resources that range from smaller tools to heavy construction equipment. We have the right combination of workforce resources that can take up any challenge & execute every task to completion with no exception.

It is with grand vision that our **CEO, Mr. Abdul Monem H. AlJumah** has extended a warm welcome to PMPs (Project Management Professionals) to become an integral part of the company with tangible 'GOAL-SETTING' to set new records of promising Specialized Industrial Services.

Direction Goals always aims to ensure an efficient service with the right technology and the correct techniques, enabling the company to maintain a trust-based relationship with its clients, providing truly cost-effective solutions and remain **"YOUR PARTNER OF CHOICE"**.



From
the desk of **CEO**

Whilst our company's growth over the last 6 years can be described as phenomenal, we are still determined to achieve greater success and growth in an industry where we have established ourselves as exceptionally competent.

In our pursuit of excellence we have taken courageous decisions throughout our business and in doing so we have established new benchmarks in an industry where the demands of delivery are becoming even more stringent. This confidence is attributed by our culture to foster a working environment of free thinking and taking innovation to new levels.

Our distinctive ability to continuously develop and train our talented personnel ensures that each individual is geared to reach their full potential both personally and professionally. Our openness to diversity and slick recruitment initiatives enable us to attract the best people.

We also adopt the process of engagement and collaboration with our clients making certain that our service delivery exceeds their expectations. Our proactive role exemplifies our commitment to client satisfaction both as an ethical partner and a contractor of choice. With initiatives already in place to expand our global presence we are assured that our company is destined for greater success and this can only translate into positive returns for our business, people and clients. Diversity of thought and perspective allows us to recognize opportunities and adapt our strategy to enter new territories and markets.

As a company we are prepared for the toughest of challenges and see opportunity in adversity. It is without any doubt that I can say, we as a dependable business partner to our clients adopt your project vision as ours and take responsibility for each step.

Thank you & Best regards,

Abdul Monem H. AlJumah

OUR VALUES

OUR MISSION

TO BECOME THE WORLD'S PREFERRED FLARE LINE COMPANY BY APPLYING INSIGHT, SERVICE QUALITY & INNOVATION TO CREATE SUSTAINABLE GROWTH FOR BUSINESS AND SOCIETY

OUR VISION

TO CREATE LOCAL OPPORTUNITY, GROWTH & IMPACT IN EVERY COMMUNITY & COUNTRY WHERE WE WORK. MAINTAIN GLOBAL LEADERSHIP POSITION IN CHOSEN AREA OF BUSINESSES & CONTINUOUSLY ACHIEVE A RETURN ON INVESTMENT

Committed to Excellence

We believe that performing to highest standards on behalf of Owners and Stake Holders is fundamental to our identity as an organization

People Working together

We believe that our greatest potential can only be achieved in a collaborative environment of common goals and shared success.

Progressive Spirit

We believe that challenging the status quo in a changing world demands innovative thinking and a dedication to growth



OUR HSSE POLICY

At **Directional Goals**, we care for our people and the environment. We ensure that our people have a safe, healthy and secure workplace; this is a fundamental right. This policy explains how we provide this.

We will:

- Care for our people.
- Identify and manage hazards to eliminate or mitigate resultant risks.
- Prevent injury, ill-health, pollution and loss resulting from our activities.
- Be responsible in our approach to protecting the environment and minimising our impacts.
- Deliver continual improvement in our health, safety, security and environmental performance.

We do this by:

- Ensuring we have exemplary HSSE leadership and management.
- Having effective, efficient and applied HSSE management systems.
- Understanding and complying with all legal, industry and other external requirements.
- Establishing and attaining clear HSSE objectives.
- Learning lessons from our incidents and preventing reoccurrence.
- Engaging with our people on HSSE issues.
- Working with our customers, regulators and others to promote continuous improvement.
- Training our people to be competent and safe in undertaking their roles.
- Helping our supply chain and partners to meet our own policy obligations.
- Promoting a positive HSSE culture that drives HSSEA improvement.
- Encouraging anyone to stop a job if they perceive any HSSE shortfall.

We commit ourselves to this Policy.

Abdul Monem
CEO

OUR QUALITY POLICY



At **Direction Goals** we are committed to comply with the requirement of the customers and to continually improve the effectiveness of the Quality Management System. It must be clearly understood that this Quality Policy, Quality Manual and associated Procedures and systems are mandatory on all staff

As part of our strategic direction, stated in our Vision and Mission, we are committed to;

- Meeting all relevant statutory and regulatory requirements.
- Continually improving the effectiveness of our adopted Quality Management System in accordance with ISO 9001:2015.
- Provide services that meet Customer's full requirements.
- Review our objectives and achievements periodically for continual performance improvement of processes.
- Plan and evaluate our processes via consideration of the associated business Risk.
- Ensure that this Quality Policy is communicated to all concerned Departments and understood by everyone within the organization.
- Periodically review our Quality Policy to maintain relevance with International Standards.
- Maintain the flexibility to integrate other related management system requirements.

Abdul Monem H. AlJumah
CEO

OUR VALUABLE CLIENTS



Schlumberger



HALLIBURTON



MECHANICAL
& ELECTRICAL
WORKS

HARD
BANDING

FLARE LINE
SERVICES FOR
WELL SITE

SAND
BLASTING
& COATING

LOGISTICS &
TRANSPORTATION

ELCTRO-
MECHANICAL
PROJECTS

FIRE FIGHTING
& FIRE
PROTECTION



OUR
SPECIALIZED
AREAS OF
OPERATION

FLARE LINE Services

for Well Sites & Drilling Rigs

Our Systems omit using crane for lifting and suspending the Power Tong.

Our Systems avoid the overhead operations and decreases risk level saving the crane usage for another operation.

Our System ensures the better alignment for the pipes and increases the stabbing efficiency and pipe lifetime, which reduces cost of changing the damaged pipes;

Avoids miscommunication between the crane operators and the flare line crew.

Our New System gives an advantage of avoiding injury of 'Hands stuck in between the pipes' situation for technicians to align and stab the pipe during the make-up/break-out process.

Our new system saves the **operations time** for making up or breaking out flare line over using the manual wrench or using the Power Tong that is suspended by a crane.

Our new invented system is for **safe operation** and is **low risk** compared to pipe wrench or crane suspended power tong operations.

Direction Goals' equipment is covering torque requirements for all pipe sizes from 2-3/8" up to 5-1/2".

Our system ensures torque monitoring while making up the pipes using a built-in pressure gauge and torque gauge system.

Direction Goals also provides all the range of Flare Line Pipes to our clients.



FLARE LINE Services

for Well Sites & Drilling Rigs

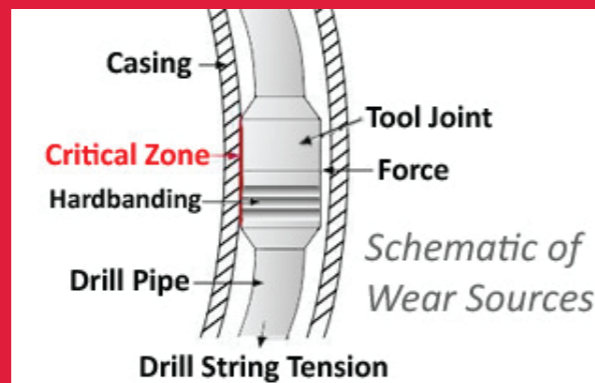
Direction Goals' Tubular Running Services for **Flare Line** torquing to facilitate safe and efficient running of Flare line, minimizes Well site risk and reduces non-productive time, Leverages our tubular running expertise and innovative technologies to enhance the safety and efficiency of a Well site operation. This system ensures efficient and effective Flare Line make up service.



HARD BANDING Services

HARD BANDING Services

Direction Goals' provides **Hard Banding** services for all kinds of **DP, HWDP** and **BHA** for all sizes of drilling pipes by using specially designed CNC controled & advanced Hard Banding Machines, which enable us to maintain the exact parameters of 18 degree tilting and we rework the 18 degree taper on the drill pipes as well.



Our System offers a comprehensive solution for hard banding services, which are fully equipped with the latest technology of hydraulic drilling pipes handling systems, which can handle all kinds of heavy weight drilling pipes and drill collars effortlessly.

Direction Goals' hard bands are currently applied using GMAW (gas metal arc weld) welding process, a mobile hard banding unit to assist the clients in reducing the overall transport costs and tubular handling costs.

We are licensed by the World's leading **Hard Banding** solution providing companies such as;

150XT

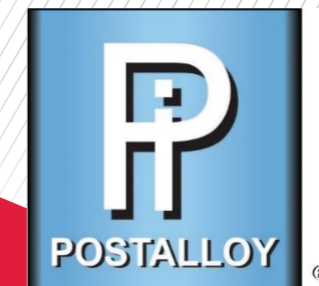
350XT

Duraband

Tuffband

Ultraband nm (NON MAG)

OUR **HARDWARE** PARTNERS:



LOGISTICS & Transportations Services



LOGISTICS & Transportations Services

Direction Goals is proud to be working in the field of Supplies / Transporting for the last 6 years. The foundation is a group of professional's, dedicated and highly qualified personnel to carry out the transactions with high accuracy and speed as well as the trucks that we have are in equipped to meet our customer's unique requirements. The foundation also strives to maintain its leading position amongst the other service providers by rapidly developing the services using the best contrived methods to provide the best services to our valuable customers. The foundation also actively studies all the aspects of the market to meet the needs of customers.



Transportation

Our Organization is keen on attending to customer requirements at the point of clearance redeem customer transactions at ports, undertaking accurate and timely actions to complete the transactions. Our team is a group of quailed & experienced customs clearing agents, who are determined to complete all required documentation processes with accelerated speed and well-thoughtout action plan.

Our available resources are:

Descriptions

1. Flat Bed Trailer
2. Low Bed Trailer
3. Low Bed Trailer
4. Extendable Flatbed
5. Side Curtain Trailer
6. Boom trucks
7. Flat Bed (Dayna)

All trucks are monitored by a tracking system for vehicles via satellite for observation and implementation of track plan carefully, enabling shipments to reach customers in a timely manner.



MECHANICAL CONSTRUCTIONS

& Maintenance Work

Our Mechanical Construction and Maintenance works service the following areas of multiple industrial segments such as ;

Pipeline construction & Associated Works.

Mechanical Equipment works.

Water & Fuel Storage Tank works.

Water & Sewerage Pumping Station works.

Complete Shutdowns, Maintenance Services for Plants.

Installation and Heavy Machineries & Equipment.

Design, Supply and Installation of Complete Fire Protection Systems for Industrial Plants.

HVAC system for Industrial Plants, High Rise Buildings and Auditoriums.

Water Treatment Plant Works.

Cooling & Recirculation Water Piping Systems.

Mechanical Plant Maintenance & Repair Works.

Oil/Water/Gas Well Head Facilities.

Remote Headers and Manifolds.

Gas Gathering Manifolds.

Plant T & I's, T & I's for Boilers, Auxiliaries, Heat Exchangers.

MECHANICAL CONSTRUCTIONS

& Maintenance Work

Direction Goals' mechanical team is well qualified and experienced in various kinds of mechanical installation and structural steel works. The expertise of the crew is well tried and tested in applications



ELECTRICAL CONSTRUCTIONS

& Maintenance Work

Our Electrical Construction and Maintenance works service the following areas of multiple industrial segments such as ;

- Oil Field Plants Major Electrical Works
- MV & LV Sub-Stations / Transformers / Switchgears
- Installation of Generators, Cable Laying & Splicing
- Handling of Shutdown Operations for Industries & Power Plants.
- Electrical & Communications Installation works
- Cable Networks, Laying and Termination of MV and LV
- Cabling of Lighting & Power Installation works, etc.
- Instrumentation & Installation works in Power Plants.
- Power transformer installations, testing and commissioning.
- Electrical Maintenance works for Tele-communications & SCADA Systems.
- Building Services & Electrical systems.
- Fire Alarm and Firefighting System works.



ELECTRICAL CONSTRUCTIONS

& Maintenance Work

Direction Goals' electrical team is highly qualified, experienced, and well aware about the international standards, and has enriched its field experience from working on several prestigious projects in the kingdom of Saudi Arabia. We are fully equipped to execute & maintain electrical & maintenance works.



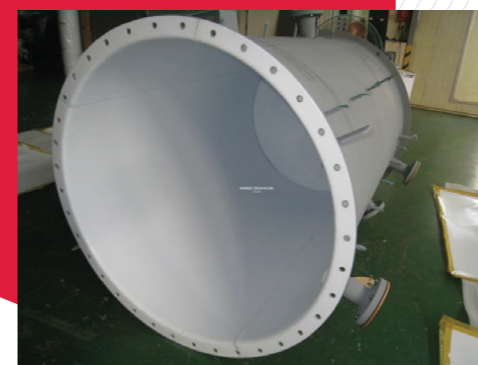
SANDBLASTING

Industrial Cleaning & Painting Services

SANDBLASTING

Industrial Cleaning
& Painting Services

Direction Goals offers excellence born out of experience, commitment, and expertise. With the ability to travel to wherever you are. Our focus has allowed us to become one of the leading providers of abrasive grit blasting, diverse painting & coating services throughout the middle eastern region. Pairing our experience with the very latest in blasting techniques, **Direction Goals'** Painting & Coating has become the leading provider of abrasive blasting services here in the Kingdom of Saudi Arabia. We specialize in selecting the most efficient and effective methods for your project's specific needs.



At **Direction Goals'** We use sandblasting mediums (including glass blasting, soda blasting, and dustless blasting) to restore equipment surfaces safely, effectively, and efficiently.

We specialize in multiple surfaces restoration, metal and steel surface preparation, and masonry protection and restoration, but we offer many additional sandblasting services for commercial and industrial spaces, including:

Cleaning Services: Abrasive blasting is essential to proper, compliant industrial cleaning and painting procedures. Starting with media blasting services means a more successful industrial painting project or structure inspection.

Fire Damage Repair and Restoration: Media blasting can remove surface damage and char. If you're dealing with fire damage at your facility, abrasive blasting is an important step for remediation.

Rust Removal: If you found rust on your last corrosion inspection, get rid of it completely with media blasting for rust removal.

Paint Removal: Whether your walls, ceilings, fixtures, or equipment need new coatings, or you're just wanting to freshen your worksite with new paint, abrasive blasting services are a must to fully renew the old paint so the new paint goes on smooth.

Since we offer multiple media blasting options, you can rest assured that your surfaces will be treated with the proper blasting application, at the appropriate setting, to completely remove particulates and debris while preserving the strength and aesthetic appeal of your surfaces.

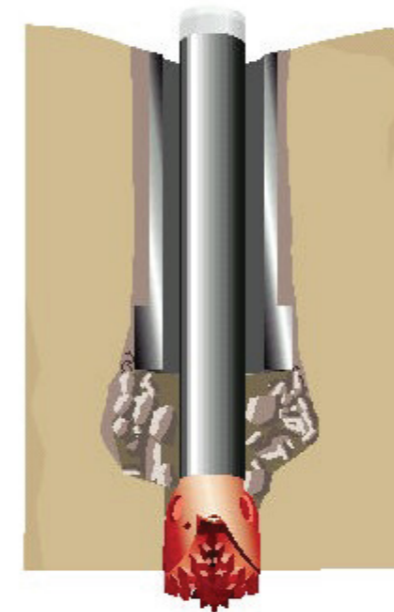
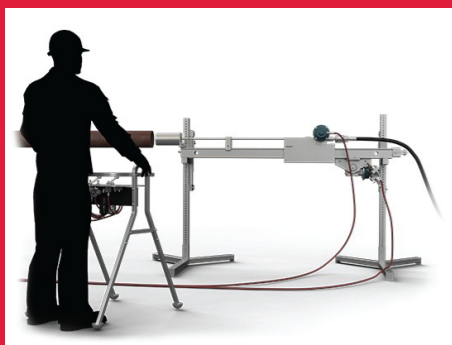
EQUIPMENT THAT WE SANDBLAST & PAINT



CEMENT REMOVAL EQUIPMENT

CEMENT REMOVAL EQUIPMENT

Direction Goals' Precision Water Jet Cutting applies a High Pressure/ Low Volume Water Jet from a special designed transporter, featuring a Pan & Tilt nozzle and CCTV camera module (Optional), to remove deposits settled and solid obstructions from within 6" - 36" (150-900mm) pipes and service lateral connections.



Up to 32,000 psi Precision water jet cutting removes:

Grease films, debris, tree roots, hardened fat, solidified grease, cement, scale, tuberculation, corrosion, years of mineral deposits and calcium build-up, grout and over-poured concrete for the elimination of obstructions and to prepare pipes or a number of different surfaces for rehabilitation.

With eyes on the job, continuous adjustment of pressure, angle of attack and distance to material enable the operator to achieve the breakdown and elimination of various obstructions without adding damage to the surface or pipe structure.

Precision water jet cutting is ;

Powerful
Controlled

Precision Water Jet Cutting Modules:

The available modules for precision water jet cutting are:

- WJ125 for 6" - 15" (150-375mm)**
- WJ160 for 8" - 15" (200-375mm)**
- WJ180 for 8" - 20" (200-500mm)**
- WJ190 for 10" - 36" (250-900mm)**



SPECIALIZED MANPOWER SERVICES

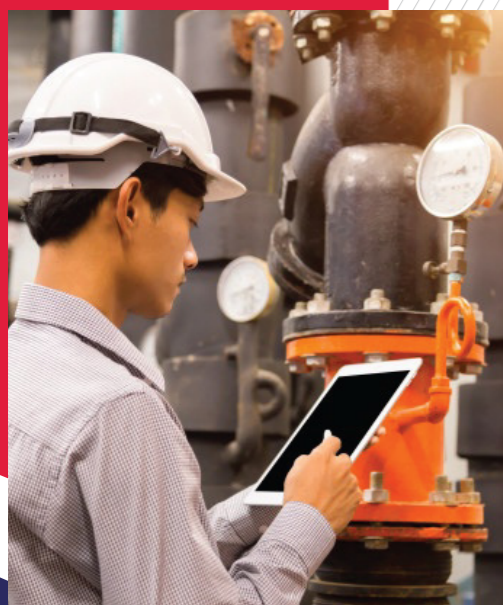
We, at **Direction Goals** understand the intricacies of human resource management.

We are dedicated to bridge the gap between the requirement of our clients and the dedicated individuals. Our philosophy is to provide our clients with the best service.

We believe in "Right people for the Right job".

We offer Manpower Services for the following categories:

- Engineers (Civil, Mechanical, Electrical, and Instrumentation), Project Engineers, QA/QC Inspectors, Site Engineers, Safety Engineers, Planning Engineers, Material Engineers, Cost Engineers and Turnover Engineers.
- Executive Staff Quantity surveyors, Secretaries and Administration Staff.
- Skilled Workers Crane Operators, Welders, Forklift Operators, Riggers, Fabricators, Scaffolders, Electrical and Instrumentation technicians, Pipe Fitters, Electricians and Technicians.
- General Site Superintendents, Supervisors, Foreman's, Safety Officers, Firewatchers, Drivers and other skilled / semi-skilled labors.



CONTACT US



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