



STRONG MAN
GROUP



ABOUT US

A startup company with big dreams that believe in a diversified portfolio to keep up with a versatile marketplace.

We diversify our investment funds into different types of companies. Whether it's construction, trading, food & beverage, or information technology, our goal is to minimize our risk and solidify our growth.

Our main investment always will be the people around us. At Strong Man Group, we aim to hire the best and most qualified specialists. Having a highly intelligent technical staff grants us an edge over our competitors, making us highly attractive in the market place. This goes hand in hand with our aim to translate your ideas from thought to reality. We encourage our staff to think big and dream large making it easier to reach successful milestones.







TRADING DIVISION

Trade Consult was founded in Beirut, Lebanon in 2013. The company has grown from a home-based operation to include a presence in Doha, Qatar.

We have grown to the point that it has many of the benefits of larger distributors but has not lost the personal touch that makes small business relationships so attractive. Purchasing competitively is an essential ingredient for success in today's business climate. TC is fortunate to be able to buy with the biggest and offer competitive pricing to our customers. We recognize the importance of open lines of communication within our company as well as keeping a finger on the pulse of our customers. The customer's wants and needs direct our product, people and location decisions.

We are extremely proud of the experience and quality of the sales and management teams, which represent our company. Our people are what set us apart from our competition. Many TC employees have over 30 years experience in this industry. There is no doubt that the quality and commitment of these employees has made a tremendous contribution to our continued growth.

TC is a sales organization. Every employee of the company, regardless of their job description, understands that our success depends on our ability to service our customer. Many companies make this claim but few carry this axiom into every aspect of their relationship with their customers.

TC product offerings have expanded constantly throughout its two-year history. TC began with top quality, well-recognized lines such as MDF, HDF, and Chipboard modular furniture. Our products include but not limited to complete door systems and accessories, kitchens and kitchenettes, parquet floors and skirtings. We sell a variety of products for every stage of new construction as well as restoration. Trade Consult has always marketed its products through the pre-construction bid process. Therefore, products, which are well specified in our markets, have been the focus of our efforts.

Our strength is not in numbers, but in having a design team ready to transform the client's vision of the finished products to actual models they can easily choose from.



SUB-CONTRACTING DIVISION

Established in 2014 as an applicator in Doha, Strong Man for Construction evolved to become a specialized subcontractor in concrete and steel finishing and coating. We have a very talented engineering staff and a professional labor force with great experience in providing effective solutions to intricate construction problems. Responding to a growing concern for construction materials, protection and environmental problems, our product range has been carefully chosen to serve today's increasing demand for advanced engineering materials and solutions.

Our lines include epoxy flooring systems, concrete protective coatings, civil work preparation and fire protection of steel elements. Our works also include gypsum work installation to serve compartmentalization and design.

We are still in the growing stages but are proud to have successfully completed a total of seven projects with another four in hand through out 2016.





FRANCHISING DIVISION

Sultan Palace Café offers new designs that provide low-cost investments into non-traditional locations. The menu varies depending on the size of the location, but includes a wide variety of Lebanese dishes to choose from, as well as a line of specialty pastries and desserts which are sure to please. Most locations also offer take-n-bake pizzas and two varieties of breadsticks. Sultan Palace Café uses fresh ingredients with its own flare to make it unique in the quick-serve Middle Eastern cuisine industry.

We have appointed distributors with whom we have a buyer/seller relationship. The distributor is an independent operator who may sell many competing ranges. We have agreements in line with others who produce or carry out processes resulting in the production of goods. These arrangements may also involve trademark licenses coupled with know-how agreements under which the licensee manufactures or completes the manufacture of goods for sale.

Franchising is one of the only means available to access venture investment capital without the need to give up control of the operation of the chain in the process. After the brand is carefully designed and properly executed, franchisors are able to sell franchises and expand rapidly across countries using the resources of their franchisees, earn profits commensurate with their contribution to those societies while greatly minimizing the risk and expense that would be inherent in conventional chain operations.



REAL ESTATE DEVELOPMENT

A multifaceted business, encompassing activities that range from the renovation and re-lease of existing buildings to the purchase of raw land and the sale of improved land or parcels to others. We coordinate activities, converting ideas on paper into real property.

Our aim is to buy land, finance real estate deals, build or have builders build projects, create, imagine, control and orchestrate the process of development from the beginning to end. Our strength is in identifying a tract of land, determine the marketing of the property, develop the building program and design, obtain the necessary public approval and financing, build the structures, and rent out, manage, and ultimately sell it.

SMG is flexible in its ideas, as sometimes we will only undertake part of the process. We may choose to source a property get the plans and permits approved before selling the property with the plans and permits to a builder at a premium price. SMG works with many different counterparts along each step of this process, including architects, city planners, engineers, surveyors, inspectors, contractors, leasing agents and more.

SMG began construction of one of its properties in Bekaa, Lebanon in 2014 and aims to complete the scope in Q3. It is a cozy 3 story, nine-apartment building located in the heart of Zahle offering great access and amenities to its future inhabitants.





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