







About Al Fares Center

The center is remarkable in the field of studies, research and data analysis, specialized in providing reliable, sufficient, accurate and comprehensive data based on the highest levels of quality in designing reliable and honest metrics; a professional management of data collection, review and approval processes, using advanced technologies, specialized staff qualified to process that data, and come up with solutions for the partners' business that contribute to deliver their services at the highest degree of effectiveness.

Member of the European Society for Opinion and Marketing Research (ESOMAR); methodology and products approved by the Saudi Society for Sociology at Imam Muhammad bin Saud University as a pioneering initiative in achieving the Kingdom's 2030 vision in the field of development and housing, one of the partners of the United Nations Human Settlements Program (UN-Habitat) to promote social and environmental sustainability in cities, diverse business with more than 40 government and private entities.

The center was launch in 2004 and collected more than 500 thousand forms in various fields, through a field research team of about 3000 researchers, who were able to reach more than 2000 sites in various regions and provinces around the Kingdom.



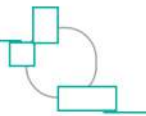
Our Vision

Leadership in achieving effectiveness to our clients.



Our Mission

Commitment to achieving the highest degree of effectiveness to our clients by providing an integrated and powerful work system that uses artificial intelligence applications and empower decision-making and achieving goals efficiently.



Our Values

At Al-Fares Center, we believe that business success in achieving efficiency requires integrating with partners in the spirit of adoption and sincere belief in their goals to form one team that strive for work and creativity in the light of our authentic values



The provided services

The first basic service: effective data (data collection)

We provide powerful and integrated work system that uses artificial intelligence applications that enhance the mechanism and efficiency of service delivery to enable our clients to obtain the necessary data and information to make effective decisions.

We at Al-Fares consider ourselves true partners to our clients, focusing entirely on the need for the work to come out perfectly, and we specifically seek to reach the correct and precise information from the first field application, Where we test tools and procedures to ensure that it is honest, consistent and creatively built to achieve the goal efficiently and at the highest levels of accuracy, also we have a tight internal system which ensures that all procedural steps are completed and accurately so that the delivery of information is on the highest quality standards.

Sub-Service 1/1 (Building / examining DataCollection Tools)

The sincerity and stability of the tool is a very important issue, as it guarantees the exclusion of all possibilities of error and gives confidence that the tool brings exactly what is required without being affected by unexpected circumstances; We build study tools to achieve the goal accurately and efficiently or examine what has been built for the same purpose.

Sub-Service 1/2 (Data Collection)

The researcher and data collector have an important and influential role in quality, as he must be professional, trained, and follow a solid methodology so that his performance is not weak or has a negative impact; We work with a professional staff that is constantly trained to keep pace with our development in professional and ethical responsibility.

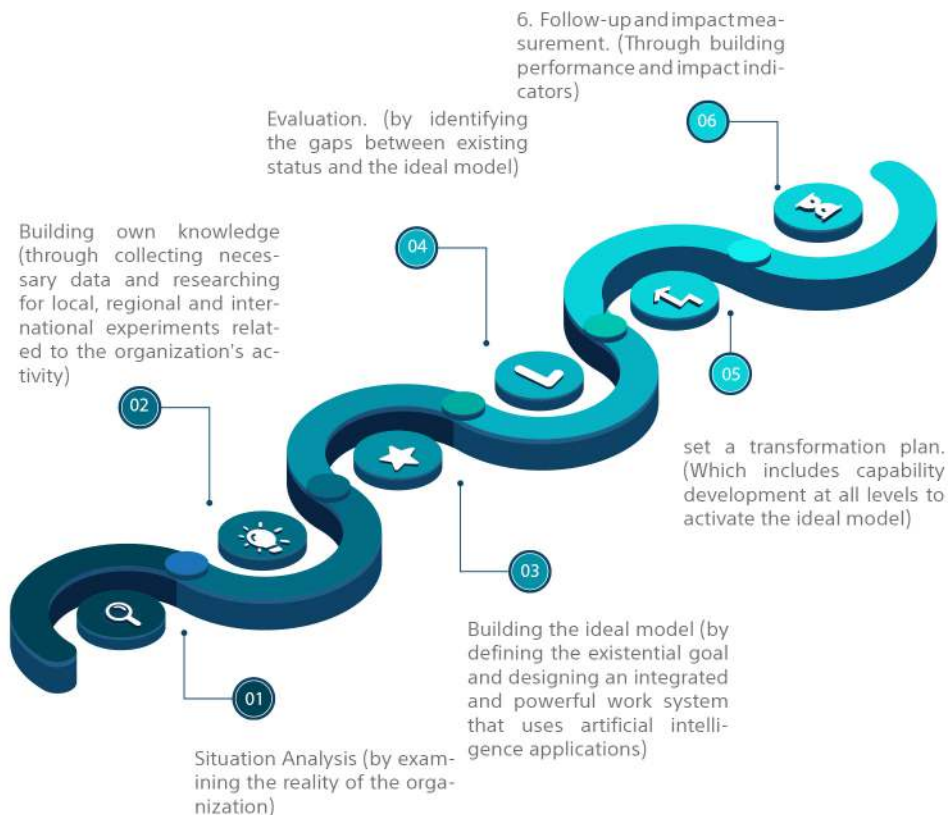
The second basic service: 2/ Research and evaluation processes

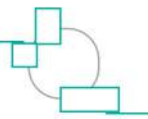
Building eligibility and priority criteria in a solid scientific manner, and evaluating the quality of performance, achievement, and impact to ensure and achieve goals

The third basic service / Applying the effectiveness model

A model based on an innovative methodology aimed at raising the level of performance and quality in organizations in order to reach the highest degree of effectiveness to achieve comprehensive goals

It includes a set of steps:



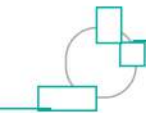


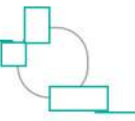
Goals

We aim to be the first regional house of expertise in:

- 01 Data collection (as we have special and innovative working mechanisms that ensure the provision of accurate, sufficient, reliable, and comprehensive data).
- 02 Restructuring the executive business, designing its procedures, mechanizing and reengineering them to ensure effective services. (The center specializes in providing creative works to conduct evaluation and repair operations and reveal the most prominent similar international practices and conduct internal and external examinations to gain access to the knowledge of clients' organizations (to build the conceptual model of its existential goal) and come up with a business model that achieves its goals with the highest degree of effectiveness).
- 03 Qualifying and empowering staff and organizations to practice all the work of their business model, building their own capabilities to move forward in developing and improving their business models.
- 04 Building evaluation and follow-up indicators.
- 05 Building the necessary and supportive partnerships to achieve common goals, exchange benefits and co-finance between partner organizations.



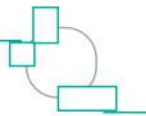






Our clients





Conclusion

In our opinion..

Real achievements; is finding easy solutions to complex problems in a challenging environment, and this is what attracts us and provokes our expertise to achieve ambition.



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