



## HOME | What It Should Feel Like

**URL:** [www.homecd.org](http://www.homecd.org)

**Email :** [info@homecd.org](mailto:info@homecd.org)

**Tel. :** +2 010 3002 999 3

**Address:** 4th zone, 6th of October

---

### HOME | Creations & Development

HOME | C&D is a privately owned company based in 6th of October City, Egypt. We provide superior services for the widest variety of construction projects across Egypt and abroad. Through the unique synthesis of our four head departments, Design, Construction, General supplies and Facility Management, HOME | C&D is literally the one-stop-shop for all of your construction needs. Our family of pioneer designers, engineers, accountants and managers, along with our broader network of contractors, do the heavy lifting in every creation and development project so that you don't have to. We pride ourselves in delivering excellence on a wide range of services at every step of the creation and development process: whether you need architectural, structural and interior designs, design-bid-build, design-build, general contracting, construction and development supplies, facility management, maintenance and logistical support.

### Vision

We are committed to be a leading provider of innovative and high quality construction, interior design and project management solutions to a wide range of clients through integrated and comprehensive one-on-one service, and building satisfying careers for our people.

### Mission

To fulfill our clients' needs by delivering high quality and innovative services and solutions at competitive prices.

To uphold our reputation and consistently exceed clients' expectations.

To provide open, ethical and empowering works environment.

To exercise wisdom and fairness in relationships with clients, employees and stakeholders.

To build and maintain long-lasting relationships with project stakeholders through enduring case and services, and through the operation of a sound and successful business.

### Safety

HOME | C&D believes that safety is the most important aspect for a successful project, and for building careers. We are relentless in keeping people safe from harm and providing a safe and healthy work environment. That is why we at HOME | C&D implement without compromises, all safety & health regulations and solutions issued by OSHA (Occupational Safety and Health Administration, USA), all our teams receive regular safety trainings and seminars to ensure that all projects and tasks performed are executed under strict safety and health regulations. we also perform Internal safety audits regularly on all of our sites.

## Our Values

**Ethics.** We are uncompromising in our integrity, honesty, and fairness.

**Safety & Health.** We are relentless in keeping people safe from harm, and we provide a healthy work environment.

**Quality.** We are passionate about excellence and doing our work right the first time. Our reputation depends on our delivered value in the eyes of every customer and community.

**People.** We inspire each other with important work full of purpose, challenging development opportunities, and rewarding careers. We aspire to be the employer of choice in our industry.

**Culture.** We actively build a diverse, inclusive, and collaborative work environment where all views are welcomed, openness is encouraged, and teamwork and merit are cornerstones. We are proud of what we do and how we do it—and we enjoy doing it!

**Relationships.** We build positive, long-term relationships with our customers, joint-venture partners, subcontractors, suppliers, and colleagues that are built on trust, respect, and collaboration.

**Innovation.** We develop and apply world-class technology. We listen, learn, and seek out the best ideas. We attack complacency and continually improve.

**Sustainability.** We improve the quality of life in communities where we work by respecting local cultures, engaging local people, and protecting the environment.

**Client Focus.** we are dedicated to consistently realizing clients' needs, delivering speedy, high quality services and solutions, exceeding clients' expectations, enhancing client satisfaction, and building and maintaining long-term client relationships.

**Teamwork.** we work closely with clients, employees and all stakeholders, providing value-added services with quality, speed and finesse, promote team efforts, stimulating creativity and innovation and achieving mutual benefit for all parties.

**Integrity.** In all dealings with clients, employees and stakeholders, our employees are committed to upholding the highest levels of business and professional integrity, ethics and trustworthiness; and treating all stakeholders with respect and fairness.

**Professionalism.** we are committed to always provide service efficiently and effectively, by continuously striving to improve on standards and competencies, and through applying best industry practices, so as to ensure the highest professionalism is maintained throughout our dealings with project stakeholders.

**Courage and Perseverance.** we approach all endeavors with strong mental and moral strength, determination and effort. We proceed objectively beyond the ordinary to manage and deliver every project diligently and within schedule regardless of challenges involved.

**Passion.** we exude passion, enthusiasm to excel in all undertakings and offers the most valued services and solutions to clients, employees and all stakeholders.

## Our Promise

NO MATTER THE PROJECT, WE DELIVER:

**Integrity.** Uphold the highest level of professionalism, plan responsibly, and honor all agreements.

**Respect.** Treat everyone with dignity, listen actively, communicate in an amiable and forthright manner.

**Collaboration.** Ask for and welcome help; offer and give it freely. Collectively resolve ambiguity and conflict.

**Trust.** Make commitments responsibly and always keep our word. Be candid while building shared understanding. Never undermine colleagues.

**Innovation.** Learn, Build, Share - in any order. Balance curiosity with acuity, and build on lessons learned.

**Culture.** Embrace, embody, and actively contribute to our Vision, Values & Covenants. Nurture a proud legacy.

## Our Objective

With HOME | C&D, your development projects are in secure hands so that everything happens smoothly and seamlessly from the idea phase through to the finishing details, and that your final projects are properly maintained to stay functioning at their optimal capacity long after you've moved in. We enhance every project at every step of the process, to ensure that your project meets your every need and then surpasses your expectation of success.

## Our History

HOME | C&D is a privately owned company, founded by Eng. Omar Salem who has been a contractor in the private sector since 2007. HOME | C&D's roots go as far as 2013. In that time, HOME | C&D has gained maturity and experience on a variety of project categories, including: housing, offices, retail units, showrooms, hospitals, and infrastructure, as well as services in facility management and general supplies for small to large scale businesses. Today, HOME | C&D is a company with a long-standing reputation as a company of integrity, innovation, and inspiration.

## Our Services

HOME | C&D provides superior services for a wide range of construction projects; from design, general supplies, construction and management services, you'll have everything you need to make your home creation or development project a reality.

We specialize in new construction projects, interior remodels, exterior remodels and building maintenance for retail, offices, financial institutions, healthcare facilities, educational facilities, government properties, warehouses, among many others. Our services include but are not limited to:

- Full Engineering services
- Pre-construction Design and Estimation
- Design/Build
- Construction Services
- Construction Management
- Office Build-outs, Renovation and Expansion
- Remodeling
- Building Sustainability
- Facility upgrades
- General supplies
- Facilities management

HOME | C&D will fast track your project and offer cost-saving solutions to meet your budget goals. We encourage creating eco-friendly and high-performance buildings, which guarantee safety, efficiency and cost-effectiveness. Because what's good for the environment is good for your budget too - your business should operate at its optimum while you save money on construction expenses for years to come. HOME | C&D doesn't consider our job done until we're satisfied that you're all set up to thrive.

### Management Structure

**Omar Salem | Founder, Head Engineer.** Omar graduated from Cairo University, Department of Civil Engineering, with a specialization in highways and airports. It was always clear that Omar's passion is for building spaces that have a big impact on people's lives, no matter the physical size of his projects. That's one of the main reasons Omar established HOME | Creations & Development, which would put what impacts people the most at the center of its creations and development projects.

**Kali Martin | Head of Design.** Kali is one of HOME | C&D's founding members, and strives to be pioneer in the design field. With a bachelor's in philosophy from San Francisco State University, California, Kali launched her design career in 2016. Design was an important part of Kali's life from an early age, and her philosophical background laid the groundwork for her vision of home inspired designs and creations.

**Sharaf Seif Aldein | Head of Sales.** Sharaf was one of the first to be inspired by the development concept at HOME | C&D, and joined the family in mid 2016. With 10 years experience in the supply chain department at Elsweedy, Union air and Concord, and a degree in Engineering from Cairo University, Sharaf now aspires to communicate the company's mission and connect people with the same vision of home inspired development projects.

**Eslam Hussein | Head of Construction.** Eslam graduated from Cairo University, Department of Civil Engineering with a specialization in hydrology. His exemplary work at Alkharafi construction and his dedication to details in the construction process is why Eslam is the one supervising and ensuring that every project is a success.

**Omar Mortada | Head of Facilities Management.** Mortada graduated from Cairo University, Department of Civil Engineering with a specialization in management. His love and passion towards project and facility management is why Mortada is the perfect fit for supervising our facilities management department.

**Ali Fawaz | Head of Legal Department.** Ali graduated from Cairo University, Faculty of Law with a specialization in commercial law. Ali was inspired by HOME | C&D's values and work ethic, which is why he joined our family and has never looked back. Ali is currently responsible for all legal contracts and disputes in behalf of HOME |C&D.

## Project Philosophy

### I. Engineering Services

HOME | C&D performs studies, engineering calculations, designs, equipment selection, shop drawings, coordination drawings and as-built drawings for projects ranging in complexity and magnitude from a single-family house to infrastructure, urban development projects and power projects.

HOME | C&D provides comprehensive and outstanding designs that strive to be innovative, technically sound, environmentally friendly, low cost, and delivered on time.

HOME | C&D Uses the latest design technologies and sciences, and we research and implement the latest execution techniques and technologies.

HOME | C&D believes that our success is presented by how our designs are perceived by the user, starting with the owner, to the contractor, and most importantly the end user.

### II. Construction

#### A. Company Headquarters & Offices

HOME | C&D designs and builds company headquarters and offices especially to reflect your business family. A successful business relies on a creative, reliable and efficient workforce, and that requires an environment in which they can excel.

HOME | C&D not only delivers optimally designed offices to serve the purposes of employees and administration, we also ensure they are cost-effective, so your business can thrive.

#### B. Warehouses

A well-designed and constructed warehouse is critical to the success of your business; which means keeping products moving smoothly in and out of storage in a systematic way. HOME | C&D carefully designs and builds warehouses to maximize your usage of volumetric space, enhance logistical convenience and efficiency of your product flow, and ensures your preparedness for all equipment necessary to keep your business operating at its optimum even under the most demanding conditions.

#### C. Showrooms

Elegant. Inviting. Profitable. These are critical elements for any business showroom. HOME | C&D takes showrooms to the next level, founded on a well-researched design to maximize sales in an environment that seamlessly attracts and guides customers to the products best suited for them. Profitable showrooms are not only built to impress but are also cost-effective, streamlined, and operating in no time.

#### D. Residential, Villas & Apartments

HOME | C&D creates detailed, customized designs to personalize your living space. Using the latest technologies, your home should meet the highest standards of comfort and relaxation, but cost-effective and sustainable at the same time. Because the place you call home must be perfect, without breaking your budget. HOME | C&D does the heavy lifting so your home reflects your true self, and you won't lift a finger.

### III. General Supplies

HOME | C&D makes sure your specifications are well-studied and perfectly understood, then we provide fair and clear quotes, with only the most competitive prices. From the moment your purchasing order is issued, HOME | C&D has already begun executing your purchase list to ensure your products are delivered safely and well ahead of deadline, keeping you on track every step of the way.

### IV. Facility Management

With HOME | C&D you can rest assured that your facilities are monitored closely, and will have the quickest response time for all of your facilities' needs. HOME | C&D also makes regular systematic assessments of your facilities, then produces detailed reports to optimize safety, security, functionality, and aesthetics. Every enhancement is then swiftly executed within your timeline and budget, to keep your business looking and functioning as good as new for a lifetime.

### Want to Know more..

You can visit our [Website](#);

Check out our [Brochure](#)::;

Watch our [Introductory Videos](#);

Or download our [Introductory Presentations](#).

Our Partners

