MUQAWLAT
مقاولات قطر

COMPANY PROFILE

Muqawlat Qatar

An integrated digital platform and business marketplace for the construction and industrial sectors

Doha – State of Qatar



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About Muqawlat Qatar

Muqawlat Qatar is a specialized digital business platform that brings companies, contractors, suppliers and project owners together in a single online marketplace — an integrated experience that begins with product selection, continues through purchase, and concludes with delivery on the agreed date.

- **Heavy Equipment Bazaar**
- **Construction Materials Sales**
- **Equipment & Machinery Rental**
- **Online Store**
- **Recruitment Services**
- **Advertising Services**
- **Digital Marketing Services**
- **AI Smart Assistant**

Muqawlat Qatar was developed by iSmart Trading and Technology (“iSmart”), the platform’s official owner, a technology company building digital solutions and business platforms that advance digital transformation.



Muqawlat in Numbers

A growing digital presence across search engines, AI platforms and an expanding community of users.

1,000,000+

Organic search engine impressions

39,000+

Users

50,000+

Impressions in AI tools

Building a Trusted Digital Construction Marketplace



Our Vision

To become one of the leading specialized digital platforms in the construction and industrial sectors, advancing the business ecosystem through modern solutions that strengthen collaboration and simplify access to projects and opportunities.



Our Mission

To provide a reliable and efficient digital environment that reduces operational effort and cost, enhances market visibility, facilitates partnerships and accelerates project execution across the construction ecosystem.

Why Muqawlat Qatar?

Muqawlat Qatar was established in response to the growing need for a structured digital environment serving the construction and industrial sectors. It connects contractors, suppliers, equipment companies and skilled professionals through a specialized marketplace and integrated services.



One Sector, One Platform

Effective connections across every link of the construction value chain.



Stronger Market Presence

A professional environment that elevates company visibility and reputation.



Trusted Partnerships

Faster access to new projects, opportunities and business relationships.

Muqawlat Platform Advantages

Specialized Platform

Dedicated to the construction and industrial sectors.

B2B Marketplace

Connects companies, suppliers and contractors in one place.

Direct Access

Reach contractors, suppliers and project owners directly.

Integrated Solutions

Selling, renting, recruitment and digital marketing in one platform.

AI Smart Assistant

Search, discover and be matched with the right services.

Trusted Environment

Builds confidence and supports lasting professional relationships.

Our Core Services

Bazaar

Display and sale of heavy equipment

Materials & Devices

Construction materials and industrial products

Machines for Rent

Equipment and machinery rental

Online Store

Direct selling through the platform

Recruitment

Jobs, professionals and short-term contracts

Advertising

Advertising and digital marketing services

Members Club

Connects suppliers, contractors and project owners

Privilege Club

Plans that unlock premium services

Mobile App

The full platform in your pocket

AI Smart Assistant

A smart bot that assists you across the platform

Service 1

Digital Construction Marketplace

The digital marketplace is a core pillar of Muqawlat Qatar. It enables companies to showcase their products and services, reach clients and projects across the construction sector, and simplifies selling, renting and communication within a specialized digital environment. It comprises four sections:



1.1

Bazaar

Display and sale of heavy equipment



1.2

Materials & Devices

Construction materials and industrial products



1.3

Machines for Rent

Rental of equipment and machinery



1.4

Online Store

Direct sale of equipment and products

Bazaar

The platform’s service for displaying and selling heavy equipment in Qatar, giving companies a specialized venue to reach serious buyers.

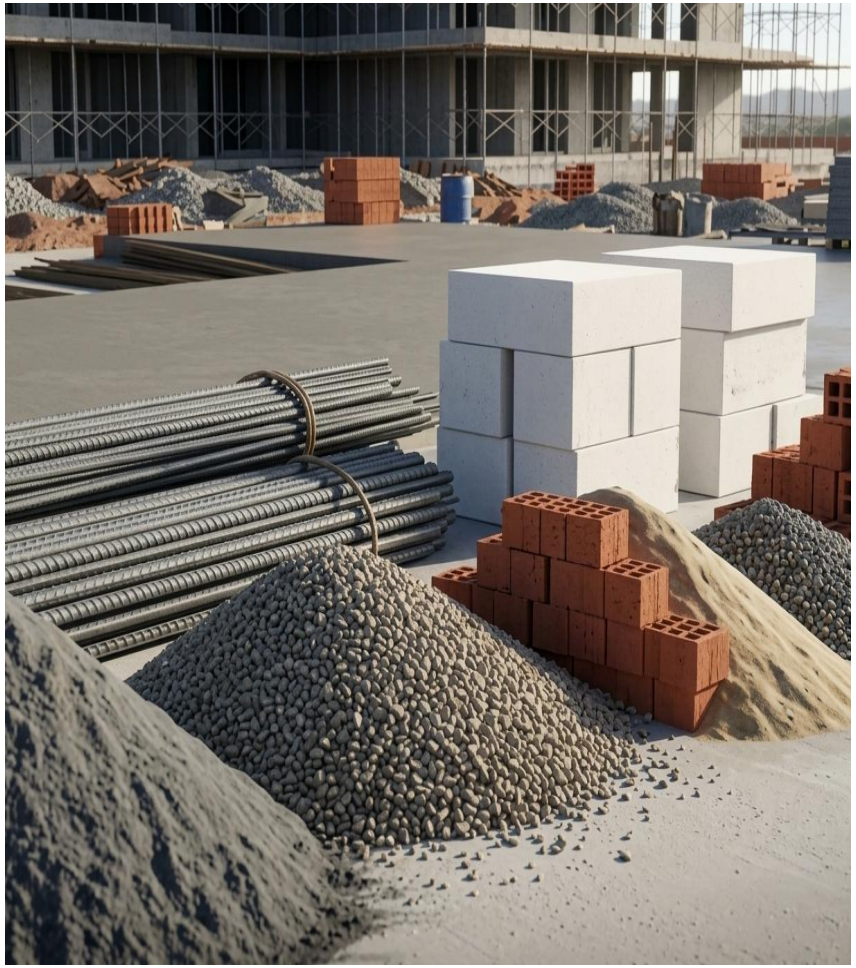
Key Features

- Lets companies showcase the equipment they have available
- Provides access to contractors and developers
- Increases sales opportunities at competitive prices
- Presents equipment professionally on a specialized platform



Materials & Devices

A section for displaying and selling construction materials and the industrial products related to construction projects.



Key Features

- Showcases supplier products in a specialized marketplace
- Provides access to contractors and project owners
- Simplifies product search and comparison
- Strengthens sales opportunities and market expansion

Machines for Rent

A dedicated section for renting equipment and machinery between companies, contractors and equipment owners.



Key Features

- Equipment owners can list their machinery for rent
- Renters can browse listings and choose the best fit
- Reduces the time needed to find equipment
- Maximizes utilization of available equipment

Online Store

An integrated store that enables the direct sale of equipment and industrial products through the platform.



Key Features

- A specialized digital sales channel for the construction sector
- Professional product presentation
- Direct access to targeted customers
- Promotes e-commerce within the industry

Service 2

Recruitment

An integrated system for attracting talent across the construction and industrial sectors, organized in three sections:

Jobs

A section for publishing job opportunities in the construction and industrial sectors.

- Connects companies with qualified professionals
- Simplifies the hiring process

Professionals

A platform for showcasing the résumés of engineers, technicians and specialists.

- A database of professional talent
- Easier access to experienced specialists

Human Resources

A section for hiring through short-term contracts.

- Engineers, workers and professionals for defined periods
- Supports efficient project execution

Service 3

Members Club

A professional space that brings together companies in the construction sector, helping them build relationships and partnerships with other businesses in the industry.



Key Features

- A specialized directory of construction companies
- Classification of companies by specialization
- Greater opportunities for collaboration
- Partnerships and alliances for projects

Service 4

Privilege Club

Three plans covering platform, advertising and marketing services — each with its own set of benefits.

Startup Plan

To get started on the platform

- List products in the online store
- List equipment and machinery for rent
- Company profile in the directory (40 words)
- One job posting per month
- Hire workers or engineers for defined periods
- Tender and news notifications

Standard Plan

For a stronger presence

- All Startup plan benefits
- Company profile (120 words)
- List 5 items in the Bazaar
- List up to 25 staff for hire
- 3 job postings and 5 quotation requests monthly
- Up to 15% off platform advertising

Premium Plan

For maximum visibility

- All Standard plan benefits
- Company profile (250 words)
- List 10 items in the Bazaar
- List up to 100 staff for hire
- Unlimited projects, quotation requests and job postings
- Up to 35% off advertising, plus a dedicated social media account manager

Service 5

Advertising & Digital Marketing



Advertising built for construction

- Homepage advertisements
- Banner advertisements within site pages
- Featured listings in the digital marketplace
- Company profile articles
- Digital marketing campaigns
- Social media promotion



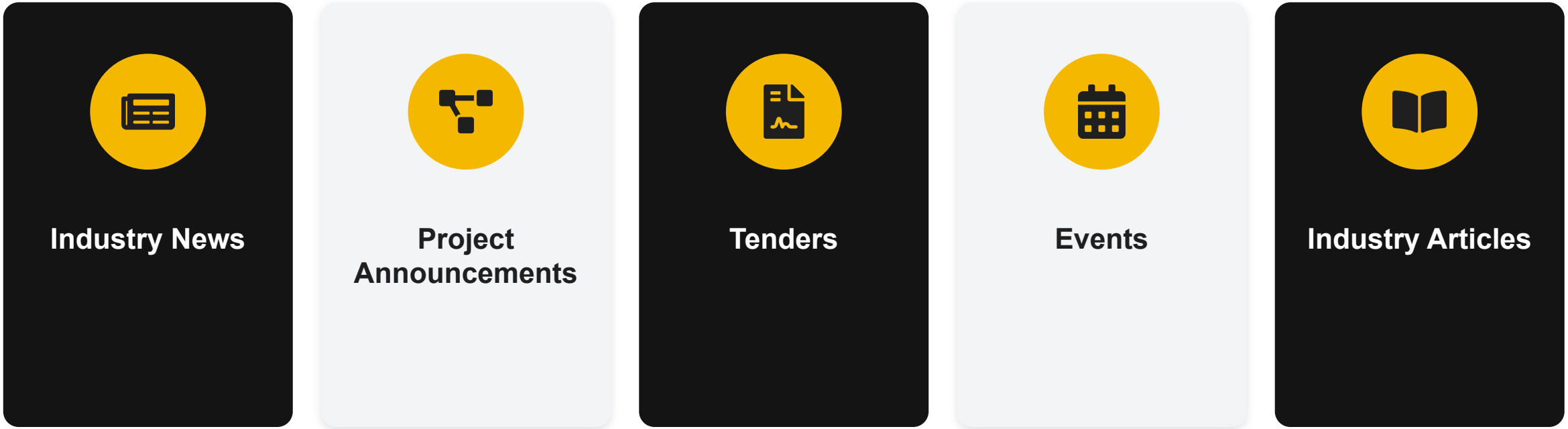
What it delivers

- Direct access to a specialized audience
- Stronger brand presence
- More opportunities to win new projects
- Targeted exposure to companies in the sector

Service 6

Media Center

Specialized construction-sector content that keeps companies informed of the latest developments and opportunities.



New Service

AI Smart Assistant

An intelligent assistant that helps you find products, compare renting and buying equipment, and discover available staff — simply choose a question to get started.

Choose a question to get started.

Search for a product

From the Bazaar and online store, by name or image

Rent or buy equipment?

Compare costs based on the duration of work.

Staff for secondment

Browse available personnel by profession

New Service

Muqawlat Mobile App

The complete Muqawlat Qatar marketplace in your pocket. Browse, buy, rent, hire and connect — every operation available on the web can be completed in the app, anytime and anywhere.

Full Platform Access

Browse and complete every transaction, exactly as on the web.

Easy Access

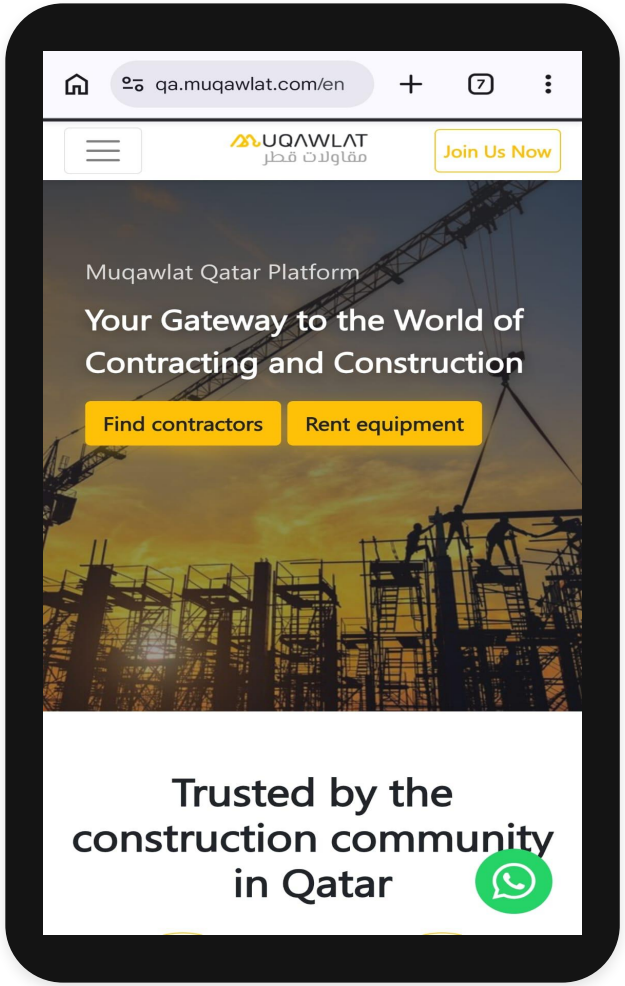
Open the platform in a single tap, wherever you are.

Instant Communication

Reach suppliers, contractors and the team directly from your phone.

A Seamless Experience

A familiar, consistent journey between the app and the website.



Target Segments

Muqawlat Qatar serves a wide range of entities operating in the construction and industrial sectors, including:

- **Main Contractors**
- **Subcontractors**
- **Real Estate Developers**
- **Material Suppliers**
- **Equipment Rental Companies**
- **Engineering Firms**
- **Government Entities**
- **Project Owners**

Strategic Partnerships

Muqawlat Qatar aims to build a broad network of strategic partnerships with key stakeholders across the construction sector, including:

- Major construction companies
- Suppliers and building material companies
- Heavy machinery and equipment companies
- Engineering and consultancy firms
- Government entities supporting the construction sector

These partnerships extend the platform’s reach and strengthen its role as the digital link between all construction stakeholders.



Future Vision

Muqawlat Qatar seeks to develop a comprehensive digital ecosystem that supports the construction and industrial sectors by expanding digital services and strengthening collaboration between companies.

Our aim is to become one of the leading specialized digital gateways connecting companies, projects and opportunities within a professional business environment that fosters the growth and development of the industry.



Economic Impact

The platform advances the digital transformation of the construction sector by providing a more efficient and transparent environment. Key expected impacts include:

- Accelerating procurement processes within projects
- Reducing the time and cost of searching for suppliers
- Helping small and medium-sized enterprises access the market
- Improving the efficiency of construction project management
- Promoting digital transformation and competitiveness in construction

Partners in Building the Future of Construction

Muqawlat Qatar opens new avenues for collaboration between companies, suppliers and investors within a digital environment that strengthens business growth, knowledge exchange and a more integrated industry ecosystem.

Companies interested in partnership or collaboration are warmly invited to get in touch to explore opportunities that support the growth of the construction sector in the region.



Get in Touch

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Thank You

Muqawlat Qatar – the digital business platform for the construction and industrial sectors