



I N T E R I O R D E S I G N & F I T - O U T · R E N O V A T I O N · F A C I L I T Y M A N A G E M E N T

One accountable partner — from design and execution through ongoing property care.

Most property work is fragmented across designers, contractors and service providers. Every handover between them is a risk to cost, programme and quality.

Sadeed removes those seams. Design, fit-out, renovation and maintenance sit inside one company, under one contract, answerable to one team.

A UAE company built around precision and accountability.

Sadeed is a UAE-based design, fit-out, renovation, maintenance and facility management company, based in Dubai Design District (d3). We work with developers, property owners, operators and consultants who need a single partner responsible for the outcome — not a chain of suppliers.

Our teams cover interior design, technical coordination, electrical & plumbing systems, site execution and long-term property care. The same standards apply from the first drawing to the maintenance visit five years later.

WHO WE ARE

A multidisciplinary design and construction team.

WHAT WE DO

Design, build, renovate and maintain interiors.

WHERE WE OPERATE

Dubai Design District (d3), United Arab Emirates.

WHAT WE BELIEVE

Quality is a process, not a promise.



A single sequence, owned end to end.

Each stage is closed out before the next begins, with a named point of contact throughout. Nothing is handed to a third party we cannot hold accountable.

01	02	03	04	05	06
UNDERSTAND	DESIGN	PLAN	EXECUTE	HANDOVER	MAINTAIN
Brief, site conditions, budget and programme constraints.	Concept, space planning, materials and technical drawings.	Programme, procurement, approvals and site logistics.	Fit-out, electrical & plumbing systems and finishes under supervised quality control.	Snagging, testing, documentation and client sign-off.	Planned and reactive care under Sadeed Care.

Three programs. One company.

Sadeed Design, Sadeed Revive and Sadeed Care are integrated programs under one brand, one contract structure and one accountable team. A client can start anywhere and stay with us for the life of the property.

Sadeed Design

INTEGRATED DESIGN & BUILD

Interior design and fit-out delivered as one scope, so the detail that is drawn is the detail that is built.

Sadeed Revive

RENOVATION & TRANSFORMATION

Upgrading existing properties – often occupied or operating – with phased, low-disruption execution.

Sadeed Care

MAINTENANCE & FACILITY
MANAGEMENT

Ongoing electrical, plumbing, civil and specialist property care that keeps an asset performing after handover.

DESIGN

REVIVE

CARE



Sadeed Design

06 – SERVICE PROGRAM

INTEGRATED DESIGN & BUILD

Design and construction are handled by the same company, so intent survives execution. Specifications are checked against buildability, cost and lead time before they are issued, and the site team works to drawings its own colleagues produced.

Interior Design	Material Selection
Space Planning	Fit-Out Execution
Concept Development	Project Coordination
Technical Design	Handover

Sadeed Revive

RENOVATION & TRANSFORMATION

Existing buildings carry constraints that new-build work does not: live tenants, operating hours, ageing services and unknowns behind the finishes. Revive is structured around that reality.

We survey first, phase the works, and sequence noisy or disruptive activity around the client's operation wherever the programme allows.

Renovation

Refurbishment

Interior Upgrades

Space Transformation

Finishes

Replacement Works

Minimal-Disruption Execution

Phased Delivery



MAINTENANCE & FACILITY MANAGEMENT

Care is the long-term half of the Sadeed relationship: planned preventive maintenance, reactive response and specialist property services delivered by teams that already know the building.

H V A C Servicing, cleaning and performance* (via approved specialists).	E L E C T R I C A L Distribution, lighting and fault attendance.	P L U M B I N G Water systems, drainage and sanitary works.
G E N E R A L M A I N T E N A N C E Routine repairs and planned upkeep.	F I R E & S A F E T Y System checks and compliance support* (via approved specialists).	C I V I L W O R K S Minor structural, tiling and repair works.
F L O O R & M A R B L E C A R E Polishing, restoration and protection.	P O O L & L A N D S C A P E Water treatment and grounds upkeep.	I T S E R V I C E S Network, cabling and low-current support*. (via approved SIRA specialists).

Capability matrix

CAPABILITY	SCOPE	DESIGN	REVIVE	CARE
Design	Concept, space planning, technical drawings, materials	●	●	—
Fit-Out	Joinery, partitions, ceilings, flooring, finishes	●	●	—
Renovation	Strip-out, refurbishment, upgrades, replacement works	—	●	—
Electrical & Plumbing	Electrical fitting, plumbing & sanitary, low current	●	●	—
Maintenance	Planned preventive and reactive attendance	—	—	●
Facility Management	Soft and hard services, specialist property care	—	—	●
Project Coordination	Programme, procurement, approvals, site management	●	●	●
Technical Support	Surveys, condition reports, documentation	●	●	●

From first site visit to long-term care.

01

DISCOVER

Site visit, requirements, technical survey and constraints.

02

PLAN

Scope definition, budget alignment and programme.

03

DESIGN

Concept through technical drawings and material approvals.

04

EXECUTE

Supervised site works with staged quality inspections.

05

HANDOVER

Testing, snagging, documentation and client acceptance.

06

CARE

Maintenance schedule and continued property support.

AT EVERY STAGE

One project contact · Written progress reporting · Documented approvals · Defined quality checkpoints

The case for one partner instead of five.

Every interface between separate suppliers is a place where cost, programme and quality can be lost. Sadeed removes those interfaces by keeping design, execution and property care inside one company.

- 01** Single accountable partner
One contract, one team answerable for design, build and aftercare.
- 03** Engineering precision
Technical coordination resolved before site work begins.
- 05** Execution discipline
Sequenced programmes, supervised trades, staged inspections.
- 07** Long-term support
Sadeed Care continues the relationship after handover.

- 02** Integrated services
Design, electrical & plumbing systems, fit-out and maintenance coordinated internally.
- 04** Design sensitivity
Detailing, proportion and material quality treated as deliverables.
- 06** Transparent communication
Written reporting, documented variations, no surprises on site.
- 08** Quality-focused delivery
Defined standards applied to workmanship and materials alike.

لا نُنفذ الفخامة ... نصنّنها

We don't implement luxury — we guarantee it.

Quality is controlled, not inspected at the end.

Each project runs against defined checkpoints. Work is approved stage by stage so problems are found while they are still inexpensive to fix.

- 01**

Quality control

Stage inspections against an agreed standard and checklist.
- 02**

Material selection

Samples approved for performance, availability and finish.
- 03**

Site coordination

Trade sequencing managed to protect completed work.
- 04**

Workmanship

Supervised crews held to consistent finishing tolerances.
- 05**

Technical coordination

Technical and interior clashes resolved on drawings first.
- 06**

Safety

Site rules, access control and safe working practice.
- 07**

Documentation

Approvals, variations and as-built records kept current.
- 08**

Handover

Testing, snag closure and a complete handover pack.

Where we work.

Sadeed is structured for B2B property work — owners, operators and managers who need design, execution and upkeep handled together.

01

Hospitality

HOTELS · SERVICED APARTMENTS

Guest-facing interiors where finish quality and downtime both carry commercial weight.
HOTELS · HOSPITALITY OPERATORS

02

Residential

VILLAS · APARTMENTS

High-end private residences requiring discretion, detailing and a clean site.
VILLA OWNERS · APARTMENT OWNERS

03

Commercial & Offices

WORKPLACE · MIXED-USE

Workplace fit-out, reconfiguration and continuing technical service.
CORPORATE CLIENTS · COMMERCIAL OWNERS

04 **Retail**

STORES · SHOWROOMS

Programme-critical fit-out delivered around trading hours and landlord conditions.

RETAIL BUSINESSES

05 **Real Estate & Development**

PORTFOLIOS · HANDOVER PACKAGES

Show units, common areas and unit-level upgrades across a portfolio.

DEVELOPERS · REAL ESTATE COMPANIES · ASSET MANAGERS

06 **Property & Facility Management**

MANAGED ASSETS

Planned and reactive maintenance under annual contract.

PROPERTY MANAGERS · FACILITY MANAGERS

ALSO SERVING Architects · Consultants · Corporate clients · Private clients

The work we are set up to deliver.

Interior-led projects of varying scale, and the maintenance contracts that follow them.

A

New interiors

Villas

Full-property design, fit-out and finishing.

Apartments

Single-unit and multi-unit interior packages.

Offices

Workplace fit-out and technical upgrades.

Retail spaces

Stores and showrooms on constrained programmes.

B

Renovation & upgrade

Renovation projects

Strip-out, upgrade and replacement works.

Refurbishment projects

Targeted finish and services renewal, often occupied.

Hospitality properties

Guest areas, back-of-house and phased refurbishment.

Commercial properties

Common areas and building services works.

C

Ongoing contracts

Maintenance contracts

Planned preventive schedules and reactive attendance.

Facility management

Hard and soft services across a managed asset.

Annual contracts

Fixed-scope property care renewed year on year.

How the work is structured.

Every enquiry is scoped against the property, the programme and the client's operation before a delivery model is agreed.

DELIVERY MODEL Design and build under one contract, or execution against a consultant's drawings.	OCCUPIED PROPERTIES Phased and out-of-hours works sequenced around a live operation.	SCOPING Scale, duration and team allocation confirmed per enquiry after a site assessment.
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Selected projects

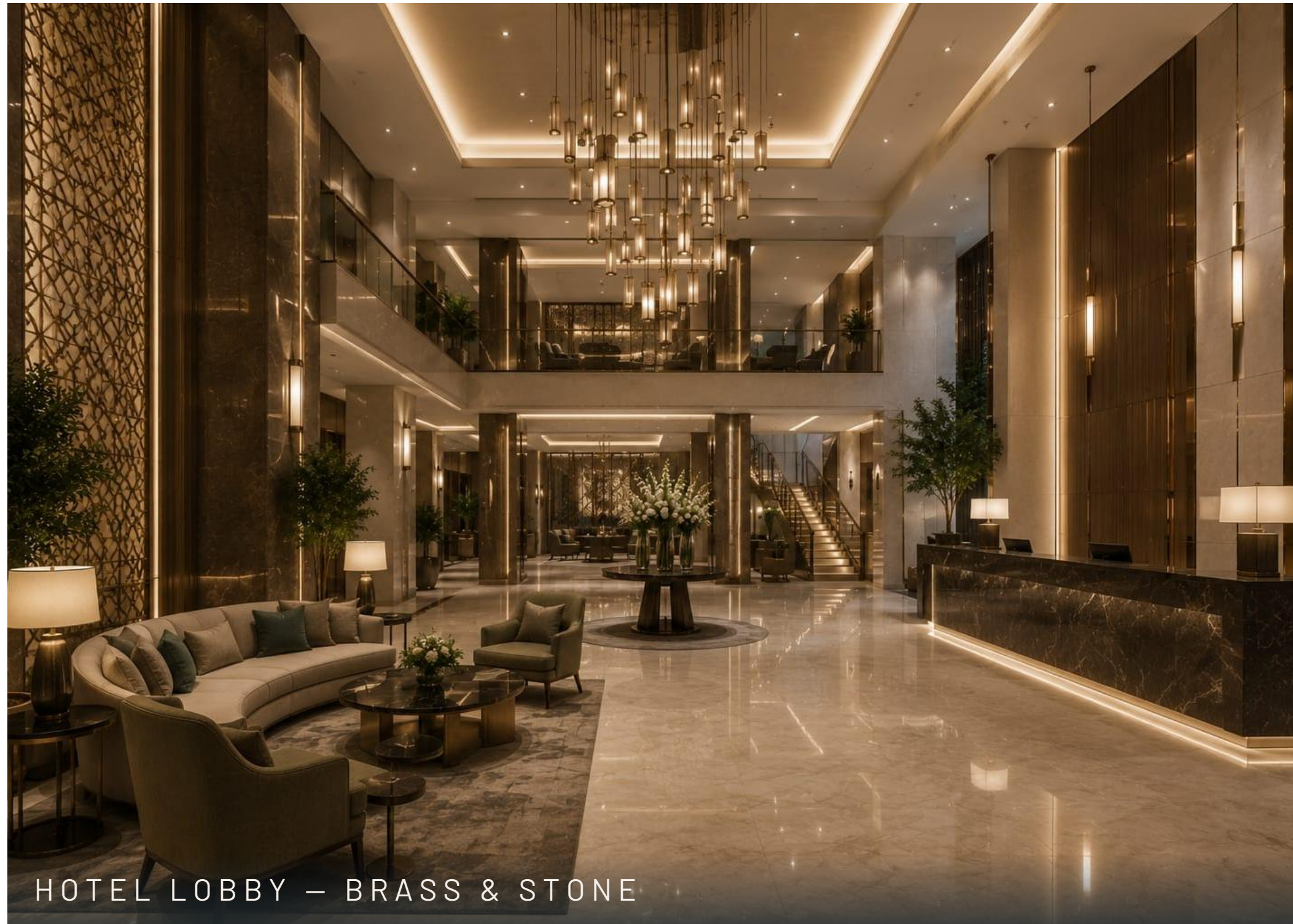
A selection of completed and delivered interiors across hospitality, dining, healthcare, workplace and residential projects. Full project records – scope, services and outcomes – are issued on request.

SLIDES 18 – 21

Hospitality · Dining · Clinics &
Workplace · Residential

Hospitality & lobbies

Reception, lounge and circulation spaces
where finish quality and lighting carry the
guest experience.



Restaurants & dining

Two directions delivered under the same execution standard: contemporary fine dining and heritage Emirati interiors.



Clinics, workplace & education

Operational environments where hygiene,
wayfinding and services coordination
govern the detailing.



CLINIC — RECEPTION



CLINIC — FULL SCHEME



OFFICE — LIFT LOBBY



WORKPLACE — OPEN PLAN

Residential interiors

Villas and apartments — joinery, stone and lighting detailed and executed by one team.



Detail is where quality becomes visible.

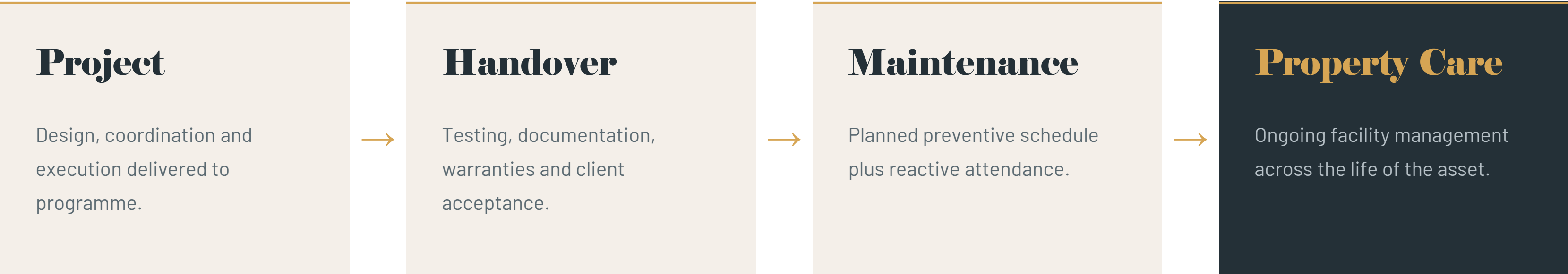
Material, joint, light and edge — the decisions that separate a finished interior from a completed one.



ARCHITECTURE MATERIALS TEXTURES DETAILS FINISHES LIGHTING CRAFTSMANSHIP

The project does not end at handover.

A completed interior is an asset that has to keep performing. Sadeed Care picks up where the project team leaves off, with the same people who built it.



Continuity of knowledge

The team maintaining the property already knows what is behind the wall.

Predictable upkeep

Scheduled visits reduce reactive callouts and unplanned downtime.

One point of contact

Maintenance, repair and upgrade requests handled through one channel.

What working with Sadeed looks like.

A controlled, documented sequence from first conversation to aftercare – so the client always knows what has been agreed, what is happening now, and what comes next.

01 Brief Requirements, expectations and budget discussed openly.	02 Site Assessment Technical survey of existing conditions and services.	03 Proposal Scope, programme and commercial terms in writing.	04 Planning Approvals, procurement and site mobilisation.
05 Execution Supervised works against the agreed programme.	06 Communication Regular progress reporting and documented decisions.	07 Handover Snag closure, testing and a complete document pack.	08 Aftercare Defects response and optional Sadeed Care contract.

What consolidation is worth to a client.

The commercial argument for Sadeed is structural, not promotional: fewer interfaces, fewer transfers of responsibility, and a shorter route from problem to decision.

Reduced coordination burden Sadeed manages the interfaces between design, technical systems and trades internally.	Single point of accountability One party responsible for the result, with no gaps between contracts.	Integrated design and execution Buildability and cost tested during design instead of on site.
Better continuity The same team carries knowledge of the property forward over time.	Long-term property support Maintenance available under contract as soon as the project closes.	Professional communication Documented reporting suitable for owners, boards and consultants.

Corporate details

LEGAL COMPANY NAME	Sadeed Alfn Decoration Design and Implementation L.L.C
ARABIC LEGAL NAME	سديد الفن لعمال تصميم وتنفيذ الديكور ش.ذ.م.م
BRAND NAME	Sadeed · سديد
LEGAL ENTITY	Limited Liability Company (L.L.C)
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SERVICE PROGRAMS	Sadeed Design — Integrated Design & Build · Sadeed Revive — Renovation & Transformation · Sadeed Care — Maintenance & Facility Management.
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Let's build something precise.

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SCAN TO CONTACT