




**COMPANY**  
Profile



We Make Your Cars Shine Again  
Experts In The Art Of Painting And Precision Body Work

[www.onepartworkshop.com](http://www.onepartworkshop.com)

# ABOUT US

A close-up photograph of a person's hands working on a car engine. The person is wearing a white shirt and is using a red-handled tool, possibly a wrench or a screwdriver, to work on a component of the engine. The background is blurred, showing various parts of the engine and other tools.

**One Part Workshop** was founded in 2020 as a specialized automotive service brand focusing on high-quality painting and bodywork.

With a team of experts and a strong dedication to excellence, we have quickly built a reputation for precision repairs and innovative solutions that restore and enhance vehicles to their original appearance.

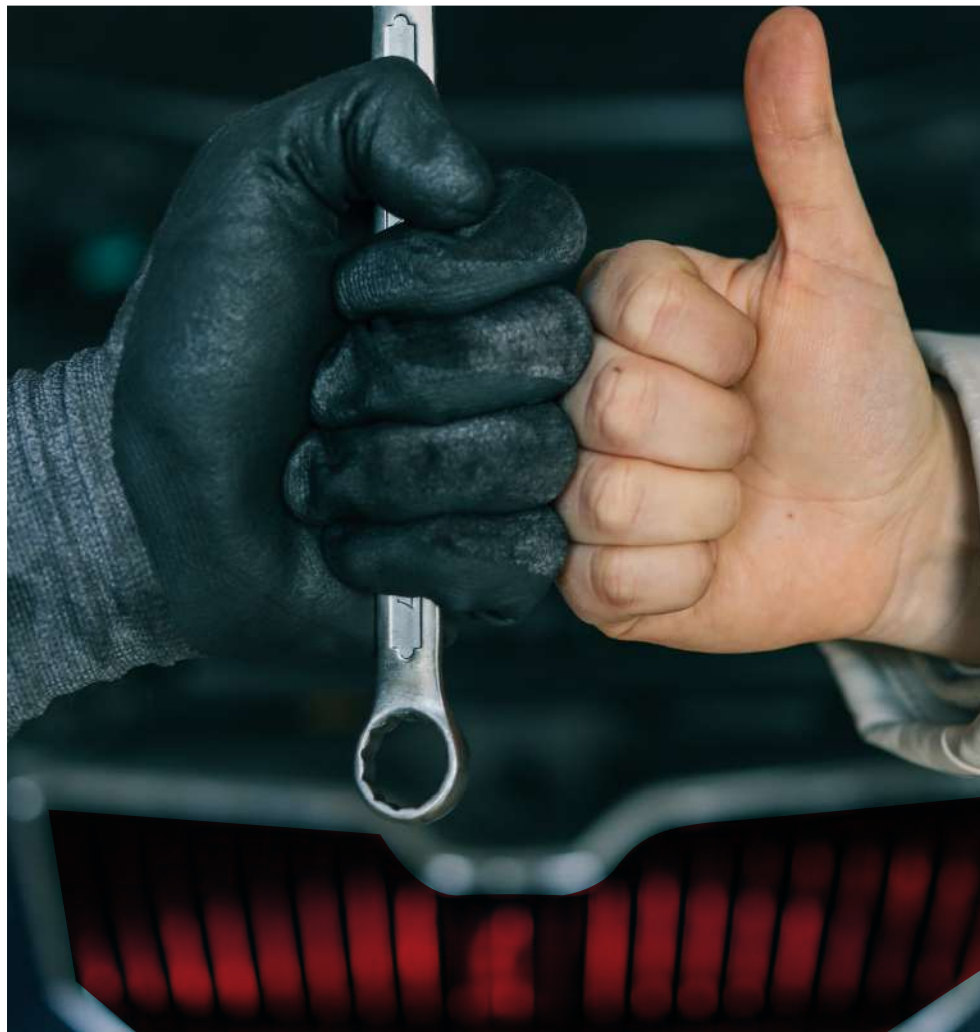
One Part Workshop is proudly owned and operated by **Areen Al Asad** Investment (Saudi Arabia) — a diversified investment company leading in sectors such as automotive services, F&B, hospitality, fintech, sports, and real estate.

Guided by a vision of innovation and premium execution, Areen Al Asad Investment continues to pioneer lifestyle-driven concepts across the Kingdom.

As part of this portfolio, One Part Workshop stands as the flagship automotive service brand, alongside other ventures such as **Istiknanah Café & Catering**, reflecting the group's commitment to quality, innovation, and customer satisfaction.

# OUR MISSION

- To deliver top-tier automotive care, offering a full range of services from mechanical repairs to body restoration and painting. With a focus on innovation, quality, and efficiency, we aim to exceed customer expectations by restoring both the function and beauty of every vehicle.
- To enhance the driving experience for our clients by delivering high-quality mechanical repairs, advanced painting, and flawless bodywork. We are dedicated to maintaining the highest standards of service, ensuring that every vehicle is returned in optimal condition, both technically and aesthetically.



# OUR vision



- To be the leading automotive service provider in Saudi Arabia, offering comprehensive solutions in mechanical repairs, painting, and bodywork. Through innovation, precision, and customer-focused service, we aim to restore vehicles to peak performance and pristine condition, ensuring the highest levels of satisfaction.
- To lead the automotive industry in Saudi Arabia by offering a one-stop solution for all vehicle needs, from mechanical diagnostics and repairs to world-class painting and bodywork. We aspire to continuously innovate and elevate the quality of automotive services, exceeding customer expectations and redefining vehicle restoration.



# OUR SERVICES

we are committed to being your one-stop solution for all automotive needs in Saudi Arabia Our expert team specializes in a wide range of services, including comprehensive mechanical repairs, precision bodywork, and high-quality painting. We utilize state-of-the-art technology and techniques to ensure that every vehicle we service is restored to optimal performance and stunning aesthetics.

With a strong focus on customer satisfaction and attention to detail, we take pride in delivering exceptional results that keep you and your vehicle on the road.



## Bodywork and Structural Repairs

**Collision Repair** : Expert bodywork services to restore your vehicle after an accident, ensuring both safety and aesthetics are fully restored.  
**Dent Removal**: Advanced techniques to remove minor dents and dings without affecting the original paintwork, keeping your car looking new.  
**Panel Replacement**: Repairing or replacing damaged panels to restore the car's exterior while maintaining original manufacturer standards.



## Engine Diagnostics and Repairs

Utilizing advanced diagnostic tools, we identify and repair engine issues to ensure your vehicle runs smoothly and efficiently.



## Electrical System Services

Expert diagnosis and repair of electrical issues, ensuring all systems, from lighting to dashboard electronics, function perfectly.



## Preventive Maintenance

Comprehensive maintenance services designed to keep your vehicle running at peak performance, including oil changes, fluid checks, and regular inspections.



# OUR PORTFOLIO

Our highly skilled team treats every luxury car with the utmost care, ensuring that it remains in perfect condition, both mechanically and aesthetically.

We combine state-of-the-art technology with an artisan approach to guarantee that your car performs at its peak and looks as immaculate as the day it was made.

# LUXURY CAR



# OUR PORTFOLIO

we elevate the driving experience for sports car owners in Our services are designed to meet the needs of high-performance vehicles, providing advanced mechanical repairs, tuning, and custom bodywork.

With a focus on performance and style, we ensure that your sports car is always ready to perform at the highest level while looking its best.

From detailed engine work to bespoke paint finishes, we offer a full range of services for discerning sports car owners.



## SPORTS CARS CAR

02

we are passionate about preserving the legacy of classic cars.

Based in, Saudi Arabia we offer specialized mechanical repairs and expert bodywork services designed to restore vintage vehicles to their former glory.

Whether it's a complete mechanical overhaul or a meticulous paint restoration, our experienced team combines craftsmanship with advanced techniques to ensure every detail is perfect.

We treat every classic car as a piece of history, delivering results that honor the original design while enhancing performance and appearance. Whether you're looking to customize your wheels, spoilers, mirrors, or other car accessories, our expert team delivers flawless paint finishes that match or enhance your vehicle's style. Using top-quality materials and precision techniques, we ensure that every accessory is painted to perfection, adding a unique touch to your car while maintaining durability and a factory-quality finish.

## OUR PORTFOLIO

# CLASSIC CAR



- CLASSIC CARS
- CAR ACCESSORIES
- PAINT

# 05

# OUR PORTFOLIO

## CAR ACCESSORIES PAINT

Whether you're looking to customize your wheels, spoilers, mirrors, or other car accessories, our expert team delivers flawless paint finishes that match or enhance your vehicle's style.

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# ROAD MAP

## FOUNDATION & OPERATIONAL EXCELLENCE

- Business Setup & Legal Compliance
- Infrastructure & Equipment Investment
- Service Optimization & Process Standardization
- Branding, Digital Presence & Marketing
- Customer Acquisition & Revenue Growth Strategies

YEAR1

## SCALING & INVESTMENT READINESS

- Expanding Service Offerings
- Opening Second Location
- Digital Marketing & Customer Growth
- Business Expansion (Fleet & Insurance Contracts)
- Scaling Revenue Streams & Cost Optimization

YEAR2

## SCALING & INVESTMENT READINESS

- Franchising Model
- Preparing for Investor Attraction & Business Valuation
- Integrating Advanced Technologies (AI, Automation)
- Strengthening Brand Dominance & Strategic Partnerships
- Exploring Exit Strategies (Mergers, Acquisitions, IPO)

YEAR3

# OUR PROFESSIONAL TEAM



**Mr. AHMED ALRASHID**

Chairman



**ENG. NAJEEB ALHARBI**

Partner



**MOATH**

Director



**MAHMOUD**

Operating Manager



**MUSTAQIM**

Receptionist



**SHESAN**

Technical Supervisor



**SAYED**

Accountant



# INVEST

[www.onepartworkshop.com](http://www.onepartworkshop.com) With us

# GROUP INTRODUCTION

## Areen Al Asad Investment (Saudi Arabia)



Saudi Vision 2030 is the vision of Crown Prince and Prime Minister, His Royal Highness Prince Mohammed Bin Salman Bin Abdulaziz, to harness the Kingdom of Saudi Arabia's strategic geographical advantages, robust investment potential, and rich Arab and Islamic heritage.

In line with this vision, the company is a diversified investment entity operating across high-value sectors such as automotive services, F&B, hospitality, fintech, sports, and real estate. With a strong focus on innovation and premium execution, it is pioneering lifestyle-driven concepts in the Kingdom.

Alongside our Saudi operations, we also manage:

- Areen Al Arab Investment (Egypt):  
Specializing in hospitality, restaurants, boutique hotels, and real estate projects.
- Agreece Investment (Greece):  
Focused on hospitality and real estate developments in Greece, bridging Middle Eastern investors with European markets.



## MISSION

Our mission is to create a seamless, customer-focused journey by combining precision automotive care with premium hospitality — ensuring that every visit goes beyond service to become a complete lifestyle experience.

## VISION

Our vision is to transform the future of the car care industry by seamlessly integrating premium automotive services with lifestyle experiences — creating unique destinations where luxury, convenience, and comfort are redefined.

Areen Al Asad Investment



Precision for every car.  
Hospitality for every customer.  
An experience beyond service

## One Part Workshop Automotive Flagship

- Founded in 2020 with the first branch launched in **Al-Khobar** (400 m<sup>2</sup>).
- Services: Body & Paint, Crash Repair, Mechanical Works, Luxury Car Customization.
- Customer base: Luxury vehicle owners with +650 serviced cars and a 5/4.8 satisfaction rating.



## Istikanah Café & Catering Lifestyle Integration

- **Flagship branch:** Al-Khobar, with a strong and loyal customer base.
- **Riyadh expansion:** A second branch integrated into the One Part Riyadh flagship, combining car care with lifestyle.
- **Catering launch:** Officially launching in the Eastern Province on November 1st, 2025, targeting private events, hotels, and weddings.
- **Food Truck:** Fully equipped to operate at Al-Ahsa Equestrian Field for expanded exposure

## Marketing Strategy & Investor Appeal

- Positioning: One Part × Istikanah as the first lifestyle-integrated car care hub in Saudi Arabia.
- Revenue Streams: Automotive services, customization, café sales, catering, drive-thru, service contracts, memberships, spare parts.
- Customer Loyalty: Premium service contracts, a digital app with rewards, and AI-powered customer engagement.
- Brand Power: Linking luxury car care with café culture to attract both car owners and lifestyle seekers.
- Target Market: Saudi luxury and mid-high income car owners, within a market exceeding 5 billion SAR annually

# EXPANSION PLAN



- Q1 2026: First Riyadh flagship (4,000–5,000 m<sup>2</sup>).
- Q1 2027: Second Riyadh branch (4,000–5,000 m<sup>2</sup>).
- Q4 2027: Jeddah flagship branch (4,000–5,000 m<sup>2</sup>).
- Q1 2030 : GCC (Bahrain) flagship branch (4,000 – 5,000 m<sup>2</sup>).
- Q4 2030 : Egypt flagship branch (4,000 – 5,000 m<sup>2</sup>).

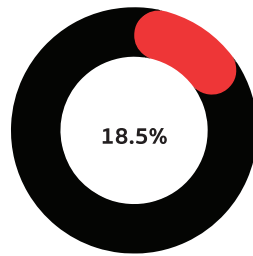
## INVESTMENT MODEL

We are raising **5 million US dollars** under Areen Al Asad Investment (**Saudi Arabia**) to fund the development of the first Riyadh flagship branch (**4,000–5,000 m<sup>2</sup>**) and to establish the financial and operational foundation for expansion into Riyadh and Jeddah.

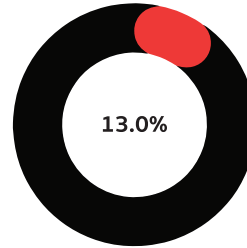
- **Structure:** Equity or Convertible Notes.
- **Revenue Streams:** Premium automotive services, spare parts, contracts & memberships, Istikanah Café & Catering.



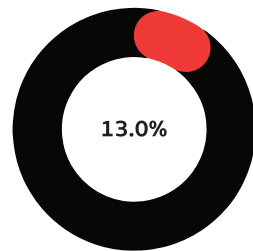
# Investment Funds Allocation



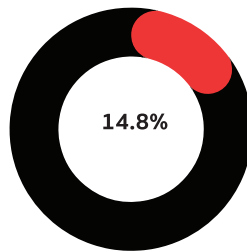
Purchase of Fully Equipped Workshop (Expansion)  
**1,000,000**



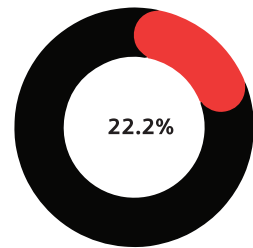
Body & Paint Division Development  
**700,000**



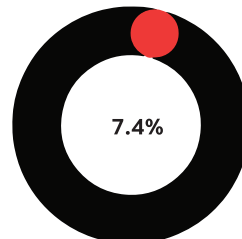
Mechanic & Electrical Division Upgrade  
**700,000**



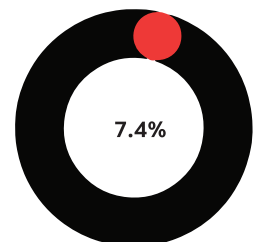
E-commerce Platform + Tech & CRM  
**800,000**



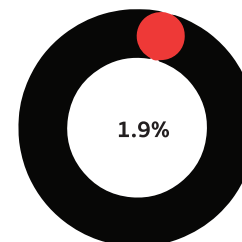
Marketing, Customer Acquisition & Partial Construction  
**1,200,000**



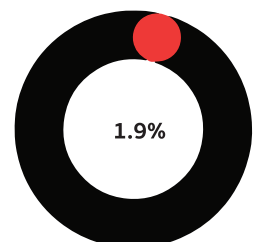
Recruitment & Technical Training  
**400,000**



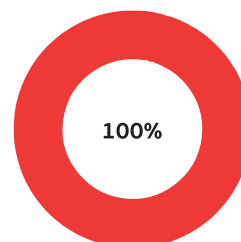
Working Capital & Contingency  
**400,000**



Site Rent (Annual)  
**100,000**



Additional Construction & Fit-out  
**100,000**



Total Investment  
**5,400,000**

## Investment Funds Allocation

Item	Amount (USD)	Percentage (%)
Purchase of Fully Equipped Workshop (Expansion)	1,000,000	<b>18.5%</b>
Body & Paint Division Development	700,000	<b>13.0%</b>
Mechanic & Electrical Division Upgrade	700,000	<b>13.0%</b>
E-commerce Platform + Tech & CRM	800,000	<b>14.8%</b>
Marketing, Customer Acquisition & Partial Construction	1,200,000	<b>22.2%</b>
Recruitment & Technical Training	400,000	<b>7.4%</b>
Working Capital & Contingency	400,000	<b>7.4%</b>
Site Rent (Annual)	100,000	<b>1.9%</b>
Additional Construction & Fit-out	100,000	<b>1.9%</b>
<b>Total Investment</b>	<b>5,400,000</b>	<b>100%</b>

ONE

ONEPART



**Invest in Quality**  
**Invest in Lifestyle**  
**Invest in One Part**

Powered by  
**Areen Al Asad Investment**

[www.onepartworkshop.com](http://www.onepartworkshop.com)

# CONTACT US



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ONE PART



Driven by Luxury, Defined by Lifestyle

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**ONE PART**



**THANK  
YOU**