



# Pulp Procurement Consultants

*Where the juice is served!*



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*Our goal is to provide commercial, financial and technical value to our clients.*



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# About Us

We are a firm founded in 2010 in Perivale London.

The main purpose of the firm was to provide business solutions through effective strategies - soon we landed in a situation where we were majorly advising businesses on saving costs through effective procurement solutions and managing supply chain in an efficient manner. Our initial clients were mainly contract furnishing companies and student accommodations.

It was just a matter of time when we started helping Bed and breakfasts and mid-tier stay-inns with their procurement requirements.

In 2013 we got our first procurement contract with a four-star hotel in central London where we were required to oversee the complete revamp of a 80 rooms property.

From there onwards, it was no turning back.

Till date we have delivered more than 80 projects around the world including UAE, Saudi Arabia, Qatar, Kuwait and Tanzania.

The edge we have among our competitors is that Saad, our team lead is Chartered accountant and has sat on both sides of the table.

Therefore, we clearly understand that what an organization is really after when it comes to Quality, costs and customer services.

With Transparent process flows and direct access (if required) to the vendors for our clients gives them the confidence on our professionalism - Easy to follow paper work along with team progress presentations with regular intervals adds client confidence as well as a feather to our cap.





# Leadership:

## Saad Athar ACMA,CGMA, ICSC

### Personal Information:

- British National
- KSA Resident
- Chartered Accountant
- Worked in 9 countries
- MENA experience of 15 years
- English, Arabic (basic) and Urdu

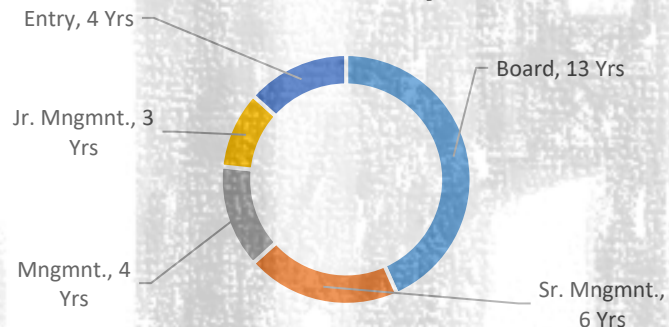
### Institutions & Courses:

- University of East London
- Warwick Business Schools
- Chartered Institute of Management Accountants
- International Council of Shopping Centres
- Team building and team management by Covey Labs

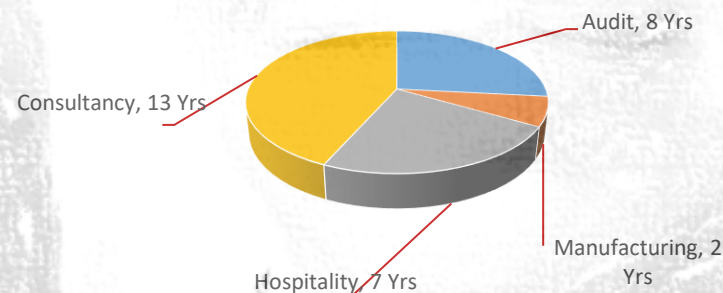
### Specialisation:

- Business Set-up & Strategy
- Owner Representation – ICH, Four Seasons, Sofitel
- Project Management.
- Multimillion Dollars Procurement Management
- Vendor Management and Analysis
- Contracts negotiation and management.
- ERP implementation and Reporting structure.
- Internal Controls & Sarbanes Oxley

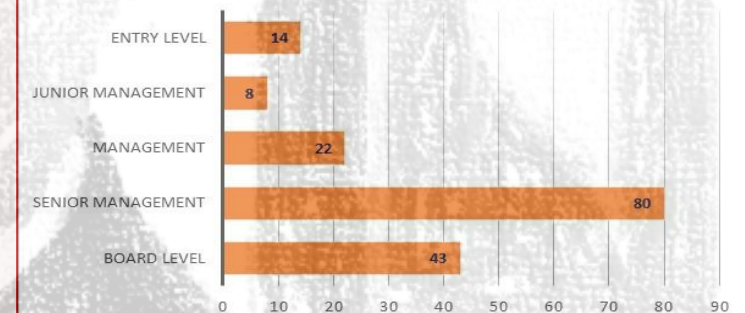
### Career Summary



### Sector Segmentation



### Team Size Managed



*with you every step of the way from paper to handover !!*





# Core Team

The Pulp culture thrives on creativity, charisma, and meticulous work ethic. Our enterprising outlook and dynamic work space provides employees with the appreciation and motivation needed to achieve individual and company goals. Our team take time to understand each other both in and out the office. Our open door policy means that we communicate openly with each other which empowers our team to create a strong bond in all our worldwide offices. We dedicate a tremendous time to helping each other. Pulp team are personable, charming and approachable

## **K**nowledgeable

We have experience with most operators around the world and have done many different types of projects. We know the market, suppliers, manufacturers and we have access to a large network worldwide

## **E**nterprising

We have a creative mind-set and we thrive when taking on challenging unique concepts. It sparks us and motivates us to work our magic

## **C**harismatic

Our positive outlook breeds confidence and teamwork. We love what we do which makes it that much fun to work with us

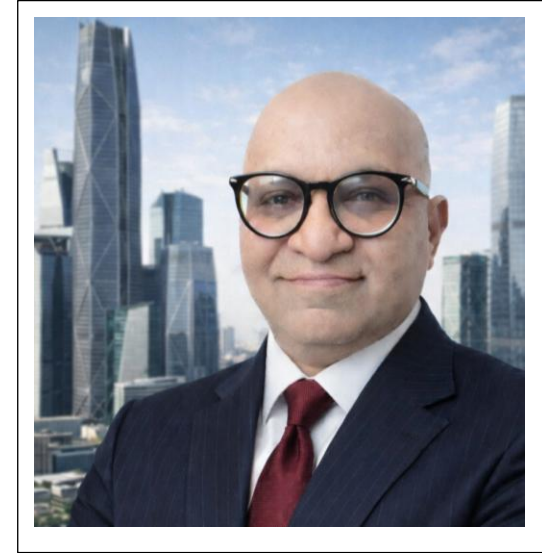
## **P**ersonable We are friendly, great

listeners and understand that the some of the most important ingredients to a successful relationship with our clients are communication, trust and dedication.

## Saad Athar

Saad is a Chartered Accountant by qualification, he is a business strategists and an entrepreneur, apart from being the founder of Pulp Consultants Saad has been very active in the UK and Middle East Market, He was the owner representative for ICH Dubai Festival City, Four Seasons Al Badia, ICH Marsa Plaza and Accor Al Rayyan (all in Dubai) he was also the Head of Finance as well as Head of Procurement for a multi-billion-dollar group in the UAE.

The value addition he brings to the table is his experience on being both sides of the table - his understanding of the client requirements with the understanding of Market dynamics makes him an extra ordinary contributor to the procurement market.



## Hayley Tugby

Hayley is the Design Director of Pulp . With her extensive knowledge of and experience in the furniture industry, Hayley has been crucial to the growth and success of the company, building it from the ground with a team of talented individuals.

Hayley has been working in the industry for many years. Her experience is invaluable when working on all projects, no matter how big or small. She manages and builds relationships with many of our clients, making sure they are happy with our service and that it is tailored to fit their projects. She attends to larger projects, organising the logistics behind purchasing large quantities of furniture and its timely delivery and installation. Her expertise is integral to our ability to offer industry-leading turnaround times.



## Asad Husain

Asad is the Chief Operating Officer. With nearly 30 years of experience in the furniture industry, Asad has played a pivotal role in the growth and success of the company, building it from the ground with a team of talented individuals.

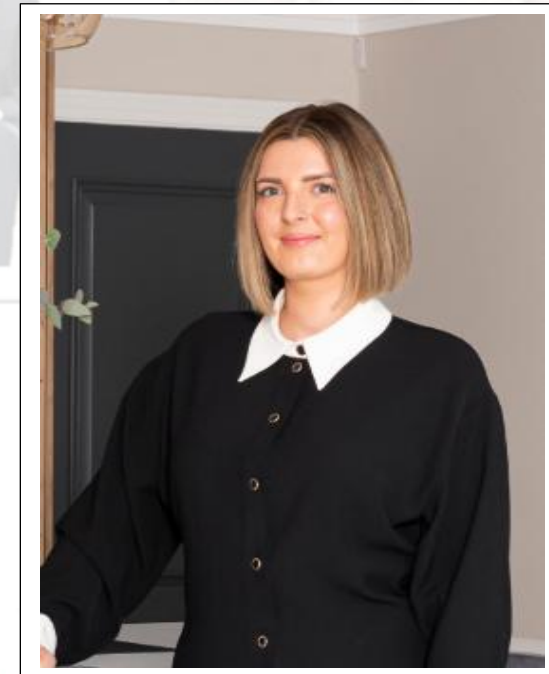
As the Director of the company, Asad brings a wealth of knowledge and expertise to the business. His accounting experience brings a depth of financial expertise to the business. He has a proven track record in managing financial operations, driving growth and profitability, and ensuring compliance with regulations and standards that have helped Pulp become a trusted name in the furniture industry.

## Charlotte

Associate Sales Director Charlotte has established strong relationships with her clients, thanks to her personal touch and unique ability to understand and address the requirements of clients.

Her passion for property and all things interiors is seen through her dedication and commitment to the growth of the company.

Prior to her work at Pulp, Charlotte has always been in sales and customer-facing roles, from working within prestigious department stores such as Selfridges, to established florists. Her many years of experience in sales, combined with her passion for interiors, is reflected in her drive to move the team and company forward in delivering the very best furnishing solutions.





## Ram Kishore Yadav

Ram, the Head of MENA region, is a Senior Hospitality Procurement & Supply Chain Leader with over 30 years of experience in strategic sourcing, procurement operations, contract management, and supply chain strategy.

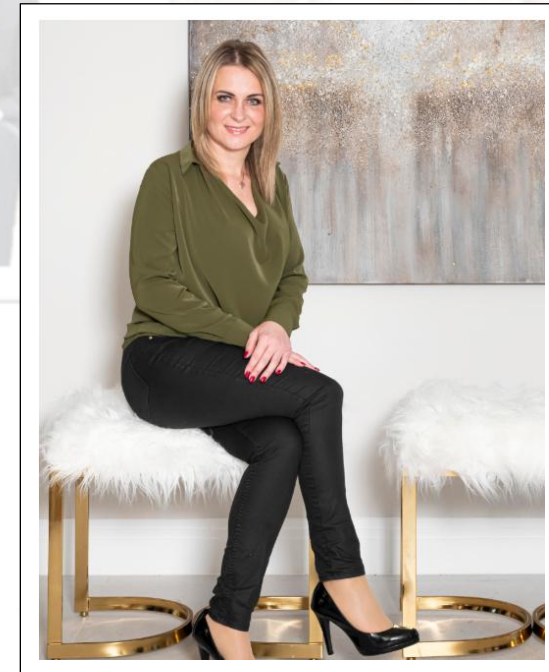
His proven expertise in building resilient supply chains and contingency plans aligned with internal stakeholder expectations demonstrates his strength in strategic supplier e-sourcing, high-value negotiations, contract execution, and performance monitoring through robust process tools.

He is well recognised in MENA region for strong stakeholder management and the ability to influence senior leadership.

## Agniszka (Aga)

Our Purchasing Coordinator. She has been a strong team member since 2022. Her role is essential and multi-faceted. She is responsible for ordering furniture for larger orders, making sure it can be installed in a timely manner.

Aga has many years of office-based experience at various companies. She has worked as a National Inspector for several products, spot-checking stores to see if guidelines are being followed across different countries.



# Departments



Strategy



Sales



Marketing



Design



Admin



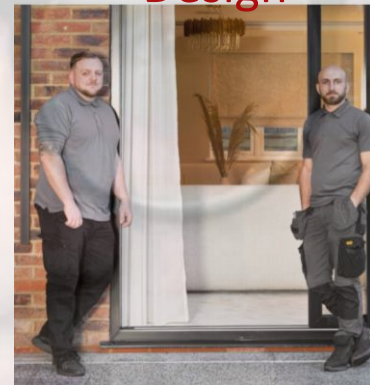
Sales Support



Accounts



Procurement



Warehouse Management & Team





# Vision

*To be the most successful procurement consultant in the world*

# Mission

*To leverage our experience and strengths to provide maximum value for our clients*



# Why Pulp

01

Transparency

Efficient & Transparent procurement process using our unique in-house software, Pulp Procure, not limited to providing you with full documentation and progress reports

02

Experience

25+ years experience in Hospitality Procurement. Long-Standing track record in hotels, serviced apartments and residences. 60,000+ units serviced in over 25 countries worldwide.

03

Meticulous

We are a team of Chartered and certified accountants and business strategists, we understand the process flows and the combinations which bring the best to the table with economy. With a database of over **2,000 trusted** and prequalified suppliers & manufacturers in 5 countries

04

Flexibility

OS&E and FF&E experts with design consultancy and asset development from Feasibility to the handover. Ability to work on any hotel project. A **multilingual team** with project management and production backgrounds.



# Quality Control

Enjoy peace of mind at all stages of procurement with site visits and thorough quality control checks

## Start-to-finish care

Our thorough goods inspection processes ensure start-to-finish care and quality. In line with your specific requirements, regular on-site visits and quality control checks are arranged and thorough testing is carried out to ensure operating and design standards are all met

## Factory Visits

We work with you to refine a bespoke schedule of factory visits at key stages of the production process. This schedule will be tailored to suit your availability and budget. Our team have engineering and manufacturing backgrounds putting them in the best possible position to manage factory visits and inspections

## During Production

Our on-site visits and goods inspections during production give you an extra level of reassurance. A series of factory visits ensures that quality is maintained, adjustments are made in a timely manner – if required all technical specifications and operating standards are met

## Before Shipping

The preparation of goods before shipping is one of the most crucial stages in the procurement process. Our comprehensive delivery and handover service begins with the inspection of orders prior to shipping. The goods are scrutinised for quality before documentation is completed



# Our Services

## FF&E Procurement

Achieve the perfect balance between quality and price thanks to our global network of trusted FF&E suppliers. Essential to the successful operation of your business, the sourcing of Furniture, Fixtures & Equipment should always aim to achieve the highest possible quality at the lowest possible price. Our FF&E procurement managers work with you to plan, design, budget and deliver your exact Furniture, Fixtures & Equipment requirements

## OS&E Procurement

Save considerable time and money with an OS&E procurement process that is focused on quality. Drawing on 25 years of proven success in global hospitality procurement, Pulp's OS&E Procurement Method Statement outlines a process built on transparency and trust. Our OS&E procurement services are consistently competitive thanks to a worldwide supply chain that cuts out the middle man and intermediate margins. In addition to sourcing the best prices, our procurement consultants guarantee quality, on-time delivery and stress-free installation.

## Turnkey Supply

Building on over a quarter century of experience, Pulp is an industry leader and innovator in turnkey interior fit out solutions. Our Team of professionals ensures that your project is handled with utmost attention and care, from start to finish, including the design you select, and the products and services you need. Pulp offers unique turnkey solutions into one comprehensive package. We offer a one-stop FF&E source bringing together value-based, end-to-end supply management services and solutions for the hospitality market



# Our Services

## Branding Services

Invest in the highest standard of branding as we connect designer, operator and owner. In addition to hospitality procurement management, we also offer a number of hospitality branding services. With a proven understanding of creative objectives, our team are experts at sourcing function that compliment style. Working together with designer, operator and owner, our hospitality branding service focus on delivering quality products that match design intent.

## Fit out Joinery Works

We also specialize in Fit-Out & Joinery works. Pulp as a one stop shop solution offering you a single point of contact for all your interior build & FF&E procurement requirements. Our expertise lies in design & operations knowledge, experience working with all the major hotel brands, factory-direct manufacturing, logistics & Installation. We understand the complexity of contract interiors and, for this reason, we offer developers the option of complete interior fit-out, the transparency of procurement, or a combination of both.

## Additional Services:

- Vendor Payables
- Specialist equipment (SEQ)
- Artwork Procurement
- Signage Procurement
- Architecture & Design
- Construct and Develop



# Our winnings



# Our Locations

## Saudi Arabia

Level 18  
Faisaliah Tower  
King Fahad Road  
Olaya  
Riyadh  
+966 54893 2427  
saad@pulpconsultants.co.uk

## UAE

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## UK

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+44 741 100 7229  
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RIYADH

DUBAI

LONDON