



Stockholm . Dubai . Cairo . Virginia

DESIGN HOME EGYPT

Part of

JCC GROUP

**Fit-Out, Architecture,
Interior Design, Structure
& Project Management**

Stockholm. Cairo. Dubai. Virginia. Addis Ababa. Abidjan

www.designhomegroup.com

<https://jccgroup.co/>

CONTENT

ABOUT JCC GROUP / DESIGN HOME

Design Home is a group of experts team that have been - for over than 30 years- transforming client's dreams into reality: on time and on budget. Design Home become part of JCC group in 2021 as the design and Fit out arm for the Interior and finishes work

OUR SERVICES/PRODUCTS

Architecture Design, Interior Designing, Structure Design, Project Management Supervision, Project Estimation & Procurement, Execution, Shop drawings, 3D visualizing, Production & Quality control

EXPECTED PROJECTION

Going far for more projects and more destinations

OUR CLIENTS/PROJECTS

Wide range of clients in different fields with different approaches

01

02

03

04



ABOUT US

Design Home as part of JCC Group is a young company in its life but the fact is our experts team members and for over 30 years have been transforming client dreams into reality: on time and on budget.

We offer our clients boutique style personalized service with the professionalism, experience and reach of a multi-national corporation.

Having evolved from a hospitality design company into a full service architecture/interior design firm, we truly understand that design is in the details.

Products that we have created grace the most beautiful hotels, restaurants, Corporates and homes, in over 20 countries.

Our designer are continually travelling the world in search of trends and inspiration as well as sources of the latest materials and products.



OUR HISTORY

2009

Stockholm

Born in Sweden as a
hotel design
architecture/interior firm
serving the world

2017

Dubai

Expanded to ME
with a new image of
interior architect
firm

2018

Cairo

Serving the
Egyptian market
and expanding to
architecture
consulting firm

2019

Addis Ababa

Targeting the
African market
through the heart
of east Africa

2020

Virginia

Serving American
clients and
expanding to new
market

2021

Abidjan

Serving West Africa
clients and
expanding to new
market

AND STILL
GOING
STRONG!



OUR PHILOSOPHY



MISSION

Design Home as part of JCC Group mission is to provide innovative, efficient and sustainable solutions through exceptional client service, excellence in Architectural Design, Interior Design, Fit-out and ethics in practice




VISION

Design Home as part of JCC Group aims to be amongst the leading Architectural and Interior Design and Fit-out Firms that are globally recognized, highly valued and respected by clients, colleagues and other industry leaders.



VALUES

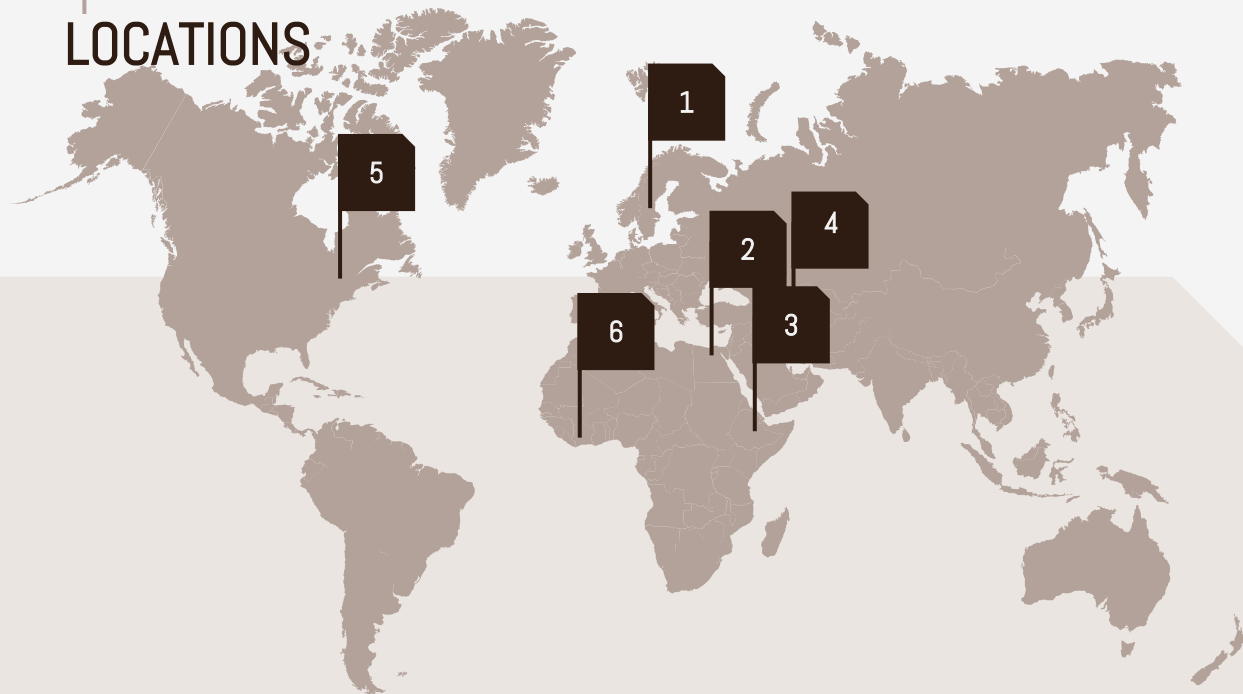
Design Home as part of JCC Group is dedicated to upholding our long established reputation of honesty and integrity in all our business relationships. We gain service confidence by means of exceptional service delivery.



"Design Home as part of JCC Group as a Swedish born architecture firm has built up an impressive portfolio of work that go beyond creativity and makes imagination comes to realty."

Alexandra Hagen,
CEO of White Arkitekter

LOCATIONS



1

Stockholm

2

Cairo

3

Addis Ababa

4

Dubai

5

Virginia

6

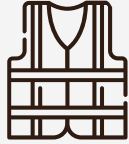
Abidjan

Find out where all our offices are located around the world

OUR CLIENTS



OUR SERVICES



Architecture/Structure Design

New era of architecture & Structure design, development and brand interaction



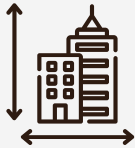
Interior Design

Our collective design resources afford the luxury to commence projects quickly and with complete flexibility



Project Management

Leading the process of the work of all teams to achieve all project goals within the given constraints.



Procurement Routes

Traditional Procurement, Design and Build Procurement Management, Contracting Procurement



Budgetary Controls

Budgeting control techniques for design and construction phase to manage the cashflow by controlling the number of variation and fluctuation effects on the project cost as well as monitoring contractor's claims and payments.



Project Planning

Outline the key components of a project to identify the key components and tasks and break them into subtasks to give a granular view of the construction process's direction

A photograph of three business professionals in front of a stone wall. A man and a woman are walking together on the left, looking towards the right. Another woman stands on the right, looking towards the left. The background features a large stone wall and a building with large windows.

TAKING YOU
FORWARD

OUR STRENGTHS

LOYALTY

As we understand architecture as agent of changes, we provide professional services, devising incentives and can be challenging

RELIABILITY

Ensures our work can meet the commitments we make to our customers.
Building for reliability includes: Ensuring a highly available architecture.



EFFICIENCY

We work on a schedule, Smart with client's time, Outline client's work process. achieve a balance between functionality, aesthetics, and affordability.

COMMITMENT

We Concentrating on winning the race, the runner looks straight ahead: we care only about the finish line, not the starting point.

CUSTOMER TESTIMONIALS

"A great contractor and architect, Sameh and the team at Design Home as part of JCC do a great job organizing and planning the jobs to make everyone's experience more efficient."

Abel Sahlmariam
CEO of Santa
Maria Ethiopia

"Design Home as part of JCC Group did a fantastic job with our brand face lifting and new design look and feel and renderings and we could not be more happier with the end result."

Kevin Harrison
CEO of Shrimp Shack
USA & ME

"I cannot recommend Design Home as part of JCC Group enough. I am beyond happy with the result. In addition to excellent communication, the job was done in a timely manner."

Glenn Heard
CEO of Heard Global

OUR MANAGEMENT TEAM

Consult. Sameh Salem



Founder & Managing
Director

Ali Kanso



Managing Partner & Co
Founder at JCC Group

Sirena Salem



Business Development
& Marketing Director

Dr. Ahmed Salah



Technical & Projects
Management Director

Dalia Mahmoud



Head of Architecture Design

Sandra Adel



Head of Interior Design

Reem Fahmy



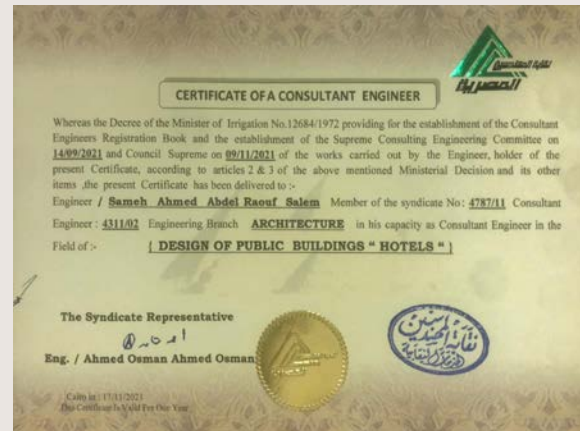
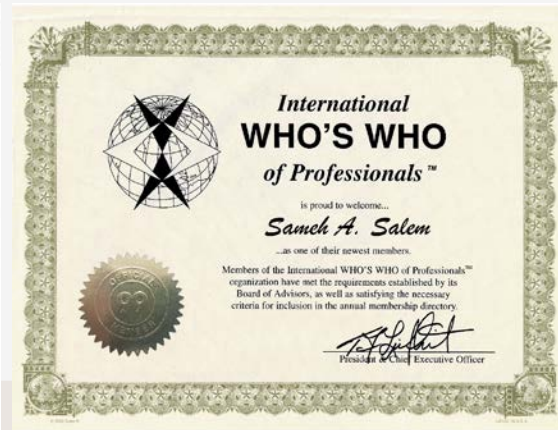
Head of Planning & Procurement

Ahmed Mustafa



Projects Manager

OUR CERTIFICATIONS



OUR KEY SKILLS

Area of Experience:

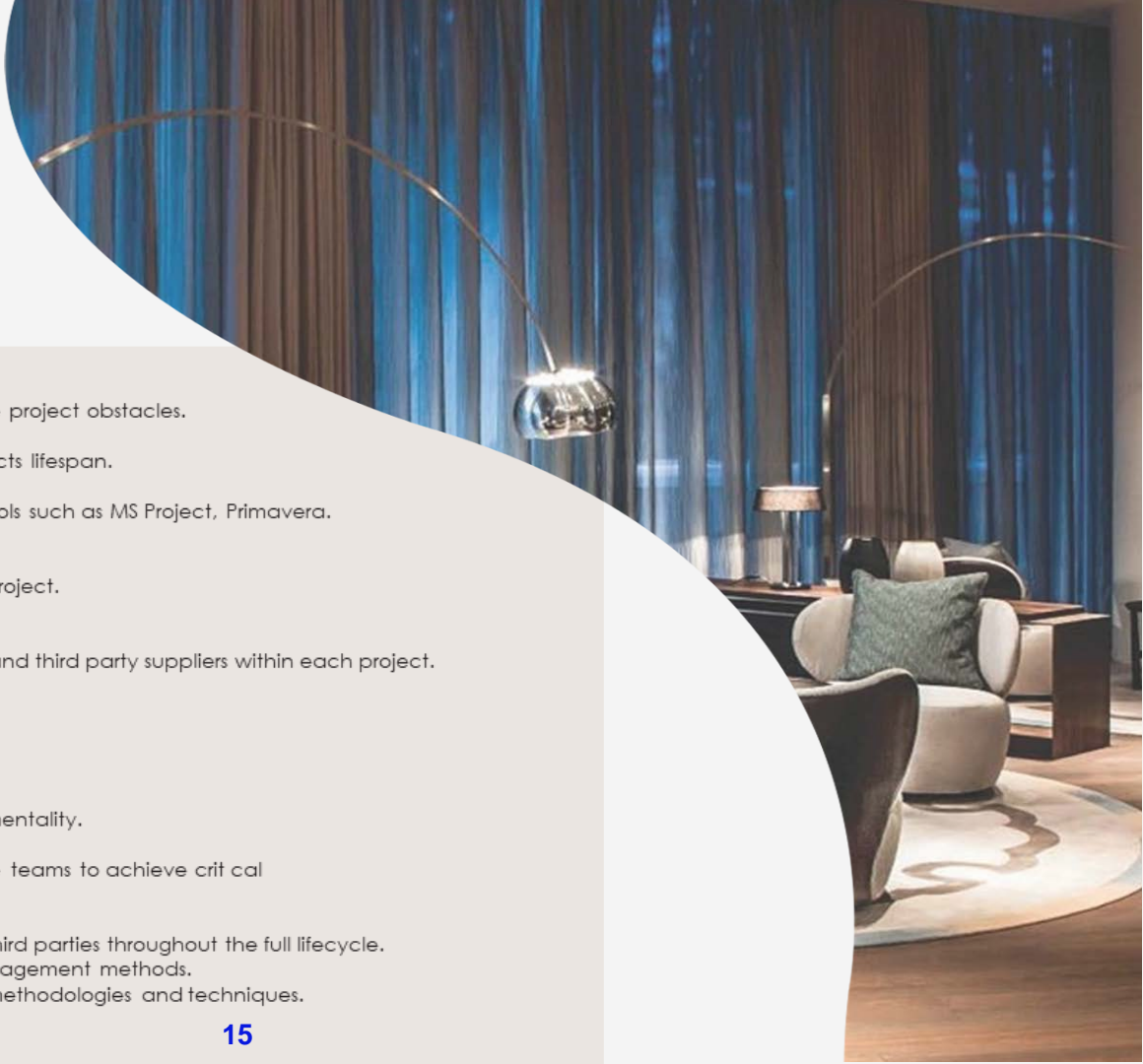
- ❑ Project management
- ❑ Interior Design
- ❑ Procurement routes
- ❑ Project planning
- ❑ Architecture Design
- ❑ Client Management
- ❑ Business awareness
- ❑ Budgetary controls

Project Management Skills:

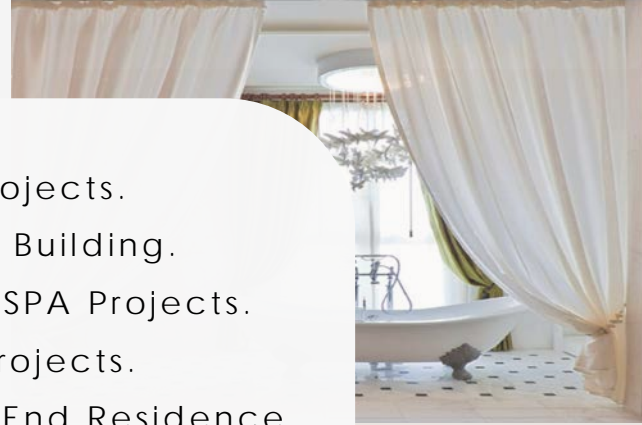
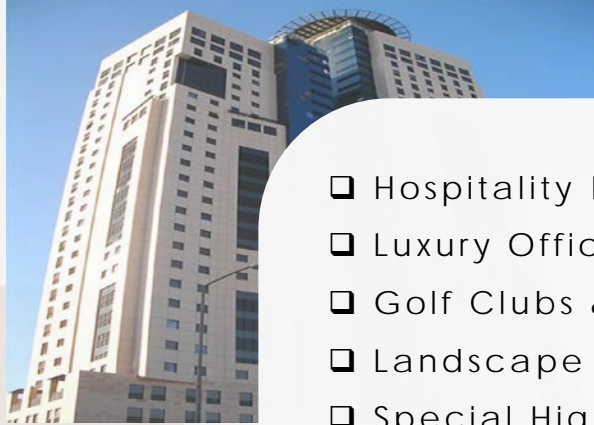
- ❑ Creating realistic and achievable project plans.
- ❑ Evaluating risks and developing strategies to overcome project obstacles.
- ❑ Have managed budgets up to US\$ 500 million
- ❑ Demonstrate commitment to safety throughout a project's lifespan.
- ❑ Promoting a company's image & marketability.
- ❑ Good working knowledge of PM methodologies and tools such as MS Project, Primavera.
- ❑ Managing a diverse team of professionals.
- ❑ Ability to lead and develop a team.
- ❑ Managing the day-to-day operational aspects of the project.
- ❑ Producing timing, costing and scoping documentation.
- ❑ Producing & maintaining project management plans.
- ❑ Monitoring and managing all contractors, consultants and third party suppliers within each project.
- ❑ Monitoring all work in accordance with schedules.

Personal Skills:

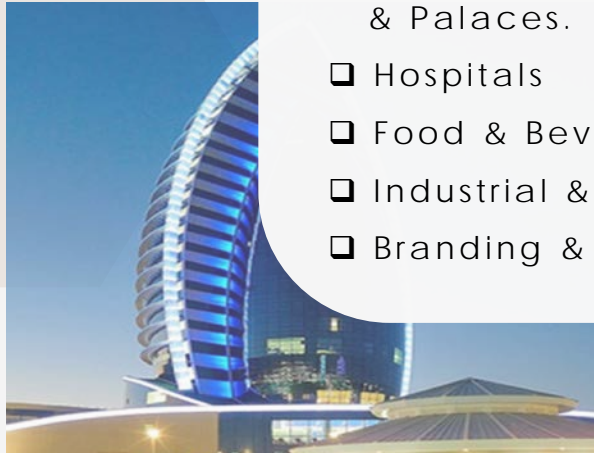
- ❑ Having a client focused approach to work.
- ❑ Results driven forward thinking with a problem-solving mentality.
- ❑ Working closely with clients to understand their needs.
- ❑ Ability to form, manage and motivate high performance teams to achieve critical organizational objectives.
- ❑ Willingness to accept responsibility when delegated.
- ❑ Able to manage significant inputs & relationships with third parties throughout the full lifecycle.
- ❑ Possessing a firm understanding of multiple project management methods.
- ❑ Can mentor and coach project managers in modern methodologies and techniques.
- ❑ Comfortable working in a changing environment.



WHAT WE DO



- ❑ Hospitality Projects.
- ❑ Luxury Office Building.
- ❑ Golf Clubs & SPA Projects.
- ❑ Landscape Projects.
- ❑ Special High End Residence & Palaces.
- ❑ Hospitals
- ❑ Food & Beverages
- ❑ Industrial & Logistics Projects
- ❑ Branding & Marketing



RECENT PROJECTS AROUND THE WORLD



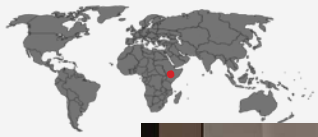
RECENT FIT-OUT ARCHITECTURE, STRUCTURE, INTERIOR & LANDSCAPE PROJECTS LIST

- City Gate Multi Use Project Addis Ababa, Ethiopia (*Architecture, Structure, Interior, Structure & MEP Design*)
- Wyndham Hotel Addis Ababa, Ethiopia (*Fit-out, Architecture, Structure, Interior & Landscape Design*)
- TRYP Hotel by Wyndham Addis Ababa, Ethiopia (*Fit-out, Architecture, Structure, Interior & Landscape Design*)
- Wyndham Garden Langano, Ethiopia (*Fit-out, Architecture, Structure, Interior & Landscape Design*)
- Santa Maria Headquarter offices Addis Ababa, Ethiopia (*Fit-out, Architecture & Structure, Interior Design*)
- Ramada Hotel Extension Addis Ababa, Ethiopia (*Fit-out, Architecture, Structure, Interior Design*)
- Marriott Mostar Hotel, Bosnia & Herzegovina (*Interior Design*)
- Pullman Barcelona Skipper Hotel, Spain (*Interior Design*)
- Private Residences at Jumeirah Bay Island (JBI) , Dubai, UAE (*Fit-out, Architecture, Interior & Landscape Design*)
- Marriott Airport Geneva, Switzerland (*Interior Design*)
- HONO Restaurant & Lounge at the Kempinski Geneva, Switzerland (*Interior Design*)
- Gallery Strip Mall, Abuja, Nigeria (*Interior Design*)
- Transcorp Hilton Port Harcourt, Nigeria (*Interior Design*)
- Transcorp Hilton Ikoyi Lagos, Nigeria (*Fit-out, Interior Design*)
- Guest rooms, corner suites & corridors renovation at the Kempinski Geneva, Switzerland (*Fit-out, Interior Design*)
- Transcorp Hilton Abuja, Nigeria (*Interior Design*)
- Living Hotel Stockholm, Sweden (*Fit-out, Architecture, Structure, Interior & Landscape Design*)
- Hotel Yyldyz Ashgabat, Turkmenistan (*Interior Design*)
- Bel Horizon Suite at Grand Hotel Kempinski Geneva, (*Fit-out, Interior Design*)
- Switzerland Swiss Development Group Offices, Geneva, Switzerland (*Interior Design*)
- Shaftesbury Offices Geneva, (*Fit-out, Interior Design*)
- Switzerland Intercontinental Resort & Spa Davos, Switzerland (*Interior Design*)
- Kempinski Royal Maxim Palace Cairo, Egypt (*Interior Design*)
- Le Spa at Grand Hotel Kempinski Geneva, Switzerland (*Interior Design*)
- Le Grand Hotel Kempinski Geneva, Switzerland (*Interior Design*)
- Sofitel Ashgabat Oguzkent Ashgabat, Turkmenistan (*Interior Design*)
- Kempinski Cathedral Square Vilnius, Lithuania (*Interior Design*)
- La Bella Vista Suite & Bathroom at Grand Hotel Kempinski Geneva, Switzerland (*Fit-out, Interior Design*)



Key Projects ...

Fit-out, Interior Design
Projects



Wyndham Addis Hotel

Addis Ababa, Ethiopia





TRYP Hotel by Wyndham

Addis Ababa, Ethiopia





Tulip Al-Alamin

North Coast, Egypt





Marriott Geneva Airport

Geneva, Switzerland

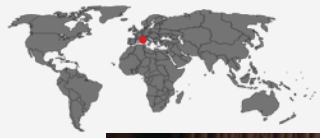




Marriott Mostar

Mostar, Bosnia and Herzegovina





Intercontinental Resort & SPA Davos

Davos, Switzerland

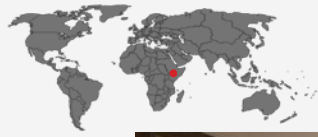




Intercontinental Resort & SPA Davos

Davos, Switzerland





Santa Maria Headquarter Office Building

Addis Ababa, Ethiopia





Pullman Barcelona Skipper Hotel

Barcelona, Spain





Bella Vista Suite at Grand Hotel Kempinski

Geneva, Switzerland





Kempinski Hotel

Hawasa, Ethiopia





Kempinski Hotel

Hawasa, Ethiopia





Living Hotell Stockholm

Stockholm, Sweden





Bin Haidar Group Offices

Dubai, UAE





Living Hotell Stockholm

Stockholm, Sweden

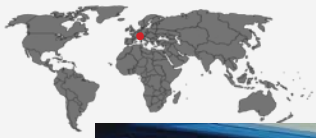




Armada Boat

Cairo, Egypt

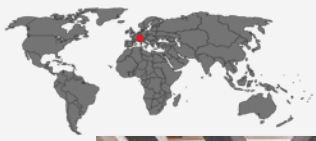




Floor Two Renovation at Grand Hotel Kempinski

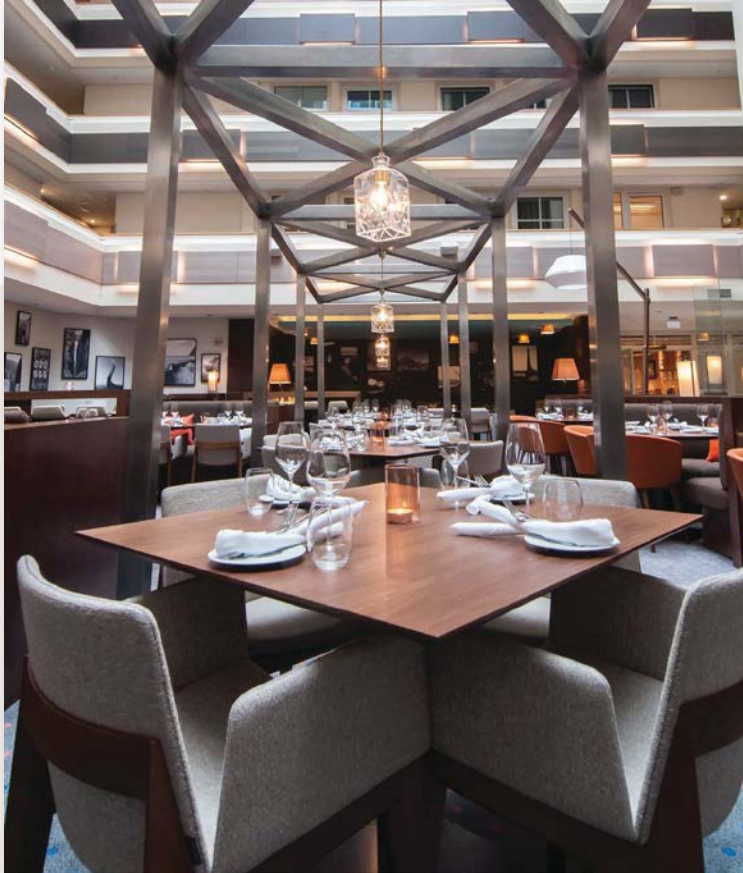
Geneva, Switzerland





The Renovation of Radisson Blu Royal Stavanger

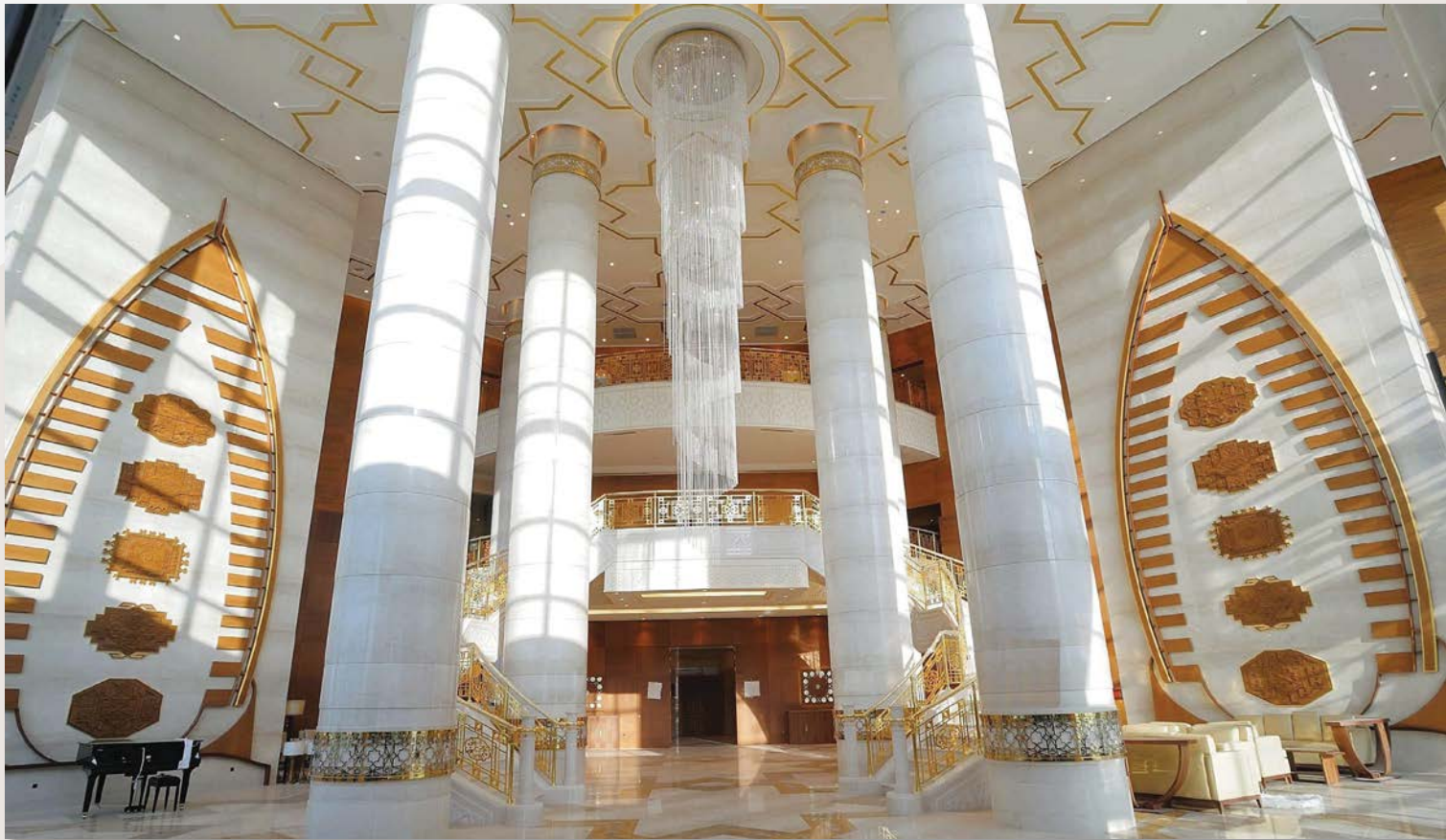
Stavanger, Norway

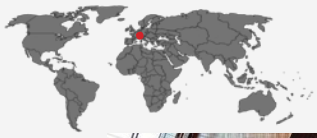




Hotel Yyldyz Ashgabat

Ashgabat, Turkmenistan





Hotel Yyldyz Ashgabat

Ashgabat, Turkmenistan





Kempinski Cathedral Square Vilnius

Vilnius, Lithuania

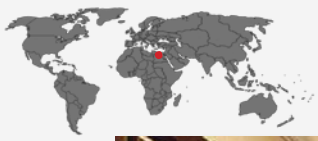




Royal Maxim Palace Kempinski Cairo

Cairo, Egypt





Royal Maxim Palace Kempinski Cairo

Cairo, Egypt





SDG Offices Geneva

Geneva, Switzerland





UBS - SM Offices Geneva

Geneva, Switzerland





Key Projects ...

Architecture / Structure
Projects



City Gate Multi Use Project

Addis Ababa, Ethiopia





City Gate Multi Use Project

Addis Ababa, Ethiopia





TRYP Hotel by Wyndham

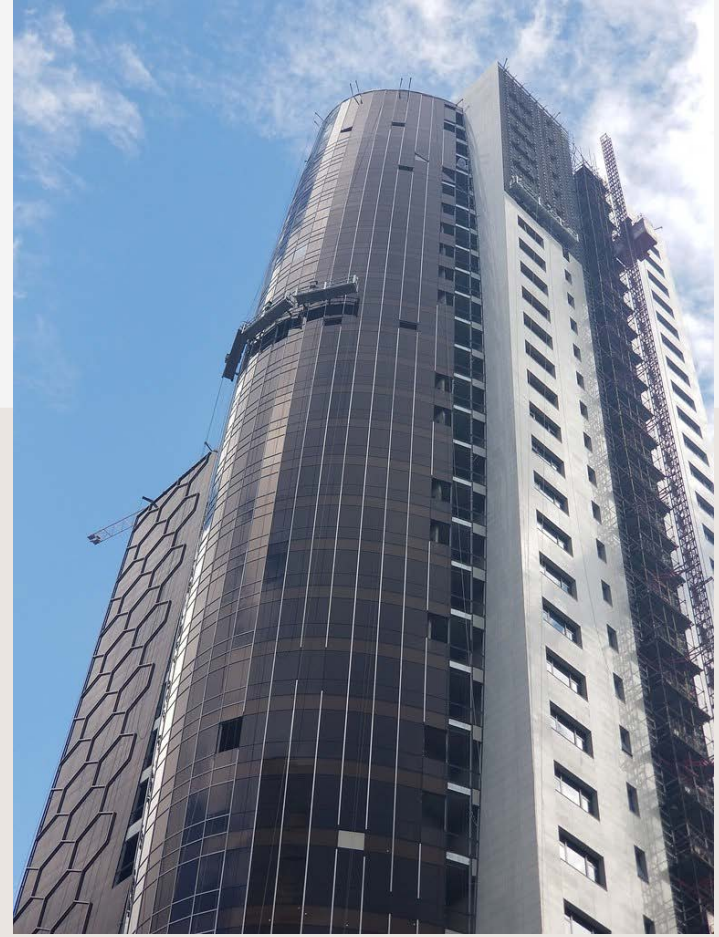
Addis Ababa, Ethiopia





NIB International Bank

Addis Ababa, Ethiopia





NIB International Bank

Addis Ababa, Ethiopia





Sheger Smart City Development

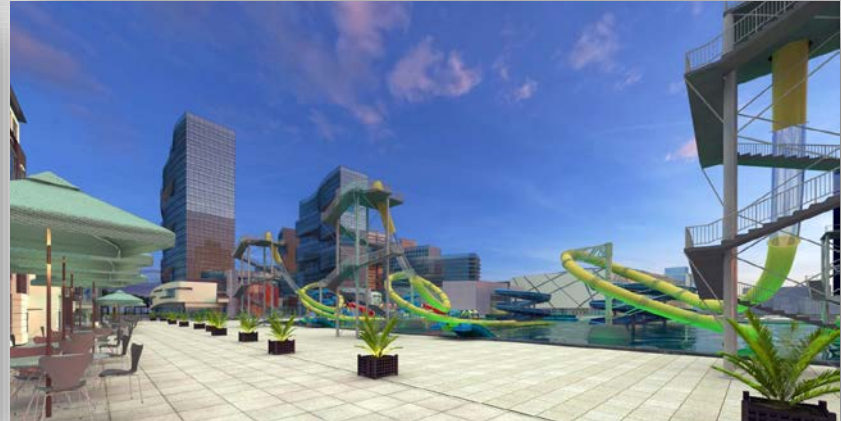
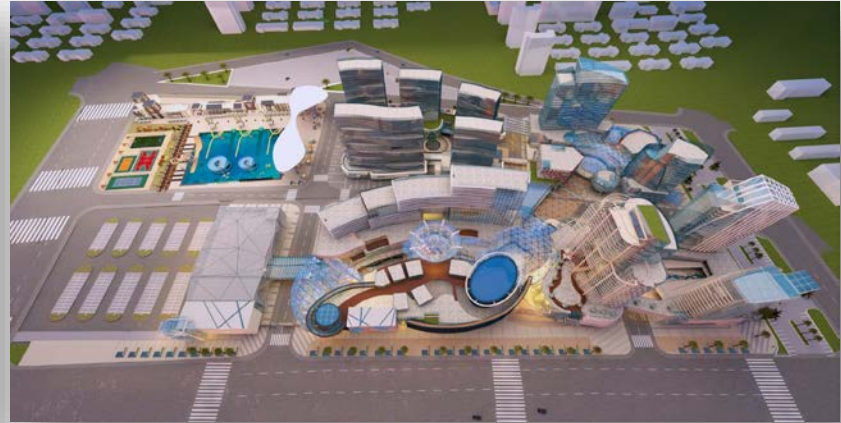
Addis Ababa, Ethiopia





Sheger Smart City Development

Addis Ababa, Ethiopia





Sheger Smart City Development

Addis Ababa, Ethiopia





Santa Maria Headquarter Office Building

Addis Ababa, Ethiopia





Bole Mall

Addis Ababa, Ethiopia





Office Building

New Capital, Egypt





King Mariout Compound

Alexandria, Egypt





Ramada Hotel

Addis Ababa, Ethiopia





Entertainment Center

Cairo, Egypt





Multi Use Building

Addis Ababa, Ethiopia

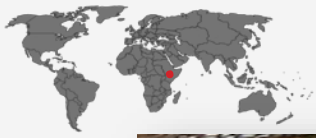




Multi Use Building

Addis Ababa, Ethiopia





Mexico Square Multi-Use Building Project

Addis Ababa, Ethiopia





Mexico Square Multi-Use Building Project

Addis Ababa, Ethiopia





Office Building

New Capital, Egypt





Wyndham Addis Hotel

Addis Ababa, Ethiopia

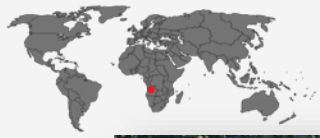




Living Hotel

Stockholm, Sweden





National Oncology Centre

Luanda, Angola





American University Of Iraq

Arbil, Iraq





Angola National Library

Luanda, Angola



An architectural rendering of a modern hospital building. The building features a prominent curved section on the left and a multi-story rectangular section on the right. The facade is light-colored with large windows. In the foreground, there is a landscaped courtyard with greenery, a paved area, and a white van parked. The text "Key Projects ..." is overlaid in blue, underlined font, and "Hospitals Projects" is overlaid in black font below it.

Key Projects ...

Hospitals Projects



Maternity and Pediatric Hospital

Luanda, Angola





Tenwek Hospital

Kenya



An aerial photograph of a large, landscaped park or urban development. The area is characterized by a complex network of green spaces, including circular and irregularly shaped lawns, and several blue water features such as ponds and streams. Pathways and roads are visible, weaving through the landscape. The overall design appears to be a blend of naturalistic and formal landscaping.

Key Projects ...

Landscape Projects



Double Tree by Wyndham Resort

Langano, Ethiopia





Key Projects ...

Industrial & Logistics
Projects



Iskraemeco Electronics Factory

10th of Ramadan, Egypt





Medical Union Pharmaceuticals Factory

10th of Ramadan, Egypt



Medical Union Pharmaceuticals



Key Projects ...

Project Management
Projects



RECENT PROJECT MANAGEMENT PROJECTS LIST

Leaded By Dr. Ahmed Saleh who has an extensive experience for almost 25 years in the field of Project Management, Construction Management, Procurement and Contract Management, Risk Management and Technical Office Engineering through all middle east (Egypt, Lebanon & Golf area).

His Academic experience is acknowledged through his participation and roles played while serving as a tutor for several departments, all affiliated to School of Science & Engineering, AUC

His practical experience includes monitoring & controlling multiple projects starting from planning, cost estimating, risk assessment, quality control, safety regulations, value engineering, contract administration extended to facility management.

He participated in different multi-disciplinary projects with various types; residential, housing, commercial, recreational, administrative & public buildings. In addition to high-end project types such as: hospitals, hotels, industrial facilities and infrastructure projects.

Recent Projects

- Skrimp Shack Stores, Cairo, Egypt
- Wyndham Hotel Addis Ababa, Ethiopia
- TRYP Hotel by Wyndham Addis Ababa,
- Wyndham Garden Langano, Ethiopia
- Santa Maria Headquarter offices Addis Ababa
- Faisal Islamic Bank, New Cairo, Egypt
- Italian Mall - Six of October, Egypt
- ILBOSCO - Misr Italia, New Capital City, Egypt
- Hawa International Hospital, Egypt
- NBD Bank Branch - New Damietta, Egypt
- NBD Bank Branch – Al Aresh, Egypt
- Al Fairouz Resort– Al Aresh, Egypt
- Lawyers Club - Six of October, Egypt
- Duck Donuts Stores, Worldwide
- Elëva Stores, Worldwide



Wyndham Addis Hotel

Addis Ababa, Ethiopia

Project Management Tasks

- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- Tender Documentation and selecting contractor
- Contracting
- Change Order Management
- Design Management
- Fresh Eye Review
- Value engineering
- Project Scheduling
- Cost Management
- Risk management





TRYP Hotel by Wyndham

Addis Ababa, Ethiopia

Project Management Tasks

- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- CPM Scheduling Services
- Tender Documentation and selecting contractor
- Daily Delay Measure (DDM) Contracting
- Change Order Management
- Design Management
- Fresh Eye Review
- Construction Defect Evaluation
- Value engineering
- Project Scheduling
- Cost Management
- Risk management





Hawasa Hotel by Wyndham

Hawasa, Ethiopia

Project Management Tasks

- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- CPM Scheduling Services
- Tender Documentation and selecting contractor
- Daily Delay Measure (DDM) Contracting
- Change Order Management
- Design Management
- Fresh Eye Review
- Construction Defect Evaluation
- Value engineering
- Project Scheduling
- Cost Management
- Risk management





Skrimp Shack Egypt

Cairo, Egypt

Project Management Tasks

- Feasibility studies
- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- Tender Documentation and selecting contractor
- Contracting
- Change Order Management
- Design Management
- Fresh Eye Review
- Value engineering
- Project Scheduling
- Cost Management
- Risk management





Santa Maria Headquarter Office Building

Addis Ababa, Ethiopia

Project Management Tasks

- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- CPM Scheduling Services
- Tender Documentation and selecting contractor
- Change Order Management
- Design Management
- Construction Defect Evaluation
- Value engineering
- Project Scheduling
- Cost Management





ILBOSCO - Misr Italia

New Capital, Egypt

Project Management Tasks

- Bid management (Estimates, Evaluation & Awarding)
- Precise material & labour take-offs for procurement
- CPM Scheduling Services
- Tender Documentation and selecting contractor
- Daily Delay Measure (DDM) Contracting
- Change Order Management
- Design Management
- Fresh Eye Review
- Construction Defect Evaluation
- Value engineering
- Project Scheduling
- Cost Management
- Risk management





Key Projects ...

**Interior Design & Fit-Out
Restaurants**



Skrimp Shack Egypt

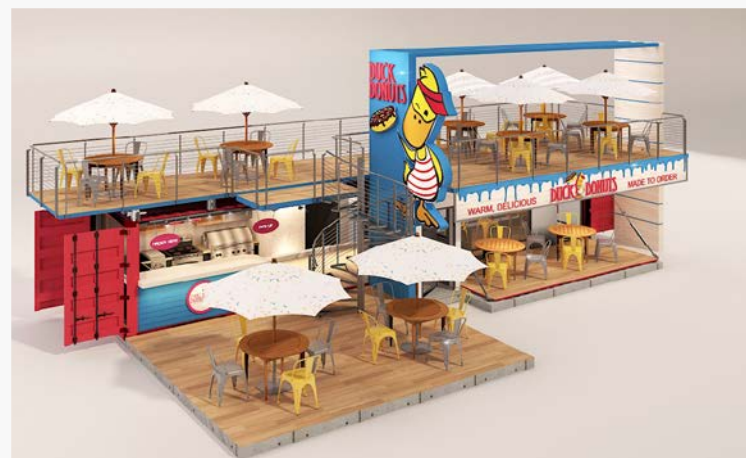
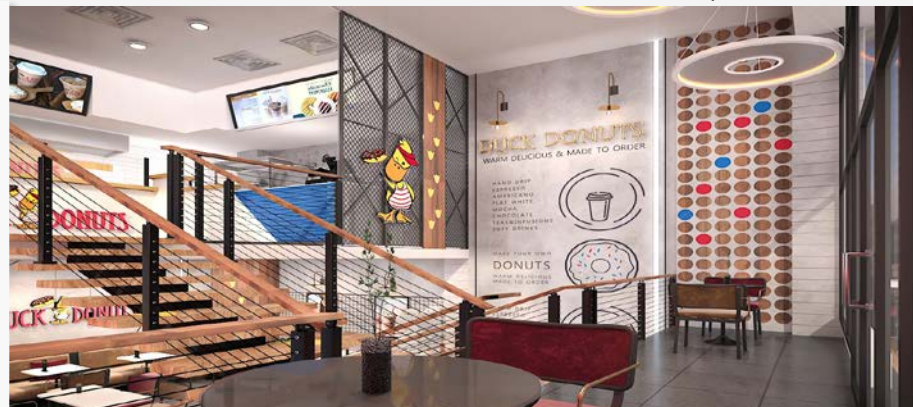
Cairo, Egypt





Duck Donuts World

World Concept





Elëva Lounges

Virginia, USA





Panda House Egypt

Cairo, Egypt





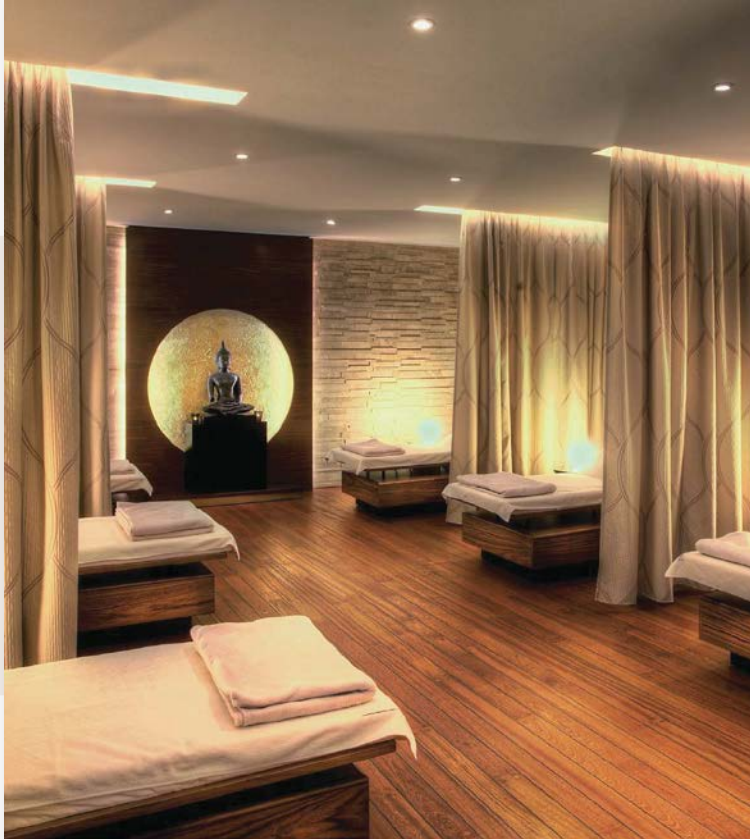
Key Projects ...

G o l f C l u b s & S P A
P r o j e c t s



Le SPA at Grand Hotel Kempinski

Geneva, Switzerland





Le SPA at Grand Hotel Kempinski

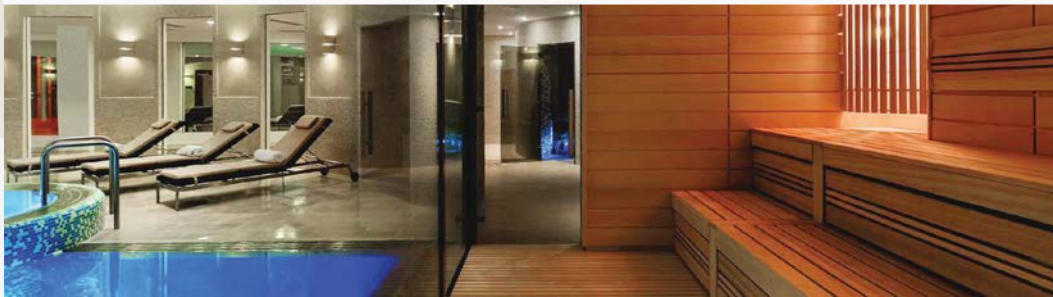
Geneva, Switzerland





Luxury SPA at Kempinski Cathedral Square

Vilnius, Switzerland





Yyldyz SPA Center at Hotel Yyldyz

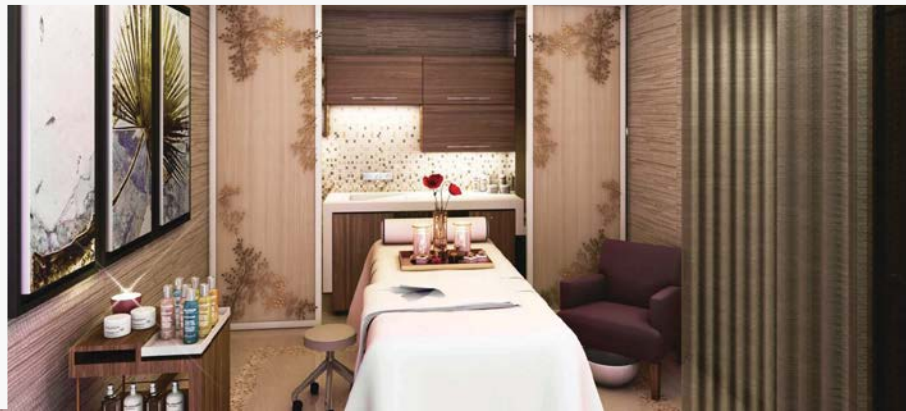
Ashgabat, Turkmenistan





Eforea SPA at Transcorp Hilton

Abuja, Nigeria





Resense SPA at Royal Maxim Palace Kempinski

Cairo, Egypt





Key Projects ...

Hi - End
Residential
Projects



SM Residential Building

Addis Ababa, Ethiopia

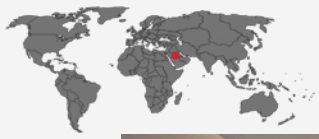




AAA Palace B2

Riyadh, Saudi Arabia





AAA Villa Riyadh

Riyadh, Saudi Arabia





AAA Villa Riyadh

Riyadh, Saudi Arabia





Dubai Apartment

Dubai, UAE





Key Projects ...

Branding & Marketing
Projects



Miss Ferrari Classic 2023

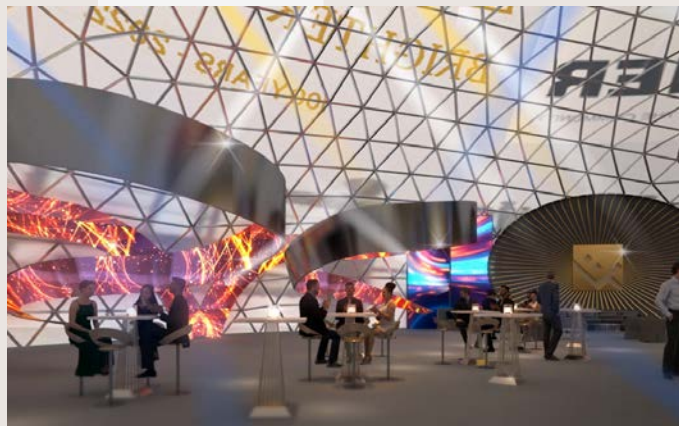
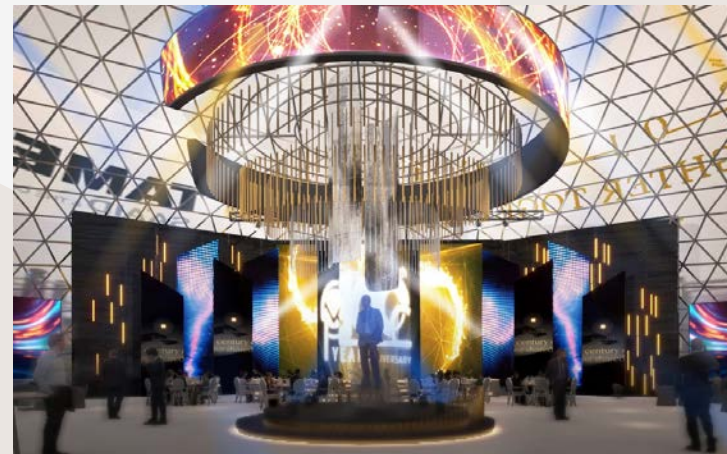
Palm Beach, Florida





TAMER GROUP 100TH YEAR ANNIVERSARY

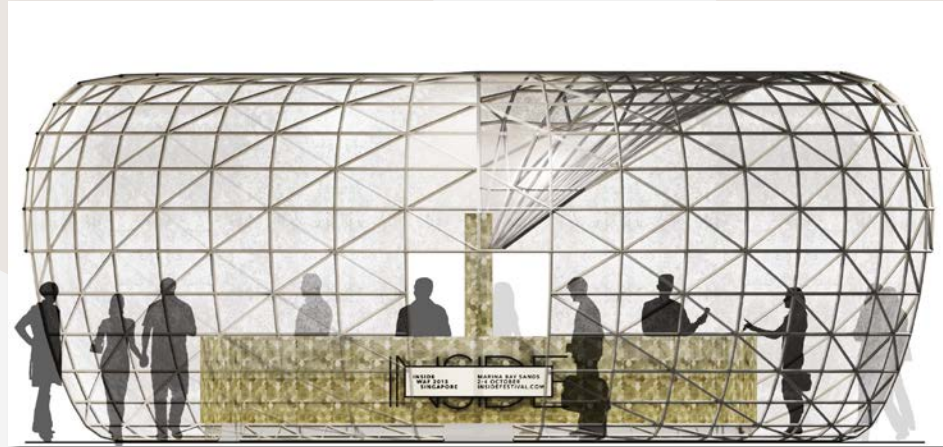
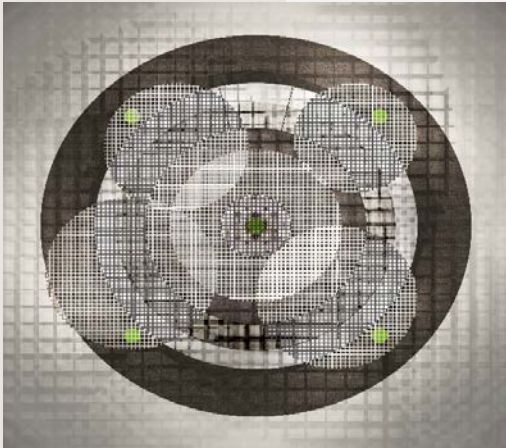
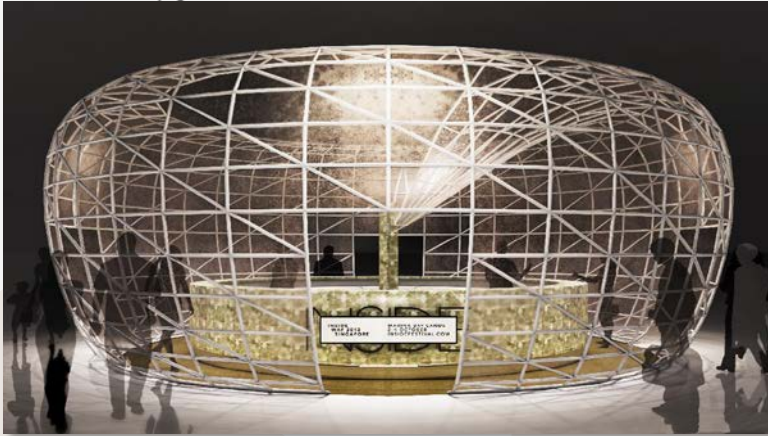
Saudi Arabia





World Architecture Festival

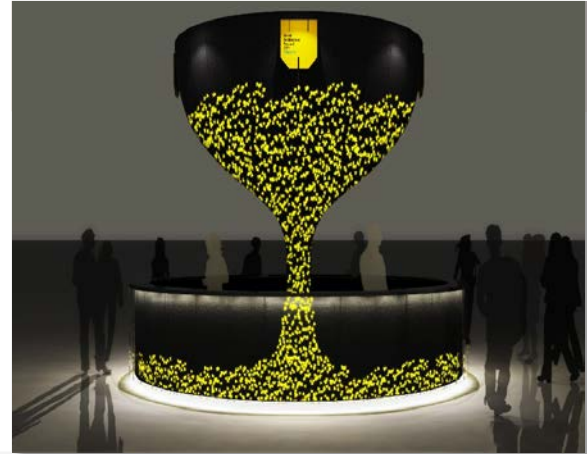
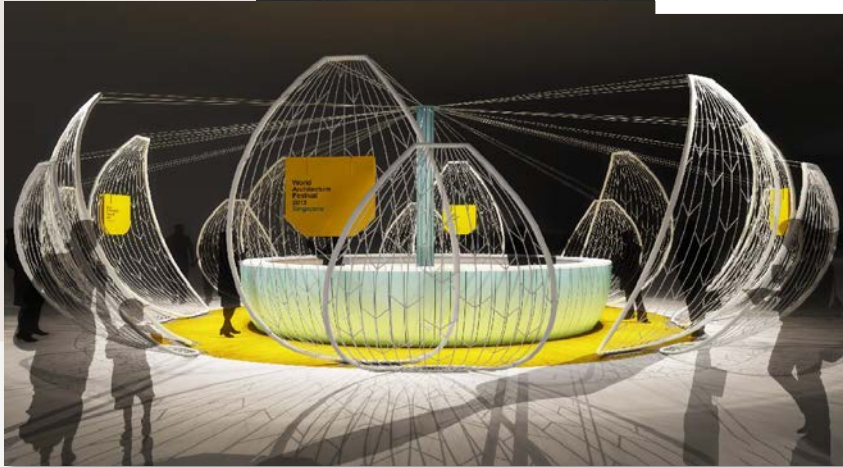
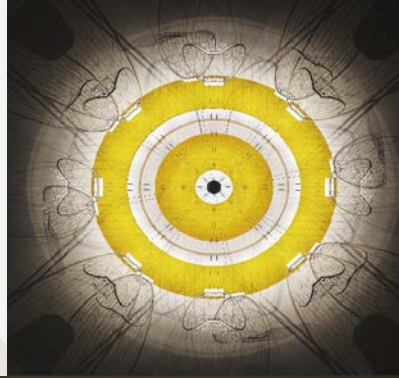
Many Destinations





World Architecture Festival

Many Destinations



THANKS

Does anyone have any questions?

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