



بوابة الخليج العقارية
تطوير عقاري-مقاولات عامة

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CORE VALUES & PRINCIPLES



1. MESSAGE FROM THE FOUNDERS

Dear GRC Family Member,

History has taught us that people, families, organizations, and countries can come and go but the only thing that remains is the legacy of values that have been left behind by the founding generation.

As we are approaching almost 21 years since the creation of the GRC Group, we want to pass on to you and to all future generations of GRC employees, the GRC Family Value Pyramid with its Guiding Values and Principles that every member of the GRC family must follow, and you all must adhere to the GRC Code of Practice.

Living in this troubled world where human values and simple good principles are no longer the beliefs of many people around us, one must remember that neither short-term benefits nor following others can justify us from deviating from our main principles and beliefs. I want every single one of you to teach these principles to your subordinates and family members in order not only to make the GRC Family stronger and better, but also to improve the community we all live in and the world at large.

Tamer Mohamad
Chairman & CEO



2. GRC'S VALUES & PRINCIPLES

1. INTEGRITY, HONESTY & RELIABILITY

We believe that personal and organizational integrity is best expressed in honesty and reliability and constitutes a lasting value for GRC.

2. TRUST, TRANSPARENCY & HUMILITY

We believe that trust is the basis of all our actions and the guiding principle behind all that we do. We act in full transparency with all stakeholders and aim to maintain modesty and a low-profile in all our endeavors.

3. SENSE OF BELONGING & HARMONY FOR ALL COMPANY EMPLOYEES

GRC is a second home to all GRC family members. It is not only a workplace but a setting through which the company manifests its long-term commitment to its employees and their families and expects all employees to act as in a big family, adopting GRC's culture.

4. FAIRNESS TO ALL STAKEHOLDERS

GRC is committed to acting fairly and responsibly towards its owners, GRC family members, clients, partners, employees, management, sub-contractors, suppliers, and communities wherever it is active.

5. WE RESPECT HIERARCHY & ACCOUNTABILITY

Due to the large size of the GRC Group and its affiliate companies, we respect hierarchy within the Group and follow the clear leadership set by the owners and company management. We assign defined goals and authority to our employees, and link them to personal responsibility, accountability, and rewards.

6. WE AIM TO BE SECOND TO NONE IN ALL WE DO

We believe that our clients are entitled to the highest quality standards and services in the industry, and we pride ourselves in providing the best quality in all our projects, at competitive prices and within the shortest completion dates possible.

7. PROTECTING HUMAN LIFE IS OUR GOAL

We believe that nothing is more precious than human life and well-being. The Owners and company management ensure that all conceivable measures are taken in our operating procedures, mode of execution, organizational setup as well as our products and services, to strictly comply with the highest international health and safety standards for achieving the ultimate goal of protecting human life.



8. WE ENCOURAGE INNOVATION

Innovation, advanced thinking, and flexibility have always been the main drives behind GRC's success in the past. We aim to maintain the same spirit by encouraging entrepreneurial and individual initiatives among our staff.

9. WE NOURISH LONG-TERM RELATIONSHIPS

Our success depends on our solid long-term relationships with our clients, partners, sub-contractors, vendors, consultants, banks, insurance companies and professional societies. We aim to maintain these special relationships with all stakeholders even if this may entail some financial burden in the short term as we will reap the benefits in the long term.

10. OUR STAFF IS OUR GREATEST ASSET

We are committed to the personal and professional advancement of GRC family members, and to fair compensation, dignified treatment, acknowledgement, and appreciation of achievement. We aim to continue to provide the proper working environment for our employees to advance, excel and perform to their highest potential.

11. COMMITMENT TO PRESERVE THE GRC FAMILY CULTURE

We are committed to ensuring that all GRC locations around the globe preserve our golden reputation earned through excellent performance over the years, and to maintaining our distinct GRC Family Culture by respecting the laws, traditions, customs, and values of the regions we are active in, and caring for our clients, business associates and, above all, each other.

12. COMMITMENT TO THE COMMUNITY

Throughout the duration of our projects, we are committed by our Corporate Social Responsibility Process, to work closely with the local communities and societies, contribute to their economic development, offer employment opportunities, utilize local resources, and support the enhancement of their quality of life.

13. COMMITMENT TO THE ENVIRONMENT

We are committed to protect the environment in all our projects and activities. GRC's operational procedures, modes and methods of execution are set up to minimize waste and pollution in all its forms and support all environmental protection processes and procedures.

14. COMMITMENT TOWARDS ANTI-CORRUPTION

GRC is committed to conduct its business ethically in full compliance with GRC's Ethics & Anti-Corruption Program (EACP) and to fight corruption at all levels.



15. COMMITMENT TO CHANGE FOR THE BETTER

With the ever-changing world around us, GRC is committed to continuous improvement of our procedures and methods of execution by adopting new technologies and systems relevant to our line of business. We believe in the effective management of change as a means of evolving towards a better-performing and a stronger organization that can cope with the changes around us, but without losing sight of our Core Values and Principles.

16. APPRECIATION OF OUR STAFF

We believe that our employees deserve to be respected as fellow human beings as well as for their personal and professional merits. Each is entitled to polite and friendly treatment at all levels, to career development and advancement based on qualifications, and to fair compensation.

17. COMMITMENT TO THE DEVELOPMENT OF FUTURE GENERATIONS

We aim to recruit, train, and develop young leaders so they become positive contributors to society. In doing so, GRC not only contributes to its future success, but to the development and well-being of future generations.

We trust that our faithful adherence to all these 17 Core Values & Guiding Principles along with a conscientious rejection of all practices that contradict them, can ensure GRC's profitable growth in the years to come and continue to add value to lives in communities where GRC is serving.

For and on Behalf of Gulf Gate Real Estate

Tamer Mohamad
Chairman & Chief Executive Officer
Gulf Gate Real Estate company (GRC)