

**Marzouk Abdullah Al Mutairi:  
A Proactive Successful Story in a Concrete Factory**

Personal Briefing:

Name:	<b>Marzouk Abdullah Al Mutairi</b>
Date of birth:	9/10/1985
Major:	Architectural engineering from University of Kuwait
Marital status:	Married
Commercial Brand	Inner Works Kuwait
Position	CEO

**Marzouk Abdullah Al Mutairi's experience carries a lot of modernity which stems from the activity is traditionally linked to projects and enterprises in the field of concrete, specifically flat floors, and while Al-Mutairi provides an account of years on that experience, it is important to quote from between the lines a lot of morals, lessons that benefit owners of small and medium enterprises, which can be summarized as follows: starting from the selection of projects or non-traditional activities, reliance on technology in the evolution and development, as well as enegy posed by the demand for these projects and their ability to grow and develop.**

Marzouq Al-Mutairi's story goes back to the year 2009, when he went to the United States, specifically the state of Boston, where he was pursuing his career by working in an office that specializes in engineering consultancy and contracting, and through this office he had the opportunity to attend training programs at one of the developer companies affiliated with concrete technology that was famous worldwide known as "Cheng", and from there he gained associations to the Company "Euro concrete Floor", which has an experience of over 35 years in the field of surfaces and floors of concrete, as soon as he started working with the company on several projects in the region he gained a lot of experience most recently with the completion of a number of jobs in the Hamad international Airport in Qatar

### **A Branch in Kuwait**

From there, Al-Mutairi's efforts to move the company's experience to Kuwait accelerated to focus the company's activity in particular on the concrete floors so based on various data the government moved towards launching vital projects under the development plan and the need for a specialized company in the industry and the thirst of the market for the quality of service provided by the company in the field of technical consultation studies or even molded floors and surfaces, in a nutshell Mutairi has relied on precedence in providing the service, by devoting the basic elements of the success of his experience after the branch opened for "Inner Works" in Kuwait, which specializes in business consulting to contractors in the field of concrete, creating a mixture suitable with the nature of the uses of the buildings through to the supply and implementation, according to this the model it can be argued that the activity of the company by a developer of a material and concrete mixtures and implemented them. The nature of the case Mutairi prepared in-depth studies on the domestic market and the proposed projects where required and needs, and on that basis decided to focus on large-scale projects, and soon after the company entered into major projects, including the casting for "AlSabah" hospital floors in Kuwait on an area stretching for about 280 thousand square meters along with providing flooring for some projects as is the case with operating rooms in hospitals and the requirements of specific and insulated floors (Antistatic Floor) or even the parking lots as well as the implementation of projects for the benefit of military sectors and the requirements of heavy machinery that they have.

### **Entrepreneur in the world of construction**

There are a lot of lessons to be learned in Marzouq Al-Mutairis' experience that benefit the initiators, this importance lies in that there is a small percentage of initiators in comparison to the total number of entrepreneurs in other sectors, and that this experience and work in the sector has its specificity as a sector. As contracting has taught him a lot of lessons in this context he states that they got the financing from the Industrial banks portfolio after about a year and seven months from the start of production. This funding was allocated specifically to increase production capacity, stressing that it is important for the owner of any small and medium enterprises that operational activity begins in the project before getting funding, especially since any project that includes a lot of

unconfirmed data (uncertainties) could cost the project manager or initiator financial costs that are far more than estimated, Al-Mutairi adds 'At the level of our expertise we have been devoted initially on projects with a focus on the main activity linked to "Concrete "while the production capacity of the plant today reaches about 600 thousand square meters of flat concrete'. In the context of talking about the presence of the initiators in the construction sectors Mutairi stresses on the importance of attracting service companies whose activities are highly demanded and sought out companies that rely on technology that can provide added value to the sector or the same market with high quality, which ensures rapid breakthrough.

### **Broad prospects for growth**

On the other hand, Mutairi relies much on prospects of growth in the industry, which is another bright and important factor in any initiators journey, as is the prospects of growth relying on the development of alternative solutions and a wide choice of concrete which can be used to replace many of the materials used to cover surfaces as well as the provision of eco friendly materials considering that such materials could lead the company to a new stage in its career, especially since the company devotes itself more and more as a specialist based on the percentage breakthroughs achieved over the past few years, with a market share of about 56% percent of the total market share.