



Global Direction

DIGITAL · DESIGN · PRINT

GLOBALDIRECTIONS.SA

Company Profile

Saudi Arabia's single-source digital partner for small and medium businesses — web, software, AI, marketing, hosting, design and print.

EST. 2023 ■ KINGDOM OF SAUDI ARABIA ■ GLOBALDIRECTIONS.SA

SEVEN SERVICE LINES · ONE PARTNER

- Web Design
- Digital Marketing
- Graphic Design
- AI Solutions
- Custom Software
- Web Hosting
- Printing

ALIGNED WITH



Digital, end to end.

Global Direction is a Saudi digital services company built for small and medium businesses. Since 2023 we have handled the work that growing companies can't afford to fragment — websites, custom software, AI, marketing, hosting, design and print — through a single team accountable for all of it.

Most businesses juggle four or five vendors to stay visible online. We replace that with one partner who understands the whole picture, so every piece of your digital presence is built to work with every other piece.

Registered in the Kingdom of Saudi Arabia as **Al-Ittijahat Al-Alamiya Contracting Co.** (شركة الاتجاهات العالمية للمقاولات) · Commercial Registration 7025084596 · VAT 311867121100003

3

Years in business

100⁺

Projects delivered

100

Clients served

6

Integrated service lines

What drives us **forward.**

VISION

Making world-class digital capability affordable and accessible for every growing business.

MISSION

To give small and medium businesses one trusted partner for their entire digital presence — building, marketing and maintaining it so owners can focus on running their business.

Single-source.

One vendor, one invoice, one point of accountability. Instead of a web developer, a printer, a hosting reseller and a marketing freelancer who all blame each other, you deal with one team that owns the outcome.

One partner. Every advantage.

01

Everything under one roof

Web, software, AI, marketing, hosting, design and print from a single team. One vendor, one invoice, one point of accountability.

02

Built for SMEs

Our pricing, scope and timelines are designed for growing businesses, not enterprise budgets and enterprise delays.

03

In-house delivery

Design, development and marketing handled by our own specialists. No subcontracting, no handoffs, no surprises.

04

Focused on SMEs from day one

Founded in 2023 to serve this market and no other, we know what actually works for a small business, and what only sounds good.

05

Direct access

Reach the people doing the work, on WhatsApp or phone, without a ticket queue in between.

06

Digital and physical

The only partner that takes your brand from screen to print — same identity, same standards, same team.

Seven services, one digital partner.

01



Web Design

Fast, responsive websites built to convert visitors into customers.

02



Custom Software

Business applications built around how you actually work.

03



Digital Marketing

Visibility that brings the right customers to your door.

04



Web Hosting

Fast, secure, managed hosting with real support behind it.

05



Graphic Design

Brand identity and visuals that make you look established.

06



Printing

Professional print production, from business cards to signage.

07



AI Solutions

Assistants that answer your customers, and automation that clears the routine work.



Websites built to be found, **trusted and acted on.**

Websites designed to be found, trusted and acted on — built fast, built responsive, and built to be maintained without calling a developer for every change.

Website Design & Development

Business websites • Corporate websites • Landing pages • Multi-page brochure sites • Responsive & mobile-first design • UI/UX design • Wireframing & prototyping

E-Commerce

Online store design • WooCommerce & Shopify builds • Payment gateway integration • Product catalog setup • Shipping & tax configuration

CMS & Platforms

WordPress • Custom CMS • Theme development • Plugin configuration • Multilingual (Arabic/English) websites • RTL design

Redesign & Optimization

Website redesign • Speed optimization • Core Web Vitals • Accessibility improvements • Conversion rate optimization

Care & Maintenance

Content updates • Security patching • Backups • Uptime monitoring • Monthly care plans

■ **Arabic-first when you need it:** full RTL design and bilingual builds for the Saudi market.



Software shaped around **the way you work.**

Software built around your process instead of forcing your process into someone else's product — from internal tools to customer-facing platforms.

Business Applications

ERP • CRM • Inventory & POS systems • HR & payroll systems • Booking & appointment systems • Invoicing & accounting tools

Web Applications

SaaS platforms • Customer portals • Admin dashboards • Marketplace platforms • Workflow automation

Mobile Applications

Android & iOS apps • Cross-platform development • App store deployment • Push notification systems

Integration & APIs

Third-party API integration • Payment gateways • Government & compliance integrations • Data migration • System-to-system connectors

Support & Engineering

Requirements analysis • Prototyping • QA & testing • Deployment • Ongoing maintenance & feature development

■ **Built to your workflow:** discovery, prototype and phased delivery so you see progress before you commit to the next stage.

Built on Laravel · PHP · MySQL · Tailwind CSS · Vue.js · Flutter



Found by the customers **already looking for you.**

Getting found by customers who are already looking — across search, social and now AI assistants — and turning that attention into enquiries.

Search Engine Optimization	Technical SEO • On-page optimization • Local SEO & Google Business Profile • Keyword research • Content strategy • Link building • SEO audits
AI Visibility (AEO/GEO)	Optimization for ChatGPT, Google AI Overviews and Perplexity • Structured data & schema markup • Entity and citation building • AI-answer monitoring
Paid Advertising	Google Ads • Meta (Facebook & Instagram) Ads • TikTok Ads • Snapchat Ads • Remarketing campaigns • Landing page & conversion optimization
Social Media	Account setup & optimization • Content calendars • Post design & copywriting • Community management • Bilingual (Arabic/English) content
Content & Email	Blog & article writing • Product descriptions • Email campaigns & automation • WhatsApp marketing • Newsletter management
Measurement	Google Analytics 4 • Search Console • Conversion tracking • Call tracking • Monthly performance reporting

■ **Beyond rankings:** we optimize so search engines *and* AI assistants name your business when customers ask who to trust.



Always on, **with a human behind it.**

Fast, secure, monitored hosting with a human on the other end — so your website and email stay up without you thinking about them.

Hosting Plans	Shared hosting • Business hosting • VPS • Dedicated servers • WordPress-optimized hosting • Reseller hosting
Domains	Domain registration • .sa & .com.sa domains • Transfers • DNS management • Domain privacy
Email	Business email hosting • Microsoft 365 • Google Workspace • Spam & malware filtering • Email migration
Security	SSL certificates • Firewall & DDoS protection • Malware scanning & removal • Daily backups • Disaster recovery
Management	24/7 uptime monitoring • Server maintenance & patching • Performance tuning • CDN setup • Migration from other hosts

99.9%

Uptime commitment
on all managed plans

<1 hr

Support response time
during business hours

24/7

Uptime monitoring
with daily backups

■ **Free migration:** we move your existing site, email and data across with no downtime.



An identity that makes you **look established.**

Visual identity that makes a young business look established — designed once, applied consistently everywhere your customers see you.

Brand Identity

Logo design • Brand guidelines • Color & typography systems • Rebranding • Brand collateral kits

Marketing Design

Brochures & flyers • Posters • Presentations & pitch decks • Company profiles • Catalogs & menus

Digital Design

Social media graphics • Ad creative • Email templates • Banners • Motion graphics & short-form video

Print-Ready Design

Business cards • Letterheads & stationery • Packaging • Signage & banners • Vehicle branding

Illustration & Production

Custom illustration • Icon sets • Photo retouching • Product mockups • File preparation for print

■ **Designed for both:** every identity is delivered in digital and print-ready formats from day one.



From screen to press, **without losing a thing.**

In-house print production that closes the loop — the same team that designed your brand produces the physical material, so nothing is lost between screen and press.

Business Print	Business cards • Letterheads & envelopes • Invoice & form printing • Folders • Certificates
Marketing Materials	Brochures • Flyers & leaflets • Catalogs • Posters • Booklets & company profiles
Large Format	Roll-up & pull-up banners • Backdrops • Exhibition stands • Outdoor signage • Vinyl & window graphics
Branded Merchandise	Apparel & uniforms • Mugs & drinkware • Bags • Pens & giveaways • Corporate gifts
Signage & Environment	Reception & office signage • Directional signage • Acrylic & metal letters • Vehicle wraps
Finishing	Lamination • Foil & embossing • Die-cutting • Binding • Packaging & fulfillment

■ **Design and print together:** one team, one file, no reprints because the colors didn't match.



■ AI FOR BUSINESS

AI that does the work, **not just the talking.**

01

Answers, day and night

Customers ask at every hour. An assistant trained on your business replies in seconds, in Arabic or English.

02

Trained on your business

Not a generic chatbot. It reads your services, prices and policies, and hands over to a person when it should.

03

Hours back every week

Quotations, invoices, data entry and routine email can be drafted and filed automatically, for your team to approve.

04

Arabic and English, natively

One assistant, both languages, in the way your customers actually write — not a separate system for each.

05

Found by AI, not only Google

Buyers ask ChatGPT and Gemini for recommendations. We structure your content so your business is one of the answers.

06

Start small, prove it, then scale

One workflow first, usually customer replies, measured against real numbers. We expand only what earns its place.



AI, connected to **the tools you already use.**

We design, build and run the AI layer of your business — from the assistant that answers your customers to the automations that clear your team's routine work. Everything connects to the systems you already have, and your data stays yours.

Customer Response & Chat

AI chat on your website • WhatsApp auto-reply • Instagram & Facebook messages • Arabic and English • Handover to a person at the right moment • Out-of-hours cover

Sales & Enquiry Handling

Quote and booking capture • Lead qualification • Automatic follow-up • Routing to the right person • Conversation summaries written into your CRM

Business Automation

Invoice & document data extraction • Report generation • Email drafting and triage • Data entry into your ERP or CRM • Scheduled workflows • Approval steps kept with your team

Documents & Knowledge

An assistant that answers from your own files • Contract & invoice extraction • Internal knowledge base • Search across years of documents • Bilingual summaries

Content & Marketing AI

Bilingual copy drafting • Product descriptions • Social captions & calendars • Ad variants • Campaign imagery • Review responses

Integration, Training & Support

Connection to your existing systems • Private and in-Kingdom deployment options • Prompt libraries for your team • Staff training • Monitoring, tuning and monthly reporting

■ **Built on your data, under your control:** we start with one workflow, measure it against real numbers, and expand only what works.

Trusted by **growing businesses.**

Retail & E-Commerce

SHOPS · ONLINE STORES · BRANDS

- Online stores with local payment gateways
- Product catalogs and inventory systems
- Paid social and remarketing campaigns
- Packaging, labels and in-store print

Healthcare & Clinics

CLINICS · DENTAL · WELLNESS

- Booking and appointment systems
- Bilingual Arabic/English websites
- Local SEO and Google Business Profile
- Reception signage and patient materials

Contracting & Industrial

CONSTRUCTION · LOGISTICS · REAL ESTATE

- Corporate websites and project portfolios
- Custom ERP, CRM and workflow tools
- Company profiles and tender documents
- Vehicle branding and site signage

Professional Services

CONSULTANCIES · EDUCATION · HOSPITALITY

- Brand identity and stationery systems
- Lead-generation landing pages
- Managed hosting and business email
- Menus, brochures and presentation decks

PLATFORMS WE BUILD ON

WordPress

WooCommerce

Shopify

Laravel

Google Ads

Meta Business

Google Workspace

Microsoft 365

cPanel

Cloudflare

Adobe Creative Cloud

Saudi Commercial Registration · National Number
7025084596

Legal entity · Al-Ittijahat Al-Alamiya
Contracting Co.

VAT registration ·
311867121100003

**Chamber of Commerce
membership**

■ LET'S BUILD WHAT'S NEXT

Your Digital Partner in Saudi Arabia.

Helping small and medium businesses across the Kingdom
build, market and run their digital presence — and grow
toward Vision 2030.

01

Talk to us

Call, WhatsApp
or email us with
what you need.

02

Get a clear scope

One proposal,
one price, one
timeline.

03

One team delivers

We build, launch
and maintain it.

Global Direction · Al-Ittijahat Al-Alamiya Contracting Co. · CR 7025084596 ·
VAT 311867121100003 · Established 2023
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