



REALIZATION
PLANNING
MANAGEMENT

COMPANY PROFILE 2026

STORY



1991



الراسم المتحدة
AlRasim United

AlRasim United was established and evolved as a specialized company in developing customized **engineering solutions**, delivering the local market with the highest quality (EPC) services in Information Technology & Power Generation Systems and providing clients with dedicated Project Management and Engineering Consultancy Services.

2016

AlRasim United created a spin-off company, **RPM**, steered by its founders and a group of experts and consultants, aligning with the transformation the Kingdom is undergoing and catering to the new opportunities in the different sectors focusing on **Consultancy and Program Management**.

TODAY



RPM proudly claims a comprehensive understanding of the Saudi market, with competence, flexibility, and robustness to engage with a wide range of clients from the government, public, and private sectors with a customized approach and concept in delivering **Consultancy and Program Management Services**.

WHAT WE DO



We deliver practical, knowledge-based solutions that enable government, public, and private entities to enhance institutional performance, build sustainable capabilities, and strengthen governance and operational excellence in line with leading local and international standards.

OUR IMPLEMENTATION METHODOLOGY ENSURES TASKS AND MILESTONES ARE REALIZED IN A MANNER COMMENSURATE WITH THE STRATEGIC PLANS, AND QUALITY SUSTAINED TO THE DEFINED OBJECTIVES.

REALIZATION

PLANNING

MANAGEMENT

PORTFOLIO OF CLIENTS



A diverse portfolio of clients and sectors; Government, public, private, business conglomerates and multinationals.

GOVERNMENTAL



PUBLIC SECTOR



PRIVATE SECTOR



MULTINATIONALS & INTERNATIONAL ORGANIZATIONS

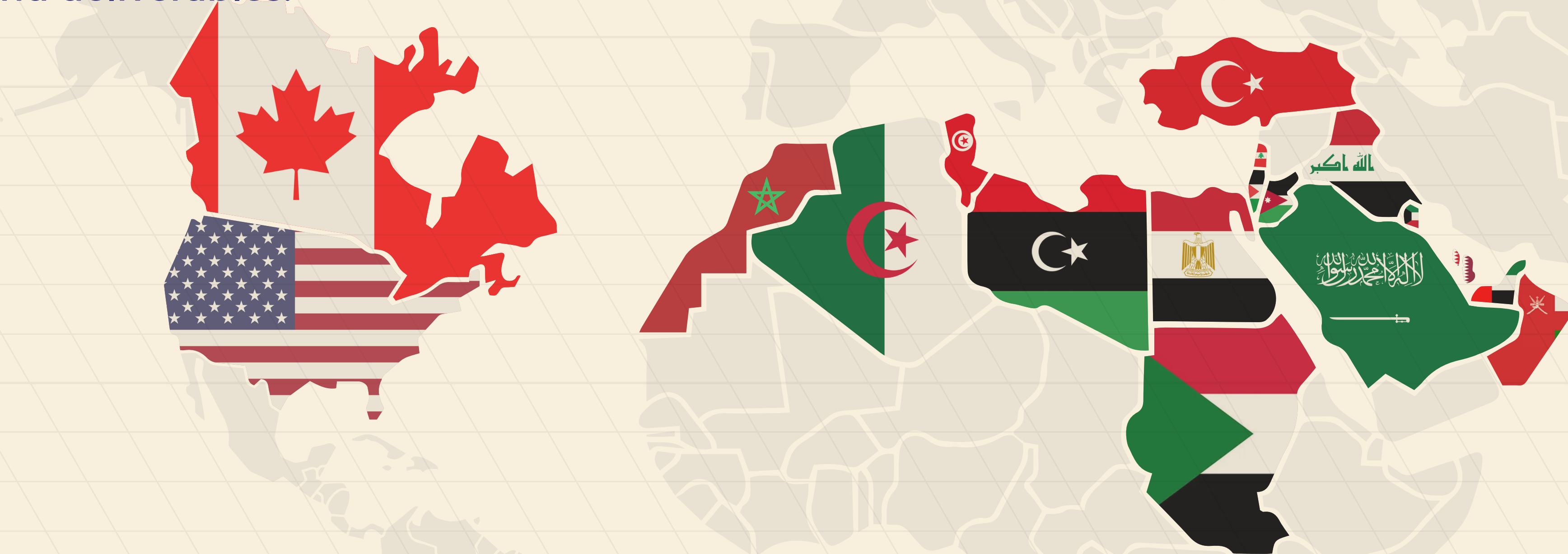


DIVERSITY AND CROSS BORDERS EXPERIENCE



We are proud to have served our clients, conducted and fulfilled consulting, PMO, and business advisory / project engagements across **4 CONTINENTS, IN 21 COUNTRIES**, various economies industries and sectors, with diverse unique objectives, scope of requirements and deliverables.

- ▶ ARAB COUNTRIES
- ▶ TURKEY
- ▶ USA
- ▶ CANADA
- ▶ UK
- ▶ NETHERLANDS



COMPETENCIES & SERVICES

MANAGEMENT CONSULTANCY

- ▶ Corporate & Business Strategy
- ▶ Governance & Operating Models
- ▶ Organizational Design & Restructuring
- ▶ ESG & Sustainability
- ▶ Change Management & Capability Development
- ▶ Strategy Assessment & Development
- ▶ Decision Quality
- ▶ Portfolio Management & Resource Allocation
- ▶ Enterprise Risk Management

BUSINESS ADVISORY

- ▶ Feasibility Studies & Financial Modeling
- ▶ Business Planning & Market Assessments
- ▶ End-to-End Privatization Services
- ▶ Commercial Due Diligence
- ▶ Valuation & Proposition
- ▶ Investment Advisory & PPP Support
- ▶ Cost Optimization & Value Realization
- ▶ Market Intelligence
- ▶ Global Localization Services
- ▶ Product / Service Development
- ▶ Reputation & Perception Management

PROGRAM MANAGEMENT

- ▶ PMO Setup & Operation
- ▶ Project / Program Delivery & Governance
- ▶ Contract & Vendor Management
- ▶ Delivery Assurance (incl. risk & compliance)
- ▶ Business Transformation & Change Management
- ▶ PPP / BOO / BOT / EPCM Program Structures
- ▶ Delivery Systems & SOP Development
- ▶ Project Staffing & Resource Augmentation
- ▶ Portfolio Performance Management

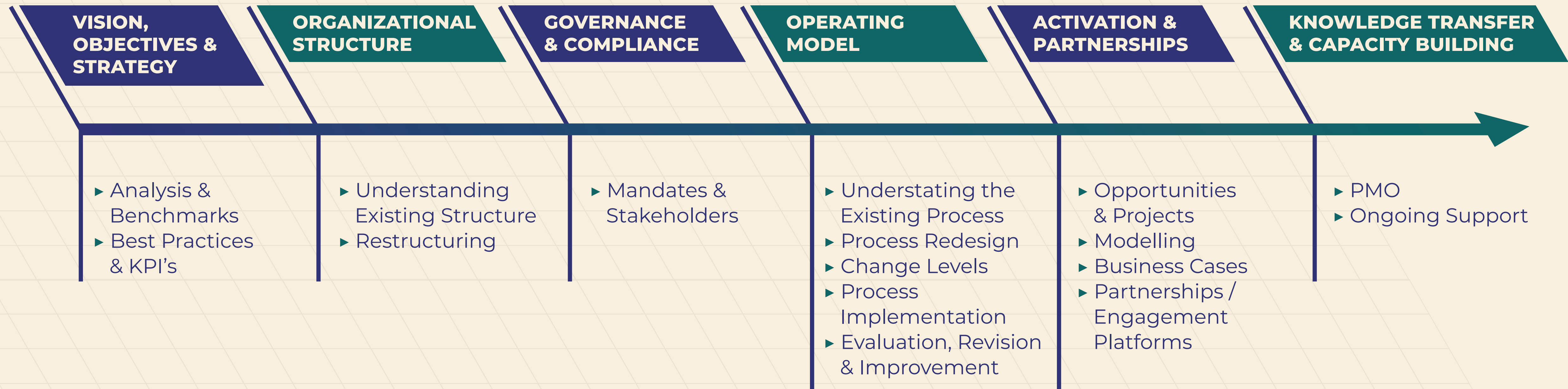
INDUSTRIAL TRANSFORMATION

- ▶ Industrial Maturity & Capability Assessments
- ▶ Manufacturing Excellence & Operations Optimization
- ▶ Supply Chain Optimization & Production Planning
- ▶ Quality & Production Process Improvement
- ▶ Industrial Localization Enablement
- ▶ Technical know supervision and enabler & Capability Development
- ▶ Industry 4.0 & Smart Factory Road-maps, links with AI and IoT Applications

MANAGEMENT CONSULTANCY



Devising strategies, and organizational structure and operating models, procedures and management systems to organizations and business, to improve performance and facilitate accomplishment of goals and objectives. Providing knowledge and capacity building to clients to strengthen their capacity and management skills.



BUSINESS ADVISORY

BRINGING IDEAS TO REALITY



Serving institutional objectives from image and reputation management, to defining, developing and implementing growth opportunities, or identifying new markets for products or services, to cultivating partnerships.

Professional business advisory services, solutions, and management of tasks and processes.

Addressing the surrounding ambiguities and challenges of businesses, projects, and ideas with clear and defined solutions.

PROGRAM / PROJECT MANAGEMENT

PMO SCOPE INCLUDES:



- ▶ Market entry assistance and facilitation (local and international businesses)
- ▶ Project staffing and recruitment
- ▶ PPP / BOO / DBOT / BOT / EPCM and other project types
- ▶ PMO setup / operation
- ▶ Budget control
- ▶ Procurement Management
- ▶ RFP preparation, bidding process, evaluation and contract management
- ▶ Third party and deliverables management
- ▶ O&M and programs development



Comprehensive, end to end program / project management services from initiation to closing.

Complementing and integrated with Management consultancy / Business advisory, addressing the implementation management of work scope and tasks.

INDUSTRIAL TRANSFORMATION CONSULTING

DRIVING SUSTAINABLE INDUSTRIAL GROWTH



As industries face increasing pressure to innovate and adapt, expert guidance has become critical. Our **INDUSTRIAL TRANSFORMATION CONSULTING** sector supports organizations in navigating complex transformations—enhancing manufacturing capabilities, strengthening local content, optimizing supply chains, and adopting **Industry 4.0** technologies to drive sustainable growth and competitiveness.

DELIVERING

- ▶ Manufacturing Efficiency & Productivity Improvement
- ▶ Local Content Development & Resilient Supply Chains
- ▶ Industry 4.0 & Digital Transformation Enablement
- ▶ Cost Optimization & Profitability Enhancement
- ▶ Sustainable, Scalable Operating Models

CLIENT BENEFITS

- ▶ Higher Operational Efficiency
- ▶ Stronger Market Competitiveness
- ▶ Reduced Costs & Improved Margins
- ▶ Greater Innovation & Adaptability
- ▶ Long-Term Transformation Impact

MEASURABLE IMPACT

- ▶ Proven Track Record in Industrial Transformation
- ▶ Deep Sector Expertise: **Manufacturing, Energy, Aerospace**
- ▶ Hands-on, Tailored Strategies with Measurable Outcomes
- ▶ Trusted Partner Committed to Long-Term Value Creation

HUMAN CAPITAL



Our human capital is a team of experts and professionals consisting of members with relevant, diverse experience in competencies and the nature of engagement, processes, functions, and requirements while maintaining core and focal points on the defined objectives and deliverables.

CORE TEAM

Experienced in leading and developing an effective strategy and solutions with clear and defined objectives.

SUBJECT MATTER EXPERTS

Platform of knowledgeable and experienced local and international SME's to influence content, manage work plan and requirements, drive activities, engage with challenges and solutions, support and navigate the team and work environment.

TASK TEAM

Undertaking the spinal cord in support, coordination, liaison, documentation and reporting, with full understanding of desired tasks and deliverables.

A multi-cultured human resource with extensive & in-depth industry experience, objective oriented, analytical excellence, operational expertise & bottom-line focused.

Professional Experience & Evidence of Reality

Tarjim Project LPTC - MOC

PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



INTELLECTUAL RIGHTS, PUBLISHING HOUSES & TRANSLATORS

- ▶ Facilitated the flow of work with the intellectual rights holders.
- ▶ Entered into contract with the publishing houses.
- ▶ Empowered and assisted a selected group of Saudi Translators.

DEFINING CHALLENGES OBJECTIVES & KPIS

- ▶ Designed the frame work for the whole project (translating over 800 books from/ to Arabic) and aligned all related parties.
- ▶ Identified challenges and objectives and set clear KPIS.

TRANSLATION CRITERIA & STANDARDS

- ▶ Working closely with the Translation Team of MoC to set criteria for translated materials/books.
- ▶ Identified accepted standards for each translation phase.

REPORTS & WORKSHOPS

- ▶ Conducted supporting workshops and meetings with the Translation Team at LPTC at different stages of the project.
- ▶ Prepared the final report of the initiative/project.

PROJECT MANAGEMENT

- ▶ PMO development.
- ▶ Project Staffing.
- ▶ PMO support the commission management to ensure successful coordination and completion of the initiative.
- ▶ Management of ongoing program initiatives.
- ▶ Initiative Financial Management.

EXECUTIVE SUMMARY

Teaming up with the Ministry of Culture (MoC) represented by the Commission of Literature, Publishing & Translation, RPM undertook the role of the Project Manager for “Tarjim 1.0 & Tarjim 2.0” Initiative 2022-2023.

“Tarjim” Initiative focuses on the **enhancement of the translation** sector in Saudi Arabia, enriching Arabic content by providing notable translated publications and books, and to facilitate the exchange of knowledge and cultures.

Saudi Music Repertoire Project / MC - MOC

MANAGEMENT CONSULTANCY / PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



GOALS

The Ministry of Culture and the Music Commission aim to establish the (Saudi Music Repertoire) according to highest archiving standards, by collecting 2,500 classical music artworks representing the Saudi heritage to archive, and preserve it from loss and disappearance, which included:

- ▶ Saudi music artworks, from the beginning of start of Saudi songs and up to mid of the 1980's.
- ▶ National songs to present time.
- ▶ The music artworks composed by Saudi musicians and performed by Arab artists & singers.

APPROACH

In attending to requirements and objectives, we at RPM have developed methodology, which relied on 3 methods according to the following data:

- ▶ Search and Investigation.

- ▶ Documenting according to the years in which the music artworks were completed, from the beginning of the first recorded / documented artwork in 1920 AD to 1973 AD, because these works have become a public right.
- ▶ Obtaining needed copy rights of for cultural / commercial usage of the music artworks in which the artist / the inheritors are the exclusive owner of the copy rights.

THE PROJECT

- ▶ Collecting and documenting 2500 Saudi classical musical artworks from the making of the first recorded Saudi song to 1985 AD.
- ▶ Negotiating with Saudi artists / heirs to obtain required consent on music artwork and usage rights.
- ▶ Remastering and enhancing the quality of sound/audio recordings.
- ▶ Digitizing the artworks / files for digital archiving.

Cultural & Traditional Recipe Codification / CAC - MOC

MANAGEMENT CONSULTANCY / PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



PROJECT SUMMARY

As a result, and among other main factors, Asir Region was awarded the IGCAT Award as “World Region of Gastronomy 2024” as the first region outside Europe to earn this important accolade that recognizes Asir commitment to protect and promote local food and cultural uniqueness.



EXECUTIVE SUMMARY

RPM was commissioned to develop and execute a “Codification Methodology” aimed to; define, capture authentic traditional culinary arts and recipes across various regions in Saudi Arabia, and establish a national culinary arts archive of recipes (food and drinks) and cuisines, based on a well-defined criteria and classification, and sourced directly from local communities in urban and rural areas, with participation of a large base of individuals, elderly citizens, civil society groups and NGO’s, and aligned with UNESCO definitions, criteria’s and standards.

RPM have successfully developed the methodology and execution procedure and disciplines, and completed the codification in the Northern, Western, Southern and Central regions of the Kingdom, with Eastern region currently in process.

Al-Ahasa Rice Suburbs registration as an agricultural heritage system of global importance in FAO (GIAHS program)

MANAGEMENT CONSULTANCY / PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



MAIN OBJECTIVES

- ▶ Gaining global recognition of agricultural heritage in the Kingdom registration of the system as one of FAO's agricultural systems in the field of culinary arts.
- ▶ Proof of the authenticity of the culture of agriculture and the products, ingredients and recipes that fall under the agriculture produce.
- ▶ Linking the culture of agriculture to local history, environment, local producers, seasons, and the existing efforts of preserving and sustainability.

THE SCOPE

Our scope of services and tasks, thus the deliverables, are based on three (3) streams and stages:

- ▶ The development and preparation of the nomination file, in accordance with FAO requirements (GIAHS program)
- ▶ Alignment with relevant partners and stakeholders for the nomination
- ▶ Submission file delivery to the client (CAC)



Food and Agriculture
Organization of the
United Nations

Globally Important
**AGRICULTURAL
HERITAGE**
Systems



THE PROJECT

Development and Preparation of the Submission file of Al-Ahasa Rice Suburbs registration as an agricultural heritage system of global importance in FAO (GIAHS program)
<https://www.fao.org/giahs/en/>

Spearheaded by the Kingdom of Saudi Arabia vision, to seek and preserve the Saudi heritage, including agricultural products and culinary arts, in accordance with the highest international standards and systems. The Culinary Arts Commission (CAC) aims to register the "rice suburbs" in Al-Ahsa city in the Eastern Province and its natural heritage and agricultural sites as flexible ecosystems with a cultural heritage that provides food and livelihood security for farmers, in accordance with the FAO Global Initiative, which is concerned with conservation, adaptation and management of heritage systems of global importance.

(NTP 2020) National Transformation Program MOEP AND MOF MANAGEMENT CONSULTANCY



RPM SCOPE INCLUDED;

وزارة المالية
Ministry of Finance



EXECUTIVE SUMMARY

Assisted and supported SDG as the Local Partner with senior team of Principal and SME Consultants, for managing the Ministry of Economy and Planning, and Ministry of Finance labs in NTP 2020.

Working with officials and executives of the respective ministries to define challenges, set objectives develop initiatives and set out detailed implementation plans.

FINAL LIST OF INITIATIVES

- ▶ Collected all initiatives from ministry executives.
- ▶ Suggested new initiatives based on benchmarks.
- ▶ Finalize list of initiatives.

DEFINING CHALLENGES OBJECTIVES & KPIS

- ▶ Facilitated the identification of national challenges from ministry's point of view.
- ▶ Set objectives and KPIs to face the challenges.

BUDGETS & 3-FOOT PLANS

- ▶ Worked closely with executives to design detailed plans for final initiatives.
- ▶ Estimated and collected budgets from initiatives' owners.

REPORTS & WORKSHOPS

- ▶ Conducted supporting workshops with the private sector.
- ▶ Prepared final report for the lab.
- ▶ Presented final results to CEDA.

General Authority for AWQAF MANAGEMENT CONSULTANCY



RPM SCOPE INCLUDED;



DIAGNOSIS & ANALYSIS OF CURRENT SITUATION

- ▶ Define needs according to the desired future status
- ▶ Develop guideline to standardizing terms & conditions

DEVELOPMENT

- ▶ Developing elements of evaluating initiatives / projects, and prioritization
- ▶ Develop mechanism of evaluating and selecting initiatives / projects, priority of implementation and timeframe
- ▶ Implementation Mechanism and Plan, and the Road Map from Current Status to Desired Future Status

EXECUTIVE SUMMARY

RPM commissioned to developing a strategic scientific and practical methodology to identify the current and future needs of the General Presidency for the Two Holy Mosques, to serve the Pilgrim, Umrah performers, with diagnosis and analysis of the current situation and monitor the needs, and define the gap between the current and the desired reality in accordance to a developed time plan.

King Abdulaziz University

BUSINESS ADVISORY / IMAGE MANAGEMENT



RPM SCOPE INCLUDED;

جامعة الملك عبدالعزيز
KING ABDULAZIZ UNIVERSITY



DEVELOPMENT

- ▶ Image strategy
- ▶ Corp. communication strategy and plan
- ▶ Public affairs and communication objectives & plan
- ▶ KAU media relations
- ▶ CI program management capabilities

DEFINITION

- ▶ Core values
- ▶ KAU current perception
- ▶ Perception and image gap
- ▶ Attributes measurement and benchmarking
- ▶ KAU Strategic positioning and desired image
- ▶ Image attributes
- ▶ Stakeholders

MANAGEMENT

- ▶ Image management PMO development
- ▶ Image management programs and supervision of implementation
- ▶ Alignment of ongoing programs and initiatives

ACTIVATION & IMPLEMENTATION

- ▶ Media relations
- ▶ Public affairs
- ▶ Culture change and internal communications
- ▶ Support to KAU senior management and CI Steering committee

EXECUTIVE SUMMARY

Develop and manage King Abdulaziz University desired image, to strategically enhance perception, positioning and reputation among stakeholders locally, regionally and internationally.

NITAGAT Project - Ministry of Labour

MANAGEMENT CONSULTANCY



RPM SCOPE INCLUDED;



DEVELOPMENT

- ▶ Evaluation of strategic goals
- ▶ Strategy development

PRODUCT & SERVICES

- ▶ KPI benchmarking and measurement

PMO

- ▶ PMO development
- ▶ PMO support to Steering Committee and the Executive Council to ensure successful coordination and completion of initiatives
- ▶ Management of ongoing program initiatives

BUSINESS DEVELOPMENT

- ▶ Retained support for implementation of complex strategies
- ▶ Support “Nitagat” structure and business development capabilities

EXECUTIVE SUMMARY

SDG and RPM provided Program Management Services to support the Ministry of Labour to develop “NITAGAT” program and its applications in KSA.

Red Sea Film Festival

PROFESSIONAL EXPERIENCE & EVIDENCE OF REALITY



RPM SCOPE INCLUDED;

مهرجان البحر الأحمر السينمائي الدولي
RED SEA INTERNATIONAL FILM FESTIVAL

MANAGEMENT

- ▶ Financial Planning & Management
- ▶ Project Management

FINANCIAL SERVICES

- ▶ Payment GateWay
- ▶ International & Local Financial Payment

ADMINISTRATION

- ▶ Corporate Contract Preparation
- ▶ Event Management
- ▶ Event Facilitation

EXECUTIVE SUMMARY

RPM was contracted to provide Financial Planning & Management services to RSFFF.

In addition, RPM was designated as a payment gateway for all festival financial transactions.

RPM was also tasked with supporting contract preparation & administration for RSFF.

Saher Project MOI - General Directorate For Traffic

PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



DEVELOPMENT

- ▶ Preparation of a complete study to deploy an integrated ITS system in the cities and regions of the Kingdom to include the following systems:
- ▶ Violation Enforcement Systems
- ▶ Traffic Management Systems
- ▶ Communication Systems to link sites to Command facilities

PMO

- ▶ Preparation of a complete study to deploy an integrated ITS system in the cities and regions of the Kingdom.
- ▶ Preparation of detailed designs and functional specifications of the systems involved, its compliance and acceptance criteria.
- ▶ Project feasibility studies Operational systems plan.
- ▶ Preparation of contractor's prequalification, bid documentation, and contracts.
- ▶ Bid management, Technical and financial proposal evaluations, and contractor award.

EXECUTIVE SUMMARY

AL Rasim / RPM led the consultant team working for the Ministry of Interior – General Directorate of Traffic to develop and design a pioneer project for implementing an Intelligent Transportation Systems (ITS) applications in KSA.

MOI consultant team involved:

- ▶ Lead Engineering Consultant
- ▶ Traffic Engineering Consultant
- ▶ Communication System Consultant

ECDA Project - Dubai Civil Defence - UAE

PROJECT MANAGEMENT



RPM SCOPE INCLUDED;



DEVELOPMENT

- ▶ ROT Structure and financial modelling
- ▶ Project feasibility
- ▶ Business modelling and planning
- ▶ Investment and CAPEX planning

PMO

- ▶ ROT Structure and financial modelling
- ▶ Project feasibility
- ▶ Business modelling and planning
- ▶ Establishing and operating the project PMO
- ▶ Management of legal and financial tasks
- ▶ Master planning and engineering management
- ▶ Simulators and technology selection
- ▶ Continuous training operation for:
 - Public safety
 - Professional firefighting
 - Engineers and technicians
 - Crisis and emergency management
- ▶ Academy management (2 years)

EXECUTIVE SUMMARY

RPM was contracted to lead and perform the task of establishing and managing a PMO office for the “Emirates Civil Defense Academy.”

An (ROT) “Renovate Operate and Transfer” project between Dubai Civil Defense and a business consortium.

Arab Thought Foundation

BUSINESS ADVISORY / IMAGE MANAGEMENT



RPM SCOPE INCLUDED;



DEVELOPMENT

- ▶ Communication strategy and planning
- ▶ Media relations and platform
- ▶ ATF Annual Conference's planning
- ▶ Sponsorship development and management

PMO

- ▶ Media & Press Relations (Pan-Arab)
- ▶ Media Center & Conferences
- ▶ Content Development
- ▶ Sponsorship
- ▶ Conference / Event Management

EXECUTIVE SUMMARY

Lead the development and implementation of ATF institutional communication strategy and media platform, and for ATF's Pan-Arab conferences held in Egypt, Lebanon and UAE.

RIYADH

- ▶ TAMLEEK BUILDING,
OLYA STREET
- ▶ OFFICE # 311 , ALMOROOJ DIST.

JEDDAH

- ▶ AL GHADA TOWER,
SARI STREET
- ▶ OFFICE # 604, AL KHALDIA DIST.

DUBAI

- ▶ BAY SQUARE,
BUILDING # 4
- ▶ OFFICE 326, BUSINESS BAY

CAIRO

- ▶ 55 MSADAK STREET
7TH FLOOR # 4
- ▶ AL DOKKI

www.RPM.sa