

**DIRECT**  
WAY CONTRACTING LLC

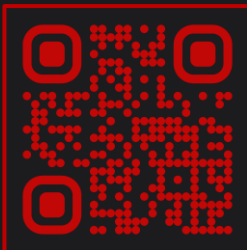
# Company Profile 2026

## Select Projects

High-End Construction | Fit-Out | Landscape | Design-Build  
Project Management & Owner's Representation | Specialized Renovation

Dubai-based contractor with 10+ years regional experience across UAE and Oman.

Built on engineering control, quality finishing, value engineering and client-friendly delivery.



# Company Overview

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Engineering-led contractor for high-end construction, fit-out, renovation and project delivery.

## Company Positioning

**DIRECT** is a Dubai-based contractor combining UAE execution capability with 10+ years of regional experience across Oman and the wider Gulf. We focus on controlled delivery, refined finishing, practical value engineering and transparent communication.

## Core Strength

Engineering-led site management, finishing-detail control, supply-chain coordination, QA/QC follow-up and client-friendly communication.

**10+**

Years regional experience

**UAE + Oman**

Gulf execution background

**High-End**

Structure, fit-out & renovation

**Controlled**

Budget, quality & handover

# Core Services

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Two flagship offers - design-build and owner's representation - backed by a full delivery platform.

## Design-Build Execution Partner

One engineering-led team from brief to handover - protecting your design intent and your budget.

## Project Management & Owner's Rep

Independent management on your side: procurement, consultant coordination, QA/QC, cost control and handover.

## Fit-Out & Interiors

Offices, showrooms, retail and jewellery spaces with refined, brand-sensitive finishing.

## High-End Construction

Villas and private developments delivered with finishing-detail discipline.

## Renovation & Refurbishment

Staged upgrades and refurbishment of existing premium properties.

## Heritage & Specialist Works

Sensitive heritage renovation and complex one-off industrial works.

# Why DIRECT

Built to protect the designer's intent and the owner's budget.

## Protects Design Intent

We build exactly what you draw - value engineering that elevates quality, never cheapens it.

## On the Owner's Side

Independent owner's representation - we protect your budget, quality and time against every party.

## Engineering-Led Control

Structured site management and technical coordination - far more than labour supply.

## Transparent Communication

Honest budgets, clear reporting, no surprises - the reason clients and designers refer us.

## UAE + GULF Supply Chain

Group reach across materials, subcontractors and specialist trades in both markets.

# Delivery Workflow

A controlled process from client brief to handover.

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**01**

## Brief & Budget

Scope, priorities,  
programme and cost  
target.

**02**

## Design Coordination

Architecture, interior,  
structural, MEP and  
authority alignment.

**03**

## Procurement

Material selections,  
supplier coordination and  
value engineering.

**04**

## Execution

Planning, site supervision,  
QA/QC and progress  
control.

**05**

## Handover

Snagging, close-out  
documents, completion  
and support.

## Residential Projects

# Luxury Villa AD

Area: 800 sqm | Plot: 1,000 sqm | Value: AED 3.5 million | 2025 - Ongoing



## Project Summary

A high-end residential villa developed with a contemporary architectural language and premium interior expectations. Delivered from the ground up, the project focused on precise execution, refined finishing, and careful control of the original design intent.

The large plot was thoughtfully utilized to create a series of mini courtyards, bringing natural light, privacy, and cozy intimate spaces into the family home. The villa also includes a dedicated man cave, adding a personal retreat within the residence — balancing family living, comfort, and individuality.

Design Build PM | Ground-up villa construction, premium interior finishing



# Renovation of Royal Palace - Sharjah

Area: 1,800 sqm | Plot: 10,000 sqm | Value: AED 10 million | 2024 - 2026



## Project Summary

A premium villa full-overhaul-renovation in Sharjah, located within a private compound and delivered for a high-profile client in a sensitive family setting. The project required careful refurbishment of a much-loved existing home, preserving its familiar character while improving structural integrity, quality, and long-term performance.

Direct led the works with full finishing control, procurement coordination, and consultant interface, uplifting the residence into a more refined and premium living environment that matched the client's intent while respecting the value of the original house.

Design Build | Sensitive high-end refurbishment of a landmark asset



# Private Villa - Nad Al Sheba

Area: 750 sqm | Value: AED 4.0 million | 2026 - Ongoing



## Project Summary

A Dubai private villa delivered on a compact plot with expanded family and lifestyle requirements. The project demonstrates Direct Way's capability in consultant-led residential construction, with budget, quality, and handover carefully maintained under engineering control.

The design makes full use of the plot through a full-scale basement, generous majlis areas for public gatherings, and highly private family zones. It also brings together an industrial kitchen, show kitchen, play areas, and shaded outdoor spaces — creating a complete family residence where function, privacy, and comfort are carefully balanced.

Design Build | Consultant-led residential construction



# Mountain Pool Villa

Area: 1,000 sqm | Plot: 1,000 sqm | Value: AED 4.0 Million | 2021



## Project Summary

A turnkey residential villa set on a steep cliff edge, overlooking the surrounding mountain landscape. The design vision was to create a private garden experience that feels suspended in the sky, opening toward the views while maintaining complete privacy for the residence.

Despite the challenging nature of the plot, the project resulted in a distinctive architectural outcome — balancing structure, landscape, and scenery into a refined living experience.

Design Build | Ground-up villa construction, premium interior finishing,  
Landscape Execution, Furnishing, FF&E, Turnkey



# Highway Villa

Area: 2,000 sqm | Value: AED 4.5 million | 2023-2025



## Project Summary

A multi-level family villa designed for a client who values simplicity, yet wanted a home with a strong architectural statement. The project brings together multiple rooms and levels into one large, connected family residence.

The result is a clean and contemporary home that feels both spacious and personal — balancing privacy, family living, and understated elegance.

Ground-up villa construction, premium interior finishing, Landscape execution

# Contemporary-Classical Palace

Area: 2,500 sqm | Plot: 3,800 sqm | Value: AED 10.0 Million | 2018



## Project Summary

A refined private palace blending classical elegance with contemporary architectural language. Set dramatically on the edge of a cliff, the residence was designed for a high-profile client with a taste for understated luxury, generous gatherings, and finely selected materials.

The project reflects luxury through simplicity — where proportion, detail, and material quality create a timeless and distinguished living experience.

Design Build | Interior Fitout, Landscape Execution| Furnishing, FF&E



## **Retail, Cooperate & Commercial Projects**

# Mercedes-Benz Places by BINGHATTI - Fit-Out

Area: 10,000 sqm | Value: AED N/A | 2025 Ongoing



## Project Summary

One of the most anticipated ultra-luxury developments in the world — a supertall residential tower rising in the heart of Downtown Dubai, conceived in collaboration between Binghatti Developers and the iconic Mercedes-Benz brand. A project where architecture, engineering, and automotive design converge at the highest level.

Direct Way was engaged to execute specialized interior fitout works within this landmark development — operating to the exacting standards that a project of this caliber demands, in one of the most scrutinized construction addresses in the region.

Engineering-Led Interior Fitout



# Jewellery Commercial Office Fit-Out

Area: 200 sqm | Value: 600K AED | 2025



## Project Summary

A boutique jewellery office fit-out designed for a luxury gold-trade client, with refined finishing, display-focused interiors, and brand-sensitive execution.

The project required exceptional attention to detail, controlled lighting, precise display integration, and a secure operating environment suitable for high-value jewellery. Every element was carefully coordinated around the client's working procedures, privacy needs, and presentation standards.

A refined and technically demanding fit-out that reflects the elegance, precision, and trust expected in the luxury jewellery sector.

Brand-sensitive jewellery fit-out with display-grade finishing



# Corporate Office Fit-Out

Area: 450 sqm | 2025



## Project Summary

Premium office fit-out reference covering interior works, partitions, ceiling features, finishes and coordinated execution on a live commercial fit-out programme.

Design Build | Interior fit-out, partitions, ceiling features, finishes



# Mid-Rise Hotel

Area: 6,800 sqm | Value: AED 35 million | 2023 - 2026



## Project Summary

Hospitality and mid-rise construction reference showing capacity for larger scale project management and execution coordination.

Hospitality / mid-rise construction

# Mixed-Use Courtyard Complex

Area: 2,200 sqm | Plot: 3,250 sqm | 2026 - ongoing



## Project Summary

A mixed-use retail and commercial development . The project comprises a multi-storey RC-framed structure housing ground-floor retail units, upper-floor commercial spaces, and a central open atrium — designed to serve as a neighbourhood commercial hub with a clean contemporary façade.

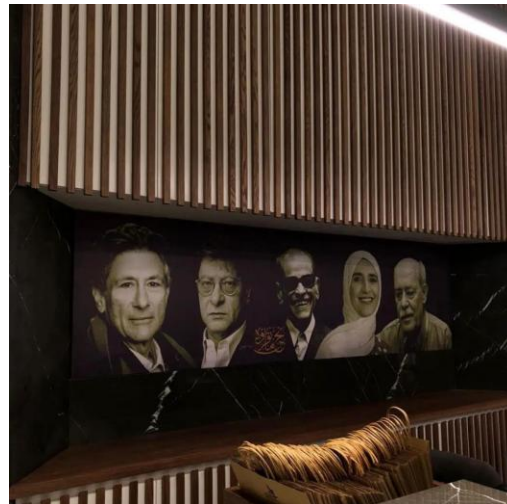
Direct is providing complete project management and design supervision from structural shell through to finishing stage — overseeing contractor performance, design compliance, construction sequencing, and quality control across all phases of the build.

PM / Client representation of Commercial Complex



# Mall Showroom

Value: AED 800K | 2022



## Project Summary

A rare contemporary retail concept — a bookshop within a mall, dedicated to carefully hand-selected Arabic books and a thoughtful reading experience.

The space was designed with close attention to readers, enriched by artistic wall features celebrating prolific writers and a welcoming calligraphy-engraved wall. The result is a calm, cultural, and visually memorable destination for literature lovers.

Interior Fitout, Furnishing, FF&E



# Company HQ

Value: AED 1.2 million | 2023



## Project Summary

A headquarters designed for a petroleum servicing company, bringing the owner's full operational vision into one refined workplace. The main office floor accommodates open workspaces, private offices, meeting rooms, relaxing zones, and an executive office with its own sitting and meeting areas.

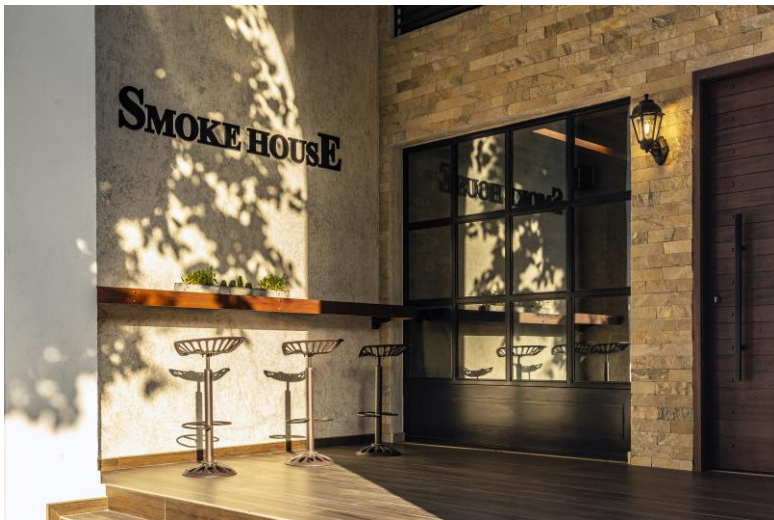
The project also includes a dedicated upper floor designed to host high-profile guests, featuring a fully fitted royal suite. Together, the spaces create a complete corporate environment — professional, functional, and hospitality-driven.

Interior Fitout, Furnishing, FF&E



# Smokehouse Restaurant

Value: AED 400K | 2018



## Project Summary

A compact yet spacious smokehouse restaurant concept, introduced as one of the first of its kind in the region. The project brought together specially imported equipment, technical kitchen requirements, and a strong design identity within a carefully planned space.

The interior blends the character of an original American smokehouse barn with a clean contemporary touch — creating a warm, distinctive, and highly functional dining experience.

Interior Fitout, Furnishing, FF&E



## Specialized Projects

# Historical Renovation

Area: N/A | Value: AED 2.5 million | 2023 - 2025



Before



After

## Project Summary

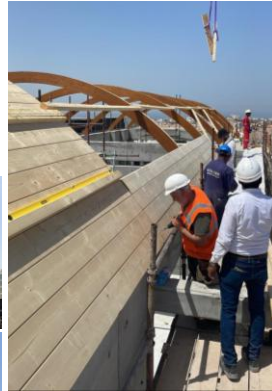
A sensitive historical renovation project demonstrating Direct's capability in a highly specialized and demanding field. The existing building was severely degraded and required careful structural reinforcement, realignment, and technical coordination while preserving its historical integrity.

The project combined traditional architectural value with modern construction methodology, bringing the building back to life with respect, precision, and controlled execution. A unique reference in restoration, structural care, and heritage-sensitive delivery.

Heritage refurbishment, sensitive material handling

# Ultra-Luxury Hill Cliff Villa

Area: 4,500 sqm | Value: AED 55.0 million | 2023 - Ongoing



## Project Summary

A private villa with the presence of an exhibition space — bold, expressive, and architecturally ambitious. Defined by dramatic triple-height volumes and some of the region's largest glass pivot doors reaching up to 8 meters, the residence creates an immediate sense of scale and prestige.

The design features an infinity-edge pool overlooking the full city skyline, exotic material selections, a wooden roof, metal claddings, and hanging gardens. Every element contributes to a distinctive living experience where international luxury blends with refined local elegance.

PM / Client representation of ultra-luxury villa with international-designer interface



# Grand Mosque

Area: 17,000 sqm | Plot: 20,880 sqm | Value: AED 100+ Million | 2025 - Ongoing



## Project Summary

A landmark grand mosque, currently under construction. The design brings together classical Omani-Islamic architecture at scale — a commanding central dome, twin minarets, arched colonnades, Islamic geometric screen work, calligraphic relief detailing, and a generous landscaped forecourt — composing a complex that is both monumental in presence and refined in execution.

Direct is delivering the full scope: ground-up reinforced concrete structure, premium interior finishing, landscape execution, and value engineering throughout — ensuring every detail of the design intent is built exactly as conceived.

Ground-up construction, premium interior finishing, Landscape execution & Value Engineering

# Gold J. Factory - Construction & Fitting Works

Area: 1,400 sqm | Value: AED 1.5 million | 2025 - 6 Months



## Project Summary

A specialized factory construction and fit-out project demonstrating Direct Way's capability in critical structural coordination, controlled environments, and high-risk project execution.

The project required strict attention to detail, with no tolerance for gaps, openings, or uncontrolled penetrations, ensuring a secure and highly controlled operational environment. Careful planning was required to coordinate equipment, machinery, material movement, and technical requirements within a very fast delivery timeline.

A precise and demanding project delivered with speed, control, and disciplined execution.

Design Build | Specialist industrial construction and fitting

# Nursery Complex

Area: 2,515 sqm | 2021



## Project Summary

One of the largest nursery facilities in the region — a premium early childhood learning complex where every space is designed to inspire curiosity, creativity, and growth.

The interior is a world of its own: sculptural tree-form installations rising through double-height spaces, colour-coded learning corridors, dedicated play zones including a fully fitted role-play market, a curated children's library, activity rooms, and landscaped outdoor play areas — all executed with a level of craft and detail rarely seen in an educational setting.

Every custom joinery piece, every radius corner, every colour transition was built exactly as designed.

A project that demanded the highest standard of fitout execution — and got it.

Interior Fitout, Furnishing, FF&E



# Learning Center

Area: 300 sqm | Value: AED 600K | 2020



## Project Summary

An English learning center designed for young preschool children, where safety, structure, and creativity come together. The project focused on creating colorful and engaging spaces that support early learning, attention, focus, and skill development.

Balancing strict regulatory requirements with a fun and welcoming environment, the center was designed to provide a safe, organized, and inspiring setting for the future generation.



Interior Fitout, Furnishing, FF&E



# Courtyard Villa

Area: 1,200 sqm | Value: AED 10.0 million | 2025



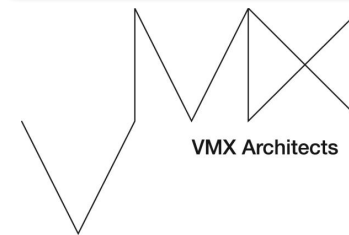
## Project Summary

A distinctive private villa shaped by Dutch architectural design, enriched with Kuwaiti interior character and the elegance of the local landscape.

The project brings together lifestyle, privacy, and leisure through an all-year-round garden designed to be enjoyed in comfort, with filtered natural sunlight and a private lap pool for training and relaxation.

A dream residence where architecture, landscape, and refined living come together in a calm and luxurious setting.

Ground-up villa construction, premium interior finishing, Landscape execution with international-designer interface



VMX Architects



سارة صادق للاستشارات الهندسية  
SARAH SADEQ ENGINEERING CONSULTING

# Rock-Side Courtyards Villa

Area: 2,800 sqm | Value: AED 30.0 million | 2019

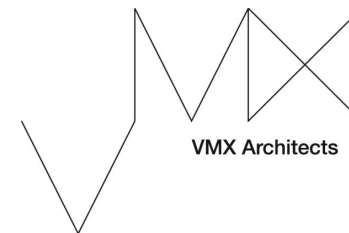


## Project Summary

A luxurious contemporary villa defined by simplicity, privacy, and clean architectural lines. The residence opens toward beautiful views of the pool and garden, creating a calm connection between indoor living and the surrounding greenery.

Natural large-format slabs, quiet reading rooms, and refined landscape elements bring a sense of green elegance throughout the home. A hidden garage for supercars adds a discreet touch of prestige — completing a villa that is understated, sophisticated, and deeply personal.

PM / Client representation of ultra-luxury villa with international-designer interface



# HillCliff Villa

Area: 2.200 sqm | Plot: 1,800 sqm | Value: AED 11 Million | 2024-2025



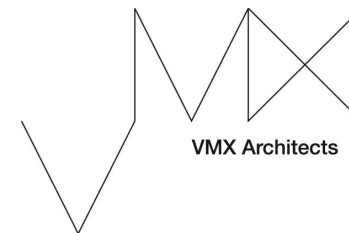
## Project Summary

A mountain villa defined by sharp lines, Dutch elegance, and a strong connection to its surrounding views. The architecture is carefully integrated into the landscape, wrapped within a refined stone envelope that gives the residence presence, privacy, and timeless character.

Although surrounded by remarkable scenery, the nearby hotel introduced a privacy challenge — resolved through deep architectural balconies that frame the views while protecting the intimacy of the home.

With an infinity pool extending toward the endless mountain outlook, the project creates a private retreat where structure, stone, and landscape come together with quiet sophistication.

PM / Client representation of ultra-luxury villa with international-designer interface



# Gazebo Villa

Area: 800 sqm | Plot: 1,000 sqm | Value: AED 4.0 million | 2024-2025

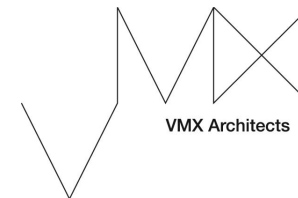


## Project Summary

A private villa shaped by the idea of a floating gazebo — light, shaded, and deeply connected to its landscape. The design separates the home into two distinct experiences: a private first floor with family living and bedrooms arranged around two open courtyards, and an open ground floor designed for shaded outdoor living.

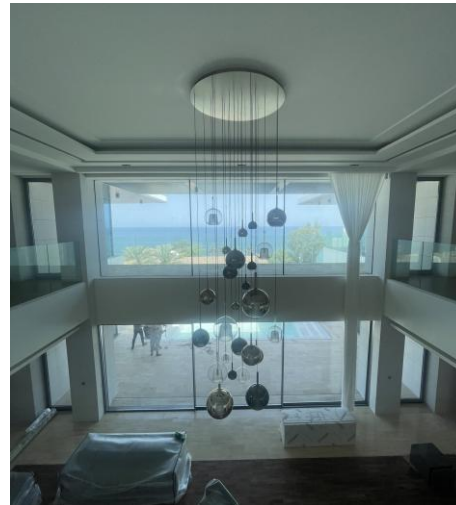
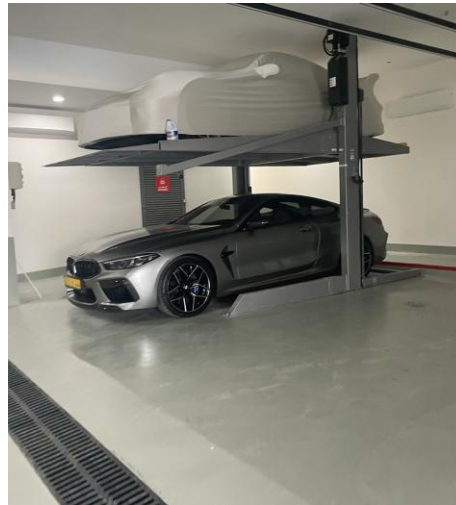
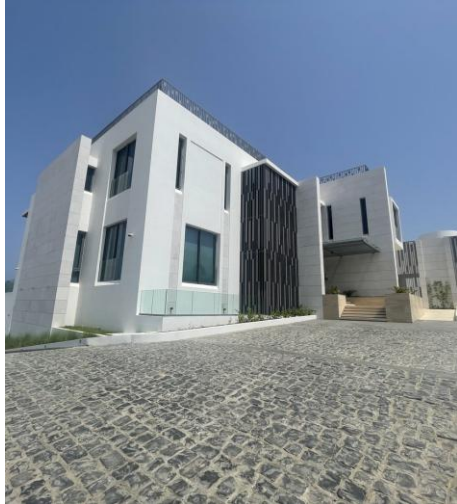
The ground level offers a fully private yet enjoyable landscape setting, combining open social spaces with a closed majlis for more formal gatherings. Guided by Dutch design sensibility and a clear understanding of local lifestyle requirements, the project balances openness, privacy, shade, and family comfort.

Ground-up villa construction, premium interior finishing, Landscape execution with international-designer interface



# Luxury Villa

Area: 1,800 sqm | Value: AED 10.0 million | 2021-2023



## Project Summary

A luxurious contemporary villa defined by simplicity, privacy, and clean architectural lines. The residence opens toward beautiful views of the pool and garden, creating a calm connection between indoor living and the surrounding greenery.

Natural large-format slabs, quiet reading rooms, and refined landscape elements bring a sense of green elegance throughout the home. A hidden garage for supercars adds a discreet touch of prestige — completing a villa that is understated, sophisticated, and deeply personal.

PM / Client representation of ultra-luxury villa with international-designer interface

# Outlook Villa

Area: 1,800 sqm | Plot: 1,000 sqm | Value: AED 6.0 Million | 2024-2025



## Project Summary

A futuristic villa defined by international ambition, bold geometry, and a strong architectural vision. The design reaches toward the sky, creating dramatic views, sculptural forms, and a distinctive spatial experience.

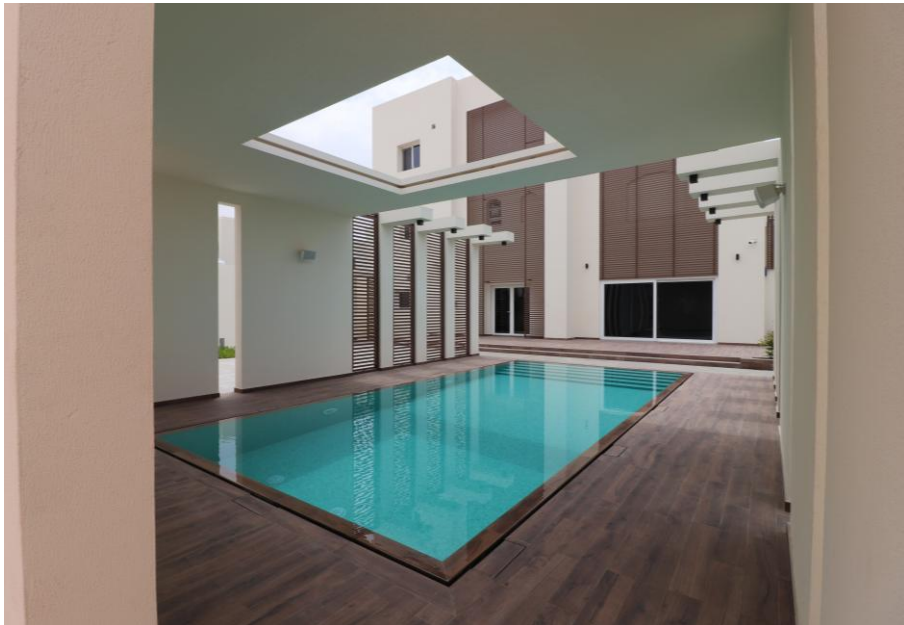
With its complex structure and refined execution, the project transformed an ambitious dream into a completed architectural statement — modern, expressive, and truly memorable.

Ground-up villa construction, premium interior finishing, Landscape execution

Design Consultant | Architect

**D/AZ**  
ARCHITECTS

# Luxury Landscape – Multi Project



## Project Summary

A thoughtful villa transformation that connects the existing residence with its newly developed landscape. The project focused on upgrading the villa experience by creating open, welcoming social spaces for family gatherings, while maintaining the privacy and comfort of the home.

The result is a balanced residential setting — elegant, functional, and enjoyable, with a stronger relationship between indoor living, outdoor spaces, and family life.

Design Build | Landscape Execution, FF&E

## Industrial Projects

# Industrial Projects

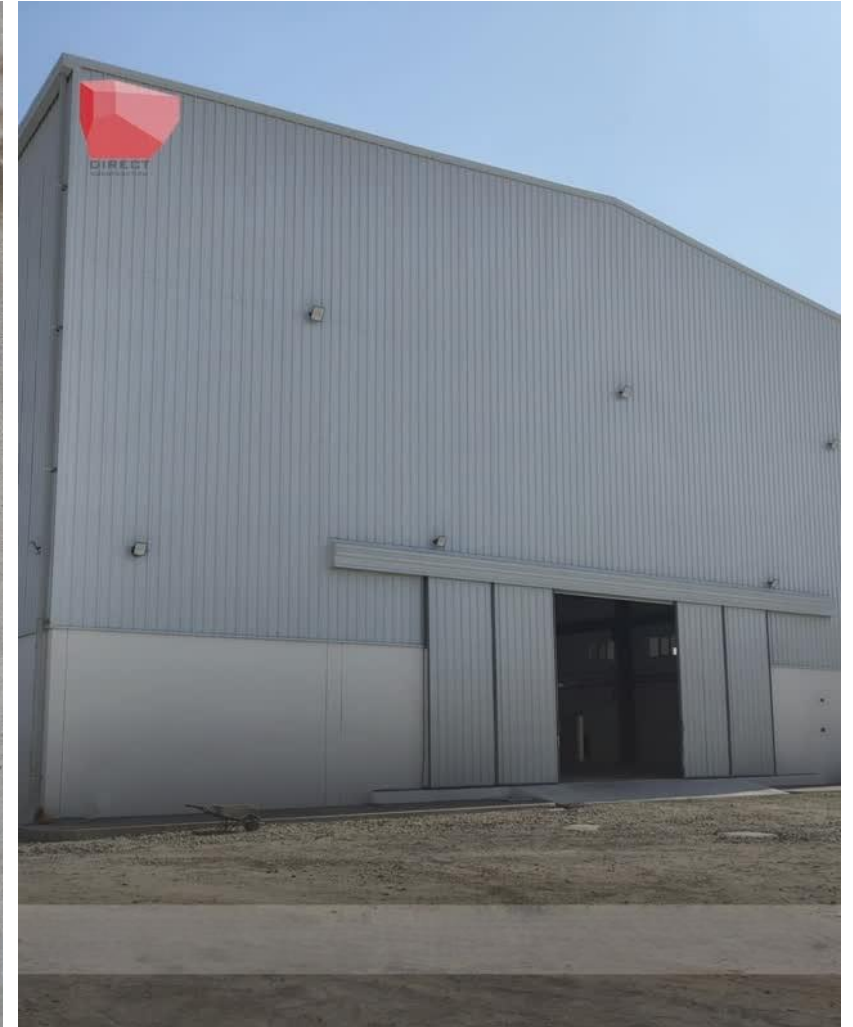


# Industrial Projects



Project Capacity : 1 MWp

# Industrial Projects



# Clients, Consultants & Affiliations

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The portfolio includes work connected with private clients, consultants, government-related entities, hospitality, healthcare, industrial and specialist projects.

**Private Clients**

**Consultants & Designers**

**Developers**

**Government / Semi-Gov**

**Hospitality & Healthcare**

**Industrial & Specialist**

# QA/QC, HSE & Tender Readiness

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## QA/QC Control

Project-specific method statements, inspection checklists, material approval logs and snag close-out tracking.

## HSE Readiness

Site induction, toolbox talks, work permits, PPE control and incident reporting discipline.

## Tender Delivery

Submittal registers, procurement trackers, shop drawing coordination and handover documentation.

Insurance and certification documents can be provided as required for tender registration, prequalification and project award.

# Contact

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Let us know the project type, location, required scope and current design status. We can support from budget review and value engineering to execution and handover.

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