



┌ MFI ©1993/2020

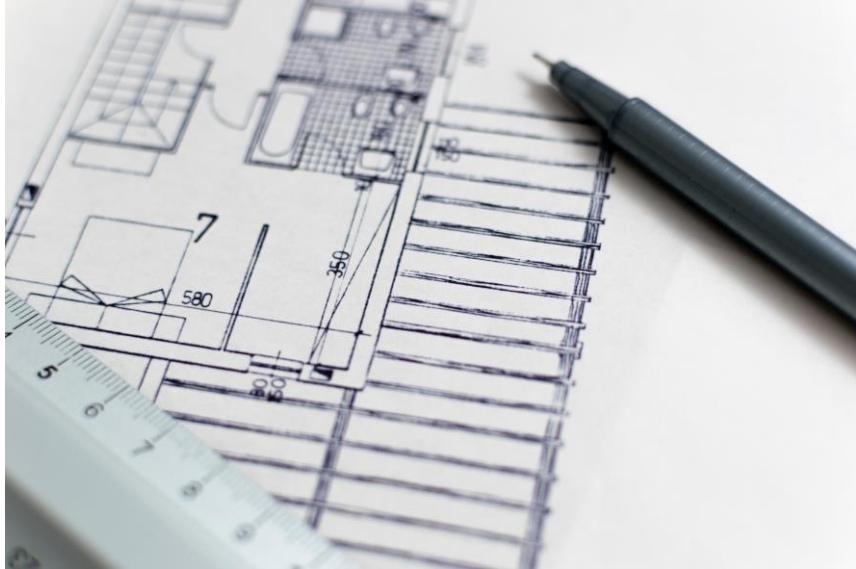
# MAGIC FINGERS INTERNATIONAL

*A WORLD OF ART* 





**MAGIC FINGERS  
INTERNATIONAL**

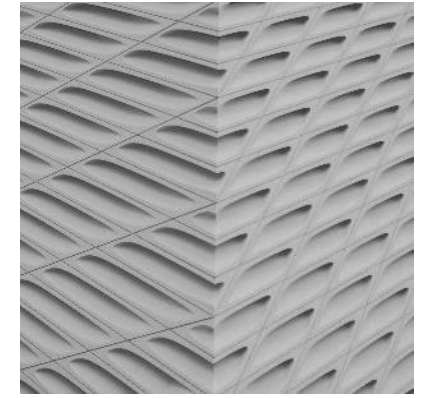
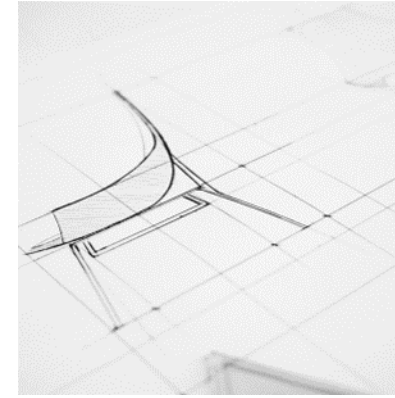


# Transcendence

Since 1993, the interior decoration, fit out & architectural contracting at Magic Fingers International MFI are challenging operations in which we consider that embracing quality is key to outperforming the competition in such a high elastic market. We strive to deliver a piece of art through the understanding of your needs. The rareness of MFI is simply due to the highly competent bouquet of our motivated team. Their strong belief in the company, their outstanding determination to serve and their continuous will to accomplish has rendered MFI a unique interior fit out company. Achieving the business with your company will be an added value to us. We believe that with you, we will be all key stakeholders in the business, while working together in true partnership for mutual gain.



- MFI creates the signature looks of today's contemporary offices, world-class residences, restaurants & firms. Across the cities of KSA, each MFI interior & decoration – fit out – contracting project is the result of a unique & sensitive response to location, architecture & client vision. MFI's international presence, combined with its extensive knowledge of the interior design & decoration industry, has facilitated the ability to rewrite the language of interiors with each new project.



GOOD DESIGN IS  
GOOD BUSINESS

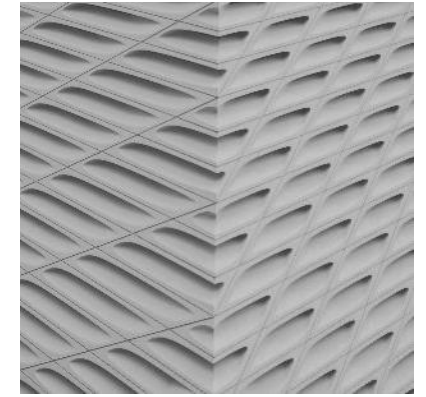
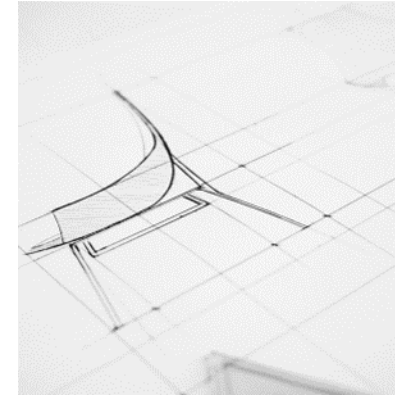
THOMAS J. WATSON JR.

Vision





- Magic Fingers International MFI is a Global Business with a Focus on Local Services. MFI's international presence, depth of experience and detailed interiors industry knowledge enables its team to identify interior design & decoration – fit out – architectural contracting trends at their source, makes definitive predictions about new directions and innovations and influenced sign standards at a global level. MFI's ultimate objective is to add value, raise standards and enhance the brand of a project's owner and operator.



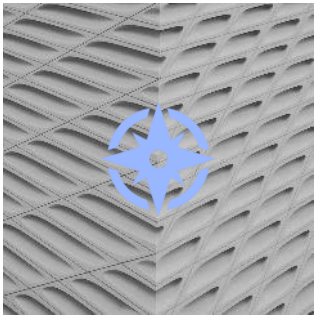
## Mission

"ARCHITECTURE  
IS  
THE  
*reaching*  
OUT  
FOR  
TRUTH."  
- LOUIS KAHN

# MFI SERVICES

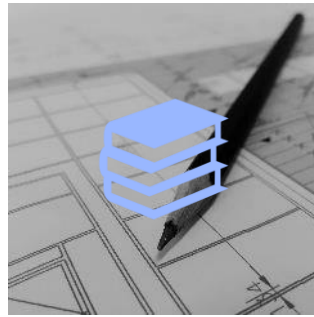
“Luxury is  
in each detail.”

HUBERT DE GIVENCHY



## MFI Design

Where every MFI client is the MOST important we will serve. We are dedicated to understanding our client's goals. Only THEN we design.



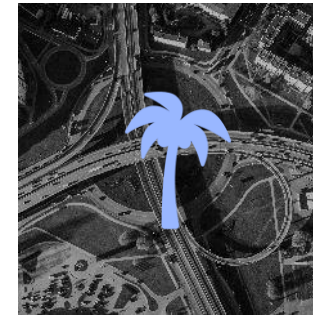
## MFI Restaurants Fit Out

MFI comprehensive restaurants Fit Out services include full development project from concept to completion as a turn-key solution.



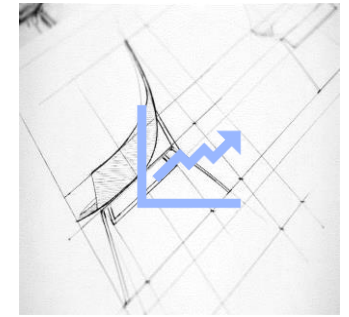
## MFI Architectural

We design with a sense of place, a sense of craftsmanship, we are not one style, we are not one approach, we are a culture of quality and creativity in the architecture world.



## MFI Landscape

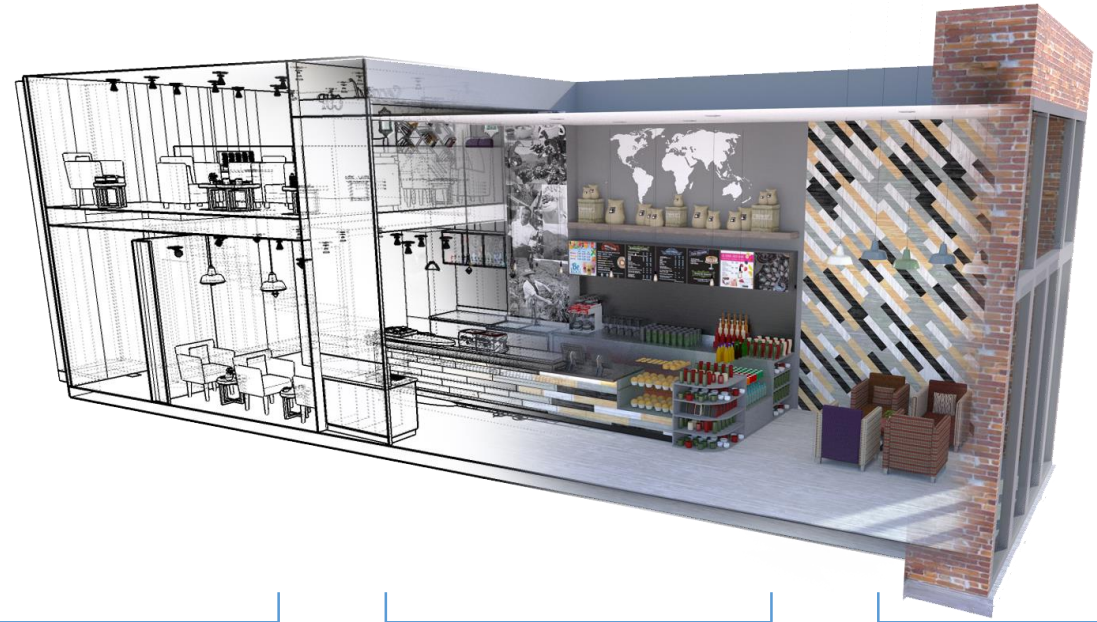
MFI provides remarkable landscape designs where excellence meets sustainability to conclude an ecofriendly piece of art.



## MFI Furniture

MFI is dealing with more than 1000 furniture brands from around the world where only we choose high quality within the client's means.

# MFI RESTAURANTS FIT OUT CONTRACTING



MFI creates inspired, brand-strengthening design experiences that evoke a distinct sense of place, while delighting the world's most discriminating travelers. In every project, MFI consistently sets new standards for luxury, comfort and innovation in hospitality restaurants interior design & fit out decoration contracting.



# MFI F&B EXTERIOR FAÇADES



*Designed & Achieved by MFJ – Banoosh Restaurant –  
Fahed Center – Khobar – KSA*

# MFI F&B INTERIOR DESIGN



*Designed by MFI – Coffea – Khobar – KSA*

# MFI F&B INTERIOR DESIGN



*Designed by MFI – Coffea – Khobar – KSA*

# MFI RESTAURANTS FIT OUT

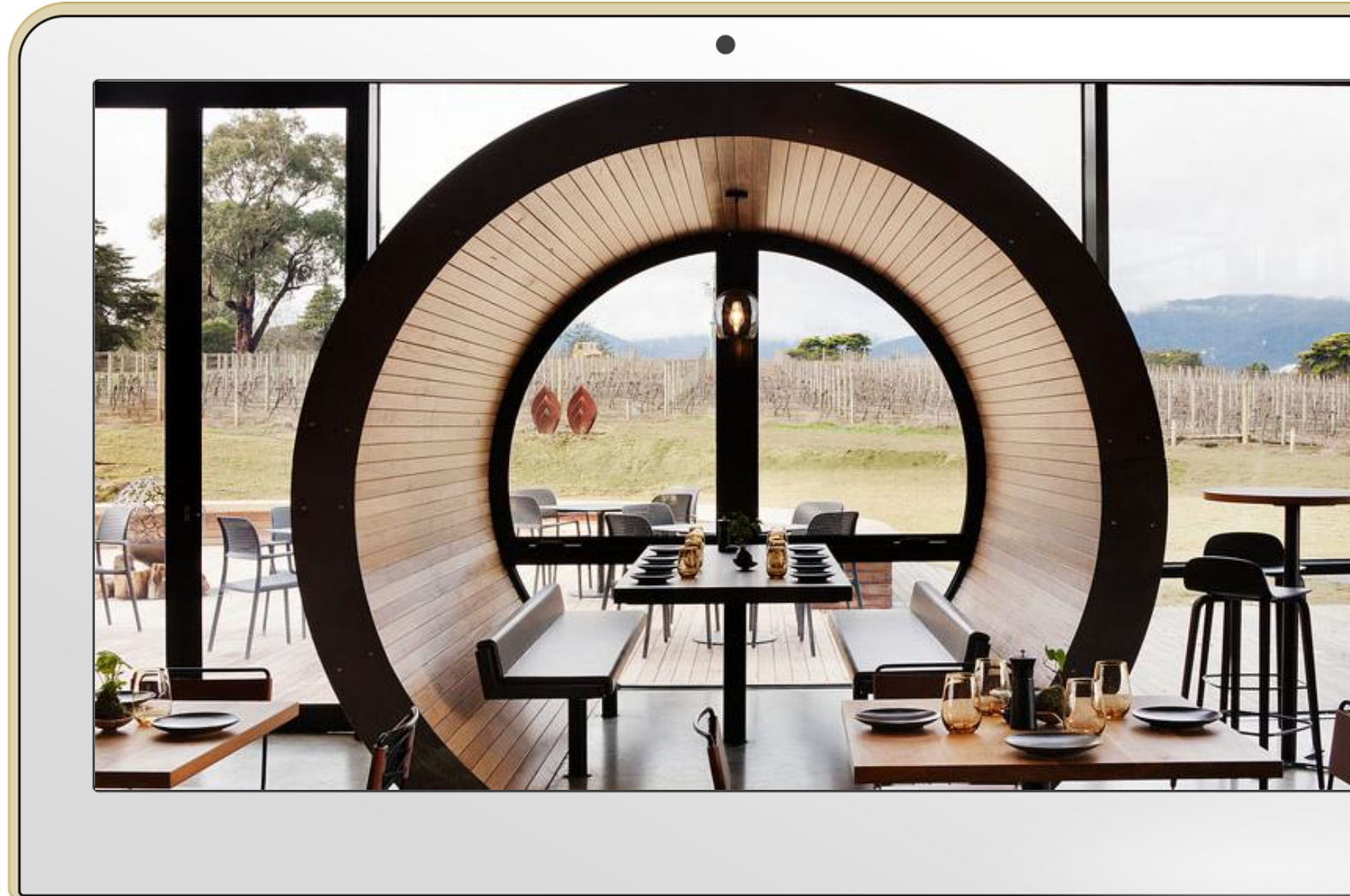


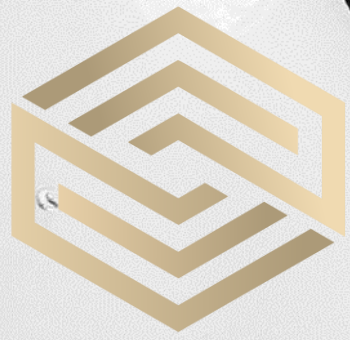
Brand your restaurant with custom fit out solutions and interior designs by experts at MFI .

MFI team as well:

- methodically reviews each part of the fit-out, checking quality, material, and finish.
- controls the procurement as well as the logistics of the fit out material which makes us 100% responsible for the deliverables.

**This ensures that promised delivery date is 100% respected**





# OUTSTANDING MEP KNOWLEDGE

MFI takes exceptional care with experts in MEP design which is very essential in any project. We provide plans, accurate documentation in order to achieve the resulting facilities with excellent technical performance.

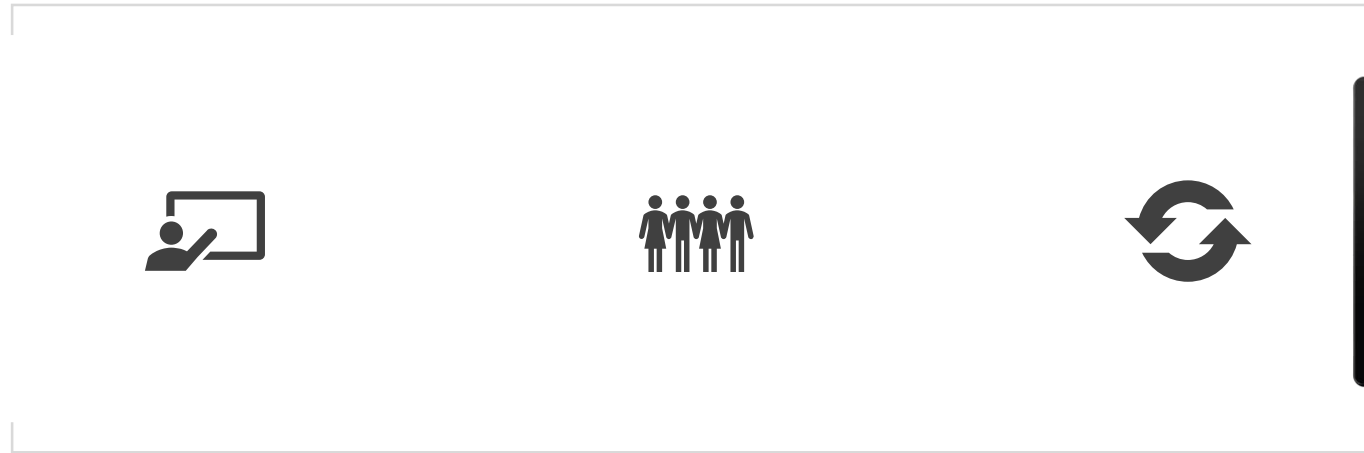
# TREMENDOUS TECHNICAL KNOW-HOW

Choosing MFI is an opportunity for success



“Design is not just what it looks like, design is how it works.”

STEVE JOBS



Research

The best of ceiling systems, LED lights, flooring materials such as raised flooring, carpets, parquets, marble and walls such as double glazed partitions and divisible walls are sourced by MFI direct.

Abstract

Our primary goal is to make your business systems safe, elegant, fun and easy to use. Our team is comprised of world-class experts in every field whose number one priority is to provide the best products and services to our clients.

Design

MFI experts design by targeting to stimulate and reproduce our clients' characteristics. MFI acquaints with the client's needs and work styles to achieve creative appearance with efficient and realistic considerations.



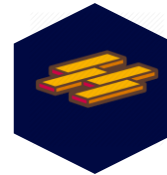
# EXCELLENT WORK METHODOLOGY



**CIVIL**



**MEP**



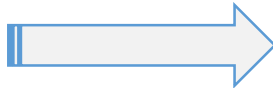
**FLOORING &  
CEILING**



**STEEL WORK**



**WOOD WORK**



**PAINTING**



**FINISHING**



**TESTING  
& COMMISSIONING**

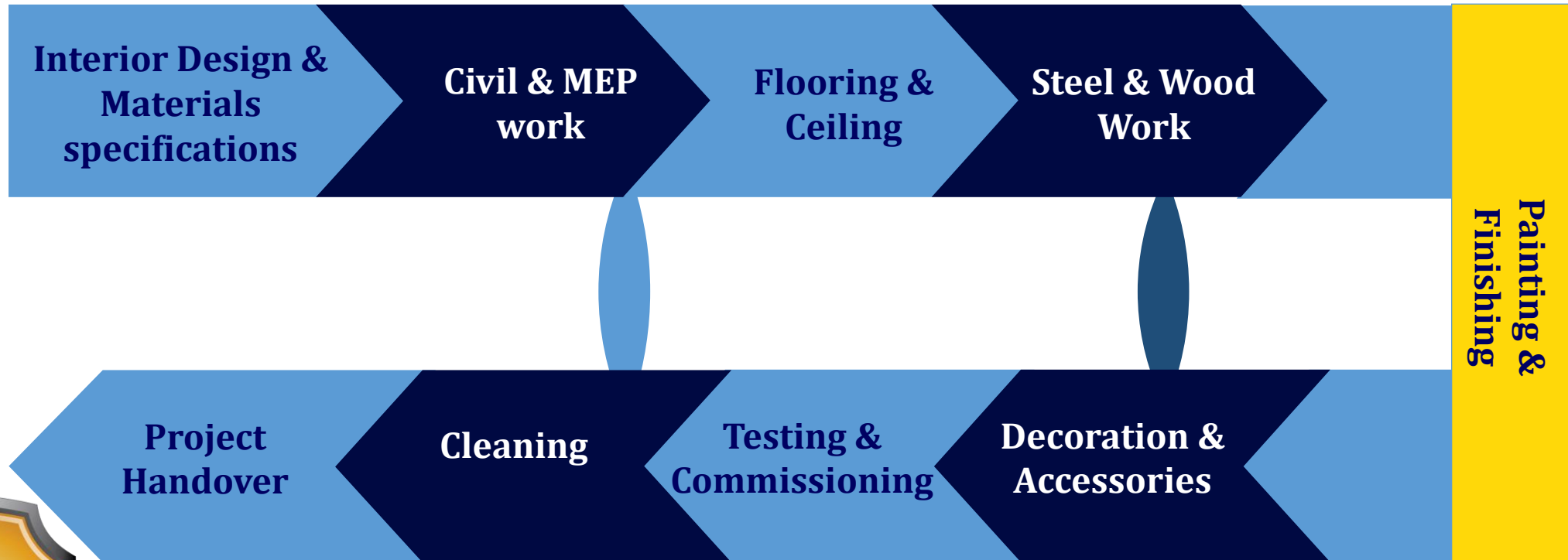


**FURNITURE**



**CLEANING**

# MFI DELIVERABLES PHASE BY PHASE



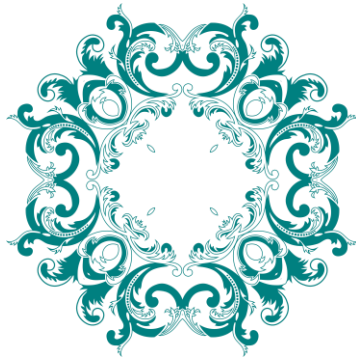
# WHAT MAKES MFI DIFFERENT IN INTERIORS



## V/S

### MFI

- ON TIME extraordinary services delivery
- A Winning Attitude
- Hard-Working Nature
- Great Listening Skills
- Creativity
- Detail-Oriented Nature
- Professionalism
- A Love of Design
- Knowledge of Diverse Design Styles
- Continuous interior design research



### Competitors

- Late delivery and no respect for the timeline
- Negative Attitude
- Work because they have to
- Pay no attention to client's details
- Classic designs
- Avoid details
- Unprofessionalism
- Design is just a business
- Limited knowledge
- No progress

# MFI CHARGES POLICY



Affordable prices



Value for money respected



**BEST PRICE GUARANTEE**



Explained prices showing differences between a benefit and a feature



Premium services guaranteed

# WE STAY CONNECTED WITH CLIENTS



## Phase 1 Project

MFI earns client's trust

MFI fulfils the agreed upon

Following up with the delivery team to ensure timely delivery

## Phase 2 Commissioning

User training if needed

Warranty services with complete documentations

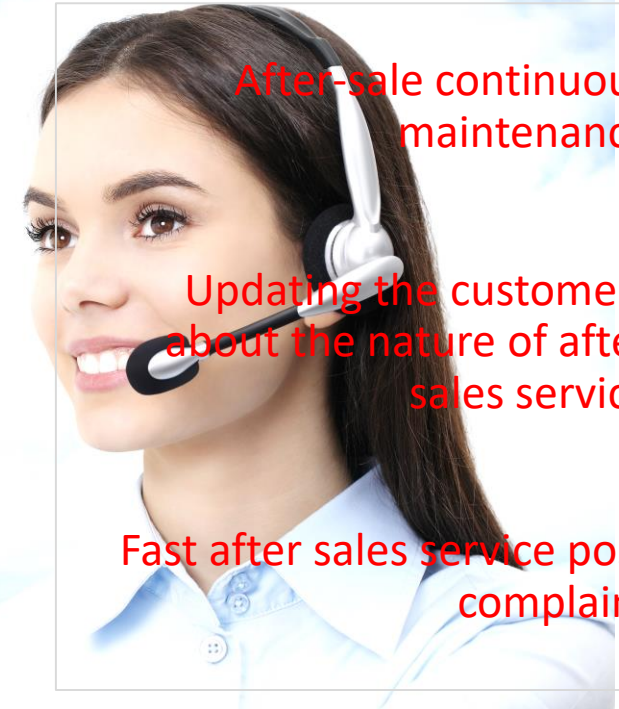
Seeking feedback

## Phase 3 After-sale

After-sale continuous maintenance

Updating the customers about the nature of after sales service

Fast after sales service post complaint



# Characteristics of MFI's Team Members



- Honest and Straightforward
- Shares the Load
- Reliable
- Fair
- Complements Others' Skills
- Good Communication Skills
- Positive Attitude
- Interpersonal skills
- Problem-solving skills
- Visualization
- Creative
- Detail oriented
- Good leadership

INTERIOR  
DESIGN  
ADDICT






# MFI

 Unique

 Authentic

 Tested



Servicing more than <b>800</b> companies	Rated <b>4.7</b> out of 5 stars by clients
<b>25</b> years in business	 <b>MAGIC FINGERS INTERNATIONAL</b>



CELEBRATING 25 YEARS

*Of Success*

MFI ©1993/2020

# PRECIOUS F&B CLIENTS & PARTNERS



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# PRECIOUS F&B CLIENTS & PARTNERS



# MFI JOINT VENTURES

**MFI makes sure to partnership through joint ventures for combining resources and expertise in order to deliver the best Fit Out services. These partnerships offer great advantages such:**

- Access to new markets and distribution networks
- increased capacity
- access to greater resources, including specialized staff and technology
- New insights and expertise
- With JVS, our potential is virtually limitless
- Better resources



# SOME OF MFI JOINT VENTURES

GEBRÜDER  
**THONET**  
VIENNA



INDEX

ARETI

Mariani



RATTANHOUSE

**mtv**  
اللبنانية

LB

LEE BROOM

  
MAINROCK  
Furniture and Interiors  
Transforming  
your workspace

*Alias*

ZENITH



PREGGO®  
YOUR IDEA OUR SOLUTION

  
codutti  
MADE IN ITALY SINCE 1954

GUBI



VERSACE

VANGUARD  
INTERIORS



officescene  
business furniture solutions

linds  
furniture

WALL MIRRORS



KETTAL

ISKU

# SOME OF MFI JOINT VENTURES



arlo™

THE BOLD LOOK  
OF **KOHLER**®

**Schneider**  
Electric



**Villeroy & Boch**



1748



**Bruce**®

hardwood floors

from **Armstrong**

SAINT-GOBAIN

**GROHE**

**YORK**®

**Armstrong**

Mitel



**Honeywell**



**Carrier**

United Technologies



**TRANE**®



**legrand**®

**Halton**

**IDENTIV**

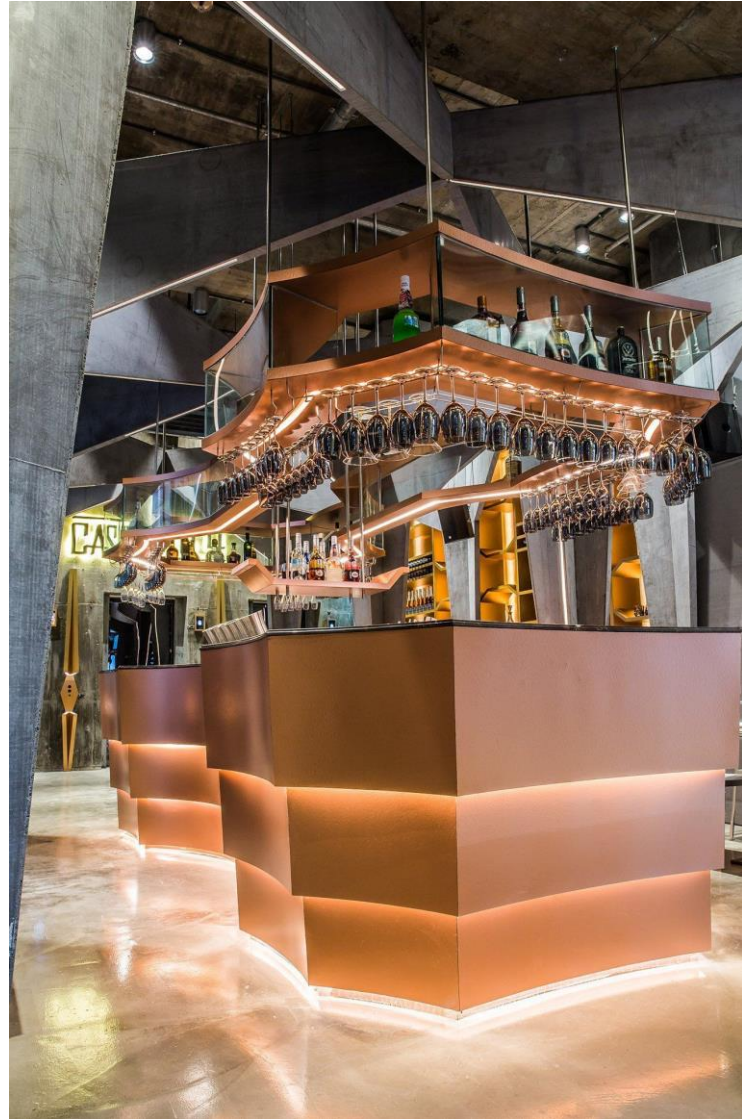


**CISCO**

# RESTAURANTS FIT OUT 2020 TRENDS OFFERED BY MFI



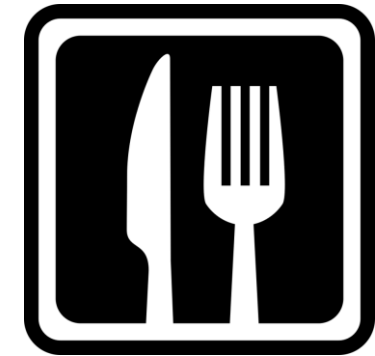
# RESTAURANTS FIT OUT 2020 TRENDS OFFERED BY MFI



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# RESTAURANTS FIT OUT 2020 TRENDS OFFERED BY MFI



# RESTAURANTS FIT OUT 2020 TRENDS OFFERED BY MFI



**Warmer  
Materials &  
Color Palettes**

# RESTAURANTS FIT OUT 2020 TRENDS OFFERED BY MFI



*Mixed Seating  
Options to  
Make Spaces  
More  
Flexible/Agile*

# RESTAURANTS DESIGN 2020 TRENDS OFFERED BY MFI



# RESTAURANTS DESIGN 2020 TRENDS OFFERED BY MFI



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# RESTAURANTS DESIGN 2020 TRENDS OFFERED BY MFI



# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Knefeci by MADO – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Knefeci by MAD0 – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Kuneferi by MAD0 – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Kuneferi by MADU – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – California Pizza – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – California Pizza – KSA*

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*Achieved by MFI – California Pizza – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Dip n Dip – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Dip n Dip – KSA*

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*Achieved by MFJ – Dip n Dip – KSA*

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*Achieved by MFI – Dip n Dip – KSA*

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*Achieved by MFI – Dip n Dip – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Liwan – KSA*

# SOME OF MFI ICONIC PROJECTS



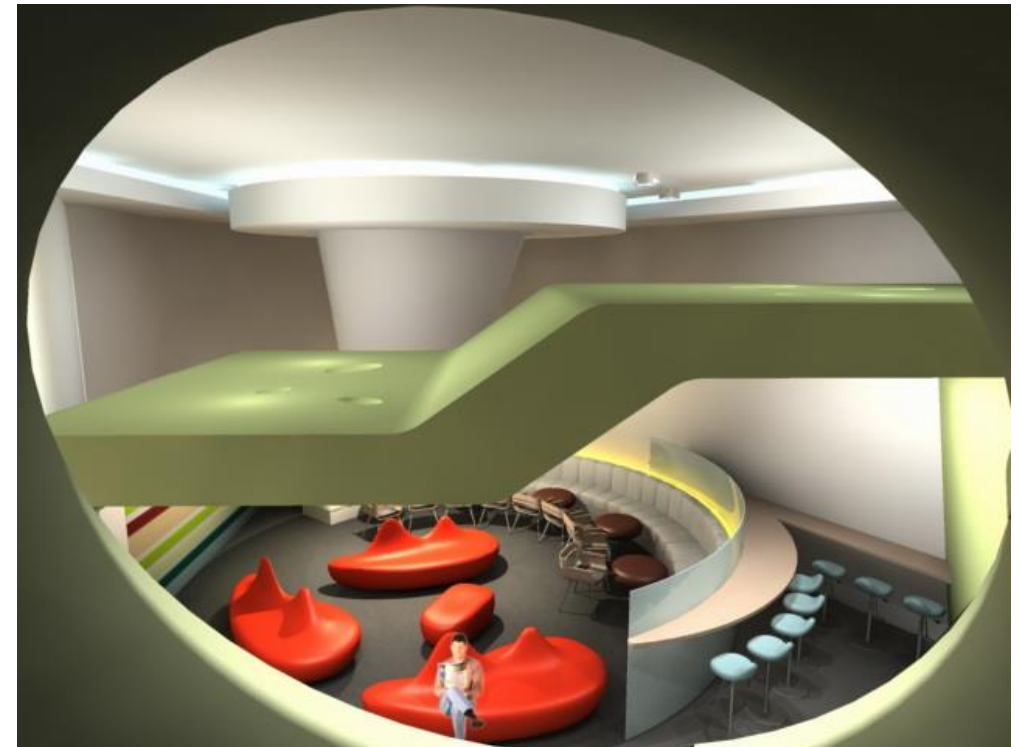
*Achieved by MFI – Liwan – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Liwan – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFJ – Seattle's Best – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Al Aryaf – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Al Banoosh – KSA*

# SOME OF MFI ICONIC PROJECTS



*Achieved by MFI – Al Banoosh – KSA*

# MFI WORLDWIDE



**INTERIOR DESIGN IS A  
BUSINESS OF TRUST**



# MFI HQ & BRANCHES



## MFI Interior Design-Fit Out- Decoration

Magic Fingers International - Fit Out Interiors Contractor  
Company



King Faisal Road, Al Yarmouk, Al Khobar 34423



طريق الملك فيصل، اليرموك، الخبر 34423



+966 13 898 8203/4/5

Please log to [www.magicfingers.com.sa](http://www.magicfingers.com.sa) for further details

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# MFI HQ & BRANCHES



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# Thank You

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