

Abu Shaqdam For Security Doors

Abu Shaqdam Security Doors was established in 2005 by members of the Abu Shaqdam family to serve as a small factory specialized in the manufacturing and design of security doors. However, the family's ongoing efforts to develop the factory through equipment and device upgrades were insufficient to fulfill their ambitious business objectives and aspirations.

It was by mere chance that the Abu Shaqdam family heard through friends about the European Union (EU) and Jordan Enterprise Development Corporation (JEDCO), and the grants they offer to small-scale entrepreneurial projects. In light of fierce market competition due to the widespread availability of imported products, the Abu Shaqdam family turned to JEDCO and the EU to upgrade existing, and purchase new, factory equipment, underscoring efforts to provide the local market with advanced, high quality and competitive offerings that are on par with imported products.

After receiving the grant, which was valued at EUR 97,644, the Abu Shaqdam family equipped the factory with cutting-edge systems and machinery including wood engraving and cutting machines, dust collector and steel cutting devices, as well as circular saws, among others. The equipment played a key role in boosting the factory's production capabilities and enabled it to deploy design technologies as opposed to manual labor, which significantly improved product standards in accordance with international products.

JEDCO and EU supported Abu Shaqdam Security Doors through the provision of a comprehensive marketing plan. This involved the creation of an official website; product promotion through radio broadcasts, weekly newspapers, billboard advertisements, and brochure distributions; in addition to the production of an introductory video that was featured on the website and across various social media channels.

With the help of JEDCO and the EU, Abu Shaqdam Security Doors was able to participate in multiple regional exhibitions in Saudi Arabia, Iraq and Sudan. Moreover, in recognition of its enhanced product quality standards, the factory was granted a certificate for fire-resistant security doors. However, the Abu Shaqdam family's boundless ambition did not end there. After successfully cementing their leading position within the local market, the family is looking to penetrate the global market through the introduction of an array of new and innovative products.

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