

Company Profile



OG CONSTRUCTIONS

OBEID GROUP PTY LTD

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Introduction

Obeid Group Pty Ltd was established in mid-2009 bring together over 50 years of construction management experience. We provide Construction Project Management services in NSW and WA. Obeid Group has grown since which provide a vast range of services for different stages of the development.

Our staff are experienced in the construction of commercial, retail and residential projects. Have demonstrated a track record in successfully completing projects on time and within budget, without comprising on quality.

Involved within all phases of project development ranging from:

- Feasibilities;
- Organising construction Finance;
- Design stage – Manage all the relevant consultants;
- Cost Engineer the project;
- Construction stage;

Types of projects our staff have been involved in:

- High-rise luxury apartments;
- Luxury Resort;
- Mixed use developments;
- Commercial developments;
- Shopping Centres;

Vision statement

To be a preeminent provider of superior construction services by consistently producing a quality product; managing the projects through the Planning, Design, Construction and Maintenance phases to add value for clients through innovation, foresight, integrity, and aggressive performance.

Obeid Group aims to produce a profitable result to all projects for all parties. Our clients have high expectations, and we distinguish ourselves by delivering more efficient cost-effective solutions, with a high level of professionalism.

Values

Commitment

We are proactive in finding solutions for our clients that best achieve their goals. Lasting relationships are the lifeblood of our business. We are committed to provide personal attention to our clients as individuals.



Integrity

We remain true to our values of being fair, honest and ethical. Obeid Group is a business based on trust. We commit only to what we can deliver and we deliver on our commitments. Obeid Group is committed to a high standard of service, quality and personal attention to clients' treating all with dignity and respect.

Teamwork

We recognize our primary asset is our people. We provide opportunity and encouragement to help our people reach their potential. We work with our clients, consultants and contractors as a team. Mutual respect provides the foundation for our success. Obeid Group believes that building strong relationships with each other, clients and business partners is the key to growth.

Excellence

At Obeid Group we always exhibit and encourage a supportive, positive, can-do attitude with staff and clientele. Obeid Group always deliver a work product that is second-to-none through attention to detail, we do things right the first time, while continuously looking for ways to improve our performance. Obeid Group attract, develop, retain, recognize, and reward individuals committed to our values who deliver superior performance to our high company standards. At Obeid Group we approach all situations as opportunities to create a mutually beneficial solution. Obeid Group demonstrate personal pride in our organization and the work products we produce.

Financial Stability

At Obeid Group we do business with people in ways that are consistent with our values. We are continually exploring and evaluating opportunities to strengthen our organization both internally and externally.

Obeid Group anticipate and adapt to the changing market conditions and are always prepared for potential changes. Obeid Group manages its resources efficiently to maximize our competitive edge. Obeid Group optimize, measure, and report financial performance at regular intervals.

Obeid Group balances risk taking and security by making sound business decisions based on accurate, timely, and useable performance information.



Complete & Current Project

The following illustrate the major projects managed by Obeid Group from establishment to date.

November 2015 – Current (projected completion date November 2016)



Project: 46 Filburn St
Project value: Construction value \$3.7 million.
Client: Seagrove Pty Ltd
Superintendent: Richard Eadie
Financier: NAB
Project location: 46 Filburn St, Scarborough WA
Project description: Design and construct contract: 15 apartments, 4 story building, with an under croft car park.
Role: Obeid group was engaged to Cost Engineering during the design phase then engaged to construct the building. Obeid Group has been working closely with the Client and Architect to achieve the most cost effective designs to achieve budgets and satisfy the end user.

November 2014 – March 2016



Project: 152 Fitzgerald St
Project value: Construction value \$10 million.
Client: L & K (WA) Investments Pty Ltd
Superintendent: Doepel Marsh Architects
Financier: NAB
Project location: 152 Fitzgerald St, North Perth WA
Project description: Construct contract: 1 Commercial, 40 apartments, 5 story building, with a basement car park.
Role: Obeid group was engaged to Cost Engineering during the design phase then engaged to construct the building. Obeid Group has been working closely with the Client and Architect to achieve the most cost effective designs to achieve budgets and satisfy the end user.

March 2014 – July 2015



Project: Franzone Apartments
Project value: Construction value \$13.5 million.
Client: SDR Group Pty Ltd.
Superintendent: Rider Levett Bucknall Pty Ltd
Financier:
Project location: 122 Brown St, East Perth WA
Project description: Design and construct contract: 56 apartments, 6 story building, with a basement car park.
Role: Obeid group was engaged to provide the Tendering, Project Management, Site Management, Cost Engineering service for this project. Obeid Group has been working closely with the Client and Architect to achieve the most cost effective designs to achieve budgets and satisfy the end user.



January 2013 – August 2014



Project: Noting Hills Commercial

Project value: Construction value \$3 million.

Development value \$5 million

Client: Elio Monzu (08)93318236, 0419424690 - JV arrangement – Sirroco Enterprises Pty Ltd, Obeid Properties Pty Ltd and Maxsavi Investments Pty Ltd.

Superintendent: Terry Merefield from Tamram Pty Ltd

Financier: ANZ – Thisara Ranawaka (relationship Manager) (08)92160751.

Project location: 1 Prowse St, West Perth WA

Project description: Design and construct contract: 5 story office building, with a ground floor car park.

Role: Obeid group managed the development on Behalf of the JV. Managed the sales and strata, construction finance, construction design and Construction.

July 2012 – January 2014



Project: Currambine Shopping Centre

Project value: \$8 million

Client: Ray White Invest (White Private)

Superintendent: Kimmo Pitkanen (02)92493728 0414767006.

Financier: ANZ

Quantity Surveyor: RLB (Rider Levett Bucknall)

Project location: 1244 Marmion ave, Currambine WA



Project description: Design and construct contract: New office and retail building, upgrade to the existing shopping centre facade, extension of the existing centre and cinema, upgrade services to the existing centre.

Role: Obeid group was engaged to provide the Tendering, Project Management, Site Management, Cost Engineering service for this project. Obeid Group has been working closely with the Client and Architect to achieve the most cost effective designs to achieve budgets and satisfy the end user. These works were staged with the completion of Stage 1 early 2013 (value \$2.2m), stage 2 (value \$2m) late 2013 and stage 3 (value \$3.5m) early 2014.

November 2011 – June 2012



Project: Cityview Apartments

Project value: \$8.5 million

Client: Cheerz Holdings Pty Ltd

Financier: Bank West

Project location: 306 Cityview boulevard, Northgate SA

Project description: Construct contract: 32 apartments. Undercroft car park and 4 levels of apartments.



Role: Obeid group was engaged by the builder Nazero Constructions to provide the Project Management and Cost Engineering service for this project. The initial design was not feasible and the project was to be scrapped. Nazero Constructions SA engaged Obeid Group to assist with the review of the design to make the project feasible. After intensive assessments Obeid Group was able to reduce the construction cost by over a \$1m which made the project feasible. Changes involved changing the steel framed structure to a post tension concrete frame. This reduced the overall building height and material without changing the overall design concept. The project was completed in Mid-2012 within budget.

November 2010 – December 2011



Project: Clive st Development

Project value: \$4.5 million

Client: Brian Salfinger

Superintendent: Ming Kong (Structerre Consulting Engineers)
(08)92054500

Financier: ANZ – Thisara Ranawaka (relationship Manager)
(08)92160751.

Project location: 3 Clive st, West Perth WA

Project description: Design and construct contract: 6 story commercial building. Basement car park and 5 levels of offices/café.

Role: Obeid group was engaged to provide the Project Management and Site Management service for this project. Obeid Groups major role in this project was to resolve major fire design issues and cost engineer the construction methods.



July 2009 – September 2010



Project: Urbano Due

Project value: \$7 million

Client: Claymont properties Pty Ltd – Nita Subramaniam
(08)93228882.

Financier: ANZ

Quantity Surveyor: RLB (Rider Levett Bucknall)

Project location: Kensington st, East Perth WA

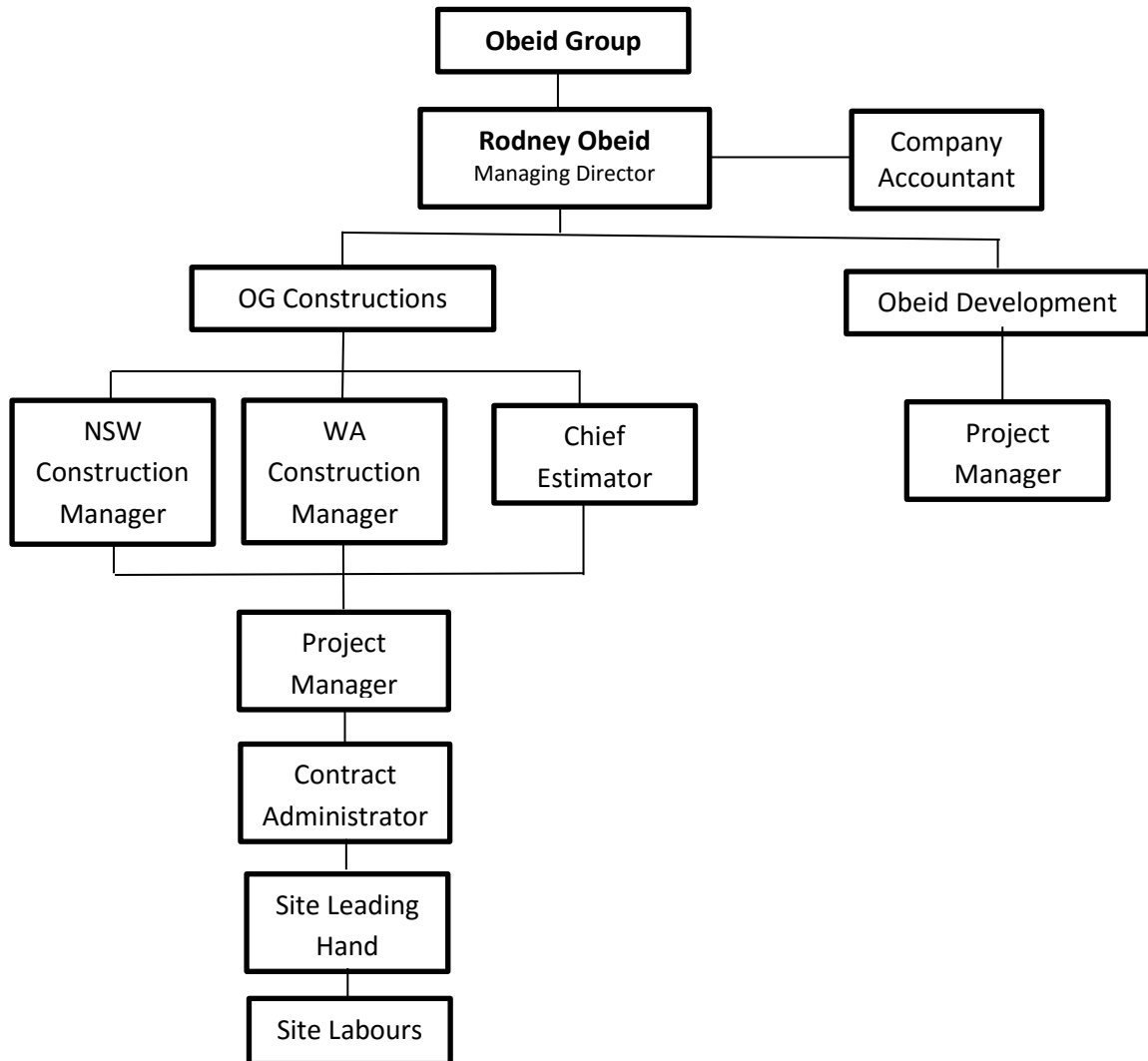
Project description: Design and construct contract: 17 apartments and 3 commercial tenancies. 6 story building

Role: Obeid group was engaged to provide the Project Management and Site Management service for this project.



Corporate Structure of Obeid Group

The following chart demonstrates the companies Hierarchy:



Key Personal Project Experience

- **Director: Rodney Obeid** – Qualified builder and has managed several sites up to the value of \$50 million. Rodney worked for Parkview Constructions before establishing Obeid Group. (refer to attached CV)



- **Construction Manager: Fred Obeid** – 35 years in the construction industry, Fred has managed sites up to the value of \$40 million.

