

HAKMI MOTORS

Integrated Automotive Services Company

"Redefining Car Care"

Problem Statement

Automotive services in Homs and the surrounding region face critical challenges:

- Fragmented services force customers to visit multiple service providers.
- Lack of advanced technology and modern facilities.
- Inconsistent service quality and limited 24/7 support.

Our Solution

Hakmi offers a comprehensive automotive service center, bringing all automotive-related services together under one roof:

- Advanced workshops and skilled teams.
- A state-of-the-art, single-level facility spanning 15,000 square meters, equipped to handle all types of repairs and maintenance.
- 24/7 mobile service units for on-site assistance anytime, anywhere.

Market Opportunity

Target Area: Homs, Syria - with potential for expansion to all governorates and the Middle East.

Customer Segments:

- Government Sectors
- Private Companies
- Unions and Banks
- Factories and Industries
- All Members of Society – From Regular Drivers to Luxury Car Owners

Increasing demand for high-quality automotive services.

Business Model and Operations

Revenue generated from multiple service sources, including:

- Mechanical and Electrical Repairs
- Body Repairs and Painting
- Tire Sales and Repair (13-22 inches)
- Electronic Diagnostics
- Air Conditioning and Wheel Alignment Services
- Car Wash, Cleaning, and Polishing
- Vehicle Insurance and Showroom Sales
- Subscription Packages for Corporate Customers

Expansion and Partnership Plans:

- Acquire partial dealership for Mobil 1 lubricants.
- Obtain exclusive maintenance agency agreement with global brands.
- Launch of “Absher” service: temporary replacement vehicles during repairs.

Facility Overview

The "Hakmi" facility is a highly efficient, single-level, integrated service center situated on a 15,000 square meter plot.

This horizontal layout optimizes workflow and customer experience.

Space Allocation:

- 8,000 m²: service center (mechanical, electrical, bodywork, painting, air conditioning, refrigeration, wheel alignment, upholstery, tire sales).
- 3,000 m²: car sales and purchase showroom.
- 1,500 m²: administrative offices, reception, and customer service center.
- 1,000 m²: car wash and cleaning services.
- 1,500 m²: support facilities, parking, and landscaping.

Competitive Advantage

- The first integrated automotive center in the region.
- A modern, comprehensive facility spanning 15,000 square meters.
- Land is leased.
- Strong brand identity and prime location.
- Comprehensive service quality guarantee.

Financial Overview

Total Project Cost: US\$3 million

Expected Monthly Customers: 500–1,000

Customer Annual Growth Rate: 40%

Number of Employees: 150+ (Average Salary: US\$500)

The Team

Founder and CEO: Raed Hakmi

Over 15 years of experience in the transportation and heavy vehicle industry.

Dual Nationality: Syrian and Lebanese.

“My passion is building a leading automotive brand in the region.”

Investment Request

Investment Required: US\$3 million

Proposal: Equity Partnership or Strategic Investment

Funds will be allocated for facility setup, equipment purchase, and supplies.