



(Jadaara Co – Real Estate)

Jadaara Real Estate is a leading real estate company in Saudi Arabia, known for its pioneering contributions to urban development. Established in the 1980s and growing rapidly in the 1990s, Jadaara became a key player in the Kingdom's development landscape. As a member of the prestigious Al-Bayan Holding Group—ranked among the Top 100 companies in Saudi Arabia in 1993—Jadaara has expanded its operations to include construction, property development, marketing, and project management.

The company approached us to build a unified system to manage its growing operations across multiple departments.

SK Technology implemented a full-suite Odoo ERP system covering project management, construction operations, sales and CRM, accounting and finance, document management, inventory and procurement, and real-time reporting dashboards. The system was configured to ensure smooth data flow across departments and provide complete operational visibility.

Jadaara Co Real Estate now operates on a fully integrated ERP platform, enabling efficient management of its expanding operations and supporting its continued growth in the Saudi real estate market.

Project Overview:

Jadaara Real Estate is a leading real estate company in Saudi Arabia, recognized for its major contributions to urban development and large-scale construction projects. Established in the 1980s and expanding rapidly during the 1990s, the company became a key player in the Kingdom's real estate sector. As part of the prestigious Al-Bayan Holding Group, Jadaara operates across construction, property development, marketing, and project management services.

Business Requirements:

Centralized management of real estate and construction operations

Integrated project management and property development workflows

Better coordination between multiple departments and business units

Real-time access to operational and financial data

Automated reporting and document management processes

Efficient procurement and inventory control for construction activities

Improved customer and sales management capabilities

Challenges:

Managing multiple business operations across departments and projects

Limited integration between operational and financial systems

Difficulty in tracking project progress and budgets in real time

Manual reporting processes causing delays and inefficiencies

Limited visibility into company-wide operational performance

Odoo ERP Solution Provided:

We implemented a comprehensive Odoo ERP solution tailored to Jadaara's real estate and construction operations, including:

Project Management Module: Streamlined project planning, task allocation, milestone tracking, and execution monitoring. Improved collaboration and ensured timely project completion.

Construction Operations Module: Organized construction workflows, resource allocation, and site activity management. Enhanced operational coordination across multiple projects.

Sales & CRM Module: Centralized customer inquiries, property sales management, and follow-up activities. Improved customer engagement and sales pipeline visibility.

Accounting & Finance Module: Automated invoicing, budgeting, expense tracking, and financial reporting processes. Provided accurate financial insights and stronger cost control.

Document Management Module: Centralized contracts, project documents, approvals, and company records in a secure digital environment. Improved accessibility and document control.

Inventory & Procurement Module: Managed procurement workflows, supplier coordination, and construction material tracking in real time. Reduced delays and improved inventory accuracy.

Reporting & Dashboard Module: Delivered real-time dashboards and analytical reports for operational and financial performance monitoring. Supported faster and data-driven decision-making.

Outcome:

The implementation improved collaboration between departments, strengthened project and financial control, enhanced operational visibility, and reduced manual workload. Jadaara Co Real Estate now operates on a fully integrated ERP platform that supports efficient business management, scalable growth, and informed strategic decision-making across its real estate operations.