



Business Management & Engineering Consulting

الإشراف لإدارة الأعمال والإستشارات الهندسية

“Leading the way to success”





OVERVIEW

ENRICH is a Jordanian consulting firm established in 2018 specializing in Business Management and Engineering Consulting.

We deliver our services in Planning and Design, Implementation, and Validation. ENRICH aspires to become the leading advisory and consulting resource for Construction Project Management, Policy Makers and Businesses in the Middle East and International Worldwide.

ENRICH accommodates highly qualified experts and consultants of a high caliber and professional experience in their fields of specialty; they come from diverse disciplines to provide the best quality service. ENRICH's key team members have an extensive experience in government policies and practices, business strategy, and development in addition to strong research capacities.

SERVICES

We tailor our services to help our clients to improve their performance and achieve their goals,

ENRICH provides expert advisory and Consulting Services in Six main areas:

- Traffic Management and Studies
- Transport and Logistics Studies
- Claim, Contract, and Delay Analysis
- Planning, Scheduling, Cost Controlling, and Risk Management
- Economic Policies
- Business Environment and Reform





Traffic Management and Studies

ENRICH is Led by rich and extensive experience of Top management in traffic and parking studies of mainly Real Estate Development Projects Carried out 50+ Traffic Studies with Highly Skilled team of Traffic engineers Customized Service in Strong and prompt execution including Prudent and effective check on quality of deliveries:

- Traffic & Transport Modelling
- Road Safety Studies
- Management & Review Services
- Public Transport Studies
- Parking Studies & Assessments
- Traffic & Transport Studies

Enrich Traffic Team Services

1. Surveys and Data Collection for all types of traffic
2. Surveys and on-site work
3. Demand studies for concessions
4. Transport Assessment for Urban & Mixed-use Developments or for Commercial Licenses
5. 'Due Diligence' for investments/decision making
6. Traffic/demand studies for new infrastructures
7. Transport assessment for new developments
8. ITS

Transport and Logistics

The continuous growth of trade in the region requires efficient supporting services, particularly in transport and logistics. Enrich provides expert advisory and consulting services to policy makers in developing strategies and related services supporting trade, industry, and the services sector.

- Transportation Policy, Planning & Strategies
- Transportation Economics
- Transport Operation and Management
- Logistics Advisory Services



Quantum, Forensic Delay and Disruption

Quantum: Perpetration and review of quantum claims, resolution of quantum disputes, and evaluation of value-added variation orders based on a detailed review and elevation of the Contract Documents.

Delay & Disruption: Examine the relationship between cause and effect when presenting claims for delay and disruption in various forums. Provide an in-depth forensic delay and disruption analysis for complex construction projects which suffer from engineering or construction delays, and relevant cost overruns.

Claim Dispute Resolution

We investigate and analyze the cause and effect of events, prepare submissions, and present a detailed description of the relevant delay events. Analyze contractual entitlement and causation, and quantify the effects in pursuing or defending claims. This thorough evaluation leads to the best solutions for our clients including:

- **Claims Management:** Handle the Claims and disputes that arise on projects.
- **Claims Governance:** Figure out the risks that often materialized within these contracts which can lead to claims and disputes, with their consequential impact. Avoid undermining contract objectives, which threaten the implementation of business strategy, and divert management focus.
- **Dispute Avoidance:** Selection of the right contracting framework and a thorough review of the parties' obligations, interface requirements, and contractual procedures and mechanisms. Ideally, during the tender stage for perfect dispute avoidance.
- **Third-Party Independent Assessment:** We offer an independent assessment of matters in dispute. It is aimed at assisting the parties to reach an amicable settlement without having to refer their disputes to formal dispute proceedings.



Planning, Scheduling, and Monitoring

Selection of the appropriate choice of technology, the definition of work tasks, the estimation of required resources and durations for individual tasks, and the identification of interactions among the different work tasks.

Enrich development of a realistic plan or strategy as to how they will be managed in order to achieve the requirements of the Contract and can be customized to meet Clients' needs by providing the appropriate guidance on the actions of the project controls organization and project controls team. We work closely with our clients to provide the right methodologies and logistics plans to ensure projects are completed on time and within budget.

Cost Control

Enrich Implement an integrated set of work processes, procedures, and applications to plan, monitor, execute and control the work as well as a plan to produce the project controls deliverables.

We allocate the estimated cost of resources into cost accounts against which cost performance will be measured and assessed Identifying the compliance requirements, responsibilities, and corrective actions and providing justification for the actions that the project controls team will undertake.

Cost Control





Contract Administration and Management

Includes negotiating the terms and conditions of the subject contracts and ensuring compliance with internationally-accepted norms, as well as documenting and agreeing on any changes or amendments that may arise during its implementation or execution. The process of systematically and efficiently managing contract creation, execution, and analysis for the purpose of maximizing financial and operational performance and minimizing risk.

Risk Management

Enrich allocation of risk and responsibility between the Contractor and the Employer of a wide range of matters or events which may arise during the course of or as a result of the project. We review the basic processes and practices associated with risk management in the project environment, and identify, measure, and minimize uncertain events affecting resources.





Business Environment and Reform

A conducive business environment is essential for enabling startups and supporting SMEs growth. Enrich provides expert advisory and consulting services to policymakers and businesses to support reform plans, promote corporate governance good practices, and build capacity in business skills, financial literacy, and related aspects.

- Business environment research and analysis
- Business environment reform
- Corporate governance
- Capacity building services

Economic Policies

Enrich provides expert advice and consulting services to support the public sector and businesses in developing and implementing policies and strategies that aim at contributing to economic development.

- Strategy Development & Implementation Support
- Trade policy
- Industrial Policy
- Economic and Social Studies



Enrich Company: Traffic Studies & Transportation Planning

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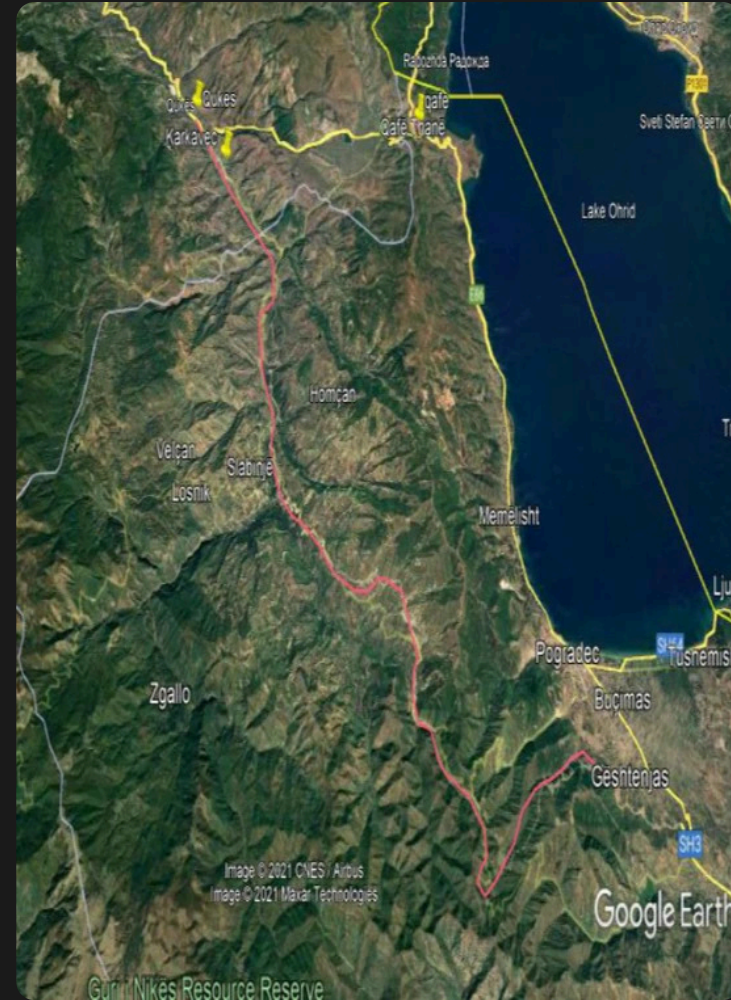
01

Project Portfolio Overview

Feasibility Studies and Road Infrastructure Projects

Feasibility Study for Qukes-Qafe Plloce Road Section

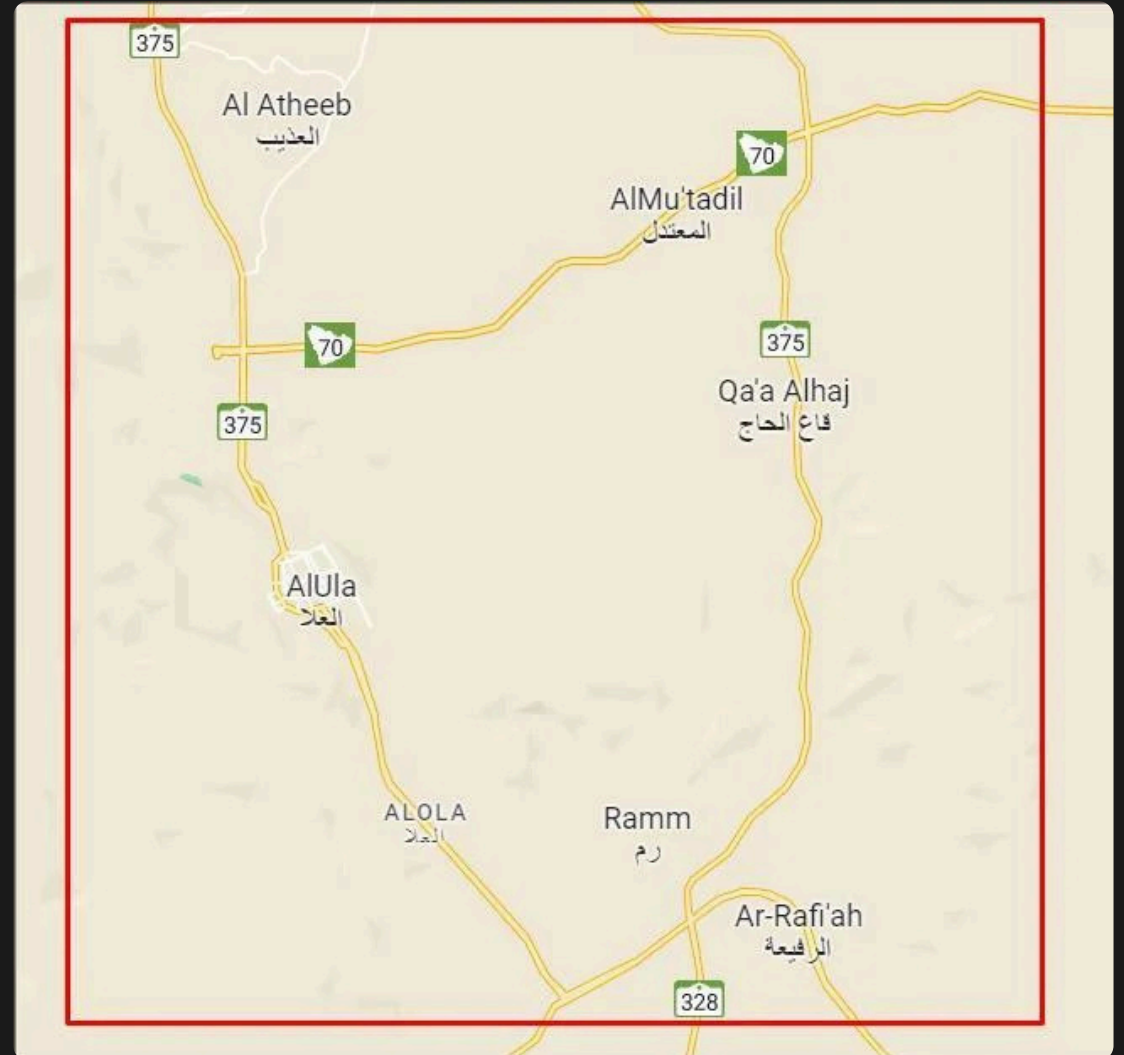
Feasibility study related to the construction of the "Qukes - Qafe Plloce" road section of the Tirana-Korca corridor.



Feasibility Studies and Road Infrastructure Projects

Road Safety Inspection in Al Ula City

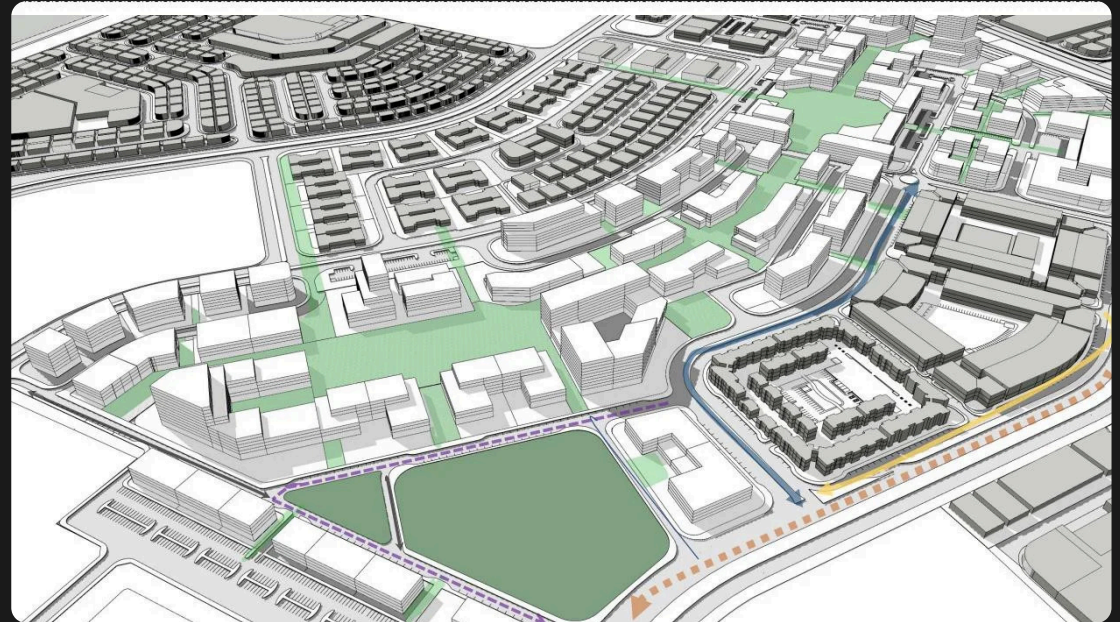
Road Safety Inspection (RSI) Report conducted for the Royal Commission for AlUla in Saudi Arabia.



Traffic Impact Studies

King Abdullah Bin Abdel Aziz City - Zarqa

Client	Mawared
Date	10/12/2022 - Until Now
Location	Zarqa – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Ibrahim Al-Zureiqi (Sr. Traffic and Roads Engineer); Staff for data collection (12 persons)
Project Description	The King Abdullah bin Abdulaziz City project is the largest project of its kind in the history of the Kingdom, transforming the site of armed forces camps in Zarqa into a vibrant, modern residential city. The project aims to create an integrated modern city that will be a prominent urban landmark and natural extension of existing development. The city is expected to accommodate half a million people distributed over 75 thousand housing units. The project covers an area of 2,500 acres and will be implemented in 6 successive phases, achieving integrated urban development with positive impacts at local and regional levels.



Traffic Impact Studies

Amman-Zarqa BRT Feeder Buses Operations

Preparation of Service and Business Plan for Amman - Zarqa BRT Feeder Buses Operations in Jordan.



Traffic Impact Studies

Exhibition Land and Business Center - Amman Chamber of Industry



Client	ACI (Amman Chamber of Industry)
Date	22/12/2022 - 4/4/2023
Location	Airport Road – Amman – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Ibrahim Al-Zureiqi (Sr. Traffic and Roads Engineer); Staff for data collection (12 persons)
Project Description	The project involves a steel building with 3 stories and a business center with different levels for entrance and exits. The ground level covers an area of 10,622 m ² , the first floor has an area of 4,805 m ² , with external arcades and green terraces on both levels designed for interactive entertainment activities, including food shops at ground and first floor levels.

Traffic Impact Studies

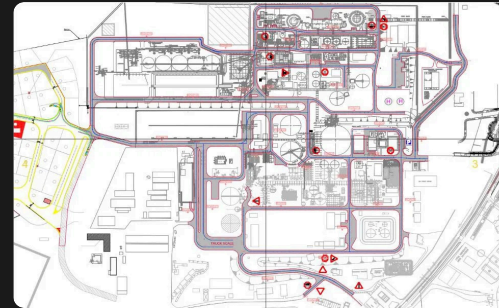
Al Hurriya Street Mall - Amman



Client	Icon Architects and Engineers CO
Date	11/1/2023 - 1/6/2023
Location	Horriya Road – Amman – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim AL-Zureiqi (Sr. Traffic and Roads Engineer); Staff for data collection (14 persons)
Project Description	Traffic impact study for the construction of a new commercial complex (mall) on Al Horriya Road at the intersection of the Moqableen area. The study determines the number of proposed parking lots through a comprehensive trip generation study for the project.

Traffic Management Plans

Arab Potash Plant at the Dead Sea

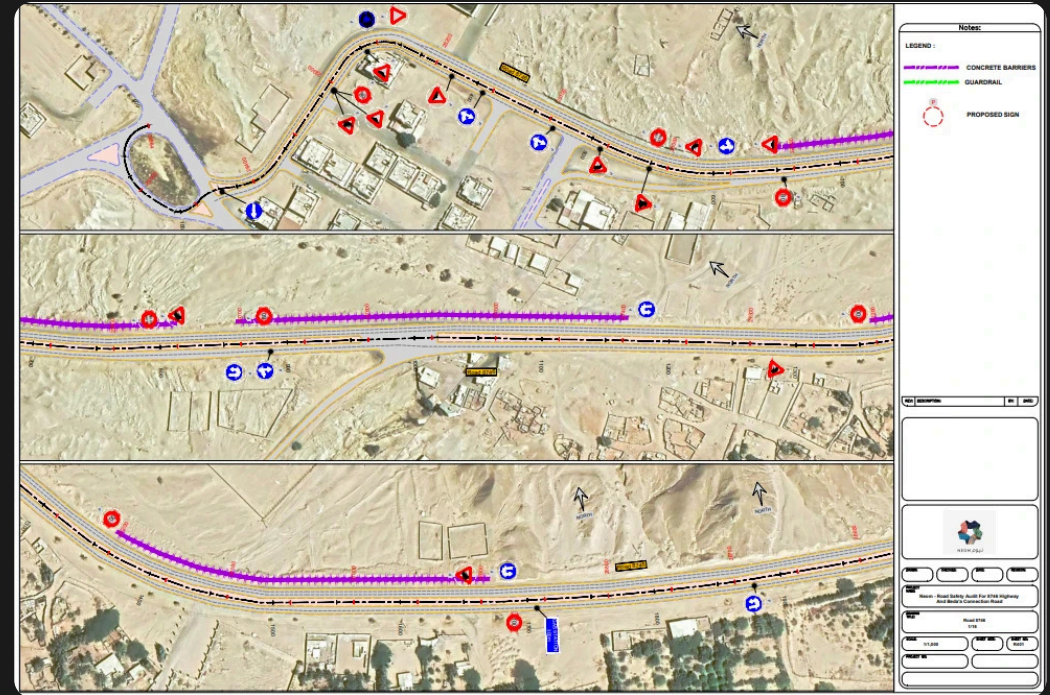


Client	APC (Arab Potash Company)
Date	1/9/2022 - 6/1/2023
Location	Dead Sea – Ghor – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim Zureiqi (Sr. Traffic and Roads Engineer); Staff for data collection (20 persons); Mr. Amjad Samrin (Draftman)
Project Description	A comprehensive traffic management plan (TMP) designed as a site-specific plan covering the design, implementation, maintenance, and removal of temporary traffic management (TTM) measures during work or activity in the road corridor. The plan details how road users, including vehicles and pedestrians, will be directed around the work site to minimize inconvenience while providing safe conditions for both road users and those carrying out the activity.

Traffic Management Plans

Road Safety Inspection in NEOM Roads

Road Safety Inspection (RSI) Report for NEOM Roads 55 and 8764 in Saudi Arabia.



Comprehensive Data Collection and Analysis Projects

Main Intersections Data Collection - Aqaba

Client	Aqaba Development Company
Date	1/7/2023 – 30/8/2023
Location	Aqaba – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	Comprehensive data collection effort for the main 13 intersections in Aqaba. With growing urban centers and increased traffic congestion, detailed data collection at key intersections enhances transportation planning efficiency, improves traffic flow, enhances pedestrian safety, and optimizes overall urban mobility.

Comprehensive Data Collection and Analysis Projects

Strategic Environmental Assessment for ASEZ Master Plan

Strategic Environmental Assessment (SEA) for the updating of ASEZ Master Plan 2020-2040.



Comprehensive Data Collection and Analysis Projects

The Reality of Land Transport in South Amman

Client	LTRC (Land Transport Regulatory Commission)
Date	3/1/2024 – Until Now
Location	Jordan – 12 Governorates
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Ibrahim Al-Zureiqi (Sr. Traffic and Roads Engineer); Eng. Khalid Hadaddine (Traffic and Transportation Director); Dr. Enas AL Najar (Analysis Specialist); Staff for data collection (47 persons)
Project Description	Comprehensive study of Jordan's passenger transportation services, recognizing their importance in daily life and economic development. As population grows and economy advances, demand for efficient, safe, and sustainable transport options becomes increasingly crucial. The study targets various transport modes, including traditional and investment taxis, airport and hotel taxis, premium services, ride-hailing apps, tourist rentals, and luxury vehicles.

Key Objectives:

Current Demand Analysis

Assessing existing demand for transport services across Jordan, examining distribution, adequacy, and accessibility in different regions and governorates.

Future Demand Forecast

Estimating how demand will evolve until 2033, considering economic growth, income levels, and technological advancements.

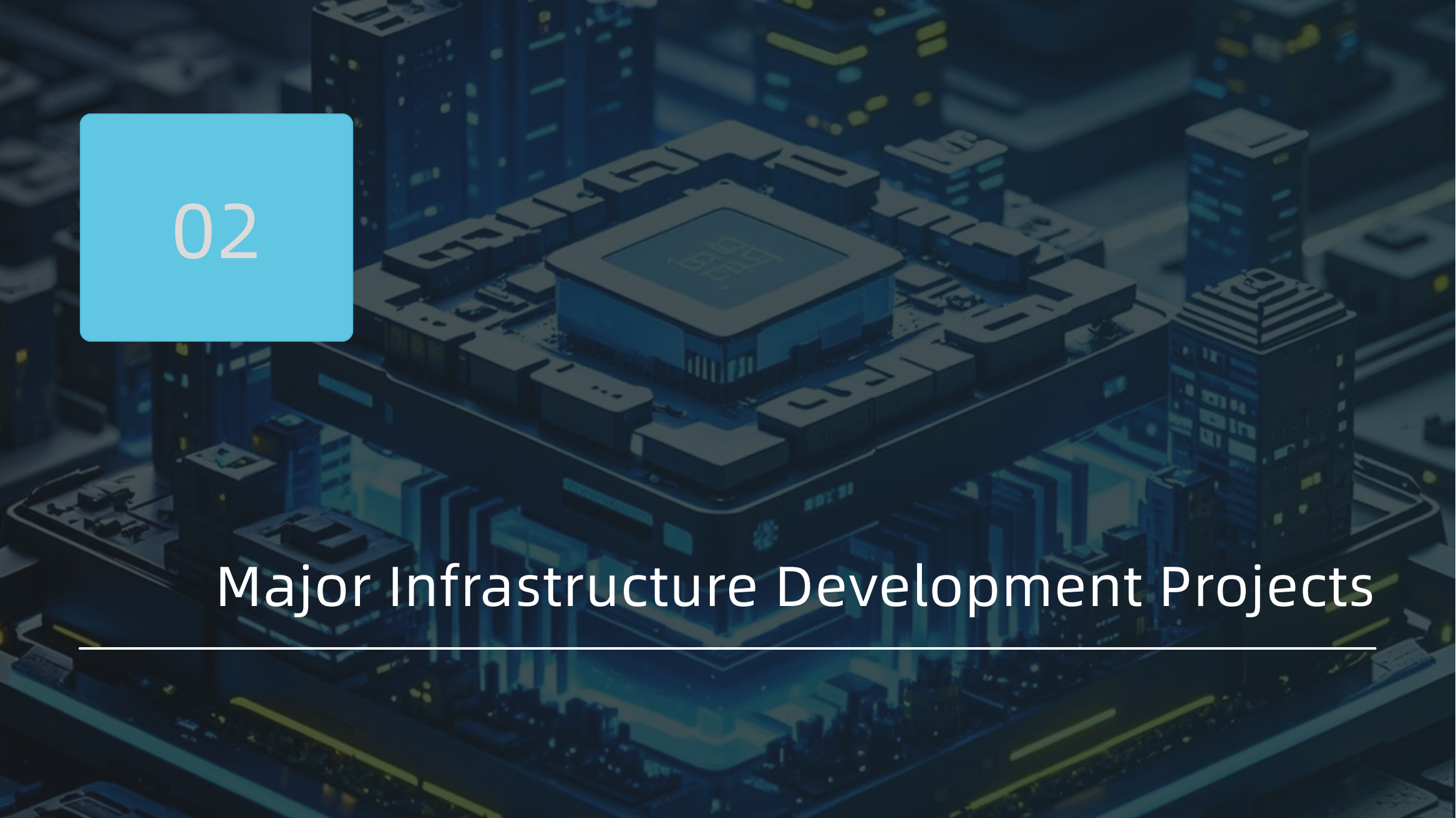
Impact Evaluation

Analyzing effects of transport modes on public transportation, traffic safety, and consequences of introducing new licenses or allowing unregulated services.

Policy Recommendations

Providing actionable insights and strategic recommendations to government bodies and private investors for optimizing policies, investments, and regulations to support sustainable growth in the transport sector.





02

Major Infrastructure Development Projects

King Abdullah II Ibn Al-Hussein Road Development



Client	Municipality of Public Work and Housing (MPWH)
Date	Aug 2024 - Until Now
Location	Amman – Jordan / King Abdullah Second Street
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	The King Abdullah II Street Flyover Bridge Project aims to alleviate traffic congestion and enhance connectivity for vehicles traveling between southern and northern regions of Amman, as well as to the Balqa governorate. This crucial infrastructure project integrates seamlessly with the Bus Rapid Transit (BRT) system, offering a modern, efficient solution for improving traffic flow along one of the city's most important corridors. The project includes economic feasibility studies, financial modeling, and detailed design.

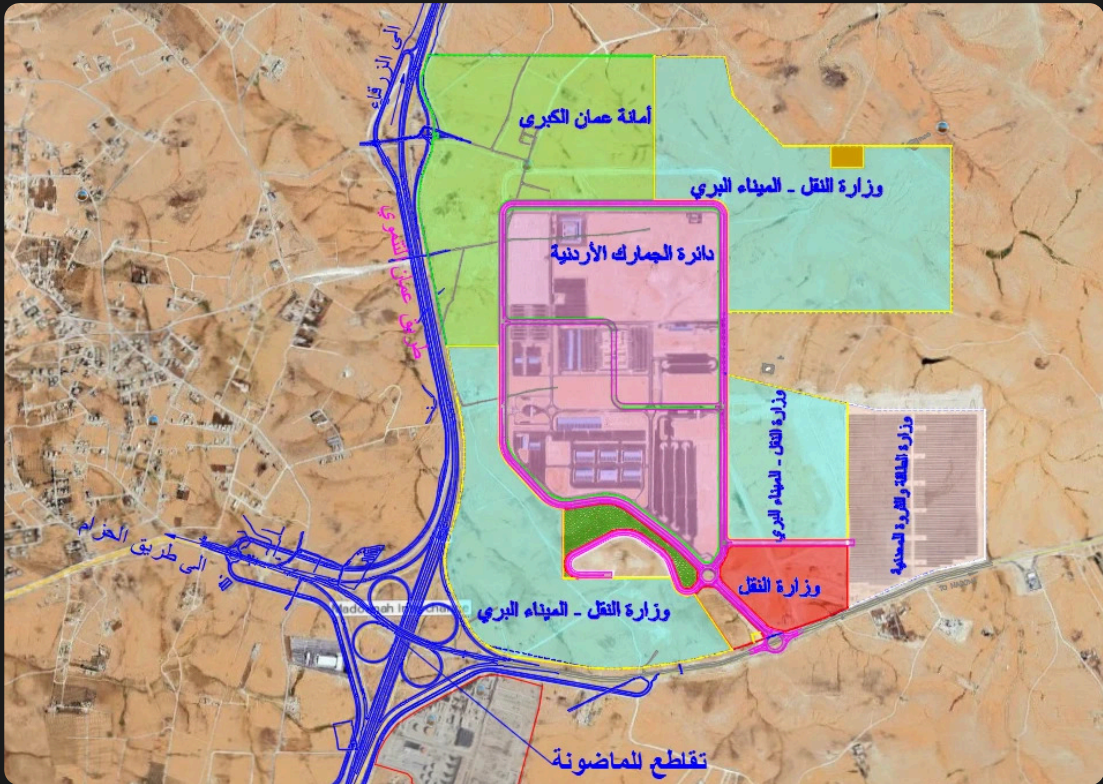
Data Collection Process:

Automatic Traffic Counts (ATC) Conducted at five critical locations measuring traffic volumes continuously over time, identifying peak traffic periods and average daily traffic.	Manual Traffic Counts (MTC) Conducted at nine major intersections capturing detailed vehicle movement patterns, turning movements, and intersection performance.	Questionnaire Surveys Completed by 5,000 respondents including road users and public transportation passengers, providing insights into commuter preferences, travel behavior, and infrastructure expectations.
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The comprehensive data analysis ensures the proposed flyover bridge design addresses current traffic issues and accommodates future transportation needs, offering a sustainable solution to traffic congestion.

Al-Madouna Integrated Dry Port Development

Client	Municipality of Transport
Date	July 2024 - Until Now
Location	Madounah – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	Al-Madouna area is planned to become a major dry port serving central and northern Jordan, enhancing land transport to neighboring countries. The Ministry of Transport aims to develop the area further by improving freight services, ensuring smooth traffic flow, and supporting commercial growth. This is achieved through a comprehensive Master Plan that redistributes land to meet needs of key stakeholders, such as transport and customs authorities, and includes traffic impact studies to manage expected traffic volumes. The project seeks to attract private sector investment for developing and operating essential facilities.



Amman Gate Towers



Client	Amman Gate & GAM (Greater Amman Municipality)
Date	May - Aug 2024
Location	Amman – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Sami Hamamdeh (Partner, Managing Director); Eng. Khaled Haddadin (Traffic and Transportation Director); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	The Twin Tower Project is a significant development comprising two 40-storey towers, a spacious 4-storey building, and various associated structures. The development includes a hotel tower, a residential tower, a boutique shopping mall, and other essential services. The hotel occupies one tower while the second tower is dedicated to residential apartments. The shopping mall and other services are distributed across basement levels and other areas within the project site.



03

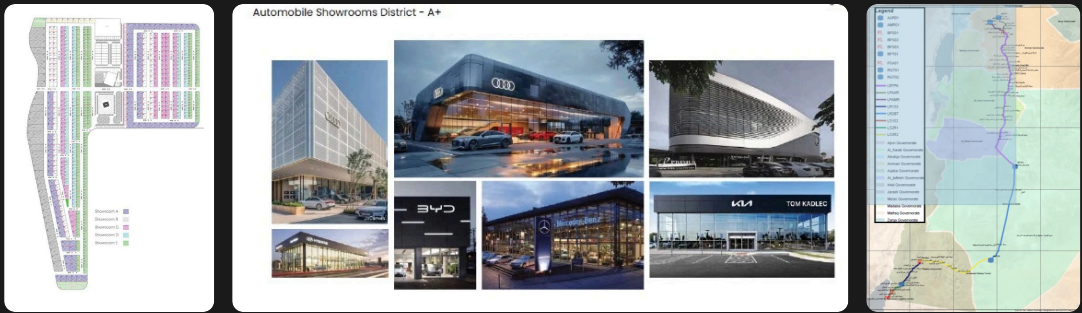
Specialized Transportation Projects

Jaber Border Center

Client	Municipality of Public Work and Housing (MPWH)
Date	May - Nov 2025
Location	Amman – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	The Jaber Border Center project involved a full operational assessment and redesign of a major border crossing. The study included traffic data collection, circulation analysis, and simulation using VISSIM to evaluate improvement scenarios. The final design achieved over 180% improvement in performance, reduced delays, and enhanced capacity and safety



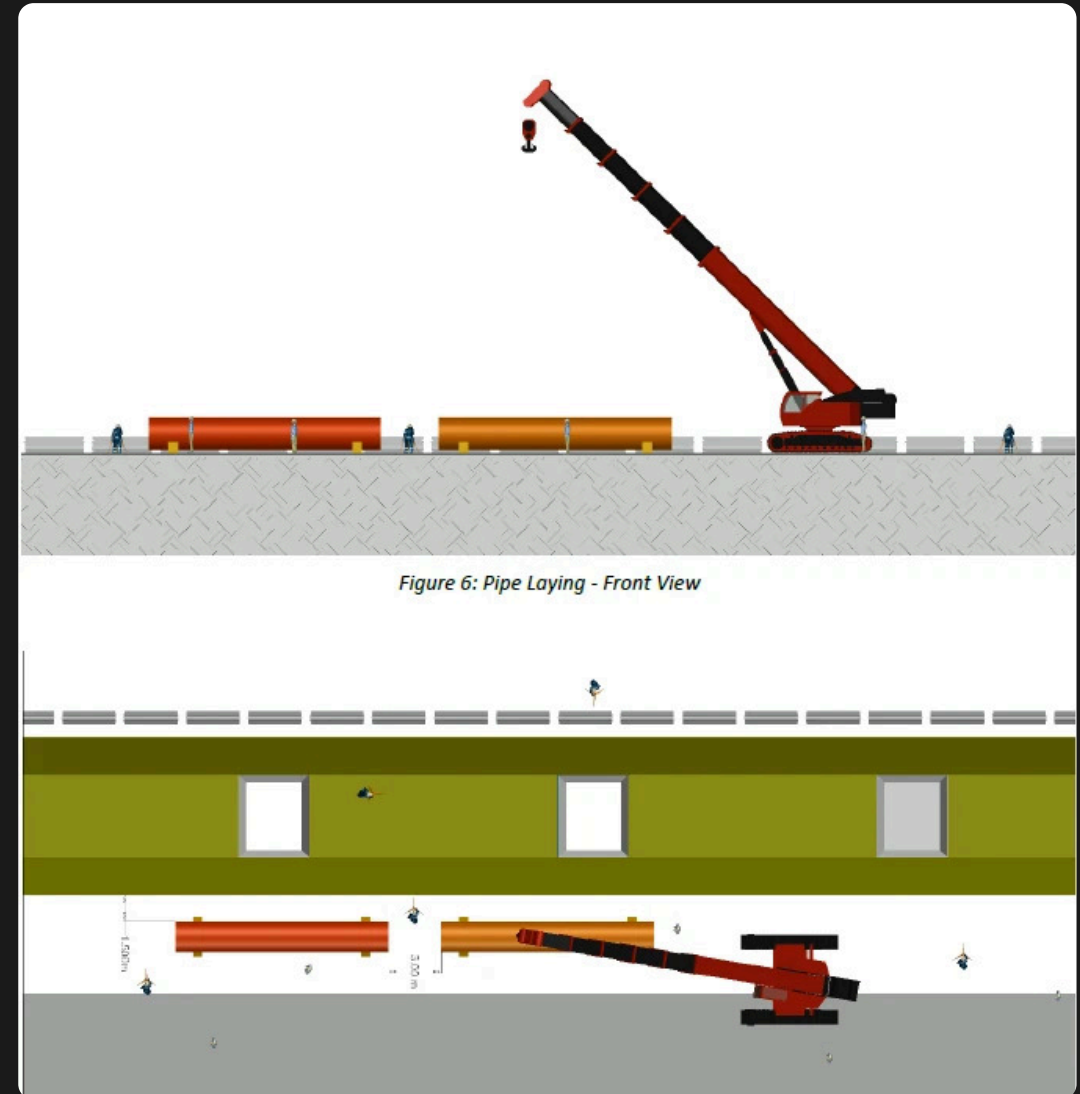
Motor City - Madounah



Client	Nobles Company
Date	Jan - April 2026
Location	Amman – Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Ibrahim Al-Zureiqi (Project Manager)
Project Description	The Motor City Project is a mixed-use development combining residential, commercial, and automotive-related activities within an integrated urban environment. The project is expected to generate significant traffic demand due to the diversity of land uses. A comprehensive traffic assessment is required to evaluate access, circulation, parking demand, and connectivity with the surrounding road network. The study aims to ensure efficient traffic flow, minimize congestion, and enhance safety through data-driven analysis and optimized design solutions.

Aqaba-Amman Water Desalination and Conveyance Project

Client	Municipality of Water
Date	April 2026 - Until Now
Location	Amman - Aqaba - Jordan
Key Staff	Dr. Lina Shbeeb (Co-Founder, CEO); Eng. Ibrahim Al-Zureiqi (Project Manager); Eng. Khalid Hadaddin (Expert); Dr. Farah Awad (Expert); Eng. Shaherah Zyoud (Expert)
Project Description	The AAWDCP project covers a 450 km corridor between Aqaba and Amman, divided into eight zones. The scope includes Traffic Impact Assessments (TIA), Traffic Management Plans (TMP), and road diversion strategies to ensure safe, efficient traffic operations during and after construction.



04

Traffic Analysis and Design Software Capabilities

Traffic Analysis and Design Software Capabilities

Our company employs a wide range of advanced tools to tackle various aspects of traffic analysis, design, and simulation. These tools are crucial for optimizing intersection capacity, improving traffic flow, and conducting detailed performance assessments of roadways and intersections. We utilize cutting-edge software for designing vehicle movements, managing highway development projects, and ensuring efficient infrastructure design. Additionally, we rely on sophisticated modeling and simulation platforms to analyze traffic and pedestrian interactions and make informed decisions about transportation planning and network analysis. This comprehensive approach enables us to deliver effective and customized traffic solutions for each project.

Software Name	Description	Primary Use
Synchro	Traffic analysis and simulation tool	Intersection capacity and signal optimization
SIDRA	Intersection analysis software	Assessing roundabouts and intersections
AutoTURN	Vehicle swept path analysis	Design and analysis of vehicle movements
HDM-4	Highway development and management tool	Road investment and maintenance planning
AutoCAD	Computer-aided design software	Drafting and designing 2D and 3D models
Civil 3D	Civil engineering design software	Infrastructure design and land development
VISSIM	Traffic flow simulation tool	Microsimulation of traffic and pedestrian interactions
HCS+	Traffic analysis software	Capacity analysis of highways and intersections
TransCAD	GIS-based transportation planning tool	Travel demand forecasting and network analysis
Highway Capacity Software (HCS)	Traffic capacity analysis tool	Analysis of roadway and intersection performance

OUR CORE TEAM



Dr. Lina Shbeeb
Co-Founder, CEO

Dr. Lina Shbeeb is a Senior Consultant specialized in Engineering Management and Planning. Dr. Shbeeb holds a Ph.D. in Traffic Planning and Engineering from Lund University in Sweden (2000).



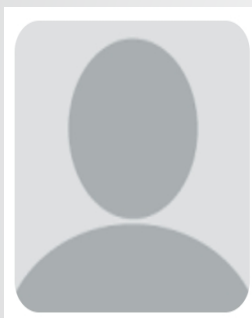
Sami Hamamdeh
Partner, Managing Director

Mr. Sami Hamamdeh Senior Road Maintenance, Material Quality Control, Traffic and Transportation Expert - Mr. Sami holds a B.Sc. in Civil Engineering - University of Jordan 1982



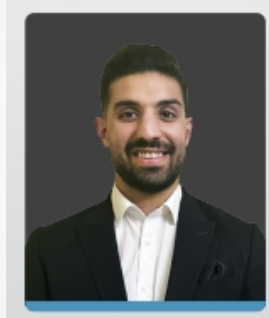
Mohammad Hamamdeh
Partner, Projects Director

Mr. Mohammad Hamamdeh Senior Planning, Cost Control and Contract Expert - Mr. Mohammad holds a B.Sc. in Civil Engineering - University of Jordan 2010



Dr. Farah Awad
Transportation Specialist

PhD in Civil Engineering (Transport) from Imperial College London, an MSc in Civil Engineering from San Jose State University and a BSc in Civil Engineering from Jordan



Eng. Ibrahim Alzureiqi
Project's Manager

Eng. Ibrahim Zureiqi is a Traffic and Road Engineer with specialized expertise in traffic and transportation studies. He holds a B.Sc. in Civil Engineering from Al-Ahliyya Amman University, earned in 2015,



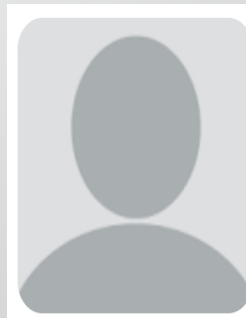
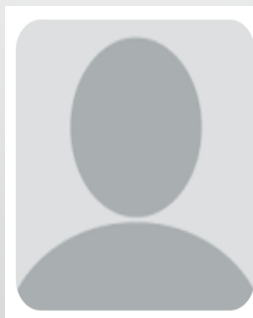
Khalid Baz Al-Haddadin
Sr. Traffic & Transportation Specialist

Mr. Khalid Al-Haddadin is a Senior Traffic, Transportation, and Traffic Safety Expert. Mr. Khalid holds an MSc. in Highway and Transportation Eng. University of Jordan 1993 and a B.Sc. in Civil Engineering University of Bagdad 1984



Tareq Abu Shaar
Business Development Manager

Mr. Tareq is a Business Development Expert, Mr. Tareq holds an MBA, B.Sc. in Civil Engineering - University of Jordan 2011



OUR PARTNERS & CLIENTS

PARTNERS

We believe that collaboration among experts is essential to provide a quality service. At Enrich Business Management and Engineering Consulting we have secured a network of business partners with diverse specialties and expertise in order to provide a tailor-made service that meets the expectations and needs of our clients. We aim to further expand this network to include a diverse group of development organizations, private businesses, and government agencies.



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CLIENTS

We offer our clients tailored services in planning and design, implementation, and validation. We are committed to deliver outstanding services to our clients; we carefully listen, understand the context, identify gaps, and develop practical solutions that best serve our clients who come from different industries and organizations in Middle East and International Worldwide.



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