



# SOUQ7

A SOUQ FOR EVERYONE



سوق7 SOUQ7

بِسْمِ اللَّهِ الرَّحْمَنِ الرَّحِيمِ

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# The Vision of SOUQ7

SOUQ 7

“ One of the biggest transformations for a historic market in Jeddah to redefine the commercial shopping in a great open market with international standards. ”

Our vision is celebrating Saudi legacy and Saudi culture as it will offer unique and comfortable shopping experience. Not only this, but its modern infrastructure will be also built according to international standards that ensures relief for both tenants and shoppers. We will also implement marketing campaigns, prepare events and different activities around the year for active marketing for the market.



# Location

## Jeddah

The second biggest city  
in the Kingdom of Saudi Arabia



Population  
4 million



844,000  
families



Average family income  
1 254 SAR monthly

Souq 7 is located in a strategic location that is vital and full of various commercial activities, which attracts all kinds of visitors to this location.

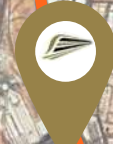


SOUQ 7

King Abdul Aziz international airport  
20 minutes from Souq 7



منطقة جدة التاريخية  
JEDDAH HISTORIC AREA



قطار الحرمين السريع  
Haramain Railway

طريق الأمير ماجد

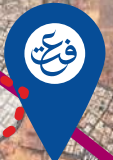
ALANDALUS ROAD

طريق الأندلس

ABDULLAH SULAIMAN ST

ALHARAMAIN ROAD

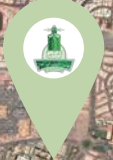
King Fahd Road



جامعة عفت  
EFFAT UNIVERSITY



جامعة دارالحكمة  
DAR ALHEKMA UNIVERSITY



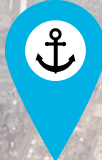
جامعة الملك عبدالعزيز  
KING ABDULAZIZ UNIVERSITY

Abdullah Suliman st.

OLD MAKKAH ROAD



سوق 7



ميناء جدة الإسلامي  
JEDDAH ISLAMIC PORT

ALFALAH STREET

PRINCE MAJID ROAD

Al-Haramin road

Old Mecca road

ALFALAH STREET



MAKKAH  
50 minutes from Souq 7

A map for the site  
And the trade coverage

10 Minutes by car

# Analysis of the area

Souq 7 aims mainly at redefining shopping and popular entertainment for Jeddah residents. We offer this by providing modern society to retail and entertainment services to serve the residents of this area and the near by residents.



1,200,000+ people  
49% citizens



The total amount families spend on shopping, restaurants, and entertainment  
**12 Billion SAR annually**

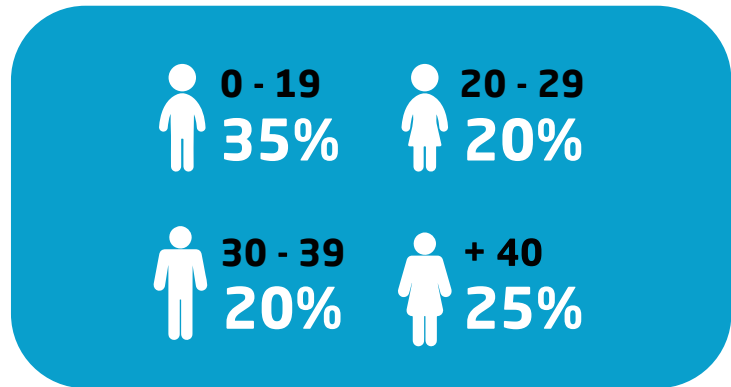


Average of spending on shopping, restaurants, and entertainment  
**88,000 SAR**



220,000 families

## Average ages



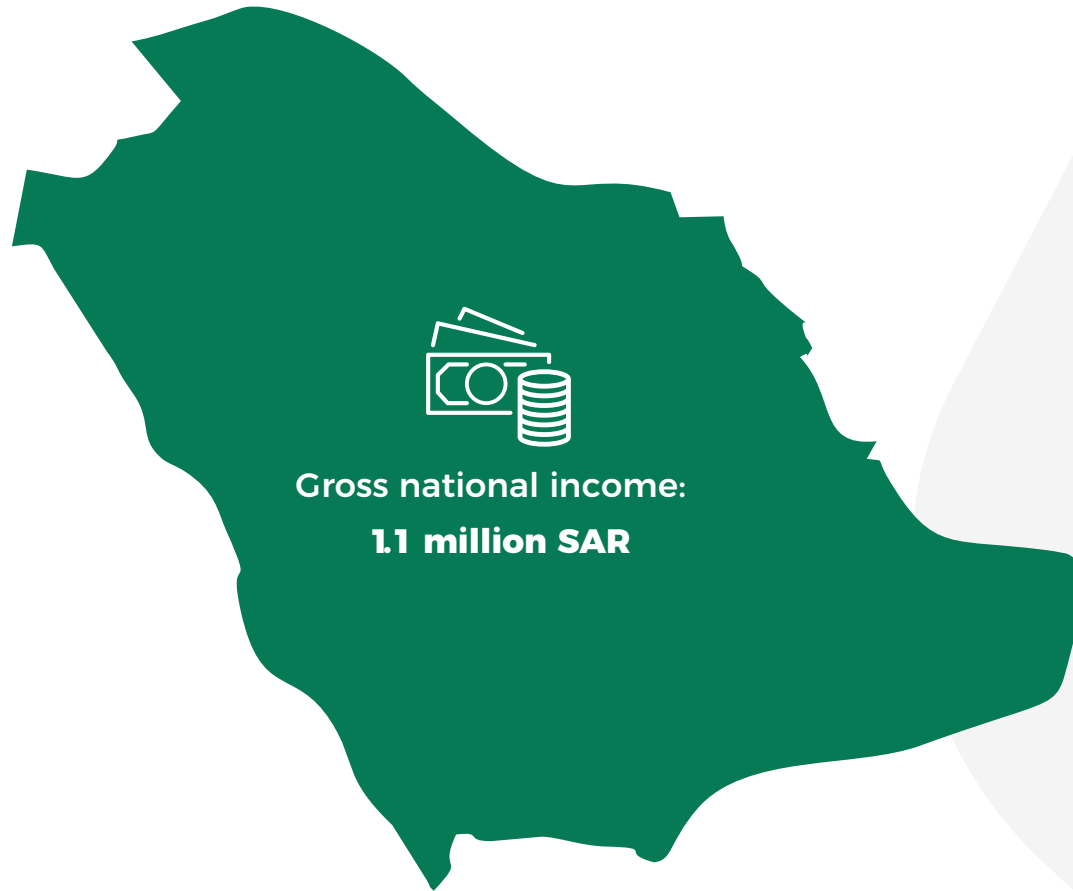
# Economic Impact



Expected revenues  
**2.3 Billion SAR**



Number of Shops  
**4000**



Gross national income:  
**1.1 million SAR**



**24,240**  
Jobs



## Experience of SOUQ7

**Customers can live a unique shopping experience through shopping at Souq 7 in modern, organized, unique and innovative ambience, that reflects the Saudi revival.**

Previously, the area of Souq 7 was famous as being a destination for shoppers looking for economic products in affordable prices. Keeping this value, the project of Souq 7 can offer these competitive prices with organizing the market into seven areas, main commercial activities to cover every region, including sub commercial activities that meet the needs of shoppers and visitors. Thus, we contribute to making the region succeed and develop it further to upgrade the visitor's services in unique and modern ambience.

Visitors of Souq 7 can enjoy walking through lighted pathways with selling blocks of different products. They are designed to enhance the experiences of heritage shopping and to stimulate the senses.

The exciting compound embraces the middle east's originality where a man can discover a lot of treasures in this region.



# Facts about SOUQ7



**Special Parking**  
440



**General Parking**  
7,374



**Area of Leasable Land**  
424,000 m<sup>2</sup>



**Area of the Land**  
728,000 m<sup>2</sup>



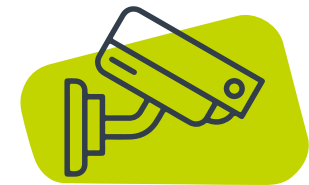
**Cinemas Screens**  
12



**Buildings**  
110



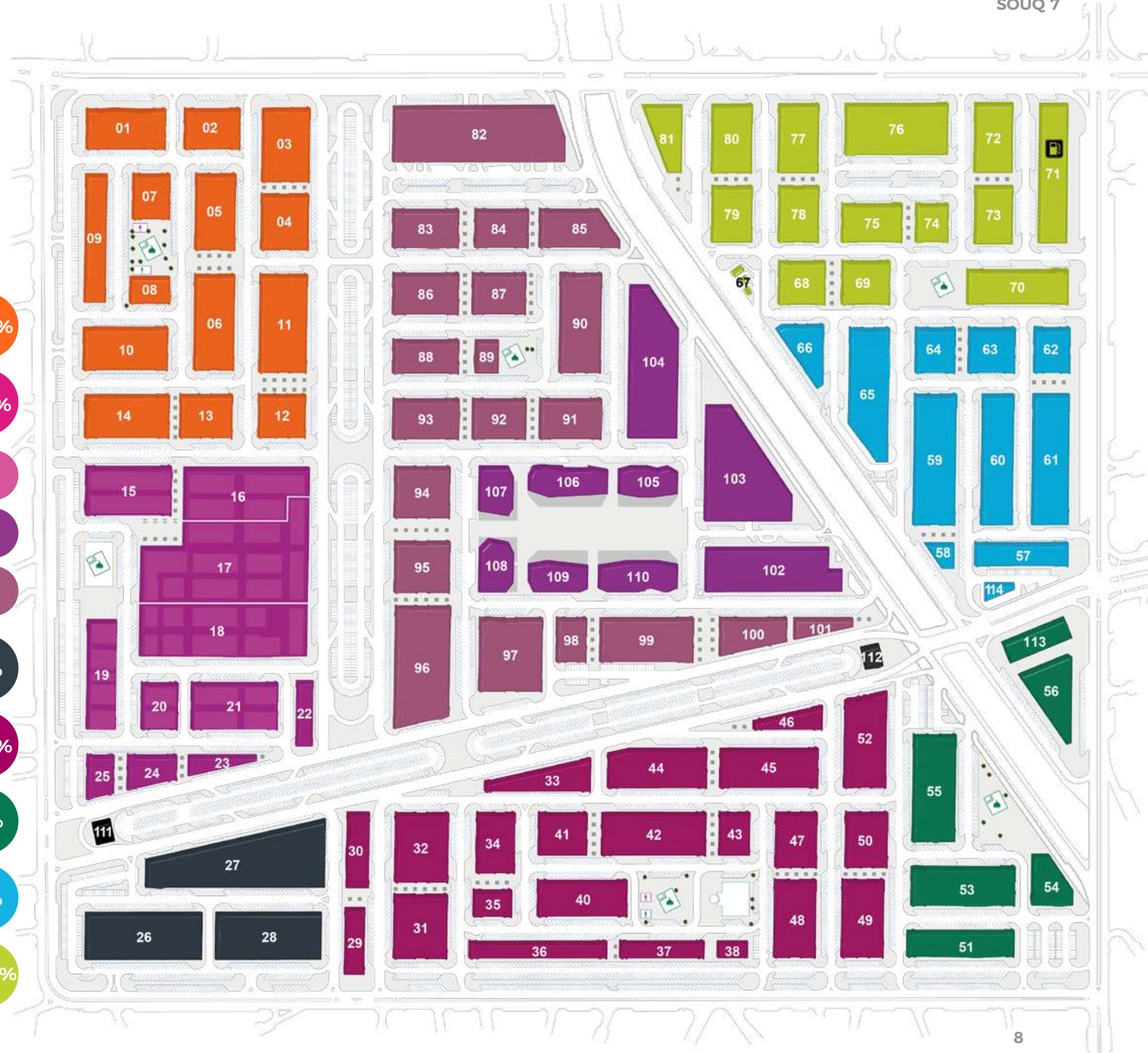
**Mosques**  
6



**Security Cameras**  
more than 4000

# SOUQ7 Zones

- 1 Food Stuff Zone 12%
- 2 Family & Entertainment Zone 41%
  - 2.1 Traditional Market Zone
  - 2.2 Entertainment Zone
  - 2.3 Fashion Zone
- 3 Multi-use Zone 6%
- 4 Furniture and Home Supplies Zone 16%
- 5 Electronics Zone 5%
- 6 Building Material Zone 9%
- 7 Automotive Zone 11%



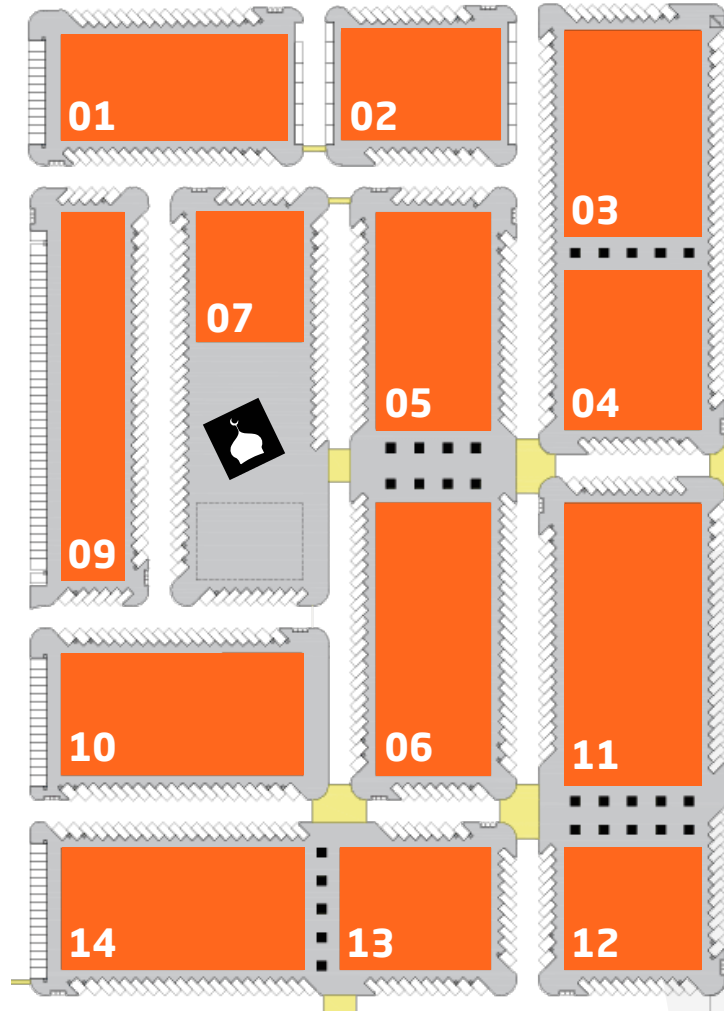


# Foodstuff Zone

Foods Zone includes all consumer goods a family need. This area is subdivided into many markets like dates, fishes, meats, herbals, spices, honey, bakeries, pastries, and others. We also offer the products on both levels wholesale and retail

# Food stuff Zone

Building No.	Land Area
01	4,004.92
02	2,845.38
03	5,176.92
04	3,336.46
05	3,870.62
06	4,860.46
07	2,126.92
09	3,486.62
10	4,543.85
11	5,897.54
12	2,585.69
13	2,862.54
14	4,559.15



## It includes following sub activities

- Chocolates and sweets
- Coffee grinder
- Dates and honey market
- Fishes and chicken market
- Vegetables market
- Wholesale foods
- Nuts, Arabian pastry and bakeries
- Spices and herbs
- Traditional restaurants

## The area's details

<h1>13</h1> <p><b>Blocks</b></p>	<h1>50,157</h1> <p><b>Area of Leasable Land</b> <sup>m<sup>2</sup></sup></p>	<h1>900</h1> <p><b>Number of Parking</b></p>
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Architectural Style



Architectural Style



Architectural Style





Architectural Style



Architectural Style



Architectural Style



Architectural Style





# Family and Entertainment Zone

This area is subdivided into three areas

- 2.1 Traditional Market Zone
- 2.2 Entertainment Zone
- 2.3 Fashion Zone

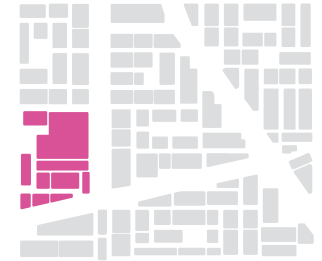


# Traditional Market Zone

This area is special with shopping experience in unique and historic ambience. Shopping here is characterized by its popular features and modern design as well as its facilities. It includes various bazaars, popular shops and gold markets

# Traditional Market Zone

Building No.	Land Area
15	5,646.15
16	6,041.31
17	19,312.65
18	10,443.54
19	3,212.68
20	2,092.40
21	4,971.29
22	1,313.78
23	1,039.08
24	915.95
25	1,867.35



## It includes following sub activities

- Bazaar
- Heritage fashion for women
- Heritage fashion for men
- Classic perfumes
- Antiques
- Hand-made products
- Shop of multi-used products
- Various complementary activities

## Area's details

<h1>11</h1> <p><b>Blocks</b></p>	<h1>56,856</h1> <p><b>Area of Leasable Land</b> <sup>m<sup>2</sup></sup></p>	<h1>830</h1> <p><b>Number of Parking</b></p>
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Architectural Style



SOUC 7



Architectural Style



Architectural Style



Architectural Style



Tap

Sun Lifestyle

un

# Tap

Architectural Style





# Entertainment Zone

Entertainment area is characterized by a variety of entertaining activities that offers different kinds of entertainment to the whole family in different ages and tastes. It also provides all kinds of restaurants, cafes, cinemas and different sport activities and games

# Entertainment Zone



Building No.	Land Area
102	7,150.15
103	8,780.38
104	8,650.46
105	2,949.46
106	3,923.34
107	2,566.15
108	2,659.54
109	2,986.74
110	3,948.38



## Area's details

<b>9</b>	<b>43,615</b> m <sup>2</sup>	<b>520</b>	+	<b>500</b>
<b>Blocks</b>	<b>Area of Leasable Land</b>	<b>Number of Parking</b>		<b>Underground Parking</b>

It includes following sub activities

- Cinema
- Internal entertainment
- Restaurants and cafes
- Multi-used area

Architectural Style









Architectural Style



Architectural Style



Architectural Style



Architectural Style



Architectural Style



Architectural Style



Architectural Style





Architectural Style



Architectural Style



Architectural Style



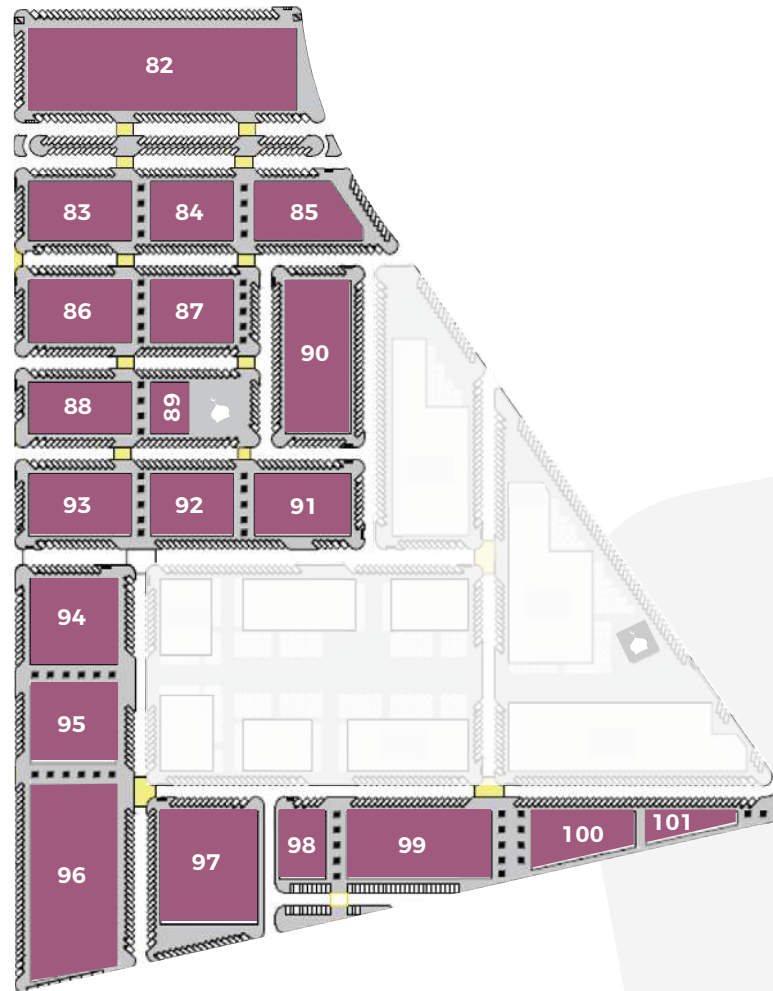


# Fashion Zone

This area has the most famous economic shops to sell different products: clothes, shoes, accessories, bags, jewelry, perfumes, and cosmetics

# Fashion Zone

Building No.	Area of the land
82	8,308.92
83	3,178.46
84	2,588.77
85	3,200.15
86	3,423.85
87	2,787.38
88	2,781.85
89	986.00
90	5,320.15
91	3,153.54
92	2,736.62
93	3,359.69
94	3,595.23
95	3,580.77
96	8,226.54
97	5,848.62
98	1,692.31
99	5,164.00
100	2,635.54
101	1,141.92



## Area details

<b>20</b> Blocks	<b>73,710</b> m <sup>2</sup> Area of Leasable Land	<b>1,200</b> Number of Parking
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## It includes number of sub activities

- Low-cost clothes shop
- Clothes shop
- Retail clothes shop
- Gold shops
- Shops of party dresses, party accessories and flowers shops
- Shops of watches and accessories
- Shops of body care and shower
- Glasses shops
- Hotel services offices
- Fairs of leather and traveling bags
- Perfumes and cosmetic shops
- Shops of sports equipment
- Shops of children toys

Architectural Style



SOUQ 7

Architectural Style



Architectural Style





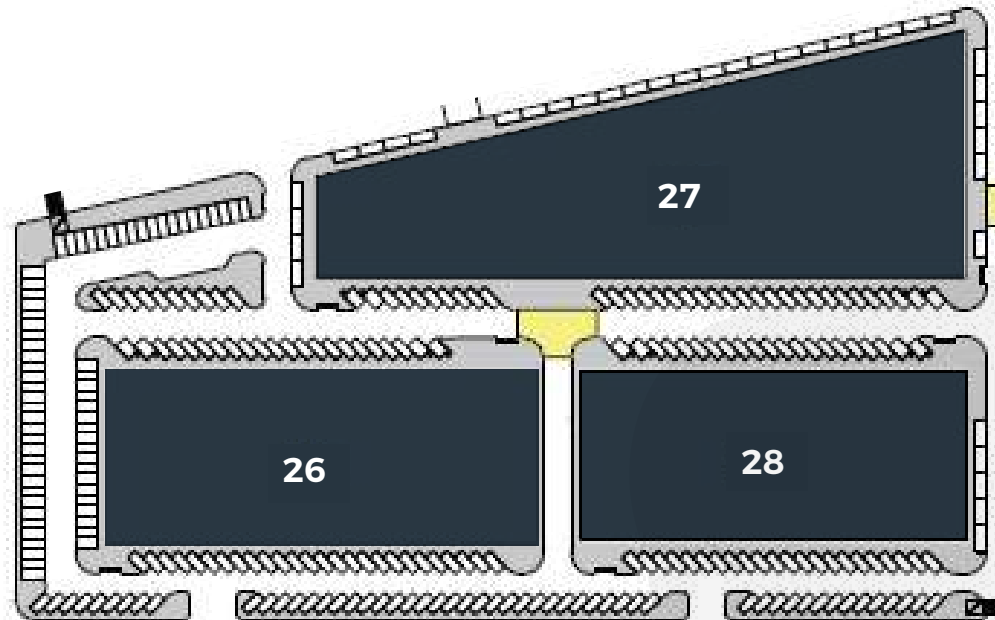


# Multi-use Zone

This area includes a lot of various and different facilities, sports, event halls and others that will serve all visitors of Souq 7 and meet their different needs

# Multi-use Zone

Building No.	Area of the land
26	6,107.77
27	10,761.69
28	6,239.31



## Area's details

<p><b>3</b></p> <p>Blocks</p>	<p><b>23,109</b> m<sup>2</sup></p> <p>Area of Leasable Land</p>	<p><b>350</b></p> <p>Number of Parking</p>
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It includes a lot of sub activities

- Sports club
- Hospital
- Multi-use hall
- Traveling stuff



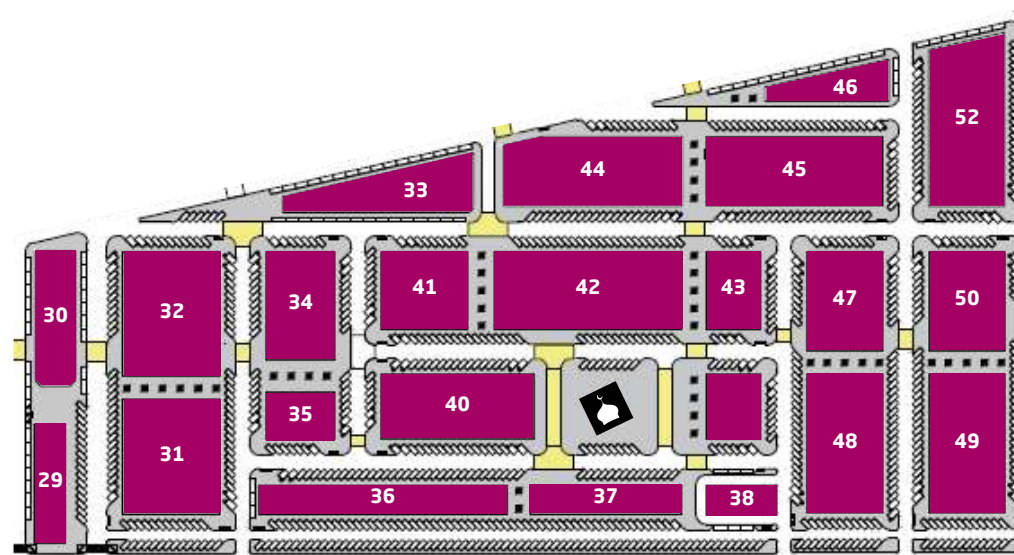
# Furniture and Home Supplies Zone

This area includes all home needs in one place, furniture, home accessories, curtains, sofas' covers, kitchen cupboards, home decorations and all kinds of home sets

# Furniture and Home Supplies Zone



Building no.	Land Area
29	1,678.85
30	2,108.83
31	4,322.78
32	4,691.31
33	2,802.11
34	2,931.54
35	1,286.15
36	2,843.95
37	1,747.69
38	629.62
40	4,064.80
41	2,618.95
42	5,600.42
43	1,664.74
44	4,856.51
45	4,854.51
46	1,374.77
47	2,910.72
48	4,080.55
49	4,141.48
50	2,948.52
52	4,909.06



## Area's data

<b>22</b> Blocks	<b>69,068</b> m <sup>2</sup> Area of Leasable Land	<b>1,200</b> Number of Parking
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### It includes following activities:

- Mattresses and furniture
- Bathroom accessories
- Carpets and eastern mats
- Tyres and frames
- Home and garden accessories
- Home lighting
- Kitchen stuff
- Wooden furniture
- Renting events' stuff
- Furniture
- Upholstery and curtains







Architect Style





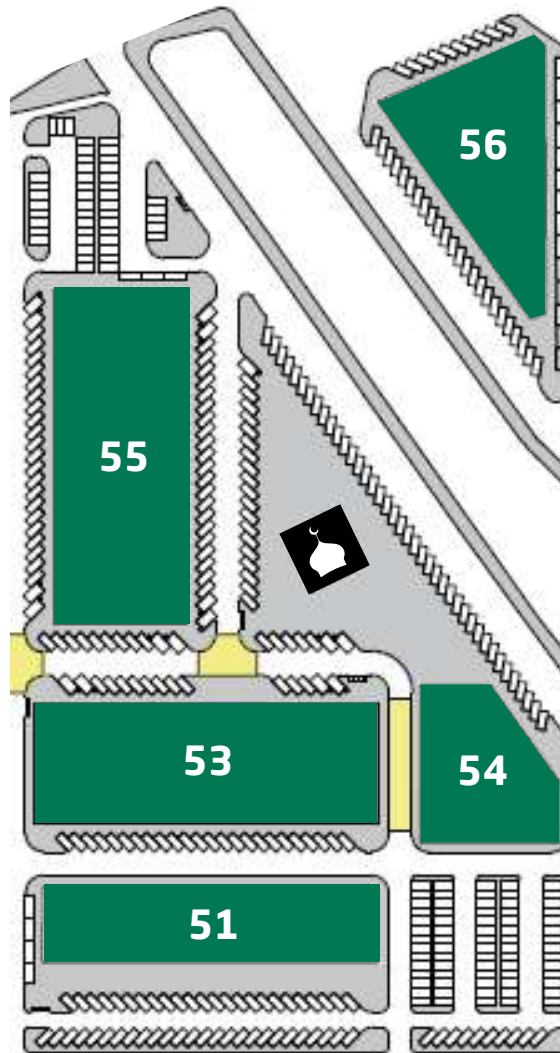


# Electronics Zone

This area characterizes by providing all electronic products and their accessories, for personal use or equipping work environment.

# Electronics Zone

Building no.	Land Area
51	3,485.18
53	5,052.45
54	1,799.85
55	5,834.00
56	2,715.54



## Area's data

<b>5</b> Blocks	<b>18,887</b> m <sup>2</sup> Area of Leasable Land	<b>200</b> Number of Parking
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It includes following activities:

- Home sets
- Mobile phones
- Electronic sets
- Computers

Architect Style



SOUQ 7



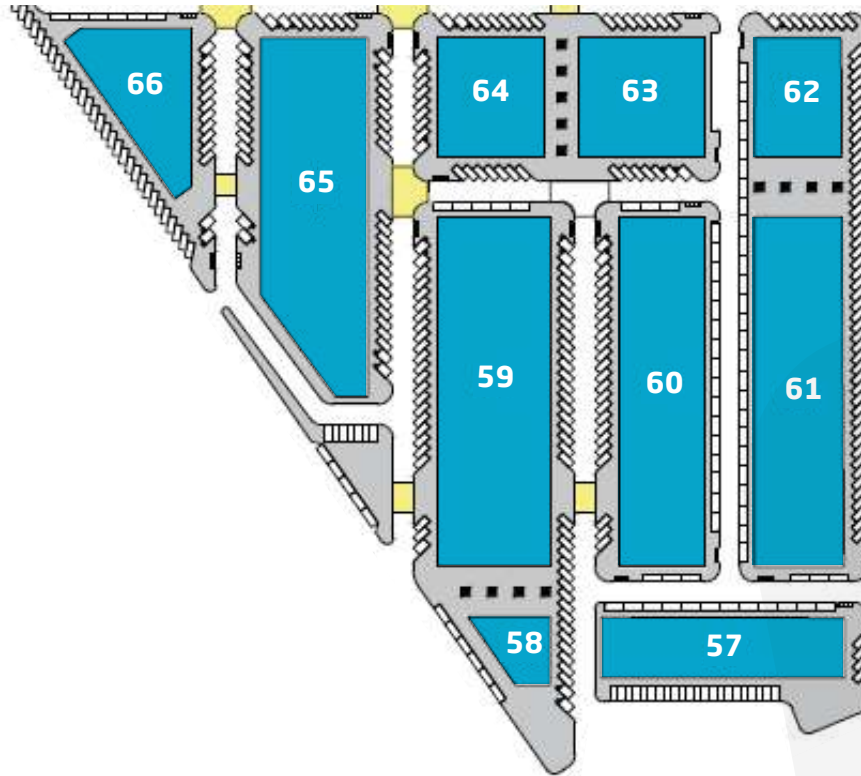
# Building Materials Zone

This area characterizes by providing all building and construction material and repairing buildings in one place. Thus, the customer saves time and effort.

# Building materials Zone



Building no.	Land Area
57	2,685.52
58	593.54
59	6,955.20
60	5,275.80
61	6,065.32
62	2,056.69
63	2,652.48
64	2,274.92
65	6,133.85
66	2,304.08



## Area's data

<b>10</b> Blocks	<b>36,997<sup>m²</sup></b> Area of Leasable Land	<b>500</b> Number of Parking
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### It includes following activities:

- Security cameras and systems of firefighting
- Building materials
- Floors, paints and finishing supplies
- Doors, windows, and handrails
- Lighting and electricity supplies
- Farming materials, umbrellas, and outdoor furniture
- Medical equipment













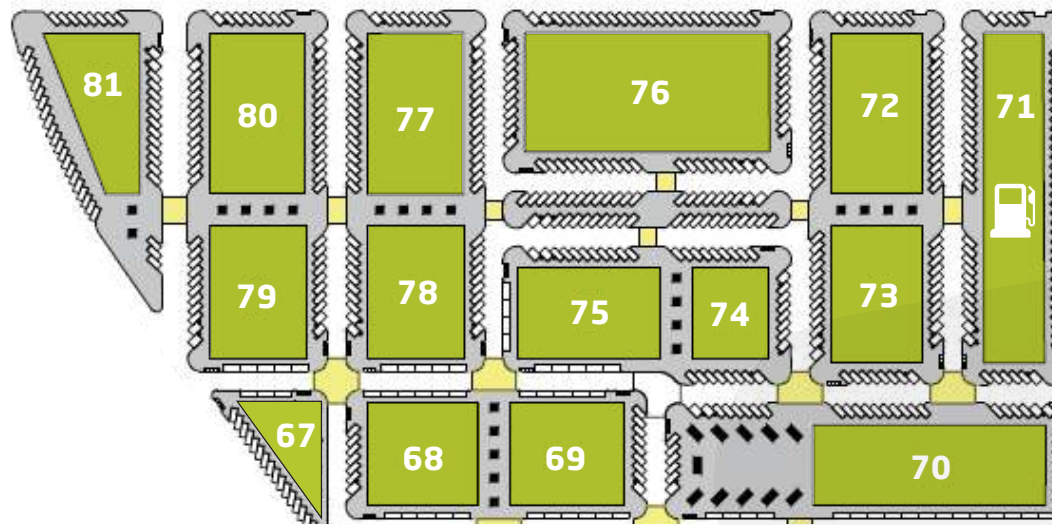
## Automotive Zone

This area characterizes by offering all car supplies in one place, from cars' dealerships to shops of spare parts and accessories. It's considered one of the strategic areas in Souq 7

# Automotive Zone



Building no.	Land Area
67	192.31
68	3,286.00
69	2,644.85
70	4,384.54
71	5,091.69
72	3,379.46
73	2,849.88
74	1,585.75
75	3,558.40
76	6,632.77
77	3,526.86
78	3,505.06
79	3,998.40
80	3,036.12
81	2,370.15



**It includes following activities:**

- Car dealerships and quick service
- Car accessories
- Car wash
- Gas station
- Shops for changing windshield
- Dealerships of sailing boats
- Shops of spare parts
- A center of changing tyres

## Area's data

<p><b>15</b></p> <p>Blocks</p>	<p><b>50,042</b> m<sup>2</sup></p> <p>Area of Leasable Land</p>	<p><b>650</b></p> <p>Number of Parking</p>
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Architect Style



SOUQ 7



**Actual  
Photos**

Actual Photos



Actual Photos









Actual Photos



## Partners of Success

Leasing progress  
more than

**70%**

**JANUARY 2023**



**GIORDANO**

**FLORINA®**





أزاد العقارية  
AZAD PROPERTIES

# ABOUT THE DEVELOPER

# About Azad



أزاد العقارية  
AZAD PROPERTIES

**Azad Properties is an asset and property management company based in Jeddah, Kingdom of Saudi Arabia. Founded in 2017, Azad specializes in real estate activities and projects including retail, workshops and other commercial properties.**

Azad unlocks the potential of its real-estate portfolio by developing and operating properties around the Kingdom; creating and managing great spaces that cater to investors, retailers and tenants. We aim to form strategic partnerships with businesses to improve the nation's quality of life.

Keeping in mind the Saudi Vision 2030, Azad intends to bring about real development of its properties in Saudi Arabia by introducing innovative solutions in real estate. It plans on accelerating the business and entertainment sectors to improve the facilities made available to the Saudi public.

# Azad Services

## Strategy

The strategy department oversees coordinating the production of the company's annual strategic plan.

## Property and Asset Management

We seek to enhance the operational effectiveness of real estate by developing integrated market strategies that meet the needs of the client and serve him even in the most difficult times. Our network and professional relationships complement our strategy and enable us to maximize the benefit of our clients. We also provide various real estate services including leasing, property maintenance, risk management, implementation of safety measures in commercial and industrial properties, and intermediary services with contractors, insurance

## Marketing

In order to improve customer footfall and increase sales and leasing, we develop innovative marketing plans, and hold various public relations activities and events in order to attract locals and tourists alike. We also carry out distinct campaigns whose mission is to strategically promote our properties and increase our ability to reach potential customers.

## Commercial Development

We strive to provide our trading clients with maximum benefits that will enable them to achieve the growth and financial stability they desire. Our exceptional expertise lies in real estate investments and negotiations as well as the management of restoration works. Our skilled developers practice their long experience in this market in providing all services related to the leasing and management of commercial complexes, industrial projects, and other recreational facilities.

## Tenant Relations & Collection

We place great emphasis on maintaining healthy and flexible relationships between landlords and their tenants.

## Leasing

We offer comprehensive consulting and leasing strategies that help you represent your assets at their highest value. Adopting world-renowned practices, our real estate team analyzes each rental element and applies their market knowledge, in order to provide you with a flexible rental plan that meets the needs of both parties. Our extensive and diverse database allows us to match our commercial and industrial clients with the best potential clients. And not only that, but we also facilitate the necessary transactions by taking care of all the paperwork for your convenience.

## Facility Management

We manage all front and rear facilities of the property to achieve operational excellence through efficient use of resources. Whether it is cleaning services, internal operations, maintenance, security or IT issues, our facilities management team will provide the necessary technical support and periodic inspection and repair to ensure your property is maintained in perfect condition



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