

INVESTEE PROFILE: JADARA



Contact Info:	Maleeka Zakarneh , Founder and CEO maleeka@jadaraelectronics.com https://www.jadaraelectronics.com/
Location:	Amman
RLI Category:	R3 company with products/services for refugees
Company Background:	<ul style="list-style-type: none">• Founded in 2006 by the current owner, a female entrepreneur who is the only woman in the Middle East with a business in this sector.• Initially started by importing vocational training equipment from various countries.• Began manufacturing some equipment in 2009 and fully transitioned to local manufacturing with the establishment of a factory in 2022 in 4 main categories (Electrical Installations, HVAC, RNE, Automotive Technology).• Recognized for its innovative approach to vocational training, with several awards for manufacturing.
Industry/Sector:	<ul style="list-style-type: none">• Education: Vocational training products and services• Commercial: Residential and Industrial PV plants and Systems with License A from EMRC.
Products/Services:	<ul style="list-style-type: none">• Design and manufacture of vocational training equipment for engineering universities and vocational schools.• Equipment focuses on practical skills in automotive technology, air conditioning technology, electrical installation technology, and renewable energy technology.• Provides both equipment and training services, including custom workshops.• The company also acts as a professional installer of PV systems and has executed numerous projects in urban and rural settings.• Actively involved in educating and upgrading the technical laboratories of local universities and colleges.• Emphasizes the empowerment and technical education of students by providing hands-on, practical training equipment which is also used in official vocational training programs recognized by the Ministry of Labor.
Export Activity:	Participated in international exhibitions in Dubai and Saudi Arabia with plans to expand through distributors in these regions.
Financial Performance:	<ul style="list-style-type: none">• Annual revenue approximately USD 600,000.• Currently working towards profitability; transitioned from importing to manufacturing to increase profit margins.
Management Team:	<ul style="list-style-type: none">• Owned and managed by the founder, who also engages in direct training and development of new products.• Team includes 14 employees, most of whom have been with the company for many years, sharing the same values and vision.

Employees and Refugee Workforce:	No direct engagement with refugees as employees for the vocational training equipment part; however, supplies equipment to organizations that train refugees. <ul style="list-style-type: none"> • Direct contact through training courses funded by NGOs and private sector academies.
Market Overview and Trends:	Increasing focus on vocational training within Jordan and potential for expanding into renewable energy training due to governmental focus on this sector.
Estimated Investment Needs:	Around 1million USD.
Prior Experience with Investment:	<ul style="list-style-type: none"> • Received investment in 2022 to establish a manufacturing facility. • Has bank loan facilities that were transitioned from a previous business setup.
RLI Thesis and Impact Opportunity:	<ul style="list-style-type: none"> • The company contributes significantly to vocational training, enhancing technical skills in the workforce in line with national educational goals. • Potential for expansion into manufacturing for renewable energy sectors, which aligns with Jordan's focus on sustainable energy solutions.
RLI Technical Assistance Needs:	Potential needs include support for navigating international markets, securing more stable funding sources, and technical partnerships to enhance product development and implementation. Will also benefit from RLI networking and storytelling to support narrative change.

