



MASAR AL KHAIR L.L.C
مسار الخير ذ.م.م

Company
Profile 2025

A close-up photograph of two hands shaking in a firm grip, symbolizing partnership and trust. The hands are wearing light-colored suit sleeves. The background is a blurred outdoor setting with green foliage and a building. The entire image has a blue color cast.

**Your Trusted Field Partner for Implementing
Humanitarian Projects in the Heart of Crises**



01 About Us

We at Masar Al-Khair for Import & Export. are not just a commercial company; we are the executive arm that transforms good intentions into tangible, sustainable impact on the ground.

Founded with deep expertise in logistics and supply chain management, we have dedicated this experience to serving humanitarian work.

We specialize in implementing relief and development projects in the most challenging and difficult environments, with a current strategic focus on the Gaza Strip.

We believe that implementing a successful humanitarian project requires more than just distributing aid; it demands a profound understanding of the local context, the ability to adapt to changing variables, and an absolute commitment to integrity and transparency.

02 Our Vision, Mission, and values

Our Vision

To be the leading and most trusted implementing partner for humanitarian organizations and donors operating in the Middle East.

Our Mission

To implement relief and development projects with the highest standards of operational efficiency, financial integrity, and field quality, ensuring that aid reaches its intended beneficiaries and achieves the maximum possible positive impact.



Our Guiding Values

Integrity: We treat the resources entrusted to us as a sacred trust.

Quality: We strive to achieve the best possible quality in our implementation, even under the most difficult circumstances.

Flexibility: We possess the ability to adapt quickly to unexpected on-the-ground challenges.

Tangible Impact: We focus on projects that leave a direct and measurable impact on people's lives.

03 **Why Choose Masar Al-Khair?**

Our Competitive Advantage

Choosing us as your
implementing partner ensures
that you achieve your objectives
with efficiency and confidence,
thanks to our:



Deep Field Experience in Gaza:

Our team on the ground has an unparalleled understanding of the challenges and opportunities, along with a vast network of contacts that facilitates project implementation.

Integrated Logistical Capability:

With our warehouses in Amman and our expertise in import and export, we manage the supply chain with high efficiency, from preparing aid packages to ensuring their arrival.

Flexibility and Adaptability:

We do not follow rigid plans. Instead, we adapt daily to the reality on the ground to ensure the continuity of our work and the safety of our teams.

Professional Impact Documentation:

We provide a high-quality field documentation service (photos, videos, human stories) that assists you in preparing your reports and fundraising campaigns.



04 Our Services and Capabilities

We offer an integrated package of services to ensure the success of your projects from concept to completion:

1. Water, Sanitation, and Hygiene Projects: Drilling water wells, establishing small-scale desalination plants, distributing potable water, and constructing and installing sanitation units.

2. Supply Chain and Logistics Management: Preparing and supplying food parcels, clothing and shoes, tents, and any other non-food items (NFIs).

3. Management and Distribution of Direct Aid: Distributing in-kind aid and implementing hot meal and community kitchen projects.

4. Implementation of Emergency Construction Projects: Constructing community centers, safe spaces, and temporary shelters.

5. Project Documentation and Media Production: Providing professional media content that reflects the impact of your projects on the ground.



05 Examples of our Successful Projects



In the Hygiene Sector: In response to the health crisis, we implemented large-scale interventions that included equipping and distributing essential sanitation units in 25 displacement camps, which helped preserve the dignity of residents and limit the spread of disease. family hygiene kits, special kits for female needs.

In the Food Security Sector: To combat the hunger crisis, we continuously prepare and distribute thousands of comprehensive food parcels, in addition to operating community kitchens that provide hot, nutritious meals daily to families in displacement areas.

In the Non-Food Items (NFI) Sector: We work to supply and distribute essential non-food aid, including family tents, and clothing and shoes for all age groups, to meet the urgent needs of the displaced.

In the Community Support Sector: Believing in the importance of psychosocial support, we have established and equipped several community centers in North Gaza, which have become safe havens providing social, psychological, and educational services to thousands of children, women, and youth



06 Photo Gallery





















مستار الخير

فرقة وسند من الأردن











مسار الخير
فريق غزة











RAMADAN FOOD PACKS
GAZA EMERGENCY

CHEF MORGAN



The Best Flour

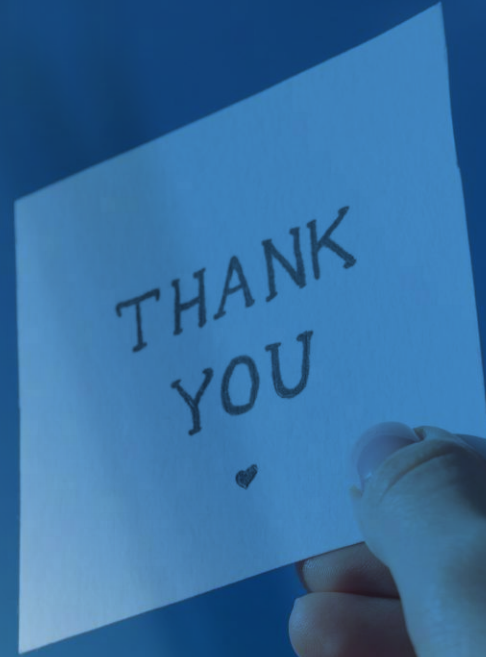
المطحون
5kg
2023/05/01
2023/05/01

البنان

البنان
5kg

البنان
5kg





MASAR AL KHAIR L.L.C
مسار الخير ذ.م.م