

# THE COMPANY PROFILE

2024

- Seef, Bahrain
- Sitra, Bahrain
- DHA, Lahore
- Bahria, Lahore





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**Apricot Gulf was founded in 2015 in Seef.**

**The World's Finest Workspace Solutions. Operating in 2 countries, 3 cities and in 4 locations globally, some of the landmark locations of Apricot include: DHA, Bahria Town Lahore.**

**Apricot services has head office in Seef, Bahrain**

## **ABOUT**

# **APRICOT**

In 2015 the entrepreneurial Mr. Ayaz Saleem was about to embark on a new venture.

First, he required an office space, receptionist then secretarial support. Soon he realised these costs were eating into his profits and the team and space were not used 100%, so he looked to share these to reduce his overheads.

In 2015 from a corner office in the Seef Bahrian Mr. Ayaz Saleem took a piece a chalk to divide up the space – and Apricot was born! The idea took hold and evolved organically and in just 12 months, a full 2 floors within the building were occupied along with 1 location in Sitra.

Growth steadily continued, pioneering the Virtual Office concept in 2016 and expansion into other countries and Apricot was publicly listed in Bahrain in 2015.

Today the entrepreneurial spirit and passion of Mr. Ayaz Saleem has spearheaded Apricot into offering Serviced Offices, Virtual Offices, Coworking and IT Solutions in 4 locations across 3 cities throughout 2 countries.

Simple ideas can lead on to big things. Where will your next big idea come from? We bet you will never look at a piece of chalk the same way again.





# VISION & MISSION

## Vision

We love nothing more than to give back to the community and share our success with others. Apricot have been in support of organisations long term such as Wilspun, and individual Apricot locations are often involved in various local charitable and fundraising or awareness activities.

*We believe in taking a genuine interest in the growth and success of your business, after all your success means we are doing something right! To this end, our focus is on providing business solutions to help you save time and money, allowing you vital portability and flexibility to do business anywhere, any time.*

## Mission

The Middle East is a key market which we will continue to invest time and effort in education about our premium offering with its premium Coworking space proving very popular.

Apricot will continue to look for premium opportunities across the 3 countries in which we work.

Further entrenchment of the Apricot Virtual Office message amongst the small business and entrepreneur community across all countries will also be ongoing criteria to growth.



## HOW WE WORK

*Apricot Home, our unique client portal, gives you total control over all your Apricot Services, with the ability to view your invoices online for total cost transparency. With Apricot Home, you can instantly change your call handling instructions or book meetings in any Apricot location around the world.*

Your business can grow and develop right along with us, and we are there to support you every step of the way.

We are so confident in our quality, team, locations, and service that you can join us now with simple month-by-month terms.

Apricot Home also connects you with our network of business people, one of the world's largest business communities. Sell your products or services, promote your events, attend Apricot events, engage in discussions or take advantage of discounts exclusive to Apricot.





# OUR SERVICES

- Office Spaces
- Co-Working Spaces
- Virtual Offices
- Meeting Rooms





## CONTACT

# INFORMATION

**Let's Connect  
With Each Other!**



+973 3372 8167



+92 321 8080493



[bh@apricotgulf.com](mailto:bh@apricotgulf.com)



[pk@apricotgulf.com](mailto:pk@apricotgulf.com)



[apricotgulf.com](http://apricotgulf.com)

