AL-ROWAD
CAR TRADING

WWW.ALROWADAUTO.COM

AL-ROWAD BUSINESS PLAN 2026

STRATEGIC GROWTH ROADMAP

GROWTH. EXPANSION. MARKET DIRECTION.

BUSINESS PLAN OBJECTIVES

This business plan outlines Al-Rowad's strategic direction for growth, market expansion, operational development, and stronger commercial performance.

01 | GROWTH
Strengthen sales performance and market presence.

02 | EXPANSION
Identify new business and market opportunities.

03 | OPERATIONS
Build scalable processes that support sustainable growth.

04 | PERFORMANCE
Improve efficiency and measurable business results.

STRATEGIC DIRECTION



JORDAN AUTOMOTIVE MARKET OPPORTUNITY

Jordan's automotive market presents a strong opportunity for brands that combine competitive pricing, modern technology, practical vehicle options, and reliable after-sales support.

01 VALUE-DRIVEN DEMAND

Customers increasingly seek strong specifications at competitive prices.

02 SUV & CROSSOVER GROWTH

SUVs and crossovers remain among the most attractive vehicle segments.

03 EV & HYBRID MOMENTUM

Growing interest in electrified mobility is reshaping customer preferences.

04 MARKET ENTRY OPPORTUNITY

The market continues to open space for competitive international automotive brands.

TARGET CUSTOMER SEGMENTS

Al-Rowad will focus on customer groups with the highest potential for DFSK based on value, practicality, technology, and everyday mobility needs.



FAMILY BUYERS

Customers seeking spacious, practical, and well-equipped vehicles for daily family use.



VALUE-DRIVEN BUYERS

Customers looking for strong specifications and modern features at competitive prices.



YOUNG PROFESSIONALS

Technology-oriented buyers attracted by modern design, connectivity, and smart features.



BUSINESS & FLEET CUSTOMERS

Companies and operators seeking reliable vehicles with competitive ownership costs.

COMPETITIVE POSITIONING

DFSK will be positioned as a high-value automotive brand offering modern technology, practical vehicle choices, and competitive pricing for the Jordanian market.

Final benchmark pricing and competitor comparison will be validated before submission.



COMPETITIVE PRICING

Strong value across key vehicle segments.



MODERN FEATURES

Technology, comfort, and safety that meet current customer expectations.



PRACTICAL VEHICLE RANGE

SUV and electrified options suited to everyday mobility needs.



OWNERSHIP VALUE

A compelling balance of purchase price, features, and long-term usability.

DFSK PRODUCTPORTFOLIO

A focused vehicle portfolio designed to address multiple customer needs across Jordan's passenger and commercial vehicle segments.

01. E5 PLUS

Plug-in hybrid SUV combining space, technology, and efficient everyday mobility.

02. 600 PHEV

Mid-size plug-in hybrid SUV positioned around comfort, practicality, and value.

03. SUV 500

Accessible compact SUV designed for everyday urban and family use.

04. COMMERCIAL

Pickup and utility vehicle options supporting business and fleet requirements.



GO-TO-MARKET STRATEGY

Al-Rowad will introduce DFSK through a focused market-entry approach combining retail presence, digital demand generation, fleet opportunities, and strong after-sales support.

RETAIL PRESENCE

Activate Al-Rowad showrooms to drive visibility, test drives, and direct sales.

DIGITAL LEAD GENERATION

Use digital campaigns to generate qualified inquiries.

FLEET & BUSINESS SALES

Develop corporate, fleet, and business customer opportunities.

FINANCE PARTNERSHIPS

Leverage banks and financing partners to improve affordability and support customer conversion.

BRAND PROMOTION & MARKETING ACTIVATION

To support the DFSK launch in Jordan, **Al-Rowad** will activate a focused media and influencer strategy designed to increase visibility, build credibility, and create market excitement through trusted automotive coverage and engaging digital content.

MEDIA & PR

Automotive media coverage, press relations, and product reviews.

INFLUENCER MARKETING

Relevant creators, test drives, and authentic vehicle experiences.

DIGITAL CAMPAIGNS

Paid social, search, lead generation, and retargeting.

LAUNCH & EVENTS

Product launches, showroom activations, auto shows, and test-drive events.



PROVEN AUTOMOTIVE SALES CAPACITY

Al-Rowad has established a strong automotive sales track record in the Jordanian market, supported by an active retail presence and extensive customer reach.

12,000+

VEHICLES SOLD
IN THE LAST 3 YEARS

ESTABLISHED MARKET PRESENCE

Strong experience and an established presence in Jordan's automotive retail market.

ACTIVE SALES NETWORK

Existing showroom operations supporting customer demand across Jordan.

PROVEN COMMERCIAL CAPACITY

A demonstrated ability to manage and deliver high vehicle sales volumes.

3-YEAR SALES FORECAST

A three-year DFSK sales plan will be finalized based on the approved model lineup, FOB pricing, market potential, and Al-Rowad's commercial capacity.

2026	2027	2028
TO BE FINALIZED	TO BE FINALIZED	TO BE FINALIZED



FROM FOB TO FINAL MSRP

A transparent pricing structure will be developed for each DFSK model, covering all major cost components from the proposed FOB price to the final retail price in Jordan.



01 FOB PRICE

Proposed vehicle purchase price from DFSK.

02 FREIGHT & INSURANCE

Shipping and insurance costs from China to Jordan.

03 CUSTOMS & TAXES

Applicable customs duties, taxes, and government charges.

04 LOCAL HANDLING & PDI

Port clearance, inland transportation, inspection, and pre-delivery preparation.

05 OPERATING COSTS

Warranty support, service, spare parts, storage, personnel, and related operating expenses.

06 TARGET PROFIT

USD 3,000 target profit per vehicle.

07 FINAL MSRP

Final recommended retail price in the Jordanian market.

MODEL -BY- MODEL PRICE STRUCTURE

A detailed cost analysis for each proposed DFSK model, covering all expenses from the FOB purchase price to the final retail price in Jordan.

PRICING BREAKDOWN

	E5 PLUS 	600 PHEV 	SUV 500 	COMMERCIAL 
FOB Price Vehicle purchase price from DFSK.	—	—	—	—
Port Charges Export and port-related charges.	—	—	—	—
Freight & Insurance Shipping and insurance from China to Jordan.	—	—	—	—
CIF Price Vehicle cost including freight and insurance to the destination port	—	—	—	—
Customs & Taxes Applicable customs duties, taxes, and government charges.	—	—	—	—
PDI & Local Handling Inspection, preparation, clearance, and local transportation.	—	—	—	—
Financial Costs Banking, financing, and transaction-related costs.	—	—	—	—
Operating Costs Rent, staff, marketing, management, warranty, parts & storage.	—	—	—	—
Target Profit Target profit per vehicle.	**USD 3,000**	**USD 3,000**	**USD 3,000**	**USD 3,000**
Final MSRP Final recommended retail price in Jordan.	—	—	—	—

FINAL PRICING WILL BE CONFIRMED FOLLOWING APPROVAL OF FOB PRICES, APPLICABLE TAXES, OPERATING COSTS, AND COMMERCIAL TERMS.

THE TEAM BEHIND DFSK JORDAN

A dedicated management structure to oversee brand development, sales performance, dealer network expansion, and after-sales operations in Jordan.



Mohammad Alawaqleh
VICE CHAIRMAN

Mohammad Fozat
FINANCE MANAGER

Abdalelah Alawaqleh
CHAIRMAN &
GENERAL MANAGER

Murad Khleifat
SALES & PROCUREMENT
MANAGER

Asem Alfalahat
IMPORT & EXPORT
MANAGER

DRIVING DFSK BRAND GROWTH IN JORDAN

A strategic marketing investment plan focused on building brand awareness, generating qualified leads, driving showroom traffic, and accelerating vehicle sales across Jordan.

DIGITAL CAMPAIGNS

Meta, Google, YouTube & performance-driven lead generation.

OUTDOOR ADVERTISING

Strategic billboards, digital screens & high-visibility placements.

INFLUENCERS & PR

Automotive creators, media coverage & brand partnerships.

LAUNCH & EVENTS

Brand launch, test-drive experiences & promotional activations.

SHOWROOM PROMOTION

Local campaigns, showroom traffic & retail sales support.

PERFORMANCE TRACKING

Lead quality, conversion rates, cost efficiency & sales impact.

BUILDING THE DFSKNETWORK ACROSS JORDAN

A structured dealership development plan focused on market coverage, customer accessibility, consistent brand standards, and sustainable retail expansion.

All four showrooms will be renamed and rebranded under the **AL-ROWAD** name, creating a unified dealership identity across Jordan.

01



KIRRESH AUTOMALL
AMMAN

02



ATEF MATALQAH MOTORS
IRBID

03



AL AWAQLEH AUTO TRADING
ZARQA

04



AL MOSTASHAR CAR TRADING
ZARQA

BEYOND THE SALE
BUILT ON TRUST

A structured after-sales strategy focused on reliable vehicle maintenance, warranty support, genuine spare parts, and long-term customer satisfaction.

SERVICE & MAINTENANCE

Al-Rowad plans to establish a dedicated DFSK service center in Jordan.

WARRANTY SUPPORT

Warranty management and customer assistance in accordance with DFSK-approved policies.

GENUINE SPARE PARTS

Planned spare parts availability to support timely maintenance and repairs.

CUSTOMER CARE

Dedicated follow-up, service coordination, and customer satisfaction monitoring.

BUILDING THE NEXT CHAPTER OF DFSK



01

SHOWROOM BRANDING

All four existing showrooms will be rebranded under the **AL-ROWAD** name, with dedicated DFSK display areas planned across the network.

02

RETAIL EXPERIENCE

Develop branded vehicle displays, customer consultation areas, and test-drive facilities.

03

SERVICE INFRASTRUCTURE

Establish a dedicated DFSK service center with suitable equipment and technical capabilities.

04

TEAM READINESS

Prepare sales and service teams through product knowledge and technical training.

THE COST OF SUSTAINABLE GROWTH

A financial framework for DFSK showroom investment, cost allocation and break-even planning.

COST STRUCTURE

01

SHOWROOM INVESTMENT

Branding, showroom upgrades, DFSK display areas, and equipment.

02

OPERATING EXPENSES

Rent, staffing, utilities, marketing, and administration.

03

DFSK COST ALLOCATION

Allocation of shared costs across the network, including dedicated DFSK areas.

04

Profit per Vehicle

Target contribution per vehicle, subject to final cost validation.

BREAK-EVEN ANALYSIS

Monthly sales volume required to cover fixed operating costs based on the planned cost structure and target contribution per vehicle.

TBD

MONTHLY BREAK-EVEN UNITS

Monthly Fixed Costs ÷ Target Contribution per Vehicle

FINANCIAL PLANNING NOTE

Detailed cost allocations and break-even projections will be finalized upon confirmation of DFSK commercial terms and approved operating budgets.

FROM STRATEGY TO MARKET EXECUTION

A phased implementation plan to establish, launch, and grow DFSK operations across Jordan.

01



BRAND ALIGNMENT

Finalize commercial terms, product portfolio, and brand requirements.

02



NETWORK READINESS

Prepare showrooms, service infrastructure, staffing, and training.

03



MARKET LAUNCH

Activate campaigns, launch events, retail sales, and test drives.

04



GROWTH & OPTIMIZATION

Monitor performance, strengthen after-sales, and expand market reach.



Implementation Note

Implementation timelines and milestones will be finalized following DFSK approval and confirmation of operational requirements.

READY TO DRIVE
DFSK FORWARD

A long-term vision for building a strong, competitive, and sustainable **DFSK** presence in Jordan.

ESTABLISHED NETWORK
Leveraging four existing showrooms across Jordan.

LONG-TERM COMMITMENT
Investing in brand development, service readiness, and customer trust.

GROWTH AMBITION
Building a scalable retail operation supported by disciplined execution.



AL-ROWAD CAR TRADING | DFSK

A PARTNERSHIP BUILT FOR THE FUTURE

PARTNERSHIP VISION NOTE
Proposed partnership vision, subject to commercial agreement and final approvals.

AL ROWAD

THANK YOU

WWW.ALROWADAUTO.COM