



INSIDE THIS ISSUE

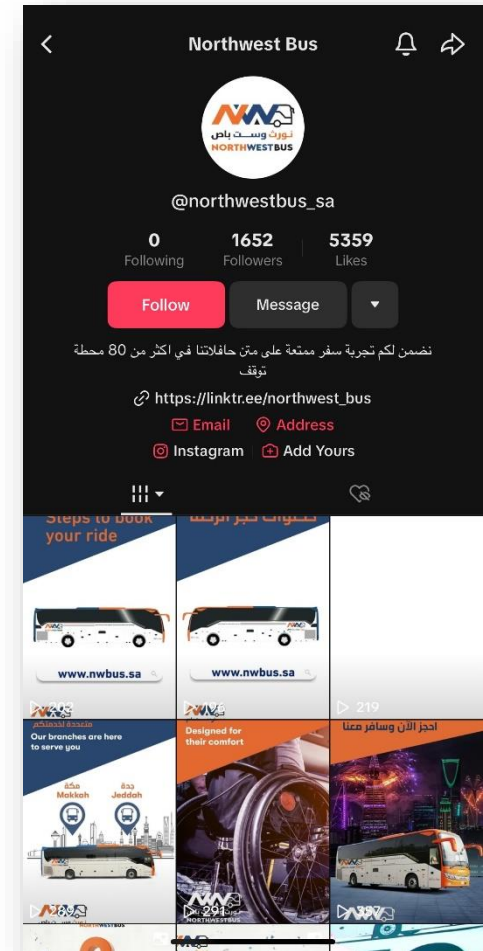
- Update From Each department of Northwest BUS

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Continued our campaigns on social media:

We are pleased to announce the ongoing success of our social media campaigns, which continues to enhance our digital presence. Stay connected for forthcoming updates and feel encouraged to participate in the success.



Continued our campaigns on MBC radio:

Stay updated through our company newsletter, spotlighting continuous advertising endeavors, thrilling competitions, and announcing the winners.



Designed for stations:

We are continuing to work on enhancing the visual identity of Northwest BUS at the stations, as we distributed information signs in various locations at Al-Haramain Train Station in Jeddah, according to the location and direction of the bus stop.



Designing Employee Parking Facilities at Al- Haramain Train Station in Jeddah:

we are introducing our latest endeavor focused on improving the station parking experience for Northwest BUS employees. Our recently crafted signage not only brings a touch of sophistication to our parking facilities but also plays a key role in creating a parking process that is both seamless and stress-free.



COMMERICAL DEPARTMENT

This month, we've welcomed aboard four new agencies (Al Darb, Abu Arish, Rabigh, and Al Jumum) strengthening our network and ensuring our services reach even more communities.

We're also excited to announce the partnerships with two of Riyadh's manpower supply companies (Doyof Najd & Nesma Akim). This collaboration marks a significant step forward as we embark on the responsibility of transporting their employees across the Kingdom.

In addition to these strategic alliances, a new change is coming to our agents' visual identity. We've started rolling out the new signboard design to our agents, and it's fantastic to see some already embracing the transformation.



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HR DEPARTMENT

Our company has taken a significant and innovative step by employing Ugandan drivers in its driving teams. These drivers were selected based on their competence and experience in the field of driving and transportation. Uganda is known for its abundance of talent in the field of driving, where there are high levels of driving skills and the ability to handle diverse road conditions. Therefore, the company decided to consider Uganda as a source for recruiting drivers and incorporating them into its driving teams.

The recruitment process was carried out with utmost care, with strict criteria set for selecting suitable drivers. Candidates were evaluated based on their driving history and experience in transportation and logistics. Practical tests were also conducted to ensure their driving skills and ability to handle vehicles.

After the successful selection of drivers, the necessary training and qualification were provided to them. They were briefed on the company's systems, safety policies, and traffic security. They were equipped with the necessary information about the roads and routine routes used and the challenges they may encounter while driving.



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