



وزارة البلديات والإسكان

Ministry of Municipalities and Housing

**Service of Issuing an Operational License
for an Advertising or Promotional Sign**

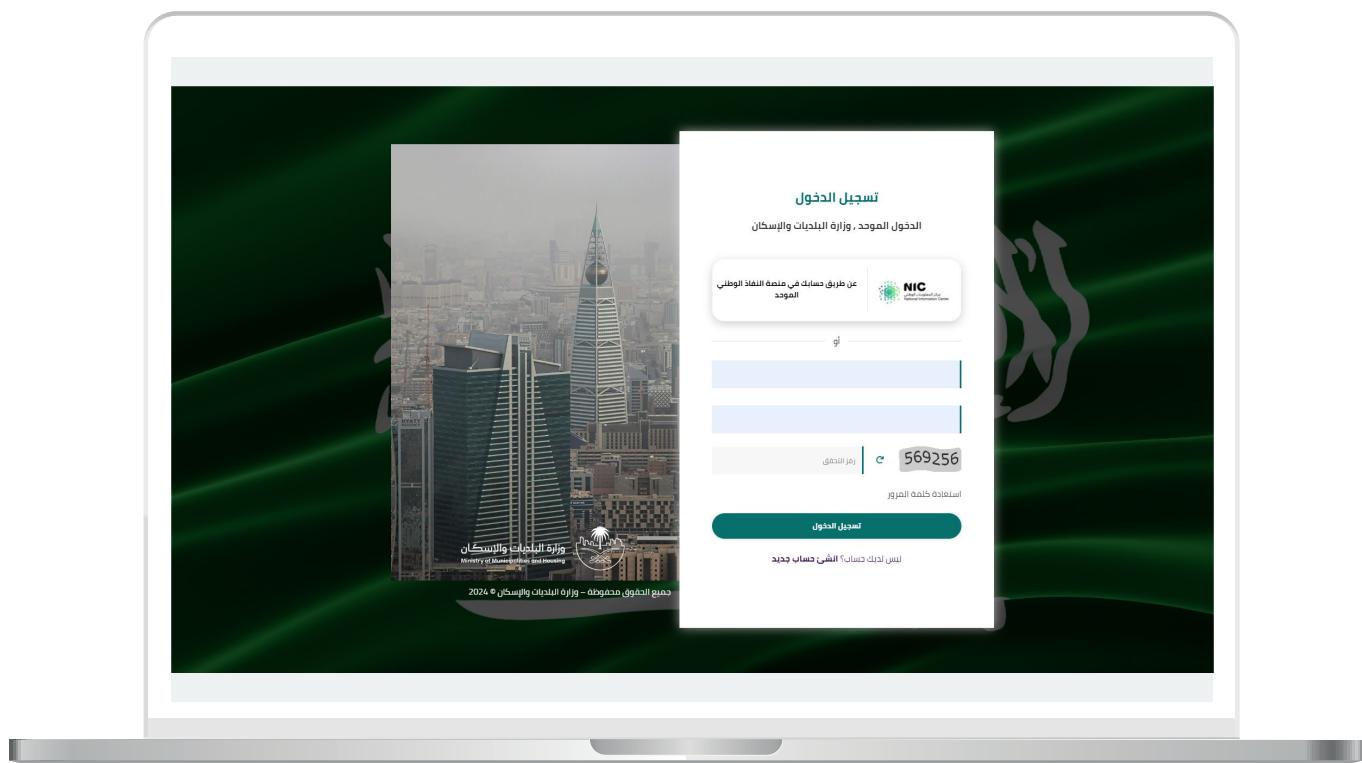
Beneficiary's
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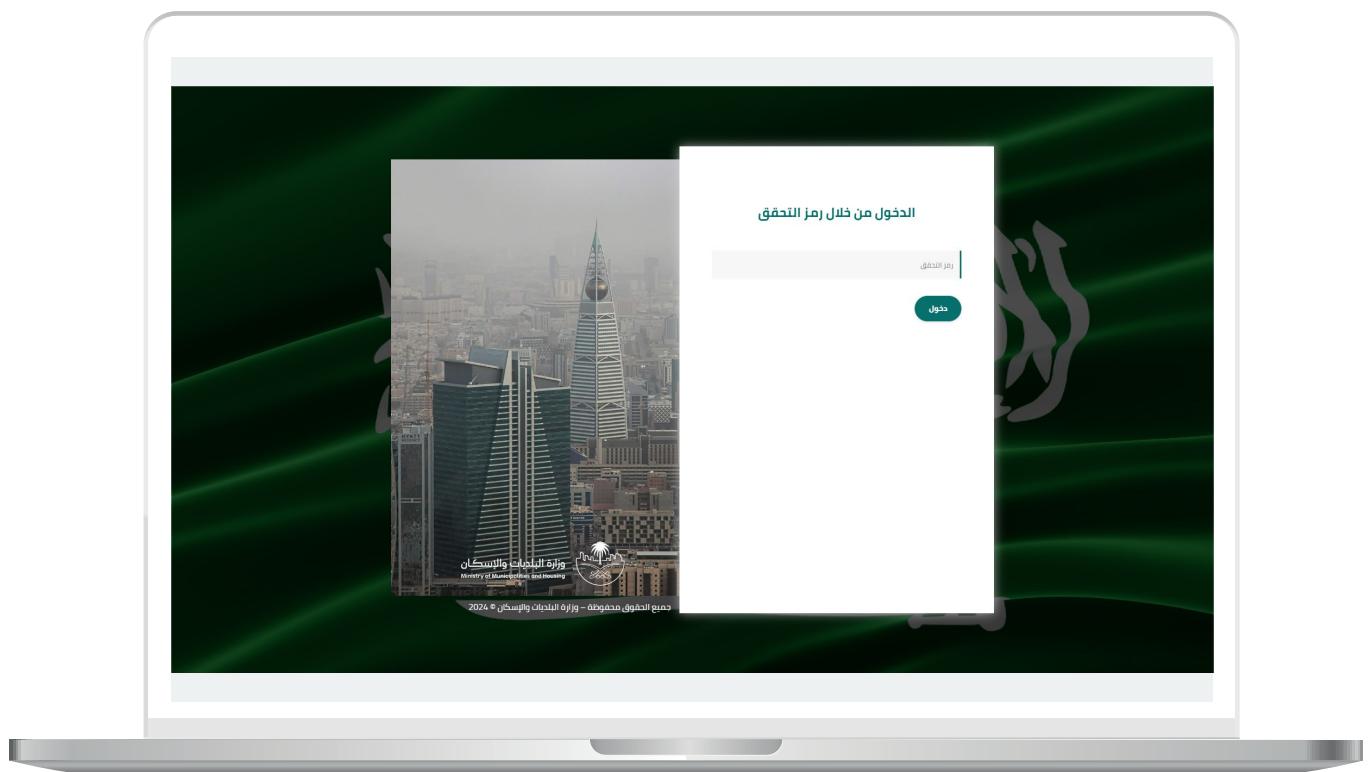
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Log in to the System

1) After accessing the system link, the following screen will appear, where the user enters their details (**ID/Residence Number, Password, Security Code**) and then clicks the **(Login)** button. The security code can be changed by clicking the circular arrow icon.



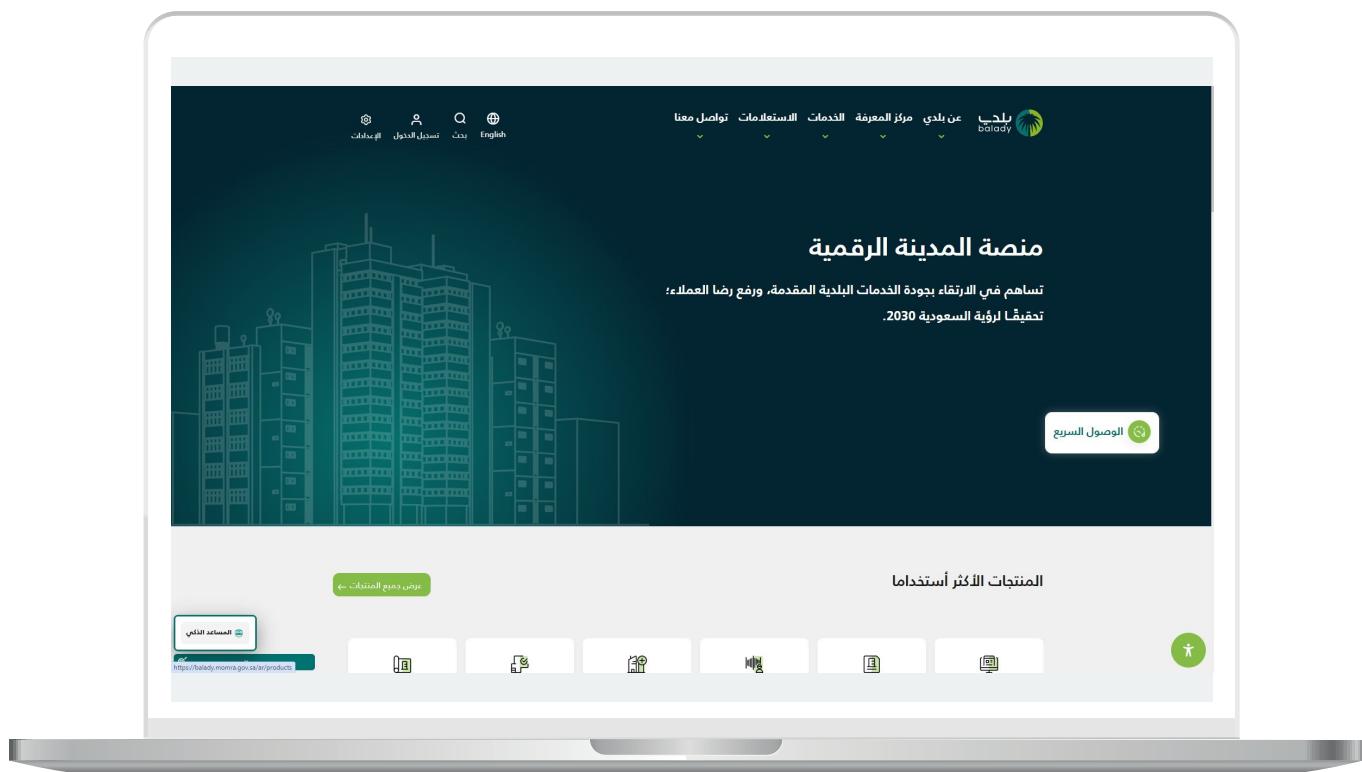
2) A verification code will then be sent to the user's mobile phone, which they need to enter in the **(Verification Code)** field and click the **(Login)** button, as shown in the following screenshot.



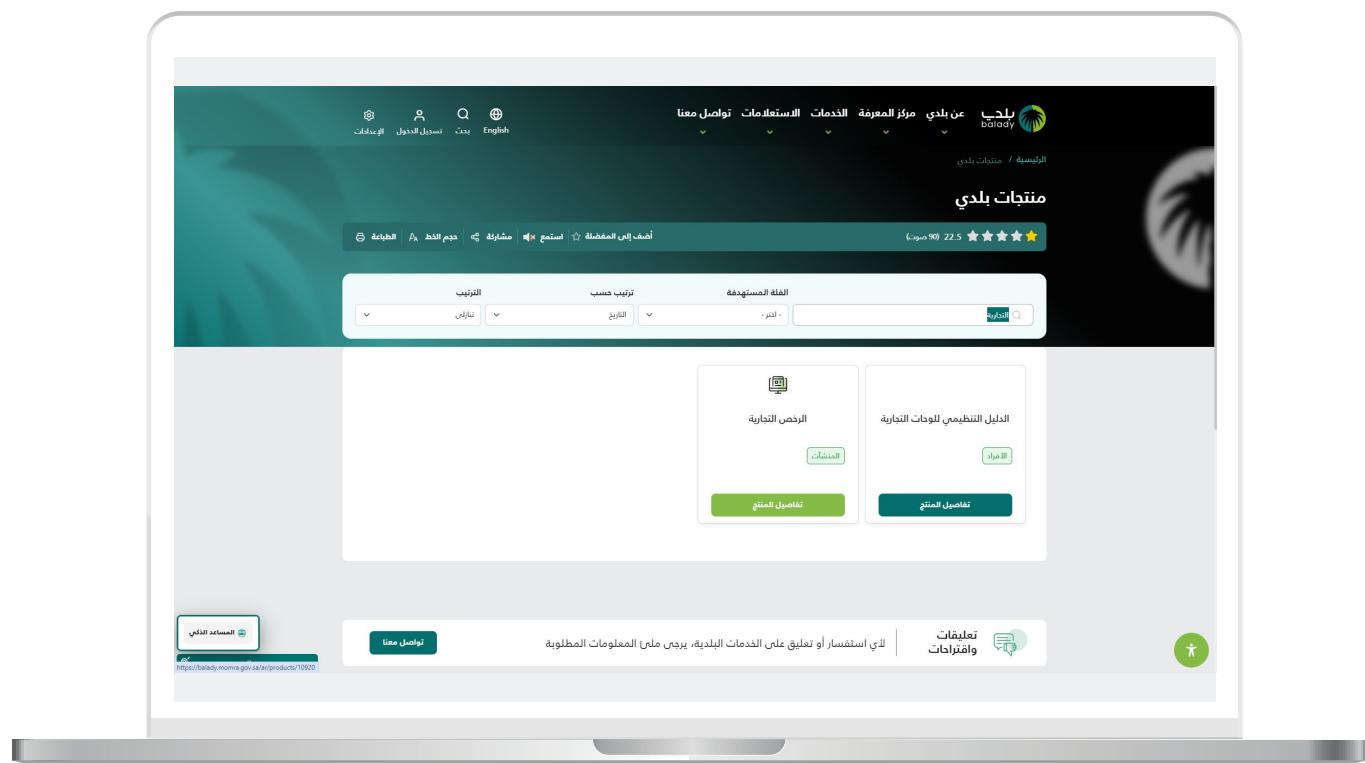
Steps of Service Request

1) Once logged into the Balady platform, the platform's main screen will appear, as shown in the screenshot below.

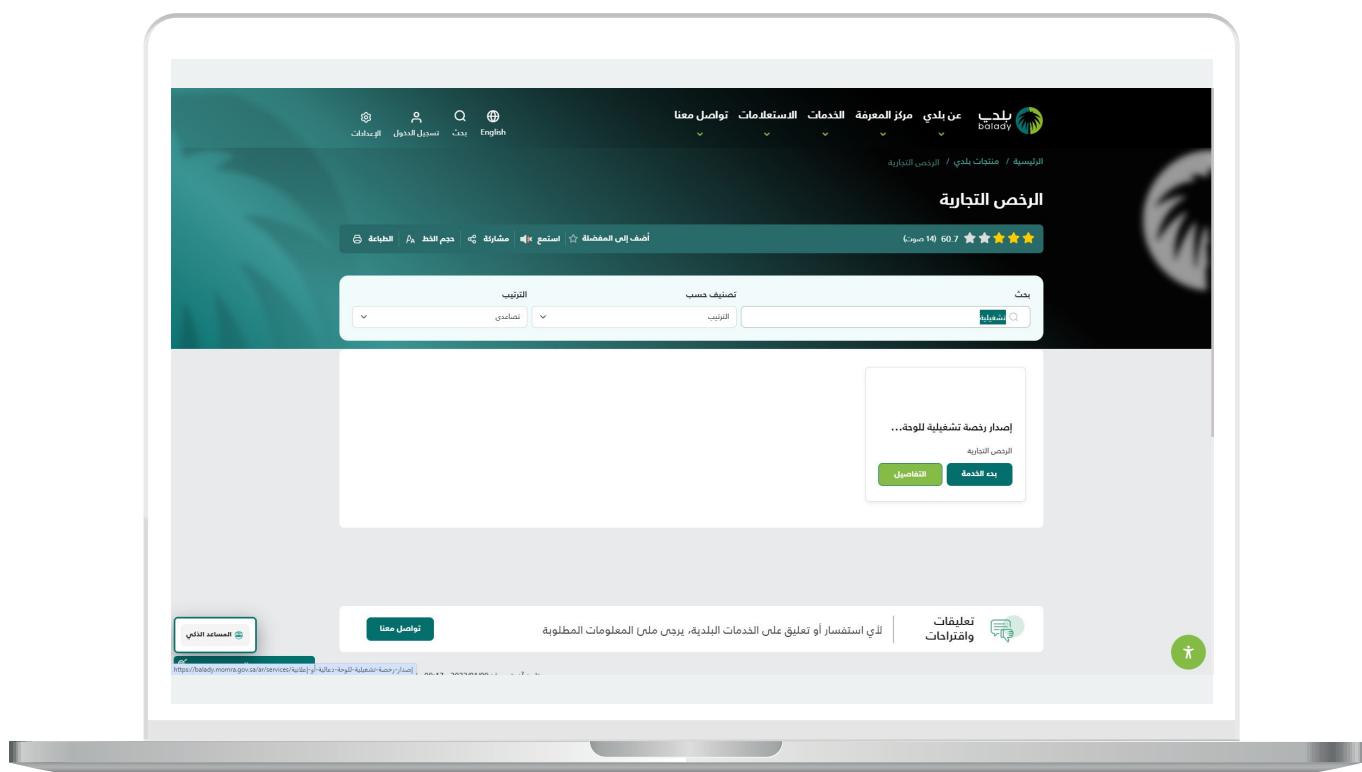
The user then clicks the **(View All Products)** button.



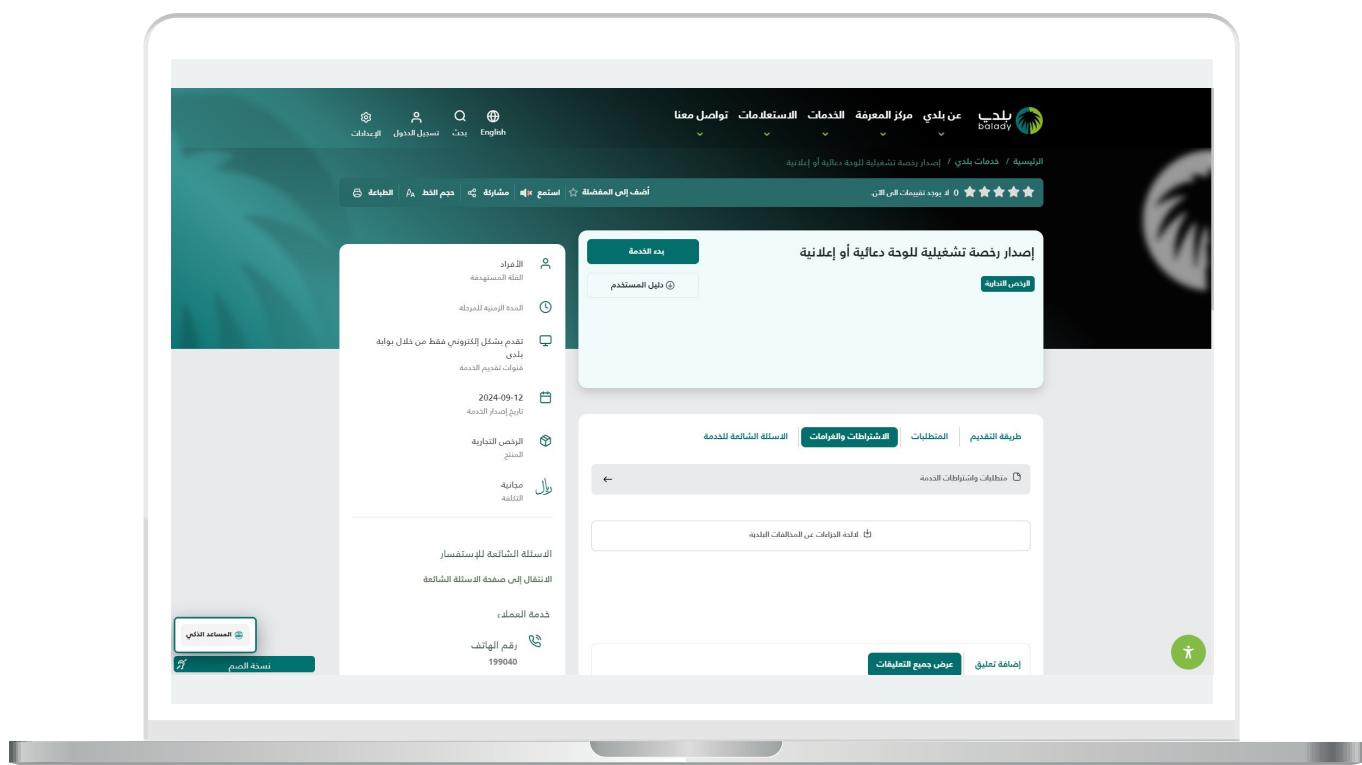
2) The user then can search for the product Commercial Licenses as shown below, and click on the button Product Details.



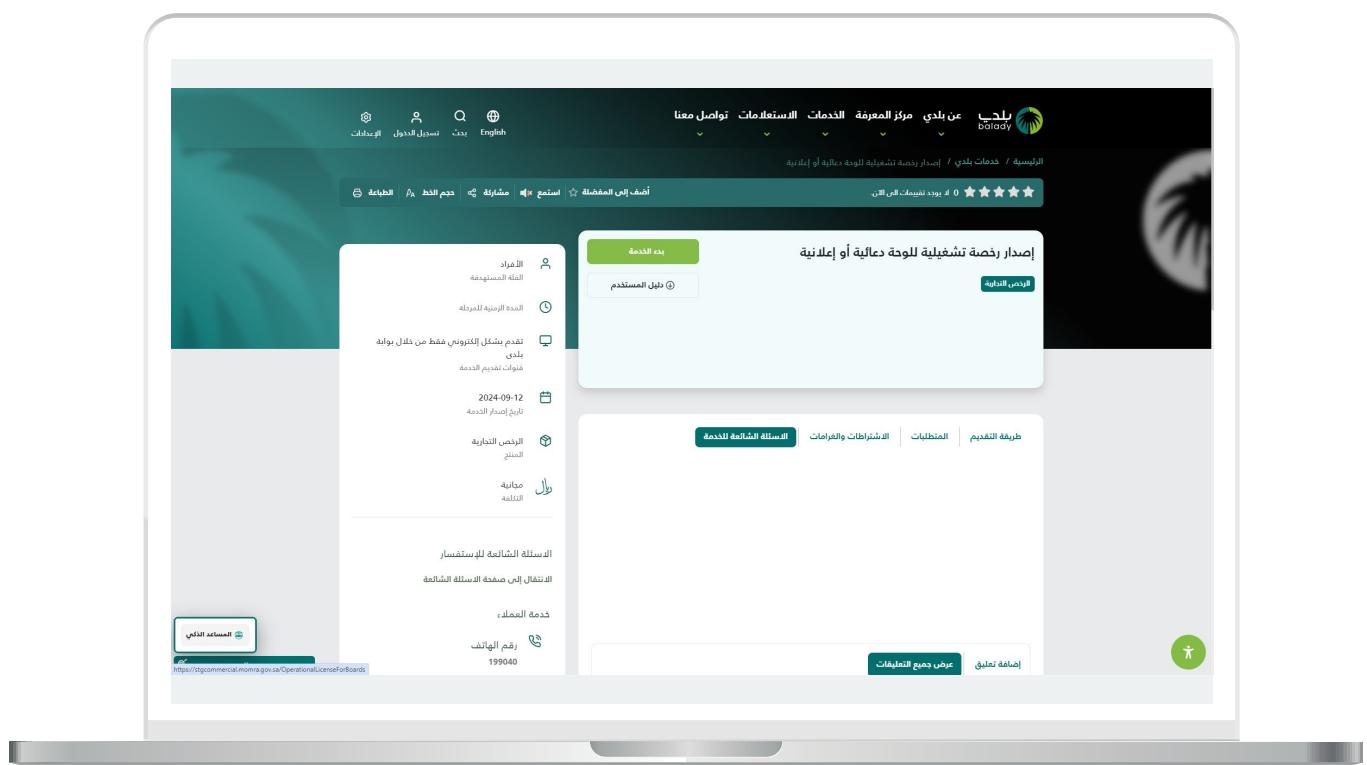
3) Then search for Issuing an Operational License for an Advertising or Promotional Sign as shown below, and click on the button Details.



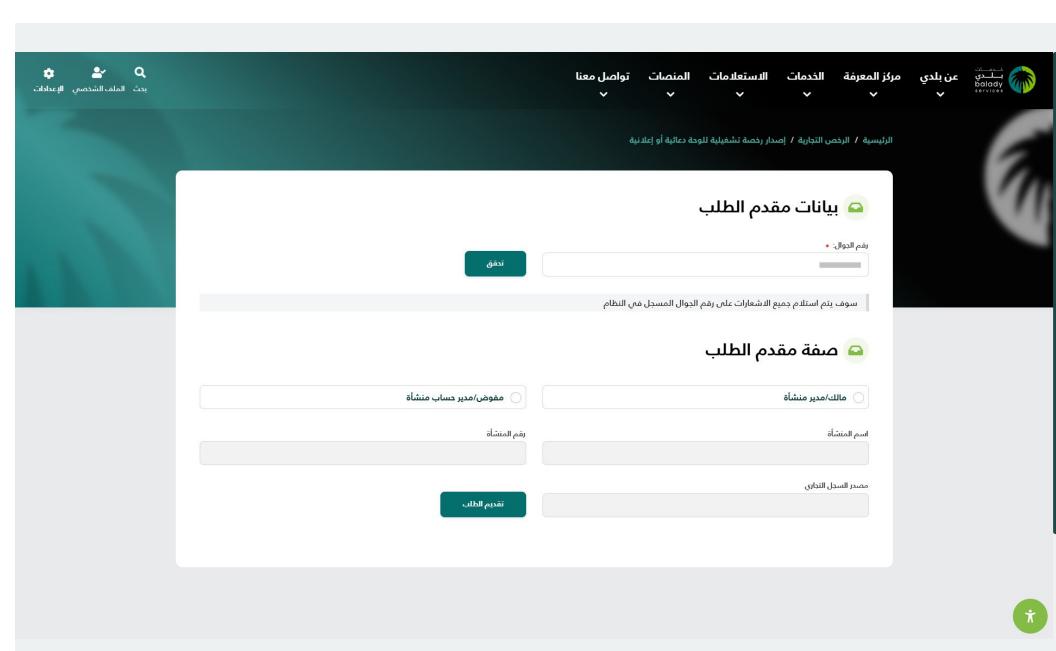
4) The following screen appears, displaying the (Service Card), which includes details such as (How to Apply, Requirements, Conditions and Fines, etc.).



5) The (Start Service) button is clicked.

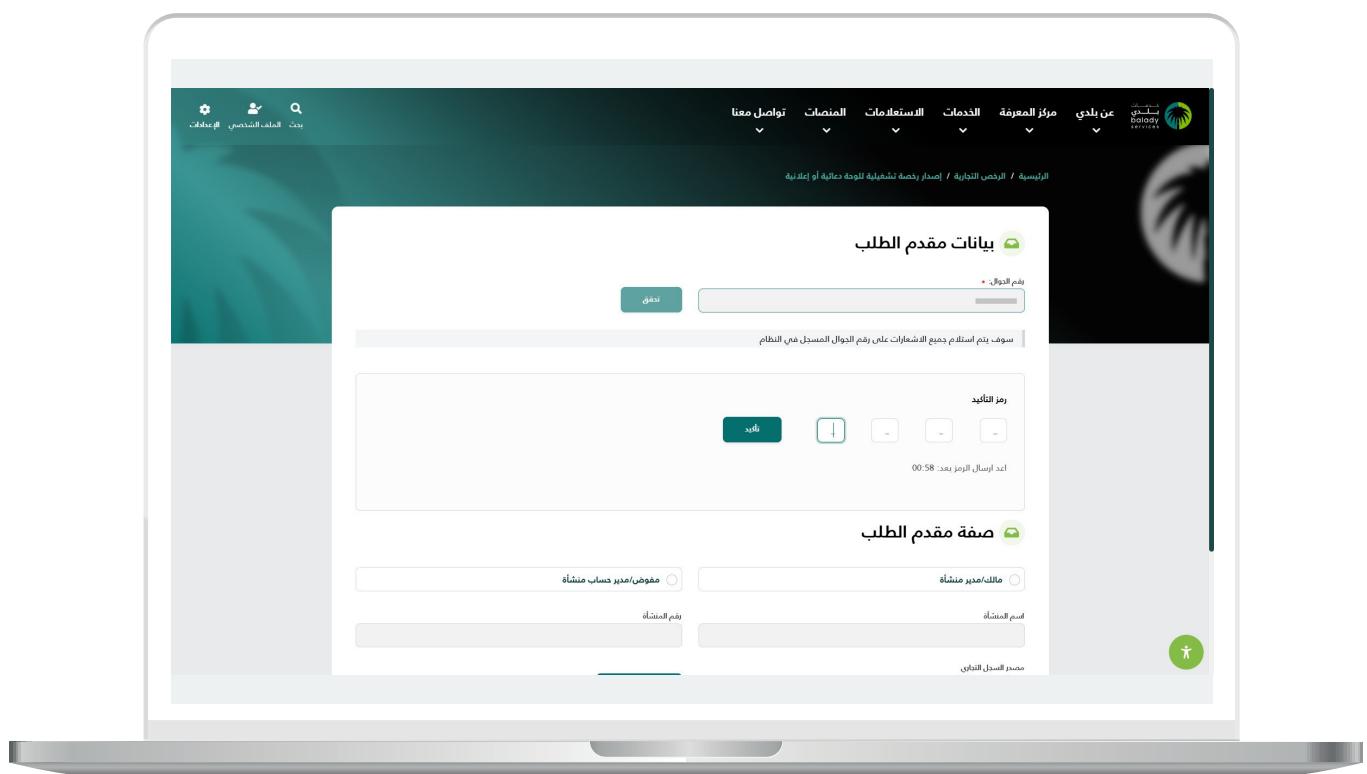


6) The next screen will appear, where the applicant's information is verified by entering the value in the field Mobile Number and clicking Verify.



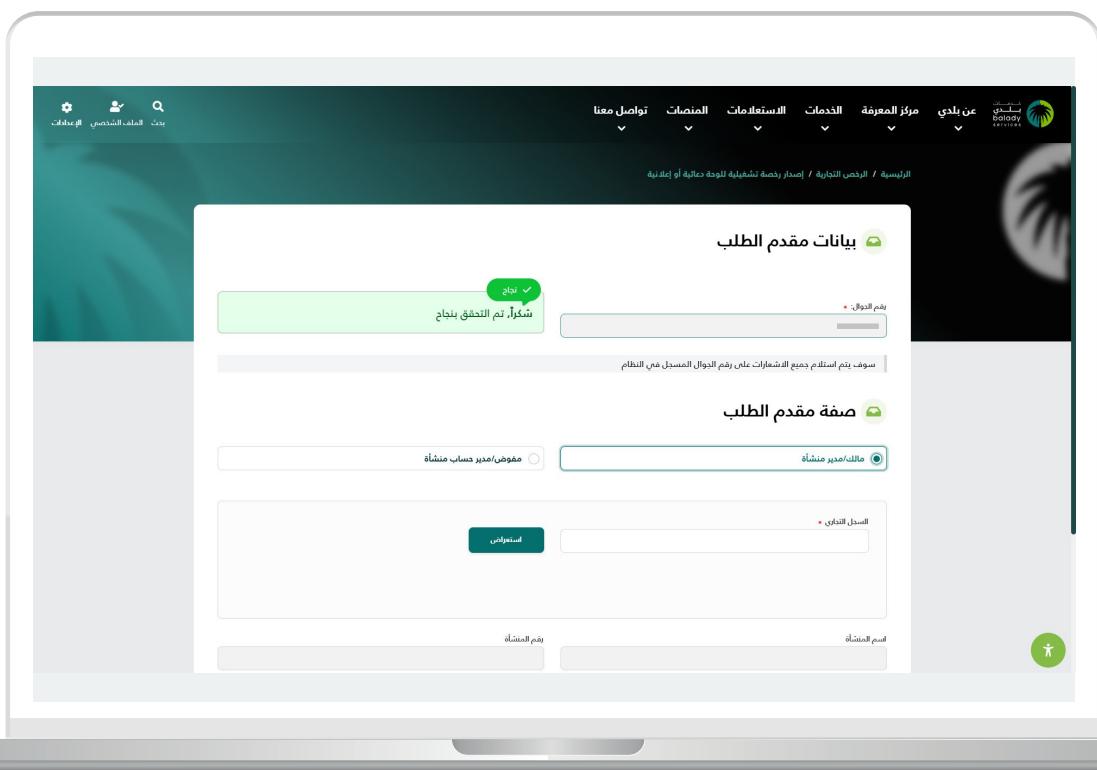
The screenshot shows a web page titled 'بيانات مقدم الطلب' (Information of the Application Submitter). At the top, there is a navigation bar with links for 'تواصل معنا' (Contact us), 'الخدمات' (Services), 'الاستعلامات' (Information), 'مركز المعرفة' (Knowledge Center), 'عن بلادي' (About My Country), and the 'e-government' logo. Below the navigation, a sub-navigation bar shows 'الرئيسية / الشخص التجاري / إصدار رخصة تشغيلية للاعلنة أو إعلان نبذة' (Home / Business Person / Issuing an Operational License for Advertising or Promotional Sign - Brief). The main form is divided into two sections: 'بيانات مقدم الطلب' (Information of the Application Submitter) and 'صفة مقدم الطلب' (Category of the Application Submitter). The 'بيانات مقدم الطلب' section contains a 'رقم الجوال' (Mobile Number) field with the placeholder 'سوف يتم اضافة جميع الاشعارات على رقم الجوال المسجل في النظام' (All notifications will be sent to the registered mobile number in the system). Below this is a 'دفع' (Pay) button. The 'صفة مقدم الطلب' section contains two radio buttons: 'مفوض/مدير حساب منشأة' (Authorized Representative/Account Manager) and 'مالك/مدير منشأة' (Owner/Manager of the establishment). It also includes fields for 'نوع المنشأة' (Type of establishment) and 'الاسم العائلي' (Family name). At the bottom, there is a 'تقديم الطلب' (Submit Application) button and a 'مسح المدخلات' (Clear inputs) button. A small circular icon with a person icon is located in the bottom right corner of the form area.

7) A code will then be sent to the user's mobile, which they must enter in the **(Verification Code)** field and click the **(Confirm)** button, as shown in the following screenshot.



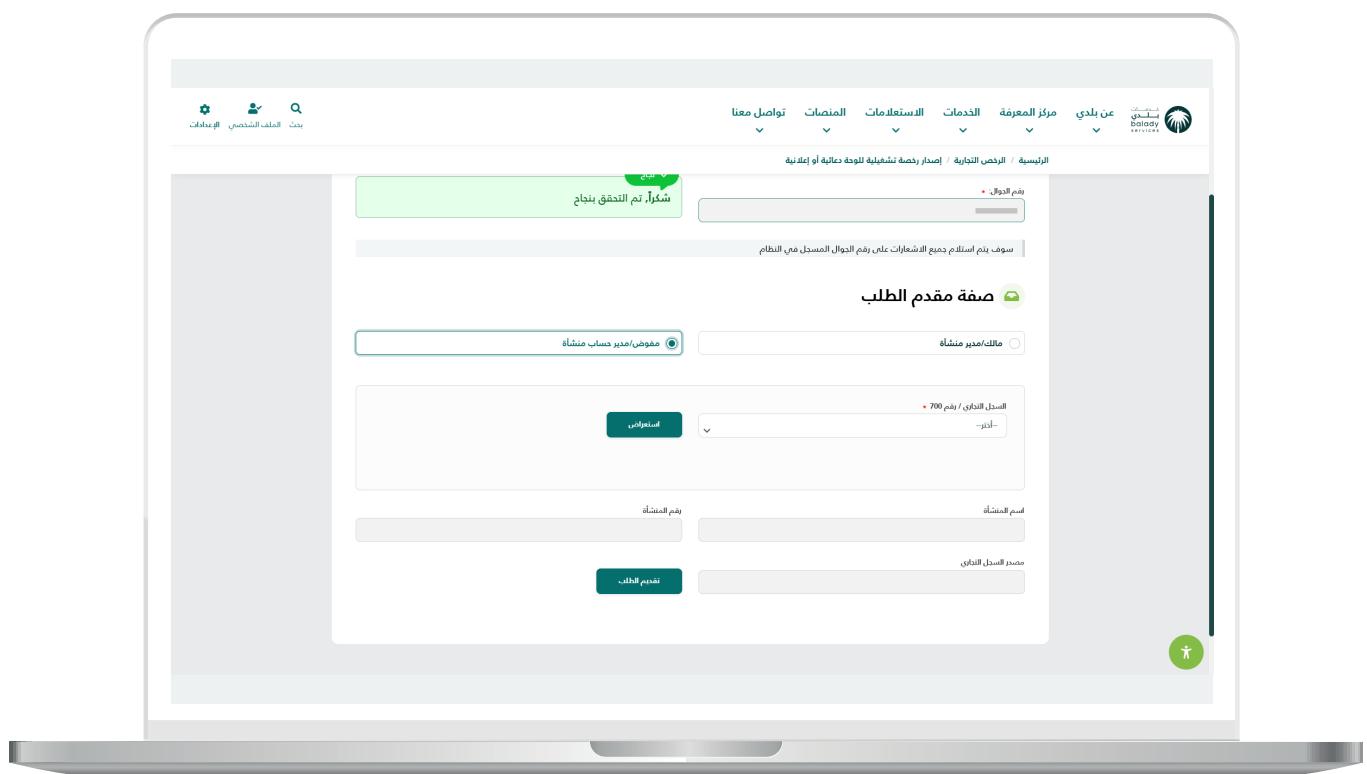
8) A message will then appear indicating successful verification, as shown in the following screenshot. The applicant must then select their Applicant Role from the following options: **(Owner/Business Manager, Authorized Representative/Business Account Manager)**.

If Owner or Manager of an Establishment is selected, a new field named Commercial Registration will appear to be filled in, followed by clicking the Browse button.



The screenshot shows a mobile application interface for e-Government Services. At the top, there is a navigation bar with Arabic text: تواصل معنا (Contact Us), المنشآت (Establishments), الاستعلامات (Information), مركز المعرفة (Knowledge Center), مرصد المعرفة (Knowledge Observatory), عن بنا (About Us), and a logo for e-Government Services. Below the navigation bar, a green banner displays the message: شكرًا، تم التحقق بنجاح (Success, verification completed). To the right of this message is a button labeled "نعم الدوافر" (Yes, I have read) with a checkmark. Below the banner, a note states: سويف يتم ارسال جميع الشهادات على رقم الدوافر المسجل في النظام (Certificates will be sent to the registered number). The main form is titled "بيانات مقدم الطلب" (Requester Information). It contains two radio button options: "مفوض/مدير حساب منشأة" (Agent/Manager of establishment account) and "مالك/مدير منشأة" (Owner/Manager of establishment). Below these options are two input fields: "اسم المنشآة" (Establishment name) and "الرقم التذريفي" (Registration number). A green "ابحث" (Search) button is located at the bottom of the form. A small circular icon with a person icon is visible in the bottom right corner of the form area.

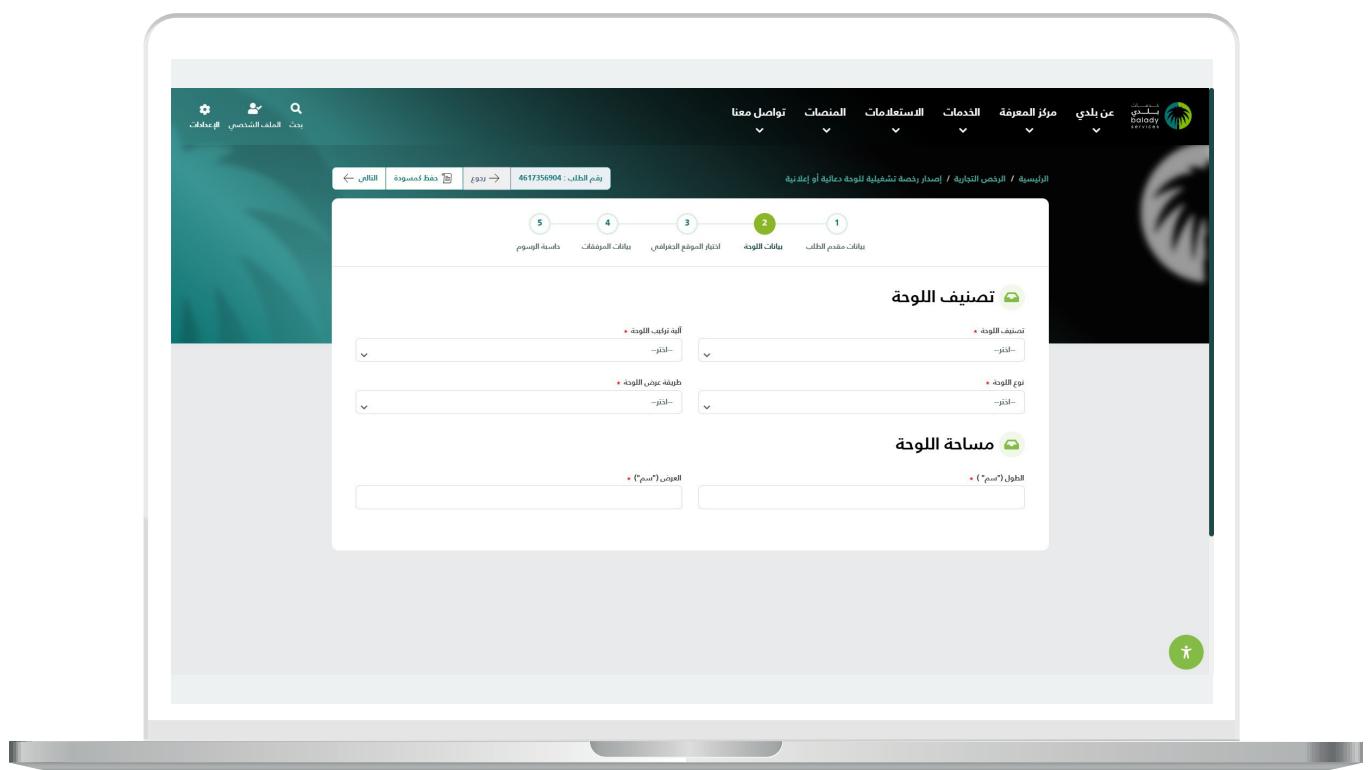
9) If Representative or Account Manager of an Establishment is selected, a new dropdown list named Commercial Registration/700 will appear, from which a value is chosen, followed by clicking the View button.



10) In this example, the applicant status Owner or Manager of an Establishment was chosen, and the Commercial Registration field was filled in and submitted by clicking the View button. The system retrieves the following fields: (Establishment Name, Establishment Number, Commercial Registry Source).

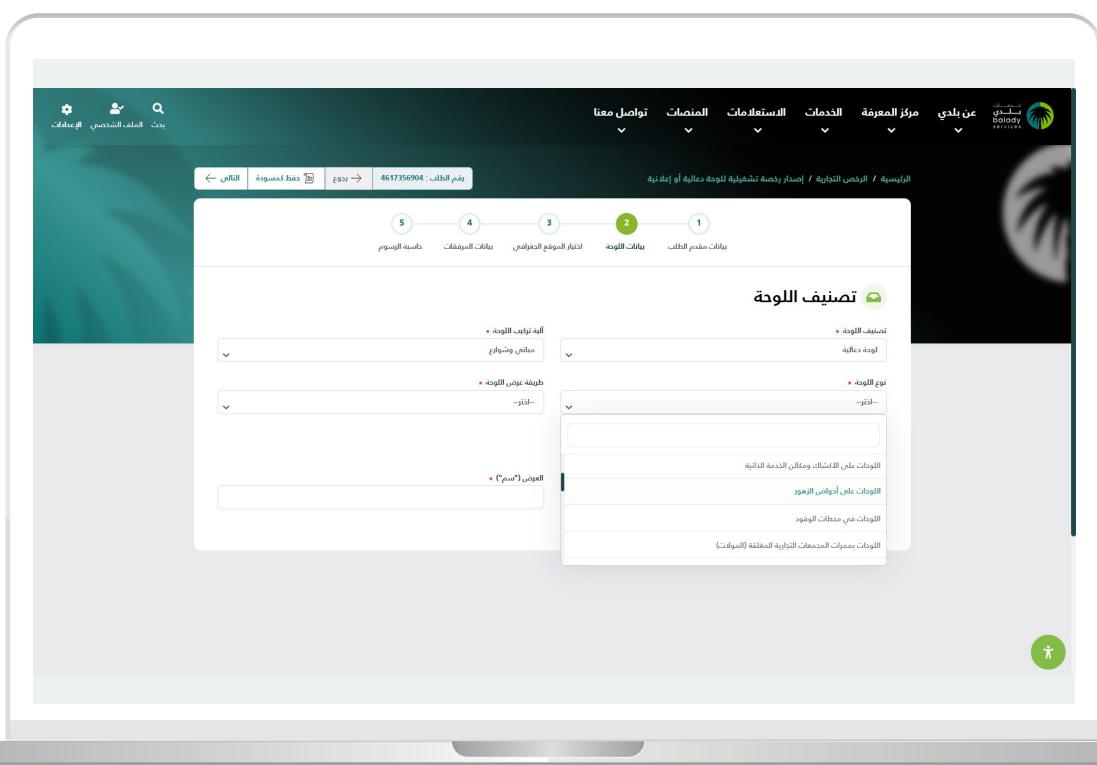
Then click the Submit Request button.

11) The user proceeds to the **(Board Information)** stage, where they must select values from the following dropdown lists in order: **(Sign Classification, Installation Mechanism, Board Type, Display Method)**.



12) If the user selects (Advertising Sign) from the (Sign Classification) dropdown list and (Buildings and Streets) from the (Installation Mechanism) dropdown list, the options displayed in the (Sign Type) dropdown list appear, allowing the user to select one.

The user must also enter the (Length and Width) values in the (Sign Area) section.



13) If the user selects (Advertising Sign) from (Sign Classification) and (Vehicles) from (Installation Mechanism), a new section labeled (Vehicle Information) appears at the bottom of the screen, requiring data entry.

14) The values displayed in the image below appear in the (Sign Type) dropdown list for selection.

15) If the user selects (Promotional Sign) from (Sign Classification) and (Vehicles) from (Installation Mechanism), specific values will be available in the (Sign Type) dropdown list for selection.

The button Next is clicked to proceed.

الملف الشخصي
الخدمات
بحث

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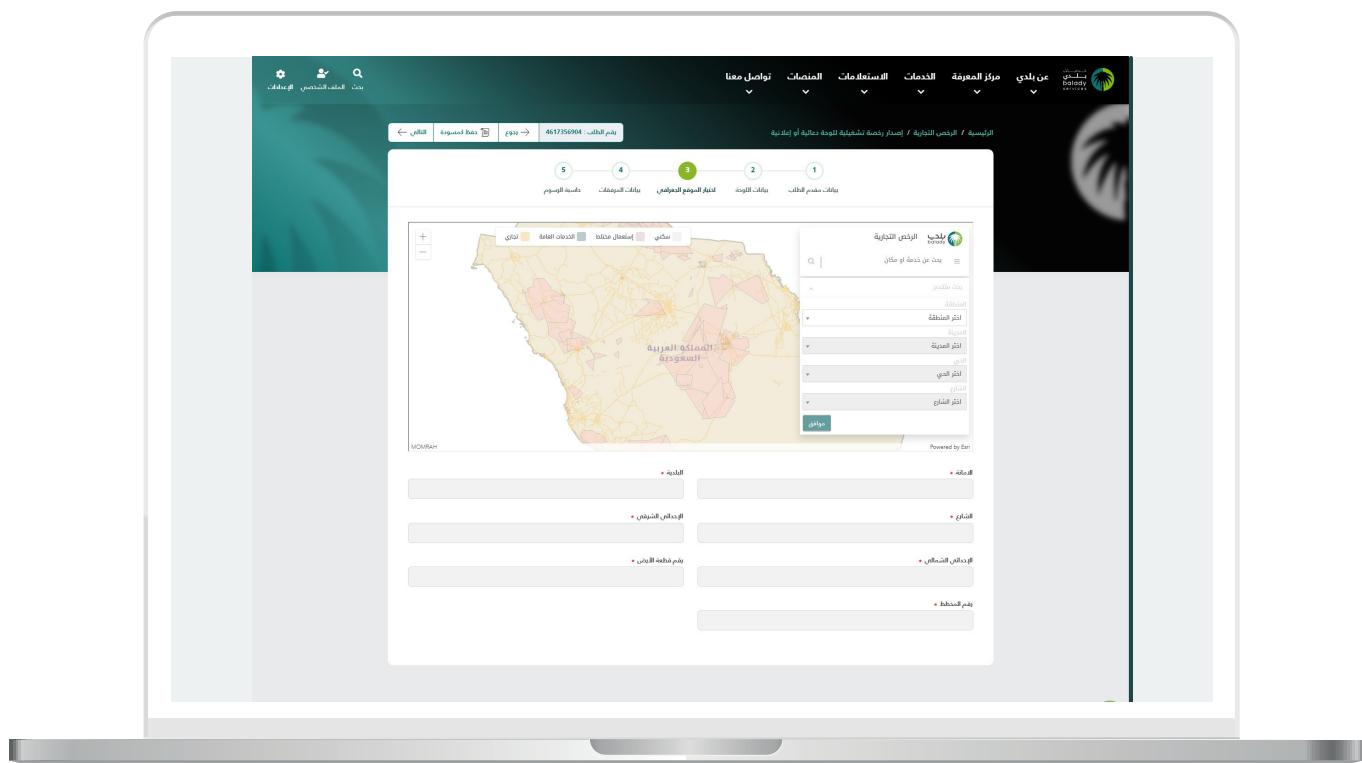
الخدمات
النحوه
النحوه

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نحوه

16) The user is taken to the **(Geographic Location Selection)** stage, where an interactive map appears. They must select values from the following dropdown lists in order: **(Region, City, District, Street)**.

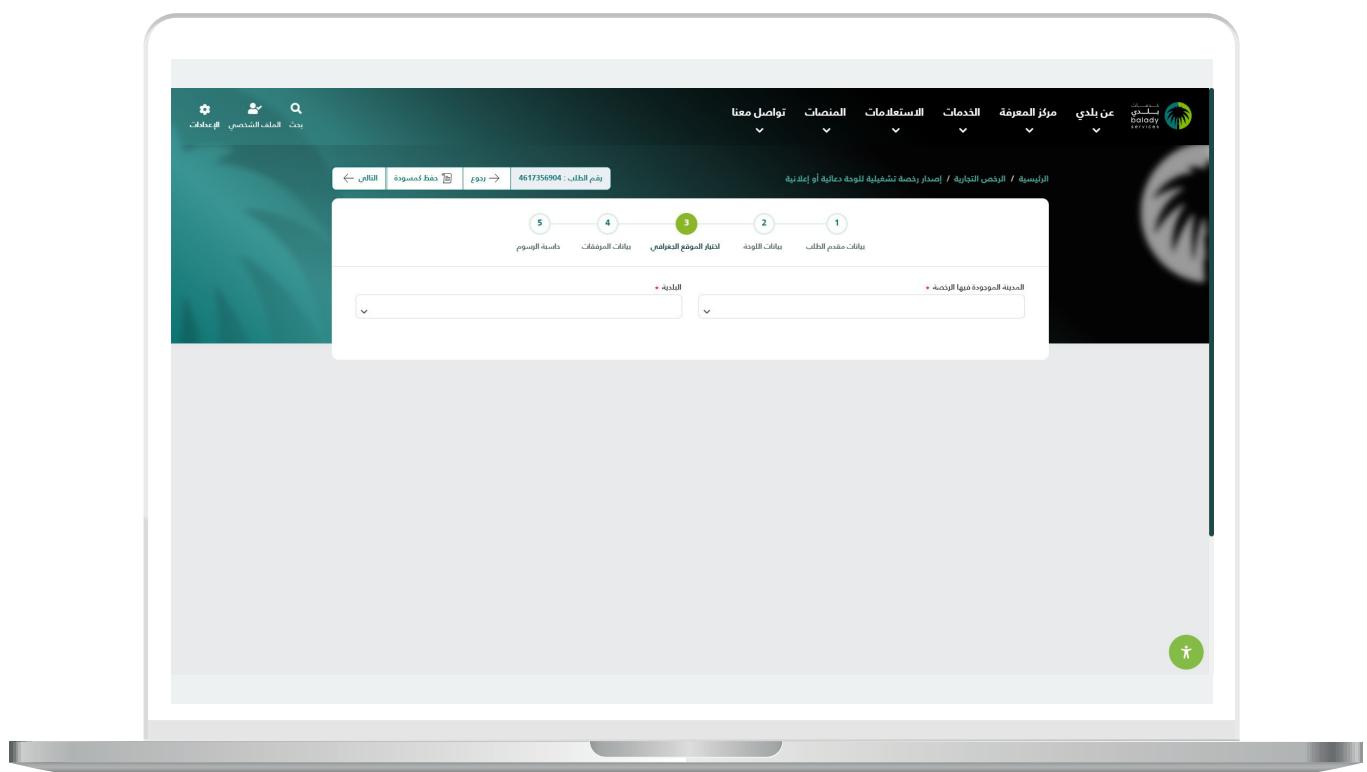
Clicking on the map and selecting **(Confirm)** automatically fills in the fields: **(Municipality, Secretariat, Street, East Coordinate, North Coordinate, Land Plot Number, Plan Number)**.

If the **(Installation Mechanism)** selected in the previous step was **(Buildings and Streets)**, this map feature is displayed.

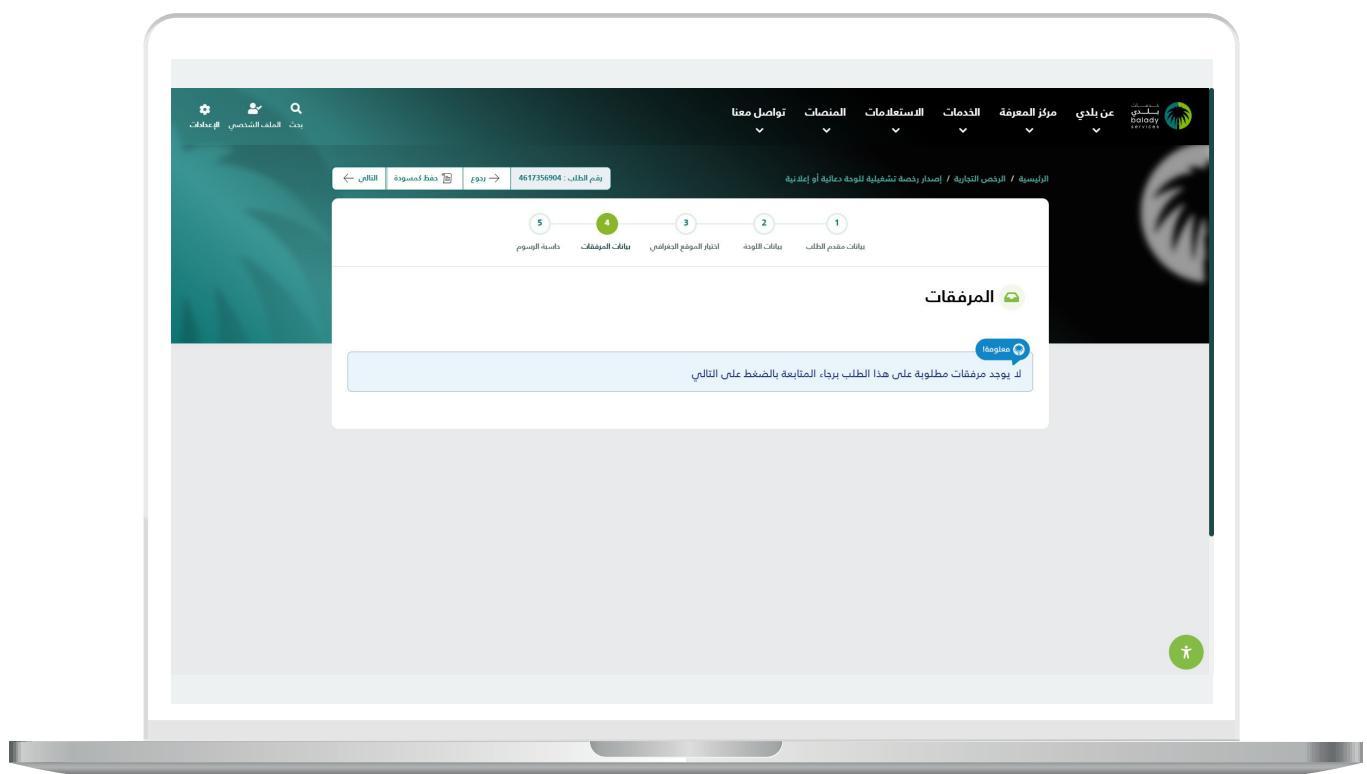


17) If (Vehicles) was selected instead, the user is redirected to a different screen to select values from the (City where the License is Registered, Secretariat) dropdown lists.

The button Next is clicked to proceed.

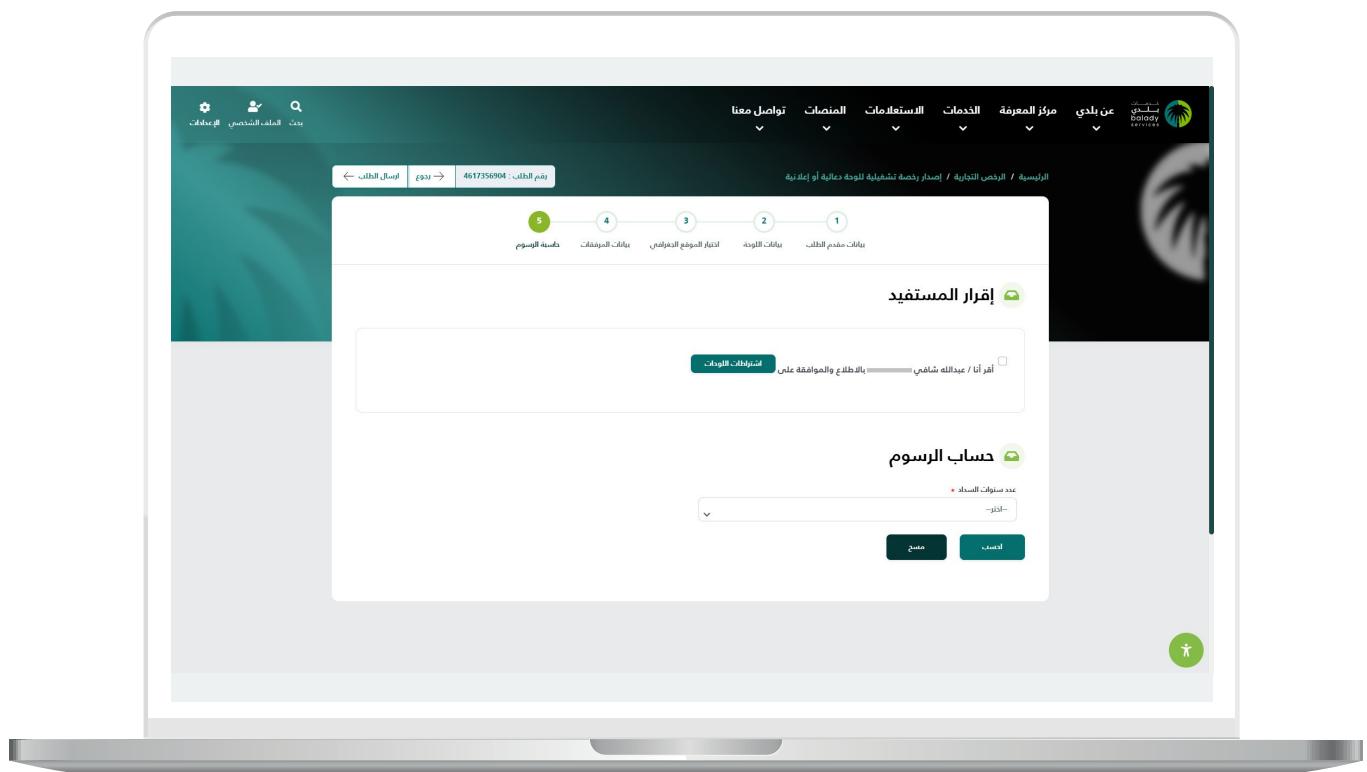


18) The next stage is (**Attachments**), where users can upload any required documents before clicking (**Next**).

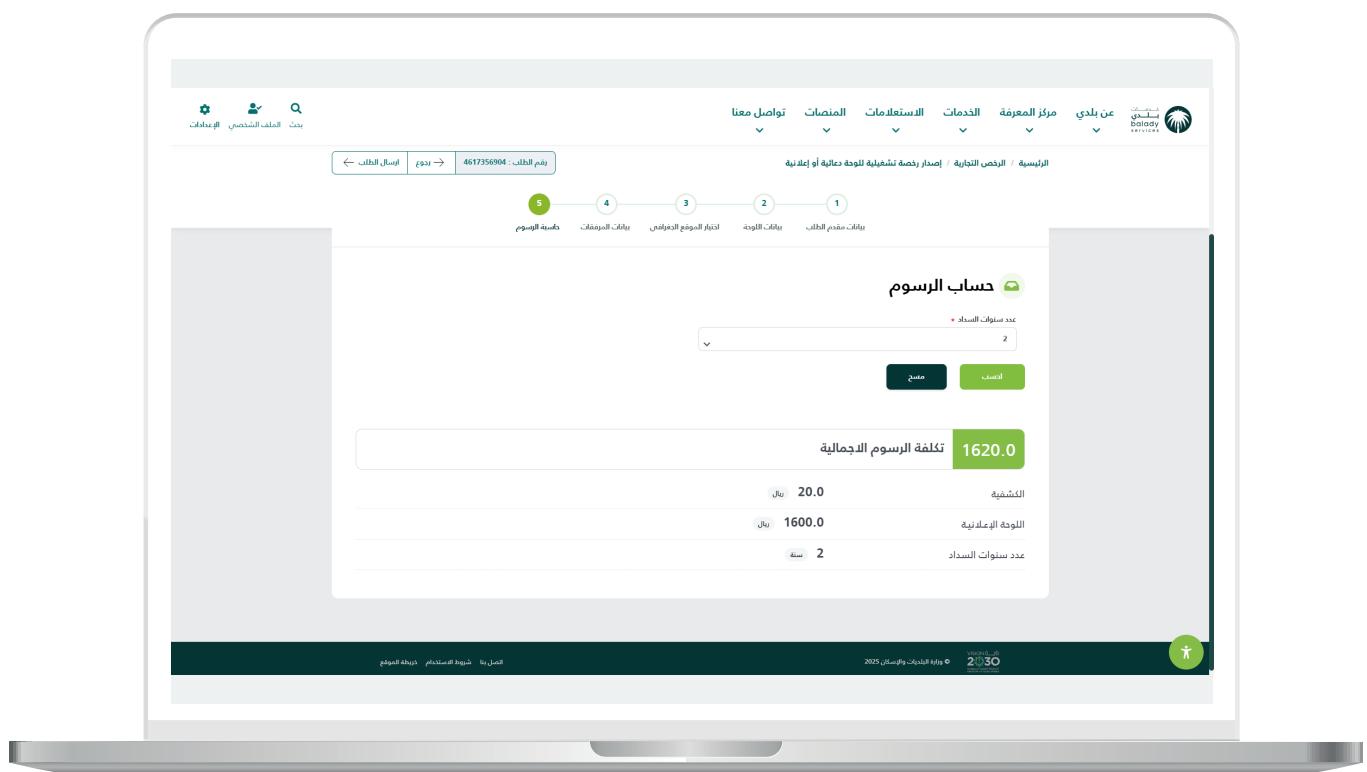


19) The Fee Calculator step appears, as shown below. The user agrees to the Beneficiary Declaration and can read the Sign Requirements by clicking the button.

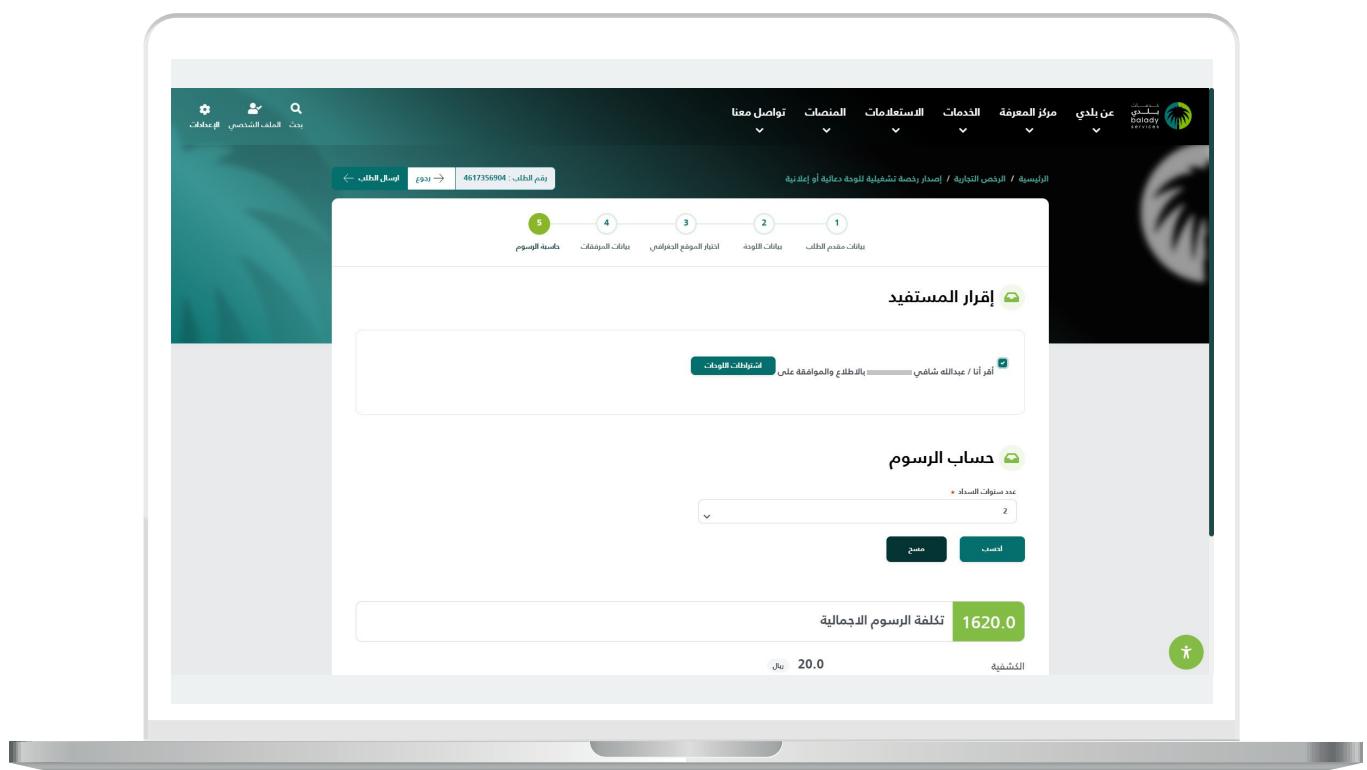
Then, the user selects the Number of Years for Payment from the drop-down menu and clicks Calculate. The system then displays the total fee cost.



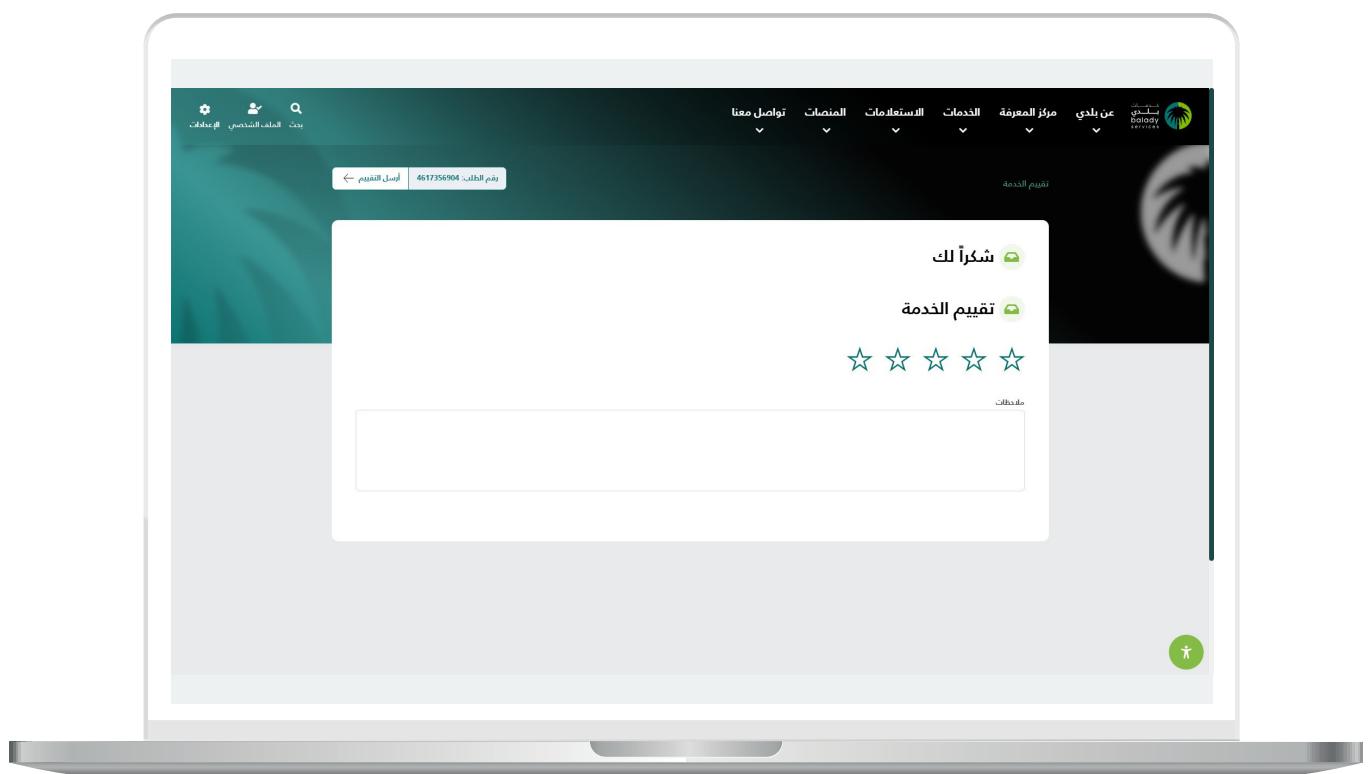
20) The (Total Fee Amount) is then calculated and presented to the user.



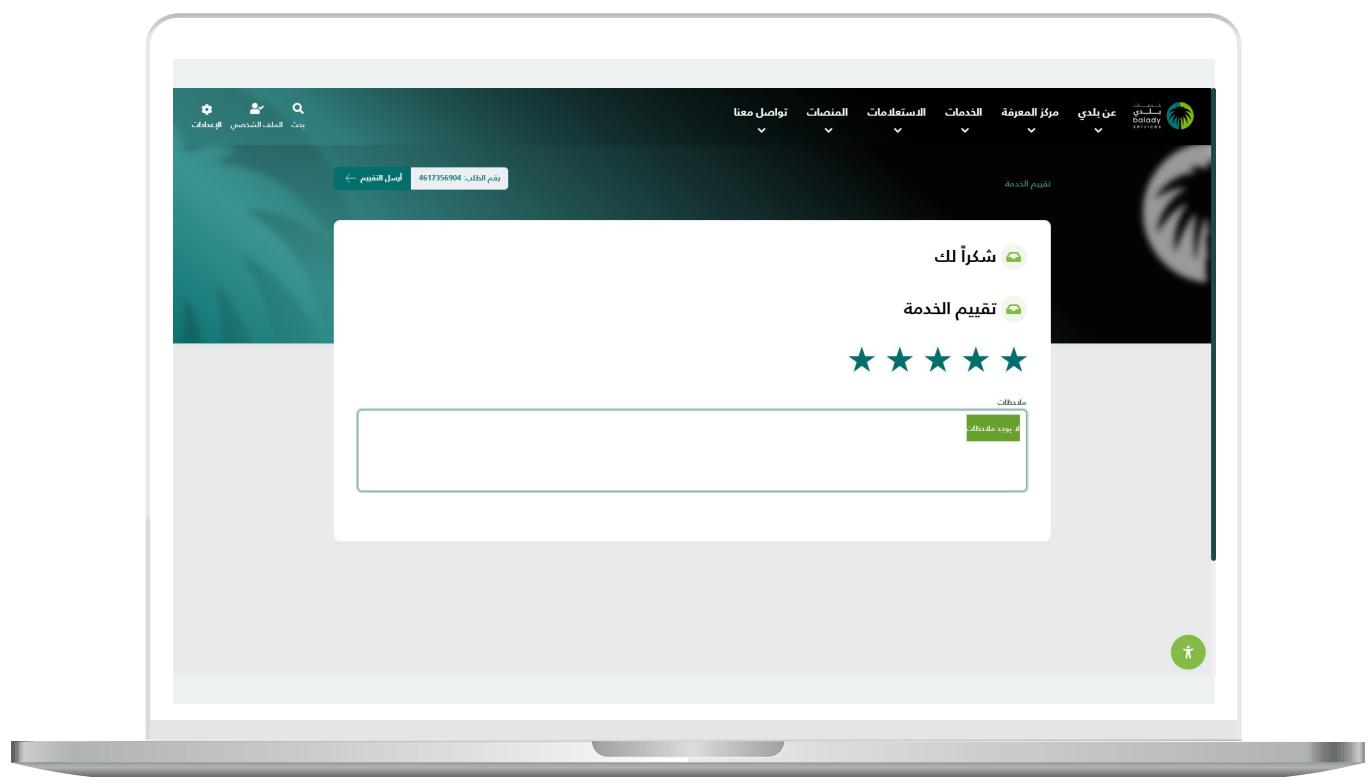
21) The button Submit Request is clicked to finalize the process. If necessary, the user can return to the previous step by selecting Back.



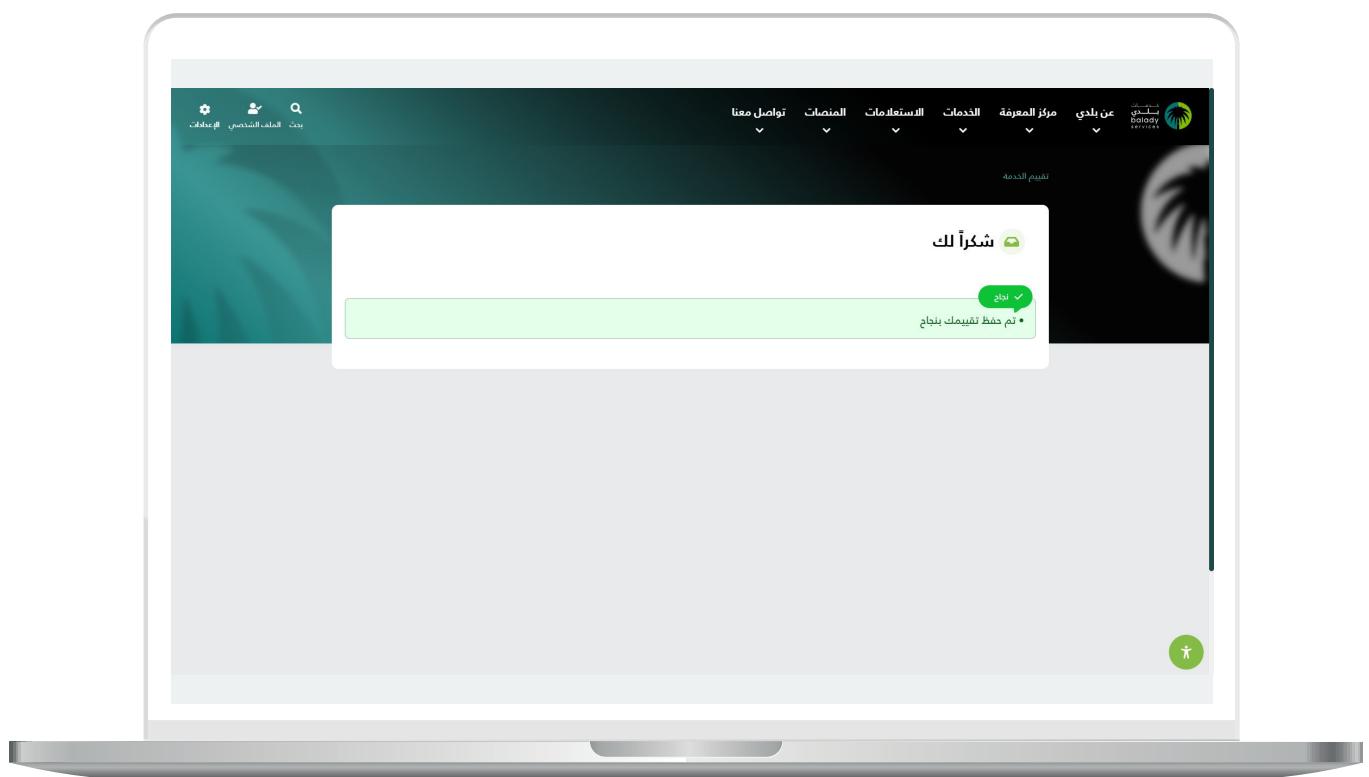
22) The request is successfully submitted, and the user is prompted to rate the service by selecting the number of stars displayed and entering a value in the Comments field.



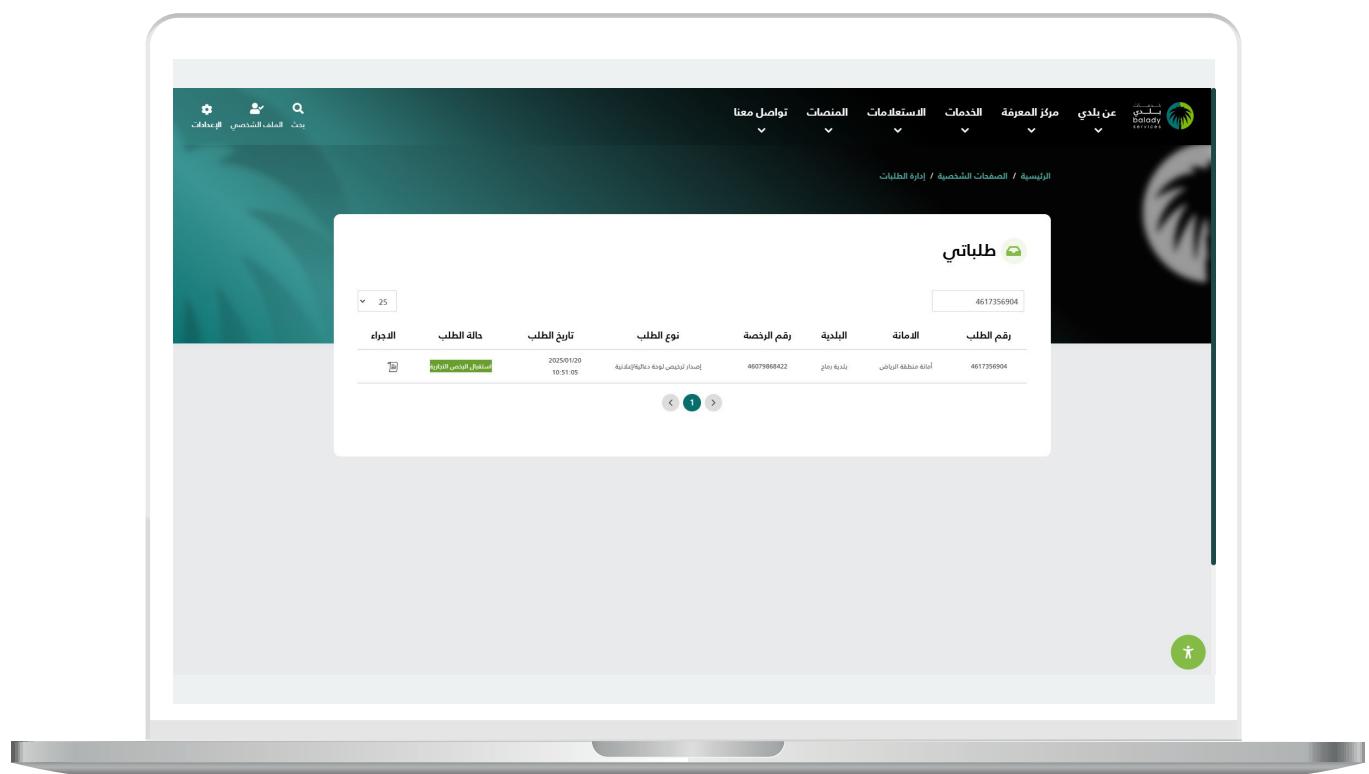
23) The user then clicks the (Submit Evaluation) button.



24) The feedback is saved successfully, as shown below.



25) The user is redirected to the **(My Requests)** screen if they wish to track the request, as shown in the image below. The request status will be **(Receiving Commercial Licenses)**, and request details can be viewed by clicking the document icon in the **(Action)** column.



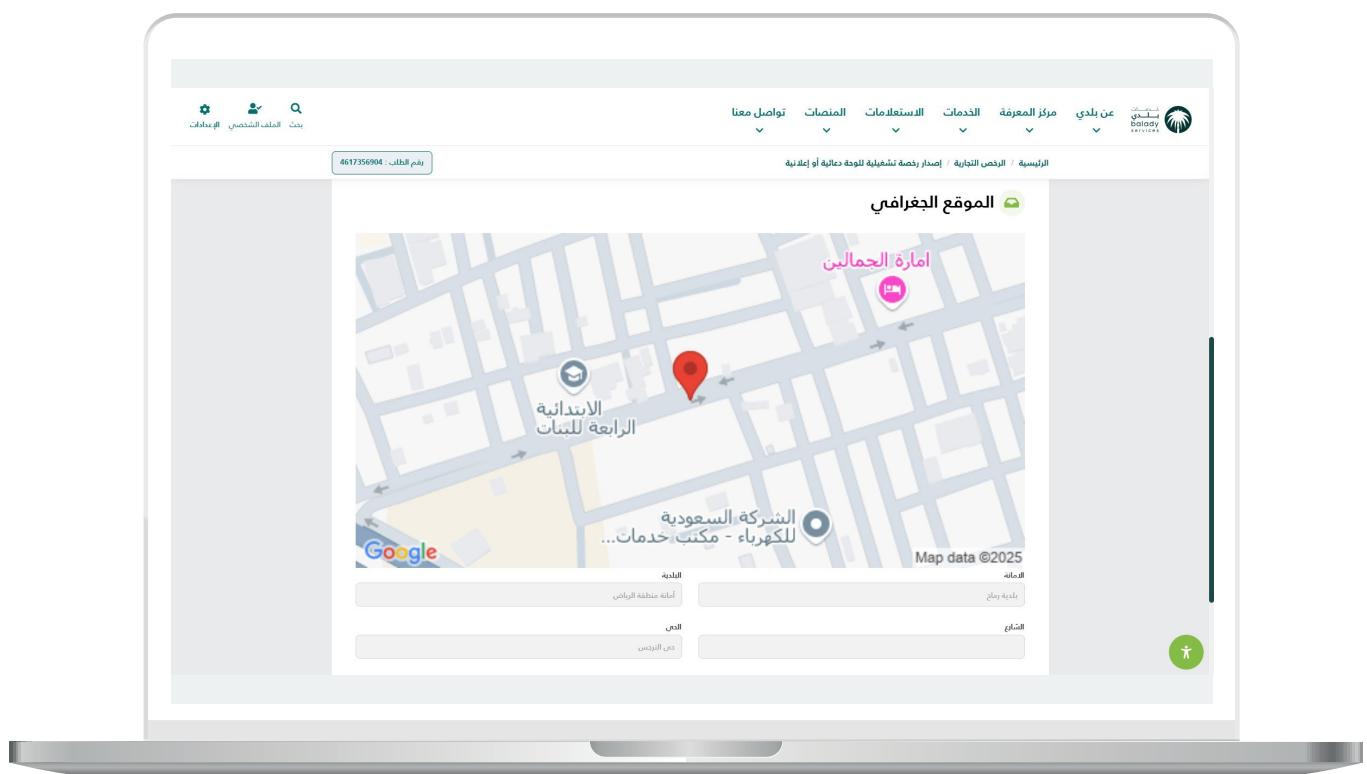
26) After that, the request details are displayed as shown in the following screen, representing the first part of the request details.

The screenshot displays the 'Request Details' page of the e-government website. The top navigation bar includes links for 'Contact Us', 'Services', 'About Us', and 'Help'. The main content area is titled 'Request Details' and shows the following sections:

- بيانات مقدم الطلب (Information of the Requester):** Fields for 'Name' and 'Address'.
- بيانات المالك (Information of the Owner):** Fields for 'Name' and 'Address'.
- بيانات اللوحة (Information of the Sign):** Fields for 'Name of the sign', 'Type of sign', and 'Sign height'.

At the bottom right, there is a green circular icon with a person icon and the number '1 record'.

27) The following screen represents the second part of the request details.



📞|199040 Direct Contact Number
🐦|@Balady_CS Customer Service