

5th Club

Wednesday 17-9-2025



**Club Founder & Host
Dr. Mahmoud Bahgat**



**Home Appliances
Retail Management**
إدارة الأجهزة المنزلية في اسواق التجزئة

Online zoom
10pm EGY 10pm KSA 11pm UAE



**Dr. Ahmed Genaidy
KSA-Retail Expert**



Home Appliances Retail Management

Insights and Strategies for Success

Presented by Dr. Ahmed Genaidy



Ahmed Genaidy

Marketing & Retail Expert

seasoned Marketing director with extensive expertise in retail and home appliances industry, **currently leading LG & Shaker Group's market positioning** as a trusted seller for premium home appliances.

Previous Key Positions:

FittingRoom: E-commerce General Manager - Launched luxury fashion marketplace from scratch

Sary Tech: Marketplace Senior Manager - Achieved 275% GMV growth in first year

Aljazeera Markets: Marketing Director - Increased sales by 66% over 3 years

Heinz MENA: Sales & Marketing Manager - Exceeded targets with 336% sales increase

Experience: 19 + years in marketing, e-commerce, and retail management

Education: MBA, Certified in Digital Marketing and Google AdWords



2025 Retail Planning

KSA HA Retail Market Overview



KSA HA Retail Market Overview

Market Size 2023

USD 6.6 Billion

CAGR

3.60%

Expected Market Size 2032

USD 9.0 Billion

Driving Factors



E-Commerce Growth



Population Increase

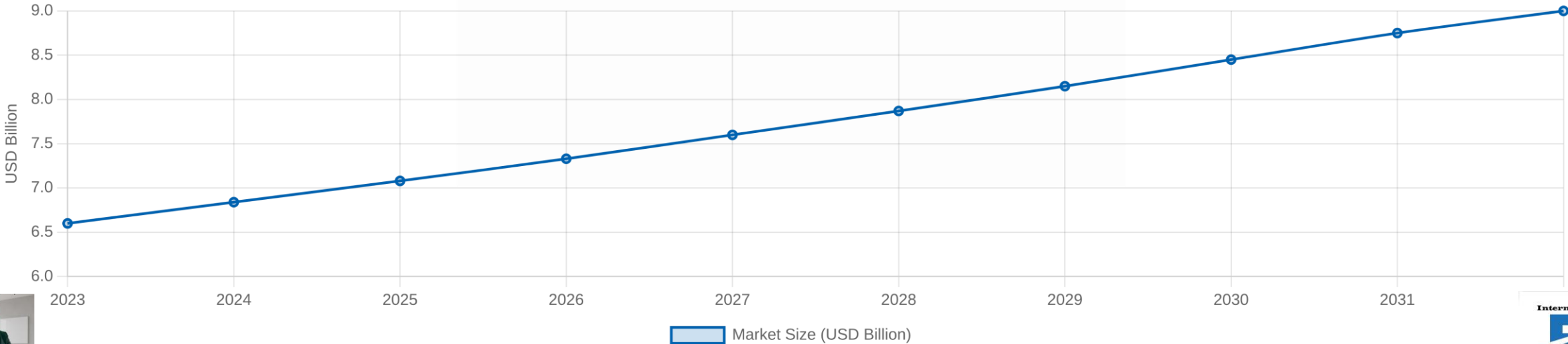


Energy-Saving Products



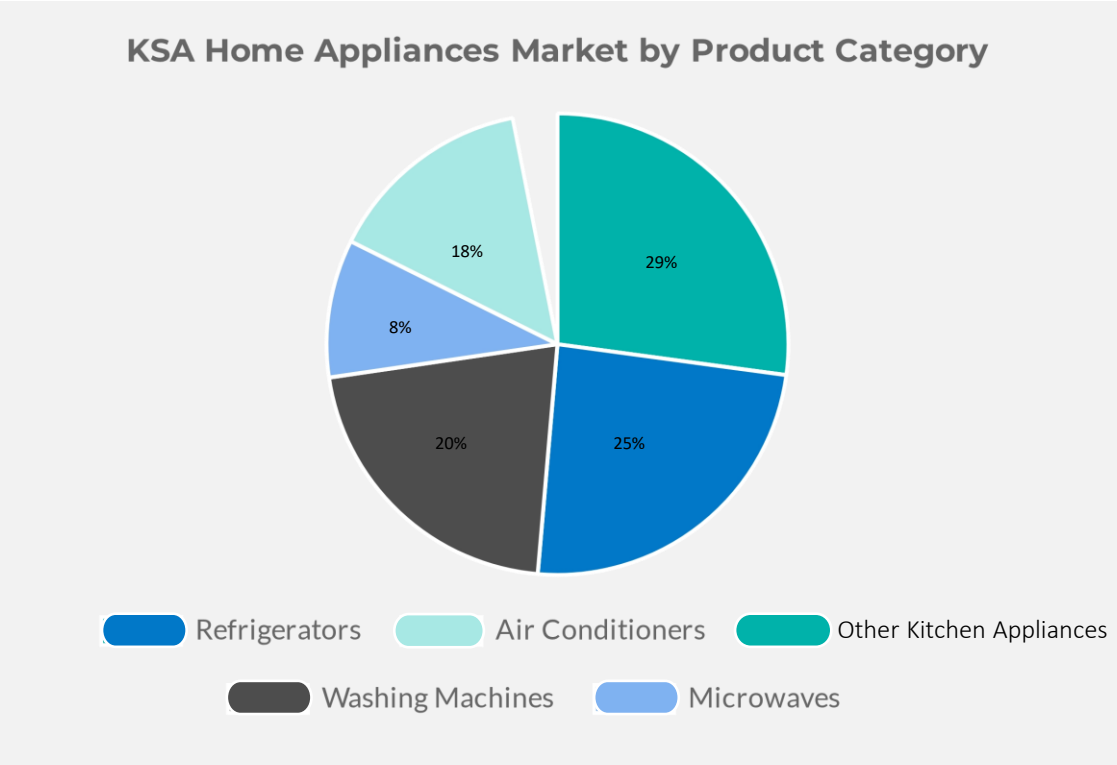
Saudi Arabia Home Appliances Market

Projected Market Growth 2023-2032



KSA Retail Market for HA

Product Categories



Source: [IMARC Group](#)



Specialty Stores

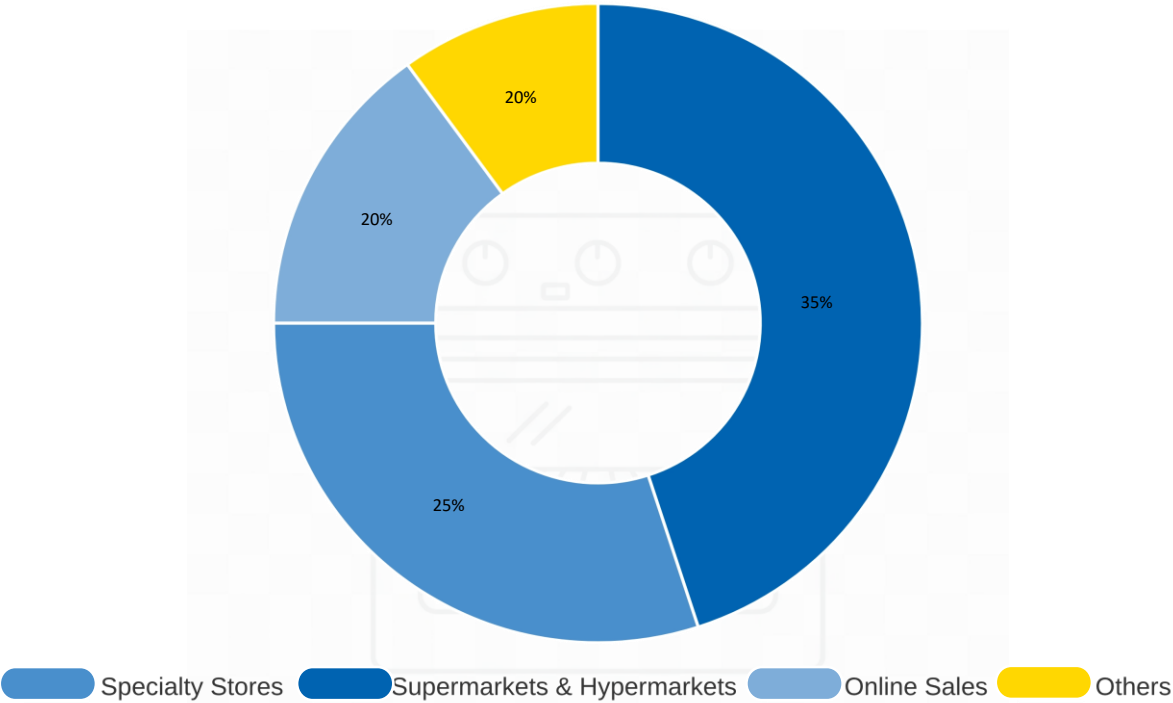
Dedicated appliance retailers with expert staff



Supermarkets & Hypermarkets

Large retail spaces with diverse product offerings

Distribution of Home Appliance Sales Channels in KSA



Source: [IMARC Group](#)



Online Sales

E-commerce platforms and brand websites



Others

Department stores, direct sales, and wholesale



Market Players



Premium home appliances, exclusive agent for top global brands

Specialty: Premium appliances & exclusivity



Accessible, tech-savvy with strong digital presence

Specialty: Omnichannel experience



Tech-focused, educational, and professional brand

Specialty: Technology & knowledge



Functional, reliable, focused on home solutions

Specialty: Wide range of appliances



Traditional, reliable home appliance retailer

Specialty: HVAC & cooling solutions



Affordable, practical, family-friendly solutions

Specialty: Budget-friendly options



Trendy, tech-savvy with focus on audiovisual

Specialty: Modern electronics



Youthful, modern, and tech-forward e-commerce

Specialty: Online shopping experience



Global e-commerce giant with wide product range

Specialty: Vast selection & fast delivery



Branding Comparison Table - Part 1

	Brand Identity	Target Audience	Key Branding Strategies
 مجموعة شاکر SHAKER GROUP	Premium home appliances, exclusive agent for top global brands like LG, Midea, Ariston	Middle to upper-income households, professionals seeking premium products	Focus on premium appliances, exclusivity, association with trusted global brands
	Accessible, tech-savvy, modern, and consumer-friendly	Broad audience from mid- to high-income segments	Strong digital presence, omnichannel experience, wide product range
 مكتبة جرير JARIR BOOKSTORE	A tech-focused, educational, and professional brand, highly trusted in Saudi Arabia	Tech enthusiasts, professionals, students, and businesses	Emphasizes knowledge, technology, and office solutions
 العيسا Alessa Industries Co.	Functional, reliable, and focused on home solutions, especially air conditioning	Middle-income households, functional buyers	Niche focus on HVAC, practical home solutions
 المنيع Almanea	Traditional, reliable home appliance retailer	Mid- to high-income households, homeowners	Reliable, family-oriented branding, wide range of home appliances
 الشطاء والصيف Sheta & Saif	Affordable, practical, family-friendly home appliances	Middle-income families, budget-conscious shoppers	Focuses on affordability and practicality, especially for home and cooling solutions
 الصندوق الأسود BLACK BOX	Trendy, tech-savvy, and modern, with a strong focus on audiovisual products	Tech-savvy individuals, mid- to high-income households	Focus on electronics, audiovisual products, and modern home appliances
	Youthful, modern, and tech-forward	Younger audience, tech enthusiasts, gadget lovers	Focus on technology, modern electronics, competitive pricing



Branding Comparison Table - Part 2

	Strengths in Branding	Weaknesses in Branding
 مجموعة شاكر SHAKER GROUP	Strong reputation for premium quality appliances, exclusivity with key brands	Limited distinct "the brand" brand identity, overshadowed by global brands it represents
 اكسترا extra	Widely recognized for electronics, known for frequent promotions and affordability	Competes on price, lacks distinct high-end appeal for premium buyers
 مكتبة جرير JARIR BOOKSTORE	Strong loyalty, especially in technology, educational products, and office supplies	Less focus on home appliances, weaker association with home electronics
 العيسا Alessa Industries Co.	Strong branding in the HVAC sector, trusted for reliability and cooling solutions	Limited brand visibility outside HVAC, lacks innovation in other categories
 المنيع Almanea	Established trust in home appliances, especially for kitchens and laundry	Lacks modern appeal, minimal digital integration
 الشطاء والصيف Sheta & Saif	Well-known for affordable home solutions, strong presence in cooling appliances	Lacks premium brand appeal, less differentiation in a crowded market
 الصندوق الاسود BLACK BOX	Strong digital presence, attractive to tech-savvy customers, good online experience	Brand loyalty lower than competitors like eXtra or Jarir, relies heavily on promotions
 Xcite	Well-known for gadgets and cutting-edge technology	Minimal physical presence in Saudi Arabia, lacks strong in-store branding

Main Competitors' Social Media Accounts - Part 1



Instagram
@eXtraStores



Twitter
@eXtraSA



Facebook
eXtraStores

 **High** Engagement Rate

 **Daily** Posting Frequency

 **Promotions** Primary Content



Instagram
@JarirBookstore



Twitter
@JarirBookstore



YouTube
Jarir Bookstore

 **Medium** Engagement Rate

 **3-4x Weekly** Posting Frequency

 **Educational** Primary Content



Instagram
@ZamilAC



Twitter
@ZamilCooling



LinkedIn
Zamil Air Conditioners

 **Low-Medium** Engagement Rate

 **Weekly** Posting Frequency

 **Technical** Primary Content



Instagram
@UnitedElectronics



Facebook
United Electronics



Twitter
@UnitedElecKSA

 **Medium** Engagement Rate

 **2-3x Weekly** Posting Frequency

 **Product Features** Primary Content



Main Competitors' Social Media Accounts - Part 2

\$ Homebox



Instagram
@HomeboxKSA



Twitter
@HomeboxSaudi



Facebook
HomeboxSaudi

Medium Engagement Rate

2-3x Weekly Posting Frequency

Affordability Primary Content

📺 Virgin Megastore



Instagram
@VirginMegastoreME



Twitter
@VirginMENA



YouTube
Virgin Megastore Middle East

High Engagement Rate

Daily Posting Frequency

Lifestyle Primary Content

📱 Noon



Instagram
@noon



Twitter
@noon



Facebook
noon

Very High Engagement Rate

Multiple Daily Posting Frequency

Deals & Flash Sales Primary Content

🛒 Amazon.sa



Instagram
@AmazonSaudi



Twitter
@AmazonSaudi



Facebook
AmazonSaudi

High Engagement Rate

Daily Posting Frequency

Product Variety Primary Content



Key Players Offers and Promotions

Analysis of major promotions in the last 24 months



Bundle & Save

15-20% discount on kitchen appliance bundles (refrigerator, oven, dishwasher)

Q1-Q2 2024

 High impact on multi-product sales



Tech & Appliance Festival

Up to 30% off on selected home appliances with extended warranty

Q3 2023 - Q1 2024

 Medium impact on premium segment



Summer Cooling Sale

Buy one AC, get second at 50% off with free installation

Q2-Q3 2023

 Very high seasonal impact



Home Makeover Event

0% interest financing for 12 months on purchases over 5,000 SAR

Q4 2023 - Q1 2024

 High impact on big-ticket items



Budget Appliance Days

Buy any appliance and get free small kitchen appliance

Q2-Q4 2023

 Medium impact on value segment



Premium Tech Bundle

High-end appliances with free smart home accessories

Q1-Q2 2024

 Medium impact on tech enthusiasts

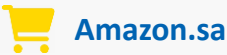


Flash Sale Weekends

Limited-time 25-40% discounts on select appliances

Monthly throughout 2023-2024

 High impact on online shoppers



Prime Day Specials

Exclusive discounts and free delivery for Prime members

Q2-Q3 2023, Q1 2024

 Very high impact on Prime members



Premium Experience Package

Free delivery, installation, and 3-year warranty on premium appliances

Q3 2023 - Q2 2024

 High impact on luxury segment



SWOT Analysis



SWOT Analysis

✓ Strengths

- Strong brand partnerships with global leaders
- Comprehensive product range offerings
- Established reputation for quality
- Superior customer experience
- Dedicated service centers
- Exclusive distribution rights

⚠ Weaknesses

- Limited omnichannel integration
- Inconsistent customer experience
- Poor data synchronization
- Limited geographical reach
- Stock availability issues
- Higher price perception

💡 Opportunities

- Growing smart home demand
- Marketing expansion potential
- Omnichannel strategy development
- Strategic partnerships
- Sustainability initiatives
- E-commerce growth

⚡ Threats

- Price sensitivity in market
- Target segment customers' conflict
- Intense competition
- Supply chain disruptions
- Rapid technological advancements
- Economic uncertainty



Business Strengths

Brand Partnerships

- ✓ Exclusive distribution rights
- ✓ Strong relationships with manufacturers

Product Range Offerings

- ✓ Comprehensive selection across categories
- ✓ Options for every price point

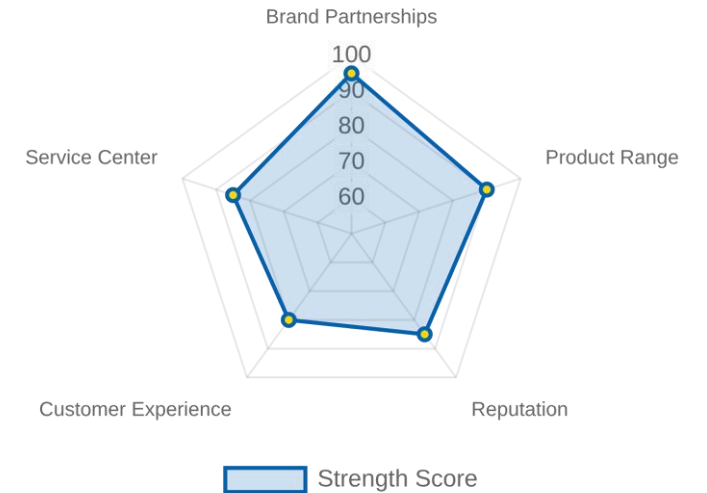
Reputation

- ✓ Established trust in Saudi market
- ✓ Known for quality and reliability

Customer Experience

- ✓ Knowledgeable sales staff
- ✓ Premium in-store experience

Business Strength Assessment



Business Weaknesses Analysis

! Limited Omnichannel Integration

Disconnected online and offline experiences with inconsistent pricing and inventory visibility across channels.

! Inconsistent Customer Experience

Varying service quality across locations and touchpoints, leading to unpredictable customer satisfaction.

! Poor Data Synchronization

Siloed systems causing delays in inventory updates and customer information sharing between departments.

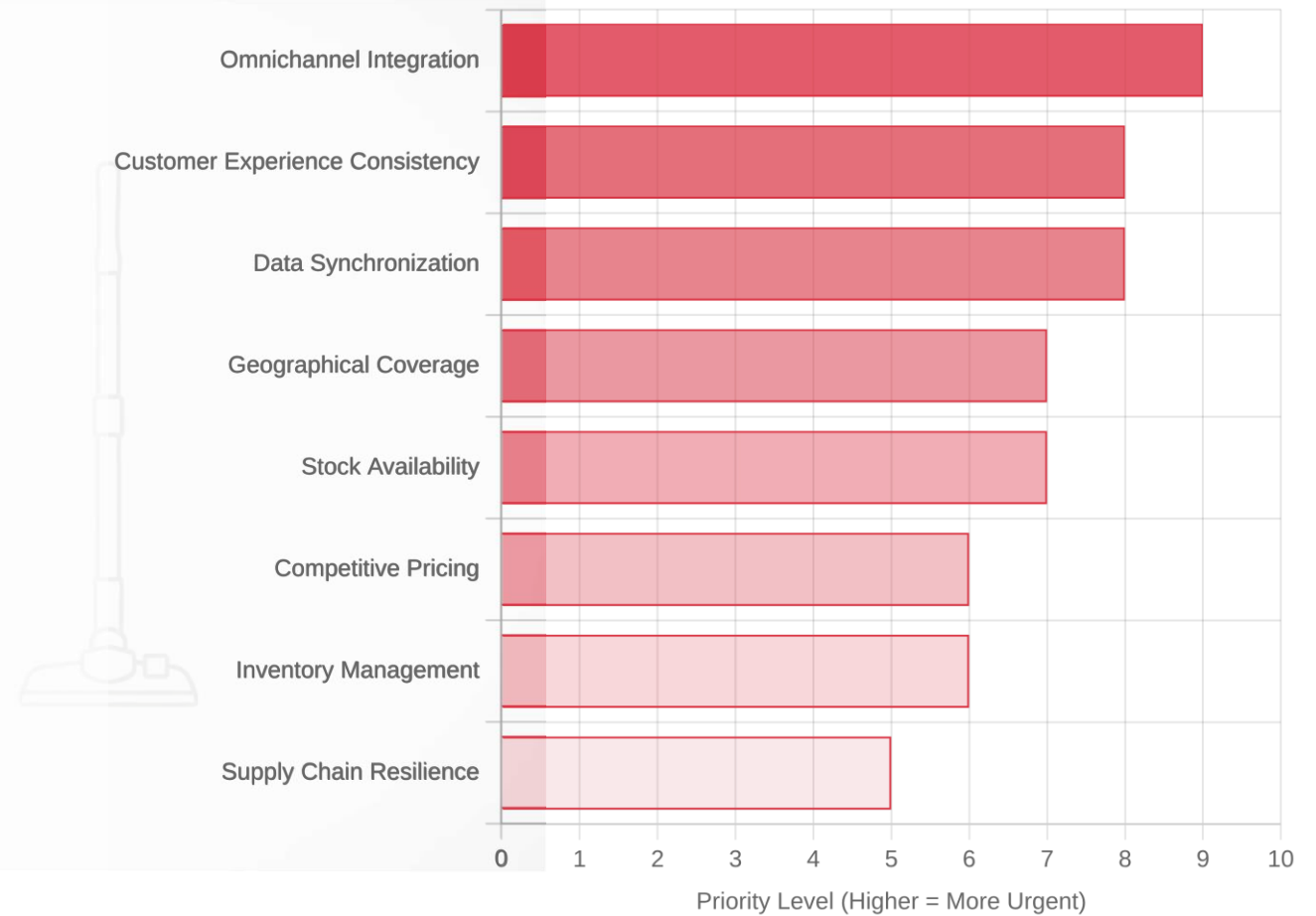
! Limited Locations

Insufficient geographical coverage compared to competitors, particularly in emerging markets and smaller cities.

! Higher Price Perception

Consumer perception of premium pricing without adequate value communication to justify the difference.

Business Weaknesses - Improvement Priority



Business Opportunities

🏠 Smart Home Demand

Growing consumer interest in connected appliances and smart home ecosystems presents significant market expansion potential.

📢 Marketing Expansion

Untapped digital marketing channels and influencer partnerships can reach new customer segments and demographics.

🔄 Omnichannel Strategy

Integrating online and offline experiences to create seamless customer journeys and increase conversion rates.

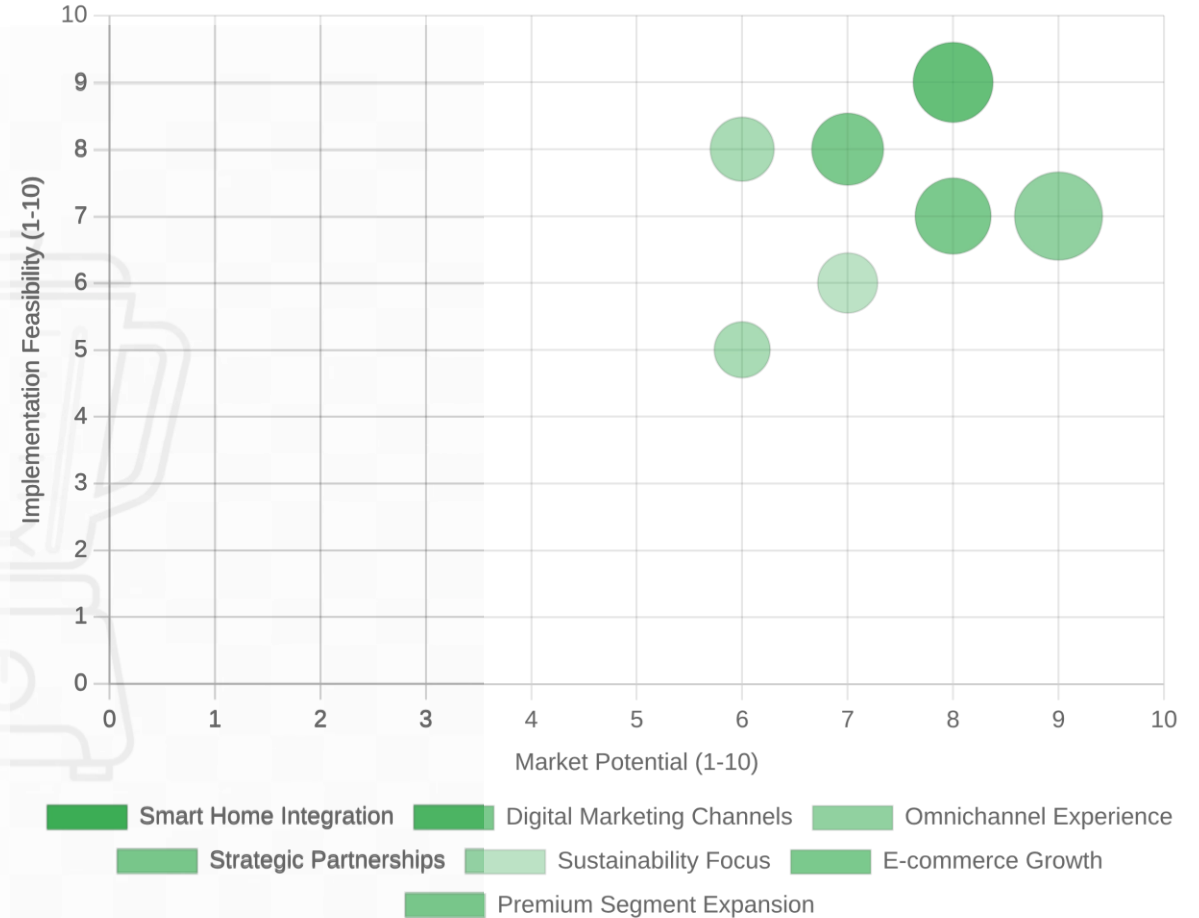
🤝 Strategic Partnerships

Collaborations with real estate developers, interior designers, and smart home service providers to create bundled offerings.

🌱 Sustainability Initiatives

Growing consumer preference for energy-efficient and environmentally friendly appliances creates new market segments.

Opportunity Assessment Matrix (Bubble Size = Relative Impact)



Challenges

Price Sensitivity

Increasing consumer price sensitivity in a competitive market with many value-oriented alternatives.

Target Segment Customers' Conflict

Balancing premium positioning while attracting price-conscious segments without diluting brand value.

Intense Competition

Growing number of competitors with aggressive pricing strategies and marketing campaigns.

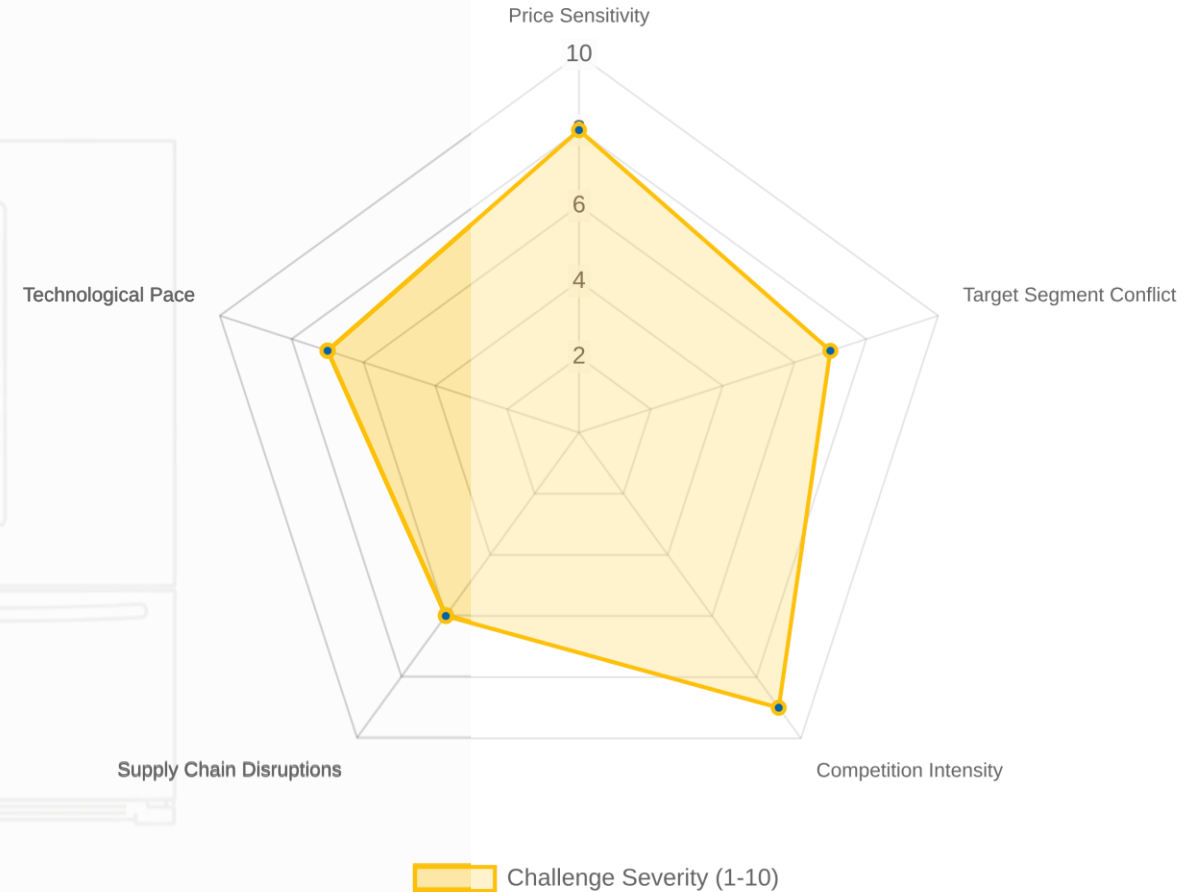
Supply Chain Disruptions

Ongoing global supply chain challenges affecting product availability and delivery timelines.

Technological Advancements

Rapid pace of innovation requiring constant product updates and staff training.

Challenge Assessment



Main Target Audiences For The The Brand Group



Main Target Audiences

Premium Homeowners

Age: 35-55 years
Income: Upper middle to high
Priorities: Quality, brand reputation

Urban Professionals

Age: 28-40 years
Income: Middle to upper middle
Priorities: Smart features, design

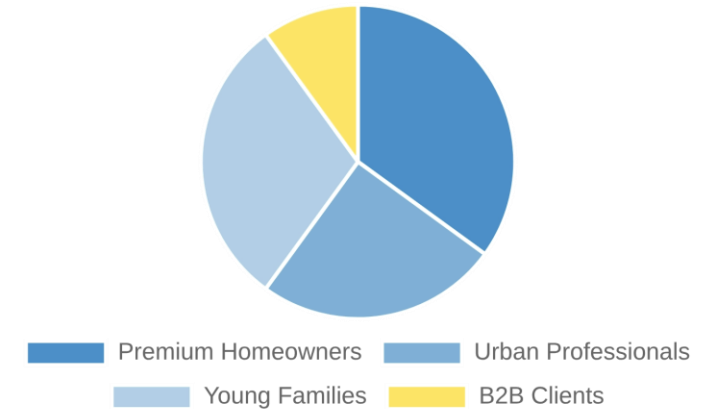
Young Families

Age: 30-45 years
Income: Middle income
Priorities: Safety, value for money

B2B Clients

Segments: Real estate, hotels, offices
Budget: Project-based
Priorities: Bulk pricing, service

Target Audience Distribution (%)



General KPI's



General KPIs



Sales Growth

%

Year-over-year target



Revenue per Customer

Avg transaction value



Customer Retention

Repeat purchase rate



Store Traffic

Foot traffic target



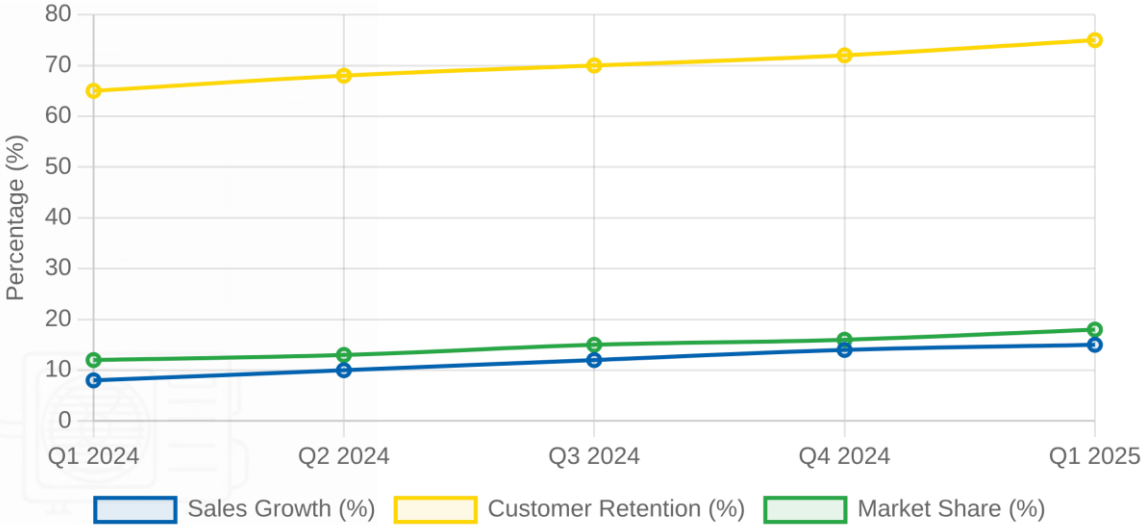
Conversion Rate

Visitors to buyers



Market Share

KPI Trends and Projections



Marketing KPIs



Strategies And Added Values



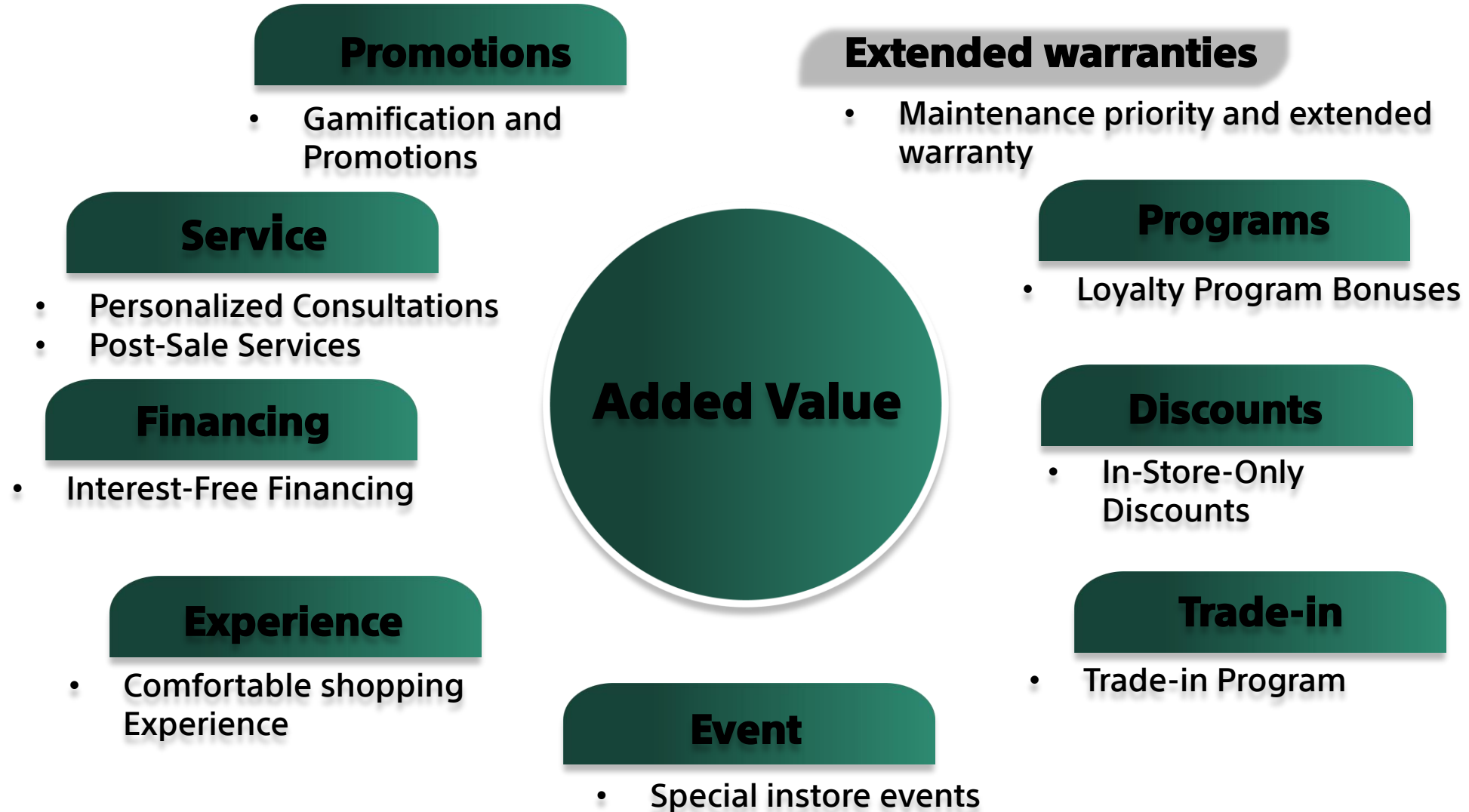
Retail Performance Overview



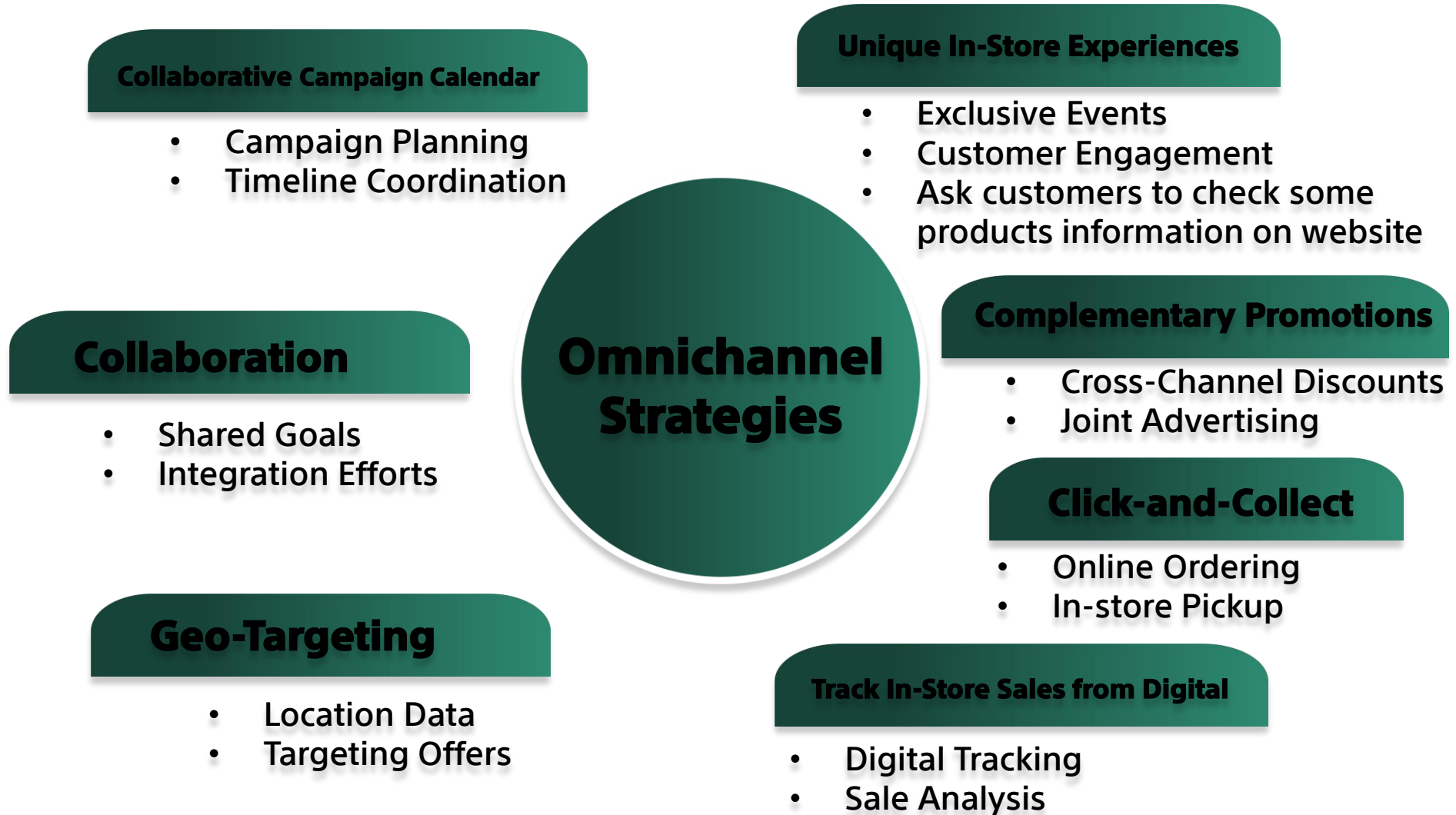
Main Strategies



Added Values For In-Store Shopping



Collaborative Plan Eith E-Commerce Team



Marketing Mix

Marketing Strategy

Product

- Premium Appliances
- Consultation Services
- Loyalty & Exclusive Bundles

Price

- Value-Added Pricing
- Bundle Pricing
- Exclusive Offers

Place

- Showrooms
- Online Presence
- Omnichannel integration

Promotion

- Educational
- Content Marketing
- Seasonal & Event-Based Promotion

People

- Trained Staff
- Customer Service Team
- Influencers & brand Ambassadors

Process

- Streamlined Consultation
- Omnichannel Experience
- After sale support

Physical Evidence

- Showroom Environment
- Brand Materials
- Customer Testimonials



Marketing Tactics

Customer Feedback

Trade Show Participation

Omnichannel Integration

Loyalty Program

Seasonal Campaigns

Influencer Marketing

Digital Campaigns

In-store Consultation



2025 Marketing Calendar



Marketing Event Plan 2025





Marketing Event Plan 2025



Marketing Event Plan 2025



Marketing Event Plan 2025

Major campaign	Anniversary 75 Years مهرجان العروض والهدايا							
January	New Year Carnival		3 days Student's special offer		Home Sweet Home deals			
	3-14 Hijri	3-14 G	22-25 Hijri	22-25 G	25-1 Hijri	25-31 G		
February	Home Sweet Home deals		Valentine's Day Special Promo		Saudi Founding Day & Pre-Ramadan Sale (عروض الخير في شهر الخير)			
	2-4 Hijri	1-3 G	13-17 Hijri	12-16 G	19-29 Hijri	18-28 G		
March	Saudi Founding Day & Pre-Ramadan Sale		Ramadan Night Shopping offers ليالي رمضان للتسوق		Mother's Day Campaign		Eid Gift Bundles	
	1-3 Hijri	1-1 G	5-12 Hijri	5-12 G	18-23 Hijri	18-23 G	25-1 Hijri	25-31 G



Marketing Event Plan 2025

Major campaign	جهاز بيتك							
April	Eid Gift Bundles		Spring Festival offers					
	2-11 Hijri	1-10 G	24-2 Hijri	23-30 G				
May	Spring Festival offers		2 days special offers on all Tea kits		Hajj & Eid Al-adha event			
	3-5 Hijri	1-3 G	23-24 Hijri	21-22 G	27-4 Hijri	25-31 G		
June	Hajj & Eid Al-adha event		2 days Special offers on selected items		Gift your Father a coffee maker		Summer Amazing Deals	
	5-15 Hijri	1-11 G	16-17 Hijri	12-13 G	24-26 Hijri	20-22 G	27-4 Hijri	22-30 G



Trade Shoows & Expo



Trade Shows & EXPO



Live Products DEMO

Dedicated appliance retailers with expert staff



B2B Networking

E-commerce platforms and brand websites



Competitor Analysis

Department stores, direct sales, and wholesale



Brand Visibility

Large retail spaces with diverse product product offerings



Lead Generation

E-commerce platforms and brand websites



Media Exposure

Department stores, direct sales, and wholesale



Trade Shows & EXPO

★ Jan 2025

Saudi Airlines

- Saudi Tower (Jeddah)
- Saudi Airlines (Jeddah)

GACA (Jeddah)

☰ Feb 2025

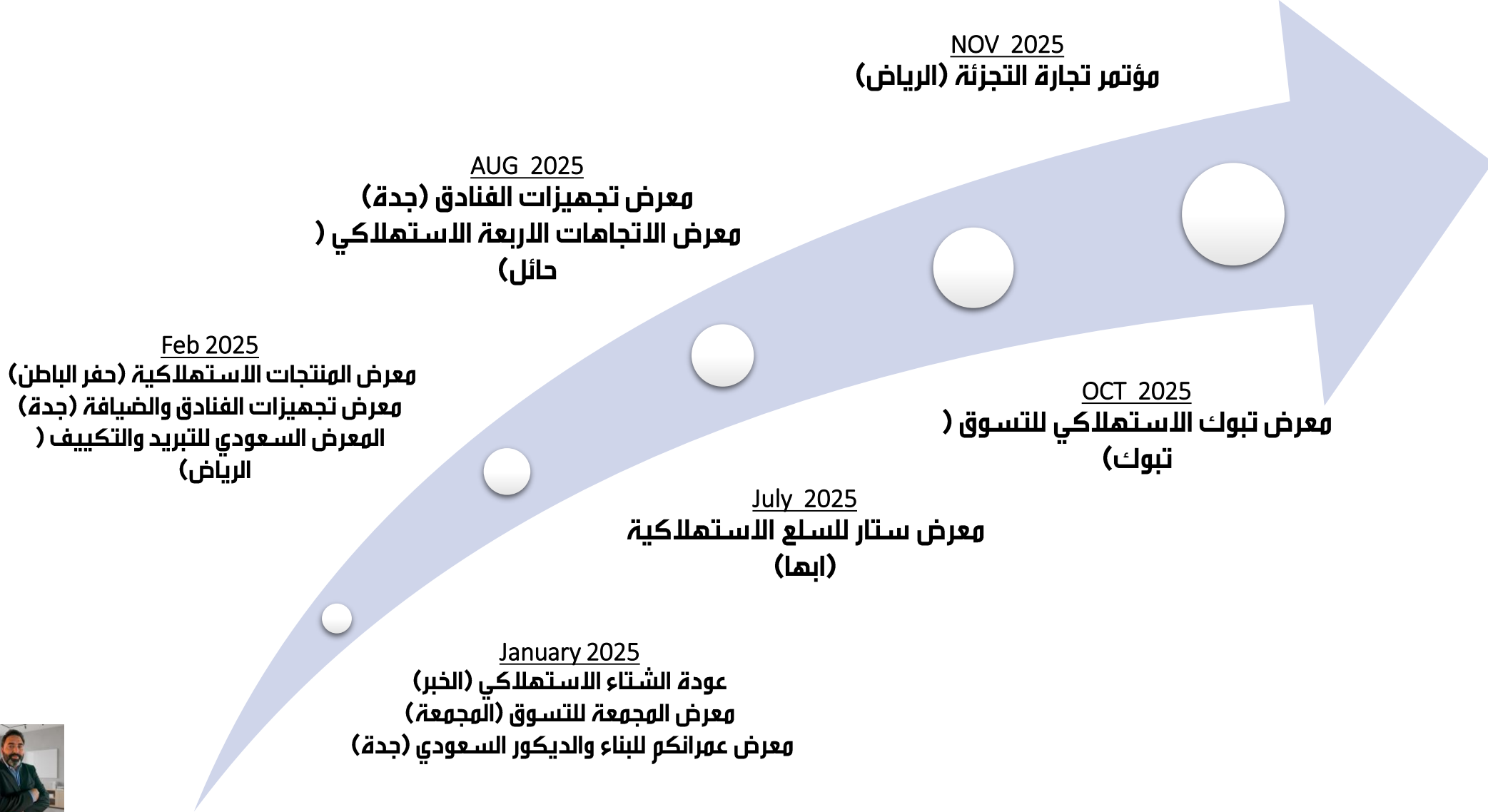
Aramco (Khobar)
Armed Force Hospital (Jubail)

✻ Mar 2025

Ministry of Defense
(Riyadh)



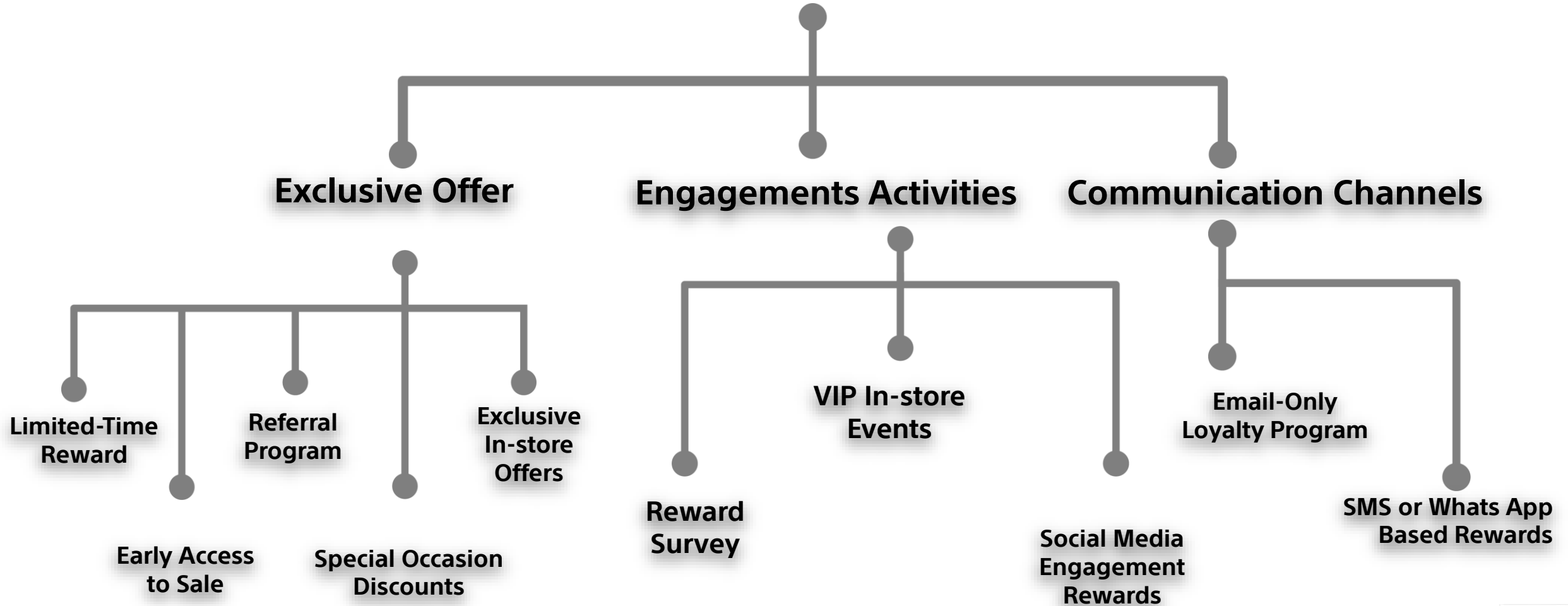
Trade Shows & EXPO



Loyalty Options



Loyalty Options



Energy-Efficient



Retail Experience



Retail Experience Audit Report (First 30 Days)

	Store Visits	
	Customer Journey Rating	
	Store Layout	
	Product Display	
	Staff Engagement	
	Training Gaps Identified	
	Brand Identity & Positioning	
	In-Store Promotions	
	Customer Insights	
	Areas for Quick Improvement	

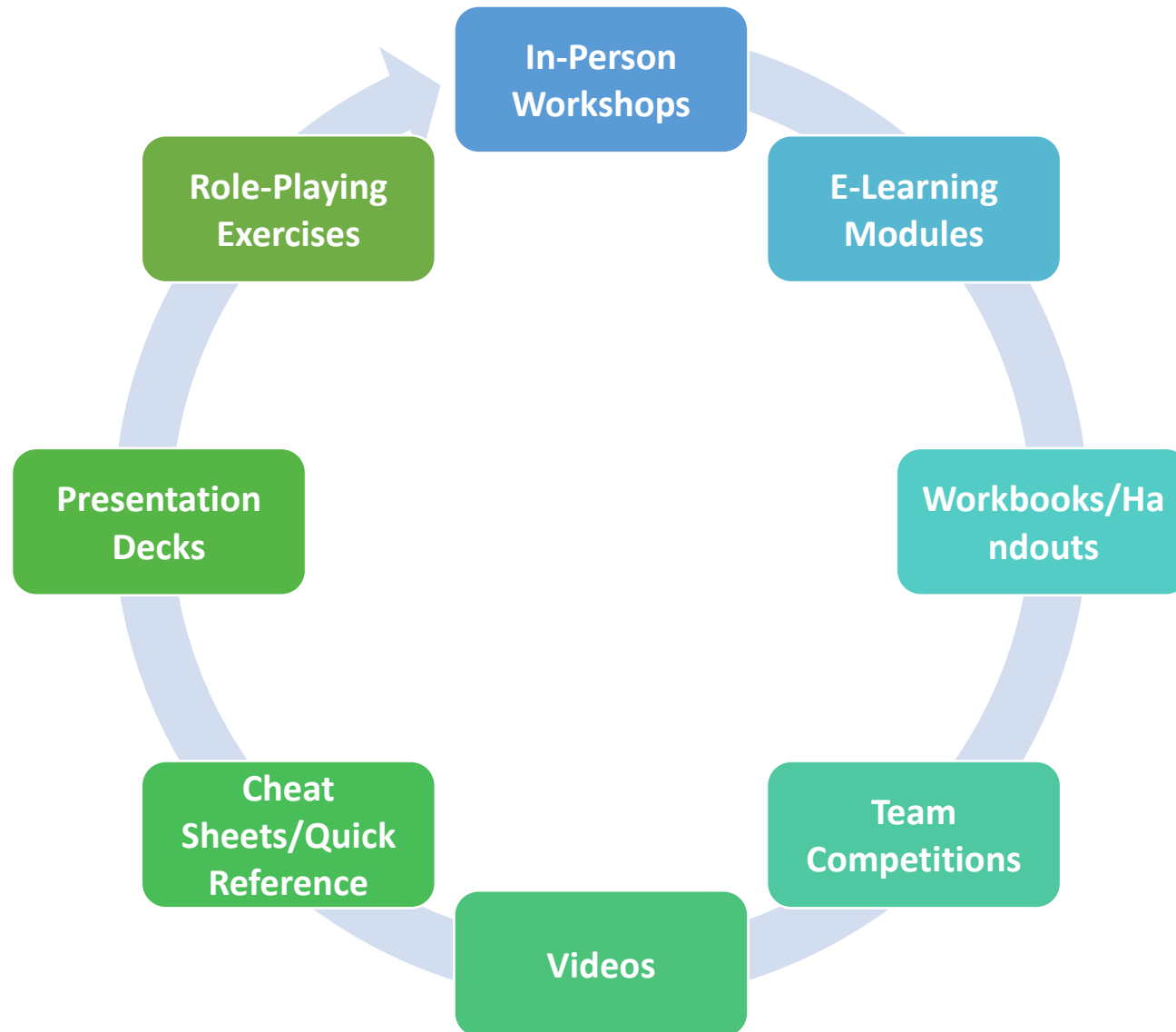
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Staff Training Plan



Training Delivery Options

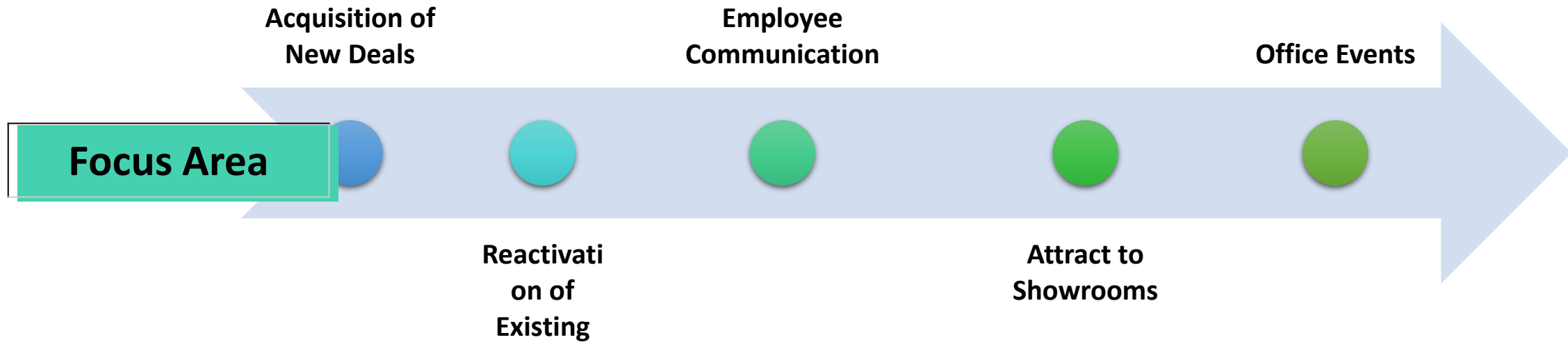




B2B2C



Strategy Framework



Detailed Plan (Communication with Employees)

Action	Details	Timeline	Resources Needed
Internal Email Campaigns	Send personalized emails to partner employees detailing offers and benefits.	Monthly	Email marketing software
Social Media Posts	Use LinkedIn and other platforms to promote B2B2C partnerships and offers.	Weekly	Content creation team
Digital Flyers	Design visually appealing flyers to be distributed via partners' intranet and noticeboards.	Monthly	Design team
Dedicated Whats App Channel	Use Whats App Business to share real-time updates about offers and events.	Ongoing	Customer service and marketing team



Detailed Plan (Attracting Employees to Showrooms)

Action	Details	Timeline	Resources Needed
Showroom -Exclusive Offers	Offer extra perks (e.g., free accessories, additional discounts) for in-person visits.	Monthly Campaigns	Marketing materials
Priority Service	Create a priority service queue for partner employees visiting showrooms.	Ongoing	In-store staff training
Showroom Events	Host events (e.g., product demonstrations, raffle draws) exclusive to B2B2C employees.	Quarterly	Event management team, promotional materials
Geo-targeted Ads	Use geofencing to target employees working near the brand showrooms with exclusive offers.	Ongoing	Digital marketing tools

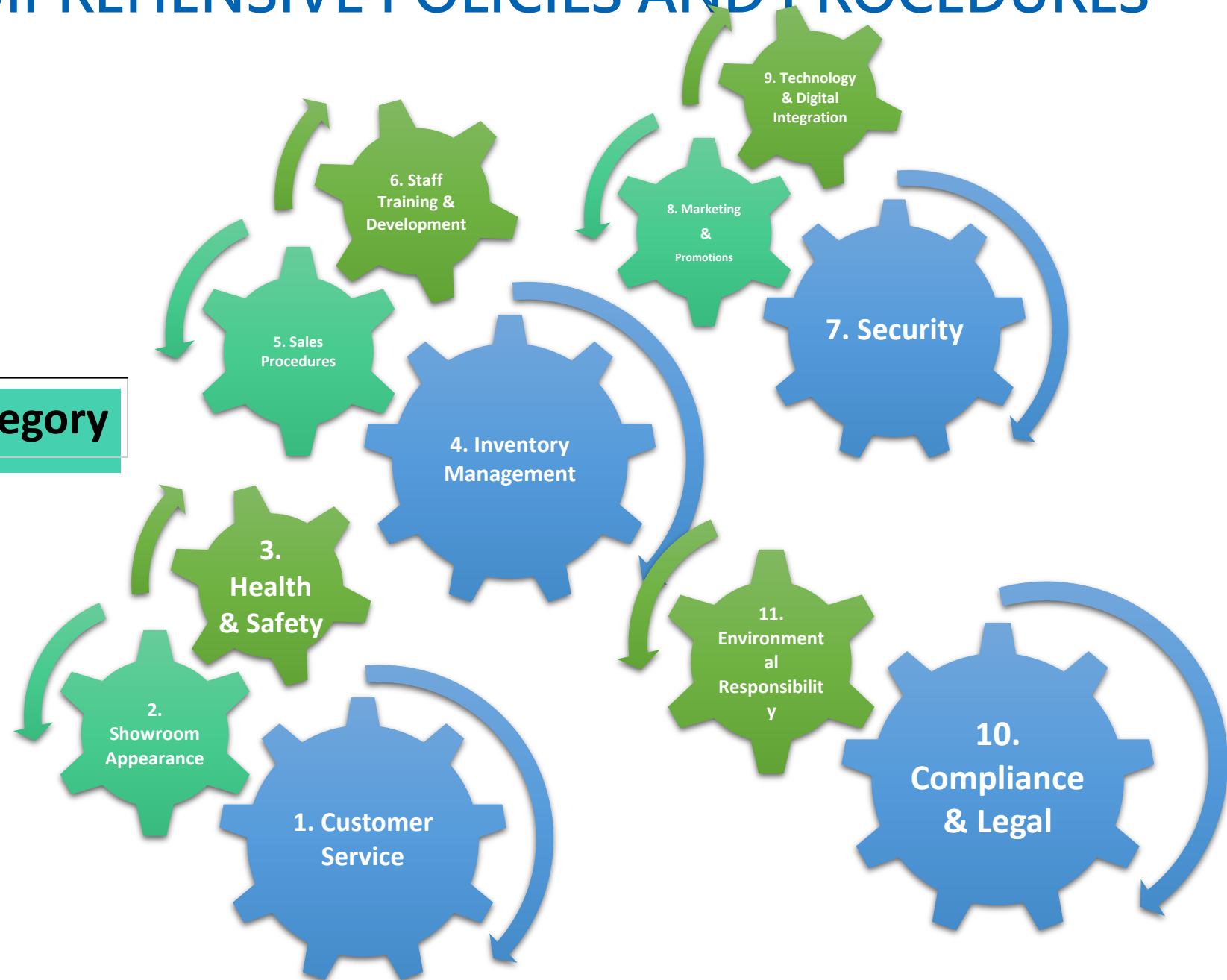


Comprehensive Policies And And Procedures



COMPREHENSIVE POLICIES AND PROCEDURES

Policy/Procedure Category



SOP



SOP

SOP Category	Procedure	Steps	Objective
Customer Service	Customer Greeting	1. Greet customers within 10 seconds of entry. 2. Offer assistance without being intrusive. 3. Introduce ongoing promotions.	Create a welcoming atmosphere and provide assistance immediately.
	Handling Complaints	1. Listen actively to the complaint. 2. Show empathy and apologize if necessary. 3. Offer a solution or escalate to a manager if needed.	Ensure customer satisfaction by resolving issues promptly.
	Product Demonstrations	1. Identify customer's needs. 2. Showcase relevant features interactively. 3. Answer questions thoroughly.	Help customers understand product benefits and build trust.
Showroom Maintenance	Daily Cleaning	1. Clean floors, windows, and shelves before opening. 2. Remove clutter throughout the day. 3. Sanitize high-touch areas regularly.	Maintain a clean, organized, and inviting environment.
	Display Updates	1. Rotate product displays monthly. 2. Ensure new arrivals and best-sellers are prominently placed. 3. Check for accurate pricing and signage.	Keep showroom visually engaging and aligned with current promotions.
Inventory Management	Stock Monitoring	1. Conduct daily inventory checks. 2. Reorder items when they reach minimum stock levels. 3. Record stock discrepancies and report to management.	Ensure product availability and manage stock efficiently.
	Product Returns and Exchanges	1. Verify the product condition and receipt. 2. Process the return/exchange in the system. 3. Update inventory accordingly.	Manage inventory efficiently while ensuring customer satisfaction.



SOP

SOP Category	Procedure	Steps	Objective
Sales Procedures	Sales Transaction	1. Confirm product details and pricing with the customer. 2. Process payment securely. 3. Issue a receipt and offer a warranty if applicable.	Ensure smooth and secure sales transactions.
	Up-selling and Cross-Selling	1. Assess customer's primary purchase. 2. Suggest relevant accessories or complementary products. 3. Avoid overly aggressive sales tactics.	Increase transaction value and improve customer satisfaction.
Staff Training	On-boarding	1. Conduct an orientation session on company policies. 2. Provide product knowledge training. 3. Shadow experienced staff for two weeks.	Equip new employees with the skills and knowledge needed for success.
	Monthly Product Training	1. Schedule training sessions on new arrivals and promotions. 2. Review key product features and customer needs. 3. Provide hands-on product demos.	Keep staff updated and informed for better customer assistance.
Security Procedures	Theft Prevention	1. Monitor customer activity discreetly. 2. Secure high-value items in locked displays. 3. Report suspicious activity immediately.	Prevent loss and ensure a safe environment for customers and staff.
	Cash Handling	1. Secure cash in designated registers. 2. Limit cash access to authorized staff only. 3. Deposit cash at regular intervals to avoid excess in-store.	Protect financial assets and reduce theft risk.
Health & Safety	Emergency Procedures	1. Review emergency exits with staff monthly. 2. Train staff on using fire extinguishers. 3. Conduct regular evacuation drills.	Ensure staff and customer safety during emergencies.
	Equipment Maintenance	1. Inspect digital screens and displays weekly. 2. Report any faults immediately. 3. Arrange repairs as necessary to ensure functionality.	Prevent accidents and maintain a professional showroom appearance.



SOP

SOP Category	Procedure	Steps	Objective
Marketing & Promotions	Campaign Execution	1. Ensure promotional materials are displayed before campaign starts. 2. Train staff on key promotional messages. 3. Monitor promotion effectiveness.	Drive sales through consistent promotional execution.
	In-Store Event Management	1. Plan events in advance with clear roles for each team member. 2. Arrange promotional signage and setup. 3. Gather feedback from attendees post-event.	Enhance brand engagement through well-organized in-store events.
	Digital Content Management	1. Update digital screens with current promotions. 2. Ensure accuracy of digital product descriptions. 3. Remove outdated content promptly.	Keep digital content relevant to maintain customer interest.
Technology Integration	Customer Feedback Collection	1. Encourage customers to leave feedback on digital kiosks. 2. Collect feedback daily and analyze for patterns. 3. Report feedback to management weekly.	Gather insights for continuous improvement and enhance customer satisfaction.
Compliance	Data Privacy	1. Securely store customer data and limit access to authorized personnel. 2. Regularly review data handling practices for compliance.	Protect customer privacy and comply with legal requirements.
Environmental Responsibility	Waste Management	1. Provide recycling bins in-store for paper, plastic, and electronics. 2. Educate staff on waste segregation. 3. Arrange weekly waste pickups.	Promote sustainability and reduce the environmental footprint of operations.
	Energy Management	1. Use energy-efficient lighting and adjust HVAC systems seasonally. 2. Encourage staff to turn off lights in unused areas.	Reduce energy consumption and operating costs.



SLA



SLA

Service Area	Service Provided	Response Time	Resolution Time	Key Performance Indicators (KPIs)	Notes
Customer Support	Greet and assist customers upon entry	Within 10 seconds of customer entry	N/A	Customer greeting time, customer satisfaction score	Customer satisfaction measured via feedback forms
	Handle customer complaints	Acknowledge within 5 minutes	24 hours for resolution	Complaint resolution time, customer satisfaction with resolution	Escalate to manager if resolution cannot be achieved
	Post-purchase follow-up	Contact within 2 days of purchase	N/A	Follow-up completion rate, customer satisfaction with product	Follow up via email or phone
Sales Support	Product inquiries	Respond within 5 minutes	N/A	Customer wait time, inquiry resolution rate	Staff must be knowledgeable about products
	Process sales transactions	Start within 2 minutes of customer decision	Complete within 5 minutes	Average transaction time, sales accuracy rate	Ensure accurate product and pricing information
	Up-selling & cross-selling	Suggest additional items within 1 minute	N/A	Upsell and cross-sell conversion rate	Only offer relevant products
Inventory Management	Restocking displayed items	Replenish within 1 hour of low stock	N/A	Stock availability, out-of-stock occurrences	Regularly check and restock display items
	Process product returns	Initiate within 5 minutes of request	Complete within 15 minutes	Return processing time, return accuracy rate	Follow return policy accurately
	Damage and defect reporting	Report within 15 minutes of discovery	Resolve or replace within 2 days	Damage resolution time, stock availability rate	Inspect products regularly



SLA

Service Area	Service Provided	Response Time	Resolution Time	Key Performance Indicators (KPIs)	Notes
Facility Maintenance	Cleanliness and sanitation	Start daily before opening, ongoing throughout	N/A	Cleanliness ratings, customer satisfaction with facility condition	Schedule deep cleaning weekly
	Equipment maintenance (e.g., digital screens)	Report within 1 hour of malfunction	Complete repair within 48 hours	Equipment uptime, repair turnaround time	Regular maintenance checks required
	Lighting and temperature adjustments	Adjust as needed during open hours	Immediate if issues arise	Customer comfort feedback, environmental control accuracy	Ensure proper lighting to highlight products
Marketing and Promotions	Update promotional signage	Within 1 day of campaign launch	N/A	Timeliness of promotion updates, promotion accuracy	Align with marketing team to ensure timely updates
	In-store events setup	Complete 1 hour before event starts	N/A	Event setup completion time, event attendance rate	Coordinate with staff and suppliers for setup
Security	Theft prevention and monitoring	Continuous monitoring	N/A	Incident response time, security incident rate	Security staff must be vigilant at all times
	Cash handling	Secure deposits at least twice a day	N/A	Cash discrepancies, cash security incidents	Only authorized staff to handle cash transactions
Technology & Digital Services	Digital screen content updates	Within 1 day of receiving new content	N/A	Digital content accuracy, update completion time	Work with marketing for timely content updates
	Customer feedback collection (digital kiosks)	Acknowledge feedback within 24 hours	Resolution within 48 hours	Feedback response time, customer satisfaction after resolution	Analyze feedback regularly



SLA

Service Area	Service Provided	Response Time	Resolution Time	Key Performance Indicators (KPIs)	Notes
Staff Training & Development	New staff onboarding	Complete within 2 weeks of hire	N/A	Training completion rate, new employee satisfaction	Includes customer service and product knowledge
	Product training sessions	Monthly (and as new products arrive)	N/A	Staff knowledge level, training attendance	Update training based on product launches
Health & Safety	Emergency preparedness	Conduct drills quarterly	N/A	Staff readiness, safety incident rate	Ensure all staff are aware of safety protocols
Customer Feedback & Quality	Customer satisfaction survey administration	Provide survey within 24 hours post-visit	Review feedback weekly	Customer satisfaction score, survey response rate	Use feedback for continuous improvement
Environmental Responsibility	Waste recycling and management	Remove waste daily	Weekly recycling pick-up	Recycling rate, waste reduction targets	Encourage recycling by providing separate bins



Customer Service Department Plan



Customer Service Workflow

- 1
 - **Customer Contact:** Customer reaches out via phone, email, chat, or social media.
- 2
 - **Triage:** Query is categorized as a general inquiry, complaint, or technical issue.
- 3
 - **Assignment:** Issue is routed to the appropriate team (e.g., CSRs, technical support).
- 4
 - **Resolution:** Query is addressed, and feedback is collected.
- 5
 - **Escalation (if needed):** Complex issues are escalated to higher management or specialized departments.



Risk Management



Risk Management

Risk Category	Risk Description	Impact	Probability	Mitigation Strategy	Contingency Plan
Competitor Response	Competitors introduce aggressive promotions or discounts.	High	Medium	Monitor competitor activity pre-event; highlight exclusive features of the brand products to differentiate.	Adjust pricing temporarily or offer added value through bundle deals or extended warranties.
Market Downturn	Economic conditions lead to reduced consumer spending.	High	Low	Emphasize energy-saving features and long-term value of products. Offer financing options to make products more accessible.	Shift focus to essential appliances and promote flexible financing options.
Supply Chain Delays	Delays in delivering booth materials or demo units to venue.	Medium	Medium	Coordinate early with logistics and shipping partners. Keep backup display units and banners at each branch.	Rent display materials locally if delayed; have digital content as a backup for demos.
Technological Issues	Digital screens, interactive displays, or QR codes malfunction.	Medium	Medium	Test all equipment ahead of time. Keep spare devices and have a technical support team on standby.	Use printed materials or manual lead capture if digital tools fail.
Low Booth Traffic	Insufficient booth visitors due to location or event promotion issues.	Medium	Low	Choose a high-traffic location within the event; promote the brand Group's participation through social media, email campaigns, and pre-event ads.	Increase staff outreach and host timed demos to attract attention.
Staff Shortage	Key team members are unavailable due to illness or personal reasons.	Medium	Low	Cross-train team members to cover multiple roles; have a backup list of qualified team members.	Quickly assign backup staff and provide on-site training if needed.
Poor Lead Quality	Leads collected at the event may not convert effectively.	Medium	Medium	Pre-qualify interested visitors and capture additional details (e.g., purchase intent, timeline).	Adjust post-event follow-up to include nurturing campaigns for warmer leads.
Reputational Risk	Negative media coverage or social media backlash during the event.	High	Low	Ensure brand consistency and professional conduct. Address complaints immediately and transparently.	Prepare an official statement to respond swiftly to any negative coverage or concerns.
Unexpected Costs	Unanticipated expenses related to booth setup, logistics, or staffing.	Medium	Medium	Budget a 10-15% buffer for unexpected expenses. Monitor expenses and adjust spending if necessary.	Reallocate funds from lower-priority areas if needed; scale down non-essential activities.
Competitor Surveillance	Competitors observe and mimic the brand Group's booth strategies.	Low	High	Limit access to strategic elements and keep unique value propositions exclusive.	Focus post-event on new strategies to stay ahead.



Expansion Strategy



Strategic Objectives

Market Penetration



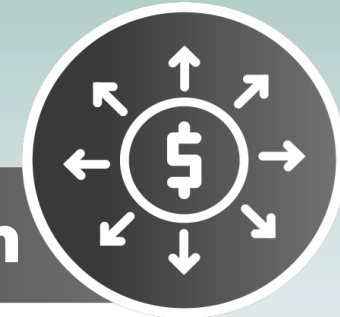
**Product Line
Diversification**



Geographic Expansion



Digital Growth



**Customer
Segmentation**



Thank You

Dr. Ahmed Genaidy

✉ Dr_ahmed_farrag@hotmail.com

☎ +966 59 160 2216



5th Club

Wednesday 17-9-2025



**Club Founder & Host
Dr. Mahmoud Bahgat**



**Home Appliances
Retail Management**
إدارة الأجهزة المنزلية في اسواق التجزئة

Online zoom
10pm EGY 10pm KSA 11pm UAE



**Dr. Ahmed Genaidy
KSA-Retail Expert**

