

Serving  
You Since  
1988



السعودية  
SAUDIA


Group of Companies, Doha-Qatar

Feel the  
Right shopping  
Experience...

HYPERMARKETS  
SUPERMARKETS  
DEPARTMENTS STORES

هايبرماركت  
سوبرماركت  
ديبارتمنت ستور





*The  
Ultimate  
Destiny*

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NOCHIKKATTE MUSTHAFA  
Managing Director





## MANAGING DIRECTOR'S MESSAGE



I started my experiment in business in State of Qatar since 1988, and I have achieved a lot of adventures in the field of Hypermarkets, Supermarkets, and Departmental Stores. These achievements did not come from nothing but from progressive hard work, under the wise leadership of the Emir and his wise government and also by our main asset that is our Customers of Qatar.

Today, business needs are constantly evolving due to the quickening pace of development in our digital and highly networked society. Thus, it is essential to continually meet customer requirements with all various types of products that are reliable, beneficial and inspirational to society, whilst being environment friendly.

We aimed to satisfy our customers by virtue of offering “everything under one roof” at affordable prices and offering customer services. The years to come will provide opportunities, which will be even more exciting and challenging, as we continue to be a leader in our current markets and expand into new markets. We ask the Almighty Allah to guide us the right path to success and righteousness.





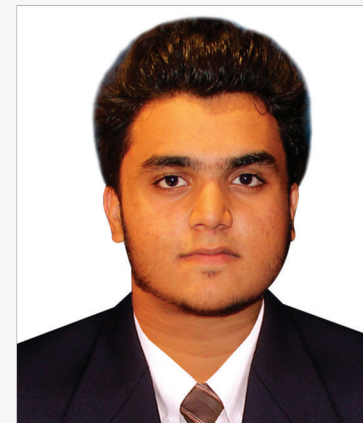
SALMAN MUSTHAFA ABDU  
CEO



RASHID MUSTHAFA ABDU  
COO

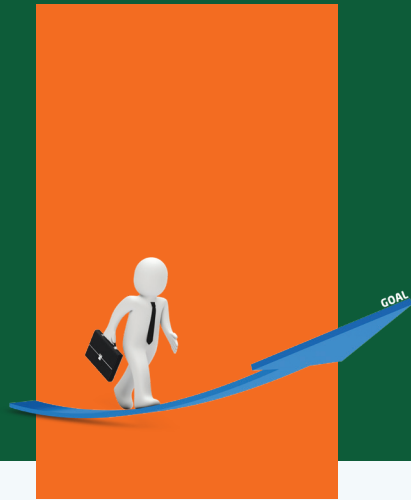


FAISAL MUSTHAFA ABDU  
Director & Financial Controller



JASSIM MUSTHAFA  
Director & International Purchase Coordinator





## SETTING UP FOR HIGHER GOALS

We the management and staffs of the Saudia Group of Companies, are devoting our efforts to achieve the aspirations of our Managing Director, as well as our slogan that is to satisfy our customers by offering “everything under one roof”. This company has been established under the strong desire of our backbone Honorable Managing Director since 1988, as a means for the development and diversification of the economy and the granting of employment with the care of interest of the country and its people. This remains as the core of our mission today itself and our vision for tomorrow. As the company is committed to satisfy our valued customers of the citizens and residents through the import of high-quality and entrusted consumer goods from abroad and supply them among our valued customers.

we will strive to achieve further growth and development.



AIM

VISION

MISSION

GOALS

OBJECTIVE

TARGET



1988





## VISION & MISSION

### OUR VISION

Our vision that reaches far into the future. We believe strongly in responsible growth that benefits our partners, our employees, our clients, as well as our customers. Our valued Customers play a key role in our success; that is why we work hard to fulfill all their requirements, as they will.

### OUR MISSION

Our mission is to be a leader in the field of retail business emphasizing on variety, quality and consistency of Customer services and consumer products through our hypermarkets, supermarkets, departmental stores.

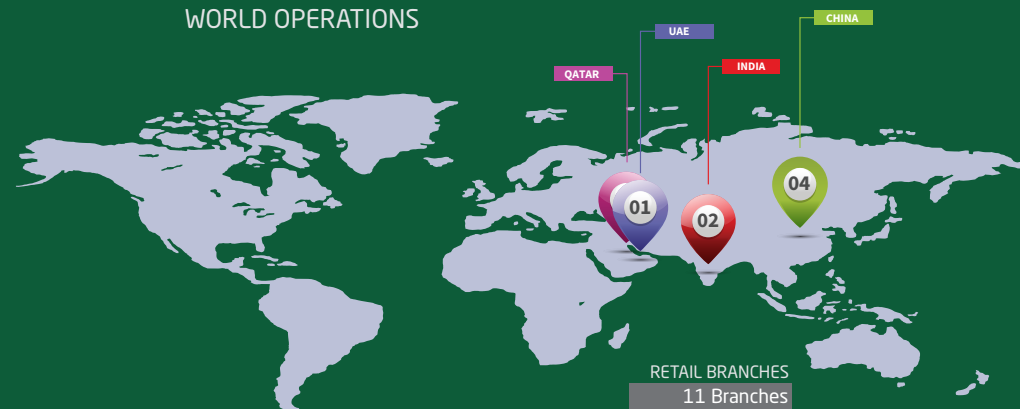






## ABOUT US

### WORLD OPERATIONS



SAUDIA Hypermarket, Supermarket & Departmental Stores are business units under the roof of SAUDIA Group. **SAUDIA Group** aspires to empower all customers who walk through our doors with a distinct advantage in leading their chosen lifestyle with pride and satisfaction, irrespective of their social and economic status.

Inspite of obstacles in our business journey, we continue to experience challenging market conditions. But We have taken immediate actions to adjust our capacity to fulfill demand levels, and to reduce costs to improve profitability. These actions have started to have significant positive impacts on our business performance. It is our intention to make this financial year an important turning point for Saudia Group Of Companies.

### OUR MANAGEMENT:-

Managing Director Mr. NK Musthafa Sahib says, a strong spirit of adventure inspired me to various endeavors. Eventually the entrepreneur in me was tempted to experiment with multiple lines of business, which led to focused effort in the retail sector since 1988. Back then the concept of a department store was not very popular, especially among the middle and lower strata of the society. Yet SAUDIA Group pioneered its way to success by virtue of offering “everything under one roof” at an affordable prices and offering impeccable customer services.

Our CEO, Mr. Salman Musthafa, with an extraordinary combination of youthful dynamism, Supports the Managing Director in running the business of the group.







## OUR OUTLETS

HYPERMARKETS, SUPERMARKETS AND DEPARTMENT STORES

The Group opened its first supermarket in 1988 in the State of Qatar and gradually expanded to cover different parts of Qatar. With the launch of Saudia Complex, the department store format.

The year 1995 saw the Group embark on an aggressive expansion plan with the opening of the first Saudia Hypermarket in State of Qatar. The rest as they say is history. Today the Saudia Hypermarkets, Supermarkets and Department Stores along with other retail brands Saudia.

Today the Saudia Hypermarket retail chain is regarded as a retail pioneer, Constantly setting new benchmarks in retail by upgrading its Services, product categories, amenities, environment and Design layout.

Firmly following the tagline “**Feel the right shopping experience**”, the Group has always tried to be a one stop shop for the multi-ethnic community of the region with an international mix of products as well as staff of different nationalities.

**OUR RETAIL BRANDS:-** SAUDIA HYPERMARKETS, SAUDIA DEPARTMENT STORES, SAUDIA MINI MART, KENZ MINI MART.

**Eat fresh**  
Live healthy





## FEEL THE TRUST

We are committed to offer our customers the most extensive range of choices, the finest quality and unmatched value, complimented by world-class customer service standards through an enjoyable and rewarding shopping experience. Our stores offer a wide range of products which include apparels, fashion, perfumes, toys, luggage, footwear, novelties, cosmetics, household products & furniture, watches, cameras, mobile phones and electronic items, fresh dairy products, fruits & vegetables, butchery, fish, bakery counters along with other confectionary and grocery products.







## IMPORT & DISTRIBUTION



Large scale import and wholesale distribution of fast moving consumer goods enable the Group to stay competitive in the dynamic marketplace. Direct imports guarantee quality products with excellent value for money while state-of-the-art logistics ensures their effective distribution to the retail network.

This division has an excellent infrastructure setup including extensive cold storage facilities and distribution network.



## INFRASTRUCTURE



### INFORMATION TECHNOLOGY

One of Saudia's key strengths is "Innovation", thus, on the technology front, we are one of the early adopters of new technologies thereby facilitating more convenience to our people and customers. Today we are "customer centre of excellence" to develop and enhance the Group strategic move of SAP suite. Our major milestones

### LOGISTICS & DISTRIBUTION

Imports are centralized in line with merchandise categories and the Group has its own manufacturing and outsourcing facilities spread across East Asia, Southeast Asia and the Indian subcontinent. State-of-the art logistics center in Qatar with regional hubs in different countries help in seamlessly integrating multilevel functions and real time decision making to maintain optimum level of stock at all time. With one of the largest fleet of modern delivery vehicles, the Group today effectively manages the stock position in its vast network of retail stores across the region.







## HUMAN RESOURCES

Objective  
Customer Satisfaction

Total Workforce  
3000+

Nationalities  
10

Our Human Resources are continuously expanding and consistently being upgraded to meet the rapidly changing demands of the market. They extend across all barriers of ethnicity and language. Our people share one work culture, one vision and one commitment – to serve the customer.

The multi-ethnic workforce enables us to understand the needs of the cosmopolitan customer community that characterizes the Gulf region and helps us to build a closer relationship with them.

Well structured training modules are in place to ensure constant honing of skills to meet the dynamic requirements of the industry.







## RETAIL LANDMARKS



**SAUDIA HYPERMARKET**, Umm Al Dhoom St. Muaither,  
Doha-Qatar, Tel: 44818786, 44806168



**SAUDIA HYPERMARKET**, New Rayyan  
Doha-Qatar, Tel: 44808786, 44816397



**SAUDIA HYPERMARKET**, Commercial St.  
Muaither, Doha-Qatar, Tel: 44181786, 44126988



**SAUDIA HYPERMARKET**  
Al Dhakira Street, Al Khor, Doha-Qatar, Tel: 40383608, P.O. Box: 63073



## RETAIL LANDMARKS



**KENZ HYPERMARKET**, Ajman  
UAE, Tel: +971 67499888



**SAUDIA MINI MART**, Annabi St.  
Doha-Qatar, Tel: 44816800, 44810334



**SAUDIA DEPARTMENT STORE**, Mesaimmer  
Zone-56 (West End Park), Doha-Qatar, Tel: 44691664



**SAUDIA DEPARTMENT STORE**, Salwa Road  
Doha-Qatar, Tel: 44694655, 44509598



**KENZ MINI MART**, Asian Town, Plaza Mall, Mesaimmer  
Zone-56 (West End Park), Near Cinema 2), Doha-Qatar, Tel: 44140218

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Right shopping  
Experience...



Group Of Companies, Doha-Qatar

تسوق عبر الإنترنت SHOP ONLINE

[www.saudiahypermarket.com](http://www.saudiahypermarket.com)



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