

# أسواق aswaaq®

## MARKET

With its eleven supermarkets, seven community malls and two dakakeen, aswaaq is part of everyone's daily life. Located in the heart of the community, being in close proximity to its customers and neighbourhood is what sets aswaaq apart from the rest.

At each of their supermarkets, you will encounter quality in every aisle – every day. Only the finest products, strictest quality standards and fair prices make their way on to their shelves. Moreover, aswaaq introduced an exclusive range of French Monoprix products to the Dubai marketplace through its supermarkets and mart stores. The choice of products is in direct response to aswaaq customer demography which highlights a selection of 'specialty items' that customers would like to see them offered in the UAE. These items include everything from fresh cheeses to chocolate mousse brought to customers from France.

Customers can benefit from an enriched online shopping experience, a superior blend of value, comfort and style. From family favourites to exciting surprises, you'll find everything at aswaaq online store.

Community malls are where enchantment meets diversity. With every visit, customers are immersed in the buzz of a traditional market, fused with an eclectic choice of products and value-added services, such as pharmacies, salons, clinics and other essential services. aswaaq community malls not only support local SMEs by providing a vibrant, dynamic and stable environment in which to trade, but are a hub for social activities and initiatives for the local community.

By entering their Dakakeen branches in Al Mizhar and Al Warqa'a, you have the opportunity to rediscover the art of shopping from a bygone era courtesy of a soulful souk concept that preserves the rich heritage and culture of Dubai.

aswaaq's presence

across Dubai continues to grow, with its portfolio of outlets located in key areas including Al Barsha 1, Al Barsha South, Al Badaa, Greens, Nadd Al Hamar, Al Mizhar, Al Sufouh, Umm Suqeim, Al Rigga, Al Warqa'a and Mirdif.

## ACHIEVEMENTS

In a span of seven years, aswaaq has not only achieved a number of significant business milestones, but have also earned several awards, accolades and industry accreditations. Additionally, aswaaq has been a part of Innovation Week and Retail Week held in the UAE.

### Certifications

Aswaaq end to end processes are designed based on the best practices therefore, the same was certified by LRQA against below standards:

- ISO 9001-2008 Certification
- HACCP Certification
- ISO 14001-2004 Certification – Environment Management System
- OHSAS 18001-2007 Certification – Occupational Health and Safety



- Best Dubai Municipality Customer Award for Food Safety Internal Training 2009
- Gulf Customer Experience Award 2015

## HISTORY

aswaaq was conceptualised in 2007 and first introduced into the public domain in April of that year by His Highness Sheikh Mohammed bin Rashid Al Maktoum, the Vice President and Prime Minister of the UAE and Ruler of Dubai, during a presentation of the UAE government's strategy: "We have solutions that are basically dependent on our youth, like the aswaaq project, which is based on state-of-the-art technology, minimises the need for marginal labour and provides a wide range of opportunities for the youth."

Over the last seven years, through its launch and subsequent expansion, aswaaq has stayed true to its promise, providing community-centric supermarkets and outlets catering to the diverse needs of a unique cultural population.

## PRODUCTS

Community malls deliver more of a daily one-stop-shopping destination for Food and Beverage and services. With a selective choice of outlets, products and services, including restaurants, pharmacies, beauty salons, stationery, banks and other essential services, spending the day there is as simple as it is enjoyable.

A trip to one of aswaaq's supermarkets is truly a different type of shopping experience. A broad selection of the finest quality of fresh, ambient and frozen products competitively priced in an environment oozing with comfort, style and culture await you. Choose from a wide range of fruit and vegetables, freshly baked goods and ready-to-go food for those busier times. Visit the butchery, delicatessen and fishery for your weekly requirements. There are endless possibilities.

A visit to aswaaq's Dakakeen branches in Al Mizhar and Al Warqa'a is not only an uplifting experience, but also the souk-style concept helps support local entrepreneurs.

### Awards

- Dubai Quality Appreciation Award 2013
- Voted Superbrand for 2014, 2015 and 2016
- Best Employer – Middle East Award from AON Hewitt for 2013
- Cannes Bronze Award for Brand Identity in 2009
- CIO Award 2014
- Dubai Municipality Food Safety Award in Department Store Category - Mirdif Supermarket 2012.



## RECENT DEVELOPMENTS

aswaaq extended its physical footprint by successfully launching a new concept called aswaaq Mart in two new strategic locations in the Greens Community owned by Emaar and Al Barsha 1 in 2015.

The brand also launched its bilingual (English and Arabic) online shopping platform [www.aswaaqonline.ae](http://www.aswaaqonline.ae) enabling customers to order and receive groceries from the comfort of their own homes. The new platform also has a range of flexible payment options: cash on delivery, online credit/debit card payment or Wafa points. Moreover, the official website [www.aswaaq.ae](http://www.aswaaq.ae) was renovated to be more interactive, to stay in tune with current technologies and to serve as a central source of information for customers. In addition to the new online platform, aswaaq's mobile application for Android, IOS and Windows devices enables customers to take advantage of a host of incredible offers that can be redeemed at the touch of a button. Wafa members can also access their purchase history and accumulated points, among other features such as resetting their pins and managing their accounts online.

aswaaq has also participated in UAE Innovation Week and showcased the Smart Shopping Concept, No Cash No Card with self-checkout.

**"We have solutions that are basically dependent on our youth like the aswaaq project which is based on state-of-the-art technology and aims to minimize the need for marginal labour whilst providing a wide range of opportunities for the youth"**

H.H. Sheikh Mohammed Bin Rashid Al Maktoum, UAE Vice President, Prime Minister and Ruler of Dubai

(UAE Government Strategy, 2007)

## PROMOTION

aswaaq has a strong brand presence across numerous platforms and media, having been re-launched for private labels. Largely customer focused, each activity targets different products and services throughout the year. Several seasonal promotional campaigns are strategically used, including National Day, Eid, New Year and Back to School. The online platform is constantly updated to inform customers and the communities about the new items that are available in supermarkets.

With aswaaq's loyalty programme 'Wafa', you are rewarded for everything you buy, receiving up to 10% cash back on monthly purchases, discounts, special promotions and offers. Wafa is free to join, and points can be earned, redeemed and encashed from the membership account quickly and easily. Noor Bank has tied up with Wafa to release a Noor-Wafa credit card with exclusive benefits for members.

Gift vouchers have also proved to be a successful mechanism. Perfect for friends, family and colleagues on that special occasion when you're not sure what to buy them or simply to say "thank you".

Furthermore, as part of its vision to be

benchmarked as a world-class retailer in the region, aswaaq regularly undertakes a number of corporate social responsibility (CSR) activities and events. Working with charitable organisations and healthcare providers in the areas of education, local talent and the environment, aswaaq is a pioneer in social responsibility and is keen to add value to the communities in which it operates. aswaaq has continuously promoted its brand in line with its strategy to expand its business and increase awareness through various communication channels.



## BRAND VALUES

### aswaaq's Vision:

To be benchmarked as a world-class retailer in the region.

### aswaaq's Mission:

To build a profitable, competitive and sustainable business through our people, continuous innovation and excellence by providing quality services and products to their customers and community.

### Brand Promise:

- **Quality** – aswaaq ensures quality products and services are provided to customers by complying with regulations and international best practice standards.
- **Fairness** – aswaaq works towards offering value for money through competitive pricing, promotions, the Wafa loyalty programme and private labels.
- **Giving back to the community** – aswaaq is a responsible retailer with an unbridled commitment to its local community, such as special privileges for Sanad and Zukhur card holders. It is a distinguished brand that won the Cannes Lions International Award in 2009. Their brand icons reflect positively in the community and help reflect the UAE's diverse culture every step of the way.



### aswaaq's Core Values:

The core values are the guiding principles that dictate behaviour and actions. They help us determine our current and future course of action when fulfilling our business goals. aswaaq's core values are:

- **Dedication:** Committed to deliver
- **Leadership:** Guiding, mentoring and directing
- **Innovation:** Leveraging creativity
- **Integrity:** Bound by their ethics, honesty and resilience
- **Professionalism:** Competent, respectful, dependable and self-accountable

**Speed:** Efficiency and effectiveness are the keys to

their success

- **Teamwork:** Embracing diversity and unifying goals
- **Transparency:** Authentic, open and trustworthy
- **Fun:** Energising the atmosphere with a smile

### aswaaq's Beliefs:

aswaaq ensure that their day-to-day activities reflect the fulfilment of their core values. They believe that there is no compromise when it comes to customer satisfaction and ethical business practice. Their beliefs are as follows:

- **Transparency and Fairness:** Customers deserve sincere and transparent information about where their products come from, how they are produced and the way they are priced.
- **Authentic and Simple:** Customers are looking for an authentic, traditional shopping experience. Delivered Fresh Daily: Customers should be able to buy fresh food on a daily basis, making their visit an enjoyable, positive and inspiring experience.
- **Caring and Personalised:** Offering a true personalised and friendly range of services to customers helps establish long-term, loyal relationships.
- **For the community:** Contributing to community development by promoting talents and local products is very important to aswaaq. It plays a social role and focuses on the education of our customers, whatever their nationality or background. charitable organisations

[www.aswaaq.ae](http://www.aswaaq.ae)



## THINGS YOU DIDN'T KNOW ABOUT ASWAAQ

- In 2009, aswaaq was honoured by the official visit of HH Sheikh Mohammed bin Rashid Al Maktoum.
- The wafa loyalty programme has more than 218,000 customers from 190 different nationalities. It is unequivocally a brand for all communities and nationalities.
- aswaaq won the 2009 WPPD CREAM Awards for Identity and Branding.
- aswaaq supermarkets are HACCP certified. The brand also holds ISO-9001 (2008), ISO-14001 (2004), OHSAS 18001-2007 certifications in addition to receiving the Dubai Quality Appreciation certification in 2013.
- 33 % of aswaaq outlets have been leased to members of Dubai SME.
- aswaaq does not sell tobacco products as part of its belief of promoting healthy life style within the communities.
- aswaaq recently launched its online shopping portal [www.aswaaqonline.ae](http://www.aswaaqonline.ae).
- "Fils for Charity" is one of the most successful initiatives launched by aswaaq which allows customers to donate the remaining fils to charitable organisations.

Superbrands