



# Jacky's

ELECTRONICS LLC

## MARKET

The UAE remains a leading global consumer electronics market due to its strong domestic demand and strategic location as an international business hub serving the GCC and the rest of the world.

The electronics distributors in the UAE serve a potential market of almost two billion consumers across Asia and the Middle East. As one of the largest consumer electronics markets in the Gulf, the UAE accounts for close to 40% of regional spending and sales of consumer electronic goods are expected to increase from a forecast of \$3.28 billion in 2011 to \$3.91 billion by 2014, an increase of more than 19%, according to Research firm Business Monitor International.

As a company that is headquartered in the Middle East, the role the UAE plays for Jacky's Electronics, the retail arm of Jacky's Group of Companies, is very important. For the entire group, 60% of the sales are generated within the UAE.

While the company is largely dependent on the consumer market, Jacky's has seen increase in demand from local consumers for products such as smartphones, televisions, DSLR cameras and tablets which grew in popularity last year. The coming years remain optimistic as Jacky's continues to register double-digit growth in most of these key product categories.

## ACHIEVEMENTS

Aside from commemorating the group's 40th year anniversary, Jacky's Electronics has added three more accolades in its awards belt. Last year, the first Reseller Middle East Awards hailed Jacky's as the 'Super Retailer of the Year' while bagging again the 'Best Retail Company of the Year Award' from Channel Middle East Awards, which it also received in 2008.

For two consecutive years, since 2009, Sharjah City Centre awarded the 'Best Electronics and Telephone Accessories Store' to Jacky's Express.

The company's other awards included 'Best Electronics and Entertainment Store' by the Mall of the Emirates, both in 2009 and 2008; and 'Best Electronics and Entertainment Store' by Deira City Centre in 2008. In 2007 Jacky's was recognised as the 'Best Service Performance Outlet' in the electronics category by the Dubai Service Excellence Scheme instituted by the Dubai Chamber of Commerce and Industry. The fourteenth edition of the DSF saw Jacky's win its first DSF Innovation Award for the 'Most



Attractive POS Display' category.

Jacky's is the only electronics company to be awarded 'Superbrand' status five times in a row by the UAE Superbrands Council.

Jacky's Electronics, and the rest of the subsidiaries of Jacky's Group of Companies, were awarded the ISO 9001:2008 Quality Management Systems Certification for the first time in 2009 which is a testament to the group's desire to implement quality in all aspects of its operations.

## HISTORY

From its humble beginnings as a mail order company in Hong Kong close to 40 years

ago, Jacky's Electronics has steadily built a name for itself as a leading Dubai-based and internationally recognised retailer for electronics and home appliances.

The company, which celebrated its 23rd anniversary as a retailer in the UAE in 2010, is one of the first multi-brand electronic retailers in the UAE and has pioneered a new concept and approach to electronics retailing. All Jacky's outlets are innovative and showcase leading-edge

products including photography, audio and video, information and digital lifestyle technology, office automation, small and major appliances, personal items and mobile phones.

Jacky's Express a niche brand, located in select high-traffic areas, designed to provide digitally-driven customers with innovative service across a diverse product range, has solidified the company's electronic retail leadership since its launch in 2006.

Over the years Jacky's Electronics has become the ultimate digital lifestyle shopping destination, highlighting its retail credo – My Kind of Place – through its dynamic and knowledgeable

sales team. The company continuously strives to meet its commitment of delivering the best customer service and product range.

Since opening its first retail showroom in Deira, Dubai in 1988, the company grew steadily and today has outlets located across the UAE in Dubai, Sharjah, Ajman and Al Ain.

## PRODUCT

All Jacky's Electronics outlets are innovative and showcase a complete range of leading-edge

electronic products from photography, audio and video, information and digital lifestyle technology, office automation, small and major appliances, personal items and mobile phones as well as small and big home appliances.

The retail outlets have a layout that allows for a greater number of demonstration areas, better product display and service, all contributing to ensuring a positive retail experience. Products are more accessible to shoppers and are displayed to better highlight their features. Jacky's Electronics outlets across the UAE have different product mixes tailored to suit the shopper profile at a particular area.

Designed and developed to cater to the needs of the digitally-driven consumer, Jacky's Express focuses on shoppers that are already aware of what the market offers and are looking to make a quick purchase. Jacky's Express encompasses the design concept of a scaled-down version of Jacky's Electronics and is home to various brands of fast-moving product categories such as flat screen TVs, notebooks, digital cameras, smartphones, tablets, PDAs, gaming hardware and software as well as other digital lifestyle products and accessories.

## RECENT DEVELOPMENTS

Jacky's has always been looking for ways to add more value to its customers. One initiative that the company started a few years ago was the launch of the Jacky's Extended Warranty programme wherein customers were given an assurance of up to four years warranty on products they have purchased from Jacky's. This meant that there are no extra costs on repairs or spare parts if a product becomes defective during the extended warranty period and it will be replaced if it cannot be repaired. Apart from providing peace of mind, this also helps increase the re-sale value of goods if the customer decides to sell it afterwards.

Another initiative the company kicked off, towards the end of 2010, was the Jacky's Eco-Exchange programme. The Eco-Exchange allows customers to trade-in their existing mobile phones, digital cameras, laptops, MP3 players or gaming consoles knowing that it will be either re-used or recycled. With a zero-landfill policy in place, customers are left assured that they're doing their bit to help the environment. With this being a relatively new concept for this region, Jacky's has been at the forefront in terms of educating customers on the benefits of recycling.

In a bid to extend its reach beyond the confines of its retail outlets, Jacky's also started working online with Souq.com in 2010. Souq is one of the region's largest e-commerce sites and banking on the traffic the Souq generates; Jacky's opened a storefront on their website. This means that even if there isn't a Jacky's outlet near the customer; there is still a possibility of buying from Jacky's.

## PROMOTION

Engaging in Customer Conversation

With social networking sites such as Facebook and Twitter being used as a business platform by companies worldwide, Jacky's Electronics is among the pioneer companies in the UAE to use these as a conversation tool to interact with its customers. Through Facebook - [www.facebook.com/jackysuae](http://www.facebook.com/jackysuae) and Twitter - [www.twitter.com/jackysuae](http://www.twitter.com/jackysuae) - Jacky's is able to target a larger audience by keeping them up-to-date with the latest products in the market, informing them about the best promotions and receiving feedback. The social media sites have also proved to be a great way to interact with customers. Through the use of competitions on social media networks and converting them into roadshows at different retail outlets the company has been able to see the faces behind the usernames or avatars that it generally sees online, thus creating a greater bond with customers.

During key events – such as GITEX Shoppers – price offers, price drops and special bundle offers were announced using Twitter as the



medium allowing the company to directly respond and react with customers' feedbacks and price or product enquiries instantly.

Jacky's also was amongst one of the first electronics retailers in the region to start their own blog at <http://blogs.jackys.com> which serves as a mouthpiece for the company's senior executives to air opinions or views on where things are going in the IT and consumer electronics sectors. Through the use of the blog, the company has been able to reach out further and use it as a tool to communicate about the company's values and to provide an insight from a point of view that may not come in any other form of press activity.

Another contributor to the success of Jacky's was its cross marketing strategies and strategic partnership with leading companies in the UAE.



From food to gaming experience and thrilling rides, Jacky's never failed to come up with innovative promotions as a way of rewarding its loyal customers.

## BRAND VALUES

The name Jacky's is associated with leadership, reliability and quality as its core brand values. Such values help Jacky's position as a specialist retailer, while also supporting its trading philosophy of giving customers the widest possible access to brands and products from the world at competitive prices.

Committed to its philosophy of providing customer service second to none, the company appointed a specialist Customer Service Supervisor to take charge of customer service executives in all Jacky's Electronics outlets across the UAE. This is in line with the company's Quality Policy pledging to continuously serve customers from the heart by offering value added products and services and for strengthening the customer's trust in Jacky's as a brand. With quality audits being carried out every quarter and process measure reports being presented to the Quality Initiatives Management Review Board regularly, the customer service department is constantly exceeding the benchmarks that it created for itself.

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

## Things you didn't know about Jacky's

During 2010's GITEX Shoppers, Jacky's had nearly 650 people working at the Airport Expo for the duration of the event.

More than 40,000 customers have benefited from the Jacky's Extended Warranty programme since its inception.

During GITEX Shoppers, Jacky's had eight 40-foot containers parked outside the Airport Expo, replenishing stocks throughout the day.

Jacky's has participated in every edition of the Dubai Shopping Festival since its inception.

Jacky's supplies the queuing management systems that you see in many banks, government offices and telephone companies in the UAE such as HSBC, Dubai Islamic Bank, Emirates NBD, Etisalat, du, Dubai Ports and Customs, Dubai Immigration, Sharjah Economic Department and DEWA.

Jacky's supplies and services industrial digital printing equipment often used to print bus wraps, shop signs, billboards and retail graphics across the Middle East, Pakistan and Bangladesh.

Superbrands