

# LIFE لايف

“Not just a Pharmacy, everything in healthcare retailing”

## MARKET

The urge to dispense medicines in an efficient and professional manner sowed the seed to LIFE. The impeccable standards and service attitude achieved an exponential growth over more than two decades. LIFE is now a household name for all emergency and routine healthcare needs. The unquenchable zeal to provide Health Protection, Health Promotion and Clinical Quality Service brought about recognition and reliability to LIFE Pharmacies.

LIFE Healthcare group boasts of 60 outlets, a medical clinic and is still growing at a fast pace, serving an average annual customer base of four million walk-ins.

## ACHIEVEMENTS

LIFE believes in, and recommends to the retail industry, the statement of the founder of Wal-Mart, Sam Walton.

“There is only one Boss, the Customer, and he can fire everybody in the company from the CEO down, simply by spending his money somewhere else”.

With a strong customer centric philosophy and self-less service, LIFE has been awarded numerous accolades and recognitions across the industry. LIFE strongly believes ‘If everyone moves forward together, then success takes care of itself’.

LIFE was awarded DSF 2010 Innovation award in the year 2010 by Dubai Shopping Festival in the category of Best Retail-Customer Service - ensuring a Quality Customer Service throughout.

## HISTORY

LIFE Healthcare Group started its independent operations in the UAE in 1996 and has amassed sixteen years of extensive pharmacy retailing experience. It has grown to become an

organisation where about 300 professionals are serving approximately ten thousand customers a day. Life Healthcare Group has a presence in every part of Dubai. Besides Dubai, LIFE has now extended its business operations to the Emirates



of Sharjah and Abu Dhabi and is spreading its wings of business operations to reach all other Emirates of United Arab Emirates and the GCC shortly.

LIFE Healthcare group boasts of 60 outlets, a medical clinic and is growing at a fast pace.

LIFE Healthcare group was a pioneer in introducing the first Healthcare Hypermarket in Dubai, which is the most modern concept in the healthcare fraternity.

LIFE Healthcare group is deeply rooted in a simple, yet profound, customer centric philosophy:

“Here the customer is King and the only law of business is selfless service”.

## PRODUCT

More than the products LIFE sells, it is the service that LIFE renders that makes it

incomparable. The customer centric philosophy of LIFE has led LIFE to be the destination store of choice for various healthcare needs, including products which are internationally acclaimed.

Thousands of customers walk into LIFE stores everyday because of the availability of a variety of Healthcare products that one requires upon stepping out of a clinic or a hospital looking for any healthcare need.

**Services:-** Drive Through Pharmacy - LIFE's exact understanding of the needs of the customers brought forth this unique service. Customers avail this facility to purchase prescribed medicines or other general pharmacy requirements from the drive-through pharmacy counter without the hassles of parking the vehicle or leaving kids unattended or for special needs people.

**24 Hours Service:-** LIFE offers 24 hours service through selected outlets in strategic locations across Dubai

## 24 Hours FREE Home Delivery:-

Coverage and acceptance of all major Insurances **Health Notes Kiosk:-** A touch screen kiosk at the pharmacy providing

excellent information on Health Concerns, Drug Interactions, Complementary Therapy, Diet and Lifestyle etc.

**Drug Information:-** A Revolutionary concept where customers get all information on medicines related to proper usage, specific dosage, actions and interactions, useful supplements, time period of treatment, availability and cost etc and also various complimentary information on Diabetes, Weight loss, Orthopedic and rehabilitation products etc.

**Free Health Screening:-** Across all LIFE pharmacies, customers get Free Health Screening for checking their Blood Sugar, Blood Pressure, BMI as a value added service in the Self-Checking Kiosks.

## CATEGORIES

- Medicines
- Vitamins And Supplements
- Sports Nutrition
- Skin & Beauty Care
- Homeopathy
- Specialty Home Care
- Optics
- Orthopaedics And Rehabilitation



- Personal Care
- Diabetic Centre

## RECENT DEVELOPMENTS

LIFE's core Mission is to achieve “Operational Excellence” in the retail segment. LIFE is committed to the cause of providing Holistic Healthcare. LIFE would like to be the most preferred choice of healthcare provider for any, and all, new projects taken over by any promoters. LIFE seriously would like to have a presence in all the new markets, which are still left un-explored both nationally and regionally.

Health and Wellness Stores: One more innovative and convenient concept of LIFE are the new 'Health and Wellness

Stores' which is an internationally successful format serving all health and wellness requirements of customers except prescription medicines. In a short span of time LIFE has already set up more than a dozen Health and Wellness stores across Dubai.

Strategic Association with Carrefour Express - LIFE is in a strategic association with Carrefour Express, opening outlets together. Strong and serious expansion plans of LIFE with Carrefour Express are going to be realised shortly.

## PROMOTION

The zeal to deliver life saving drugs and home healthcare equipments round-the clock is further enhanced by making the products cost-effective. It is because LIFE values the customer's LIFE and money that prudent and practical marketing strategies are employed to purchase various Healthcare products through various time to time promotions.

LIFE has been participating in Government

Sponsorship projects as a Support Sponsor; including DSF (Dubai Shopping Festival) and DSS (Dubai Summer Surprises), over numerous years now. LIFE uses above the line and below the line promotion tools in communicating the Best Deals and Special Offers in addition to ensuring Best of Healthcare Retailing services to the UAE community.

A few of LIFE's innovative and

successful promotional activities were 'SAVE@LIFE', 'Why Pay More' and so on. LIFE also has a strategic association and provides value added benefits and services to numerous Corporate entities namely - Dubai Economic Department, Dubai Municipality, Emirates Airlines Group, Standard Chartered Bank Employees, Emarat Petroleum Employees, Raddisson Blu Hotel.

## BRAND VALUES

The secret of successful retailing depends on delivering customer satisfaction consistently,

every time a customer walks in.

Trustworthiness, respect to customers and exceeding customer expectations are the traditional, golden retailing principles that bring retailing to LIFE.

Being the leader and creative in unique and innovative concepts, LIFE would like to be the supreme and number one in the area of Healthcare Retail Segment. LIFE would like to have the concept of Integrated Departments and Services be the best appreciated model ever in the retail segment. LIFE guarantees extraordinary retail experiences to customers through



personalised services that result in customer loyalty and, at the same time, assures greater availability and accessibility of healthcare products and services at competitive prices.

[www.life-me.com](http://www.life-me.com)



## Things you didn't know about LIFE

LIFE started independent operations in 1996.

LIFE launched the 'Solgar' range of world class Nutritional Supplements in Dubai in 2003.

LIFE was the first pharmacy to participate in Dubai Shopping Festival, initiated by H.H. Sheikh Mohammed Bin Rashid Al Maktoum.

LIFE introduced the first Healthcare Hypermarket in the Gulf in 2004.

LIFE was the first to introduce Drive Thru Pharmacies in the Middle East.

LIFE was the first to open concept stores - Shop-In-Shop in the Healthcare retailing industry in the region.

LIFE was the first pharmacy to have, and promote, a Homeopathy Department.

LIFE was the first pharmacy to open in Dubai Healthcare City, in 2006.

LIFE sponsored Rashid Pediatric Centre by contributing a percentage of the business for the cause of Special Needs children.

LIFE introduced the first concept store - Healthcare Hypermarket in Sharjah in 2009.

LIFE was the first to open a Health and Wellness Concept Store in the region in 2010.

LIFE won the DSF 2010 Innovation Award for Best Customer Service Retailing.

LIFE is strategically associated with Carrefour Express in opening outlets together.