

# Sharaf DG

## MARKET

Sharaf DG today is a household name to be reckoned with, both in UAE and Bahrain. It has changed the face of electronics purchase in the region with its knowledgeable and friendly staff providing exemplary service coupled with the widest range in consumer electronics. Sharaf DG is not just an electronics store but a whole new lifestyle experience where consumers can avail the widest range of brands in the region across categories such as Consumer Electronics, Home Entertainment, IT, Telecom, Home Appliances, GPS and much more.



## ACHIEVEMENTS

In just six years Sharaf DG has come a long way to becoming one of the preferred destinations for electronics purchases in this region with seventeen stores spread across the UAE and Bahrain. Acknowledging the role of all customers, external as well as internal, Sharaf DG has pioneered real time inventory and procurement management in collaboration with its suppliers to make sure the right product is available to customers at the right time and at the right price. Sharaf DG continues to closely partner with its principal brands and suppliers to ensure value to the end consumer. As a result of its focus on improvement and innovation, more than one million customers walk into Sharaf DG stores every month.

- In the past six years Sharaf DG has won numerous awards and accolades some being
- Innovation Award, Dubai Shopping Festival 2010
- Best Retailer of the Year by Vendors and Resellers Choice Of Channel Awards, 2010
- Best Anchor Store of the Year, Sharaf DG Deira City Centre, 2008/2009/2010
- Best Retailer for Marketing/ Promotion, Middle East Retail Academy Awards 2009
- Store Concept of the Year, Middle East Retail Academy Awards 2009
- Retail Company of the Year, Channel Middle East Award 2009
- Vendor's Choice Preferred Retailer of the Year, VAR Magazine, 2009
- Best Retailer of the Year, Bahrain City Centre, 2009
- Best Electronics Retailer of the Year, Bahrain City Centre, 2009

## HISTORY

Sharaf DG started as a concept in 2003 with a vision to change the face of electronics retail in the region by providing services to customers never seen before in the industry. Senior managers from the organisation travelled across the world, studying consumer practices amongst

the biggest retailers. The vision materialised as Sharaf DG with the first store in 2005 at Ibn Batutta mall. The store was designed to international standards and was the first of its kind in UAE. In 2007 Sharaf DG created history by opening the biggest electronics store in UAE at Times Square Centre in Dubai with an area span of 100,000 sq. ft. It was a store which had everything in electronics under one roof, unheard of in UAE. In the same year, Sharaf DG opened another store at Deira City Centre in Dubai.

Sharaf DG opened two new Sharaf DG stores in 2008, one in UAE and one in Bahrain. Within a year of opening Sharaf DG Bahrain store became the largest and most preferred destination for electronics purchase in the market. 2008 also saw the launch of two new concepts - DG+, which is a high end audio video boutique, and Sharaf DG 4U, a concept store to increase reach to customers and enable convenient electronics shopping. Continuing its commitment to offer exemplary services in electronics, in 2008, Sharaf DG launched its tech service wing, DG Help, to provide professional assistance to customers. DG Help specialises in audio and video installations, computer setup and servicing and mobile handset repairs and can be availed either inside the store or customers can call the toll free number 800 DG HELP (800 344357) to avail the services at their convenience. It is the authorised service centre for Sony Vaio.

2010 saw the merger of Sharaf DG with its sister concern, Sharaf Digital, which specialises in high street retailing.

April 2011 saw the launch of Abu Dhabi's largest electronics destination with an



overwhelming response from customers. While Times Square Centre had seen a crowd of more than 30,000 customers through Sharaf DG's Flagship store back in 2007, history repeated itself with the Abu Dhabi Outlet seeing an overwhelming response of more than 40,000 walk-ins! With seventeen stores now spread across GCC, Sharaf DG reinforced its commitment of easy and fast accessibility of stores to its customers.

## PRODUCT

Sharaf DG's prime focus is on enhancing the lifestyle of customers by addressing all their electronics needs through a wide assortment of leading edge high-tech products including TV, audio, IT, telecom, photography, home appliance, personal care, global positioning system and home security and unmatched product availability in the stores.

At Sharaf DG customers can choose from more than 25,000 different electronic products and accessories from reputed international brands available in store and online.

While Sharaf DG's specially trained and knowledgeable staff provides customers with assistance to make informed decisions, the stores' open, bright and inviting ambience and touch and feel concept allows customers a hands on experience to reach the end decision.

When it comes to serving customers Sharaf DG does not stop only at product availability and purchase assistance but believes in providing complete solutions in computer and home theatre packages. To aid customers at home, DG Help offers installation, support and services for audio video components and computers. In addition DG+ has a projects division specialising in



providing complete audio and video solutions from products to design and implementation including private cinema rooms for home and offices.

## RECENT DEVELOPMENTS

With web commerce growing in the GCC, Sharaf DG became the first in the industry to create a web store for customers which is easy to access while mirroring the value delivered in

its "bricks-and-mortar" locations. Sharaf DG.com provides easy to understand and easily accessible information about all electronics products. Customers can navigate through convenient product categories, look into the complete information of a product and perform a side-by-side comparison of various products making it an easy and convenient shopping experience.

## PROMOTION

With its commitment to widest choice, best value and trusted service Sharaf DG uses a mix of traditional communication channels such as newspaper advertisements, magazines, TV, radio, flyers, catalogue distribution, sms and online campaigns to reach its customers.

Sharaf DG believes in devoting significant resources to create a fun experience for its customers. Grand openings, sponsorship events, sale events, vendor and community partnerships create an engaging experience for customers which drives traffic to the stores.

Always ahead in providing innovative and engaging promotions, some of their in-store customer engagement activities Match and Win, Key to Fortune, Shop Blindly, Wheel of Fortune and Plinko will remain in customers' minds for years to come.

It is not only adults who have fun at Sharaf DG, special attention is also paid to younger customers with events like Gaming competition, Treasure Hunts and Painting competitions offering enticing prizes such as a trip to Disney World or PSPs and laptops as prize give aways.

## BRAND VALUES

With the recent rapid developments in technology it can be quite intimidating and confusing for customers. Sharaf DG understands that and strives to provide a complete shopping experience to customers with continued focus on:



- Product availability through a wide assortment
- Best price guarantee
- Providing end to end solutions
- Assisting in making informed and best suited decisions



of non availability of a product in the store, the customer has the right to claim it free! In case of non availability of a product Sharaf DG registers the inquiry and procures the product from its authorised distributor in UAE within 24 working hours. If the product is not available with the product's authorised distributor in UAE, Sharaf DG produces a certificate of non availability for the product. If available, and yet Sharaf DG is not able to procure and deliver within 24 working hours of registering the request, then it gives the product free to the customer. Sharaf DG ensures that the products are authorised to avoid any post purchase difficulty faced by customers. As of April 2011 over 21,000 customers have availed of the Brand Promise and 202 customers have even got the products absolutely free!

Sharaf DG understands the importance of 'moments of truth' in every interaction with customers. To ensure service excellence, Sharaf DG has its own Sharaf DG training academy in which every staff member goes through a technical and behavioural training programme before interfacing with customers thereby maintaining high service standards. The training department also releases monthly DG magazines to update staff about recent developments in technology to best assist customers in their decision making.

Sharaf DG firmly believes in reaching out to the community and shares its resources for

programmes with a higher purpose - to help others in need! Sharaf DG drives, as well as participates in, Corporate Social Responsibility programmes such as charity donations, fund-raising programmes and frequently enters into partnerships with the government by standing in as the authorised collection point for old computer donations - to be refurbished and given to the less fortunate. Sharaf DG also initiates knowledge-packed technology programmes for students and sponsorships for organisations in need of support. Sharaf DG's Phone Buyback Programme "Get Cash for your old phone" is one of the most recent green initiatives undertaken and allows customers to exchange their old phones for Sharaf DG vouchers.

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

## Things you didn't know about Sharaf DG

DG stands for Digital Galleria.

Sharaf Group has been in the electronics industry since 1976.

Sharaf DG has the largest number of electronics stores in Dubai.

Sharaf DG has more than 25,000 products of 800 different brands in its stores.

Sharaf DG is the only electronics retailer which offers the "Product Search and Service Concept".

Sharaf DG has a store in the duty free zone of Abu Dhabi Airport.

Sharaf DG's 'Product not available, claim free' 24 hr brand promise has successfully given more than 202 customers their desired electronic products absolutely free!

With the new store recently launched in Abu Dhabi Mall, Sharaf DG now has seventeen stores across UAE and Bahrain. Second half of 2011 will also see expansion into Al Ain, Fujairah, Bahrain and Sharjah and another store in Abu Dhabi in Mushrif Mall.

Sharaf DG boasts of the largest electronics destination in Times Square Centre, Dubai and Abu Dhabi Mall, Abu Dhabi. Al Ain will soon boast one of its own too!

Sharaf DG is the only brand which caters to all end users in the region through its sub-brands: Sharaf DG4U and DG+.

Sharaf DG sees over one million walk-ins every month

Sharaf DG is the only retailer to have made use of the latest marketing techniques in the market. Using digital signage's as a promotion medium within stores is still an unheard of concept in UAE.

Superbrands