



MARKET

Founded in the United Arab Emirates in 1974, Jumbo Electronics is a large, diversified company with a presence in Kuwait, Oman, Singapore, Bahrain, Sudan and the UAE. Jumbo has a distinct footprint in the UAE as a leading distributor and retailer of consumer electronics. With 31 retail stores and nine service centres across all the seven emirates, Jumbo is a household brand name. But there's a lot more to Jumbo Electronics than meets the eye. The continuum of services spans various market sectors, information technology, telecommunications, entertainment, home appliances, office automation, security systems and air conditioning are just some of Jumbo's diverse interests.

Owner of the Supra brand, Jumbo Electronics represents some of the world's most reputed technology brands. These span the spectrum of consumer electronics, home appliances, enterprise solutions, information technology



and telecommunications. Jumbo Electronics is equipped to serve a wide portfolio of customers. Whether it's mobile phone choices for consumers or HVAC installations for companies, Jumbo offers a definitive solution.

ACHIEVEMENTS

Jumbo Electronics is a multi-faceted organisation with a turnover of more than USD 1 billion. Jumbo marked its foray in the UAE as a distributor. Having acquired the distributorship of Sony in 1974, Jumbo Electronics now manages, retails, distributes and installs multiple brands across multiple sectors. Today Jumbo's service gamut includes office automation, broadcast and professional products, e-business, internet services consultancy and information technology services. Jumbo also serves businesses with ventilation, heating and air conditioning solutions. At the SICO manufacturing facility Jumbo manufactures high-quality chest freezers, ice

cream conservators and air conditioners. Among Jumbo's many interests is a commitment towards serving the community. The notable support rendered to the Dubai Cares campaign is one of Jumbo's initiatives in this sphere.

Throughout Jumbo's 34 years of business, it has been the goal to provide outstanding sales and service to customers. It is this approach that

has won Jumbo recognition and placed an array of reputed industry awards on its shelf.

Some of Jumbo's accolades:

- Department of Economic Development – Dubai Service Excellence Award
- Mall of the Emirates – Best Anchor Store Award
- Deira City Centre – Store of the Year Award
- Hewlett Packard – Best Retail Store and Best Distributor Channel Award
- Lenovo – Outstanding Contribution Award
- Microsoft Dynamics – Best Reseller Award
- Microsoft – Microsoft Gold Certified Partner

With these prestigious honours for outstanding accomplishments Jumbo Electronics has set a new standard for itself. It is Jumbo's mission not just to maintain this standard but to exceed it and provide exemplary service to anyone who walks through its doors.

HISTORY

Since its inception 34 years ago Jumbo Electronics has gone from a single store to a one-stop solutions provider to consumers and businesses alike. Under the leadership of Manu Chhabria, Jumbo Electronics secured its first major distributorship in 1974.

Mr. Chhabria continued at the helm until his untimely death in 2002. The company is now chaired by his wife, Mrs. Vidya Chhabria, who is continuing his legacy in the finest traditions. Here's a look at brand Jumbo's progression through the years:

- 1974 - Sony signs up Jumbo as a distributor for its products in the UAE
- 1976 - The Abu Dhabi showroom opens up on the Airport Road, Abu Dhabi
- 1978 - Jumbo makes a front-page appearance on the first ever issue of Khaleej Times
- 1980 - Jumbo House is launched in Bur Dubai – the only glass building during its time
- 1985 - Opening of the Fujairah showroom – then, the biggest in the country at 8,000 sq. ft.
- 1985 - Visit of Masao Morita, then Vice President and Member of the Board at Sony
- 1990 - Gitex is launched and Jumbo makes its presence felt the following year
- 1991 - Another showroom opens up in Abu Dhabi on Hamdan Street
- 1996 - The Dubai Shopping Festival is launched with Jumbo as a founder sponsor
- 1998 - Jumbo ties up with Nokia as a distributor for its range of mobile phones
- 1998 - The first Jumbo outlet in a shopping mall opens up at Wafi City
- 1999 - With the launch of the Ajman showroom Jumbo spans all the seven emirates
- 2003 - Jumbo's own brand, Supra, wins the Gulf Brands of the Decade award
- 2004 - Jumbo is recognised as a Superbrand in the second edition

- 2005 - Opening of the 27,000+ sq. ft. outlet at Mall of the Emirates, then the largest electronics store
- 2006 - Procurement of rights to distribute Hewlett Packard printers
- 2008 - The Jumbo outlets at Mall of the Emirates and Deira City Centre win Best Anchor Store and Best Electronics Destination awards respectively
- 2008 - Launch of Jumbo Unwired, the experience-led technology store
- 2009 - The Jumbo outlet at Deira City Centre wins the Top Electronics Store award

PRODUCT

Jumbo partners with the world's best technology brands. They include HP, VAIO, Compaq, Apple, Acer, LG, Toshiba, Microsoft, Epson, Dell, Lenovo, Linksys and others in the information technology space. Nokia, Sony Ericsson, HTC, Motorola, Blackberry, Samsung and LG form the portfolio of Jumbo's telecommunications brands. The consumer electronics range features Sony, LG, Samsung, Toshiba, Hitachi, Casio and many more. Jumbo Electronics trades in office automation through its flagship brands – Brother and Ricoh.



For home appliance solutions Jumbo partners with Brother, Dyson and Dometic. Jumbo Electronics also manufactures and distributes consumer electronics/appliances under their own brand, Supra. A reputed name in itself, Supra also manufactures high-quality chest freezers, ice cream conservators and air-conditioners for the GCC markets.

RECENT DEVELOPMENTS

Continuing its remarkable growth, and bucking an international trend, Jumbo Electronics opened five new stores in 2008 across Abu Dhabi, Dubai and Sharjah.

Jumbo Electronics also unveiled Jumbo Unwired – the new concept store for laptops, mobile phones, printers and a wide range of related accessories at Dubai Mall. As a technology destination of choice for discerning customers Jumbo Unwired combines convenience and service quality. At Jumbo Unwired techno savvy customers can keep pace with the latest trends in technology and telecommunications.

PROMOTION

At Jumbo Electronics offers and promotions are an integral component of the marketing strategy. One of Jumbo Electronics' strengths lies in the



relationship it shares with its customers. This is the reason why Jumbo's offers and promotions have always been built around providing value.

Annual promotions such as Jumbo Laptop Mania have been a massive success year after year. While the event is eagerly anticipated among consumers it also ranks high on the marketing calendar of participating brands. In their first year festive promotions Jumbo Shopper Whopper and Jumbo Spring Fiesta increased footfall at Jumbo's outlets significantly.

Jumbo has also been ever present at some of the UAE's most reputed retail and trade events. Some of Jumbo's most visible promotions can be seen at the internationally acclaimed Dubai Shopping Festival. Ever since the launch of this annual retail fiesta Jumbo Electronics has been a founding sponsor. Jumbo is prominently present at GITEX, the Middle East's popular technology trade show, held annually in Dubai. In fact, during the 2008 edition of the event, Jumbo Electronics recorded a 50% increase in laptop sales. Notably, footfall at the stands increased by 40%.



BRAND VALUES

The values at Jumbo Electronics are woven around one common thread – commitment. This includes commitment to customers as well as commitment to its people. Jumbo design its on-going training programmes to positively impact the levels of service and the individual development of its people. Jumbo's customers are the backbone of its business. Whatever the business, Jumbo knows what it takes to succeed in a highly competitive market. That's why the company develops long-term relationships with its customers. This is possible through consistent levels of service excellence. As an electronics company, technology plays a large role in much of Jumbo Electronics' approach to business. Innovation drives the methods of distribution as well as the portfolio of products and services. It is this multi-pronged approach that continues to fuel Jumbo's business. At Jumbo Electronics, the relationship with customers doesn't stop at the point of sale. Everything, from efficient service centres to product protection plans, is designed to supplement the overall experience of customers.

www.jumbocorp.com

Things you didn't know about Jumbo

The name Jumbo was inspired by Air India's Jumbo jet, which the founder travelled in on his first flight to Dubai.

Jumbo was incorporated in the UAE in 1974 and is celebrating its 35th anniversary in 2009.

Supra Corporation of Japan is part of the Jumbo Group.

Jumbo's business interests include consumer electronics and durables, tyres and tubes, brewing and distilling products, chemicals, machinery and equipment.

Jumbo has been a key sponsor of the Dubai Shopping Festival since its inception and also sponsored the very first Opening Ceremony.

Superbrands