



# Successfully Building & Developing your Small retail business

Grocery @ SIAL Middle East

By

Afif Barhoumi, UNIDO Investment Promotion Expert

# Discussion points

- Entrepreneurs vs Managers
- Franchising
- Business plan
- Location
- Customer Satisfaction & Loyalty (training)
- Uniqueness

# Added Value services

- Survey on Location
- Home delivery
- Store Arrangement and layout
- Extra Services (postal)
- Package deals
- Evaluate purchasing pattern
- Special products

# Marketing techniques

- Advertise (flyers, press releases)
- Direct email marketing
- Pricing
- Cross Merchandising
- Connect with the Customer
- Manage your money and stock
- Loyalty cards
- Online ordering
- Sampling
- Multiple placements

# Profits=Sales-Costs

- Collective Bulk purchases
- Energy Saving:
  - Less power consumption
  - Green Initiative (CSR)

Innovation, individualized service &  
value addition are essential for  
increasing sales



# Successfully Building & Developing your Small retail business

Email: [unidobah@batelco.com.bh](mailto:unidobah@batelco.com.bh)

Tel: +973 17 536 881