

Marketing Strategy Project

Jarir Bookstore



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A brief introduction of the Jarir Bookstore

Jarir Bookstore Profile

- ▶ Jarir Bookstore company was found in the city of Riyadh around 1974.
- ▶ Around the 1980s, the company opened its advancement by opening another branch in Riyadh, followed by another in the 1990s.
- ▶ The marketing enterprise is now leading in the Middle East for IT products, Books, office materials and Electronics.
- ▶ The company is both a retailer and wholesaler of its products in south Arabia.
- ▶ Its central headquarter is found in Riyadh, the town where it was established.
- ▶ Jarir functions in two divisions: Retail, including online marketing, under the umbrella of Jarir Bookstore, and the wholesale division.

- ❖ Its establishment.
- ❖ Its mission statement.
- ❖ Its business portfolio.

Jarir Marketing Company (also popularly known as “Jarir Bookstore” or “Jarir”) was established in Riyadh in 1974 as a small bookshop. In the eighties, Jarir opened a second branch in Riyadh followed by one in the nineties. In 2002, Jarir became a Joint Stock Company (CR No. 1010032264) and was listed in the Saudi Capital Market (Tadawul) in the year 2003. Currently, Jarir has a paid-up capital of SR 1.20 Billion. Jarir is a retailer and wholesaler of its products in Saudi Arabia and in other GCC Countries. Jarir’s headquarter is located in Riyadh, Saudi Arabia. Jarir operates through two divisions namely Retail (including online sales), under the trademark of Jarir Bookstore, and a Wholesale division. . The activities of the company include trading in Office and School Supplies, Children’s Toys and Educational Aids, Arabic and English Books and Publications, Arts and Crafts Materials, Computer Peripherals and Software, Mobile Phones and Accessories, Audio Visual Instruments, Photography Tools, Smart Television and Maintenance of Computers and Electronic items. Jarir is considered the market leader in the Middle East for consumer IT products, Electronics, Office supplies and Books. Jarir was recognized as the 7th “Most Valuable Retail Brand” in Saudi Arabia (BRANDZ Top 20 Most Valuable Saudi Arabian Brands, 2017). Also, Jarir figured in the “Top 100 Listed Companies” in the Arab World (Forbes, Middle East, 2018).

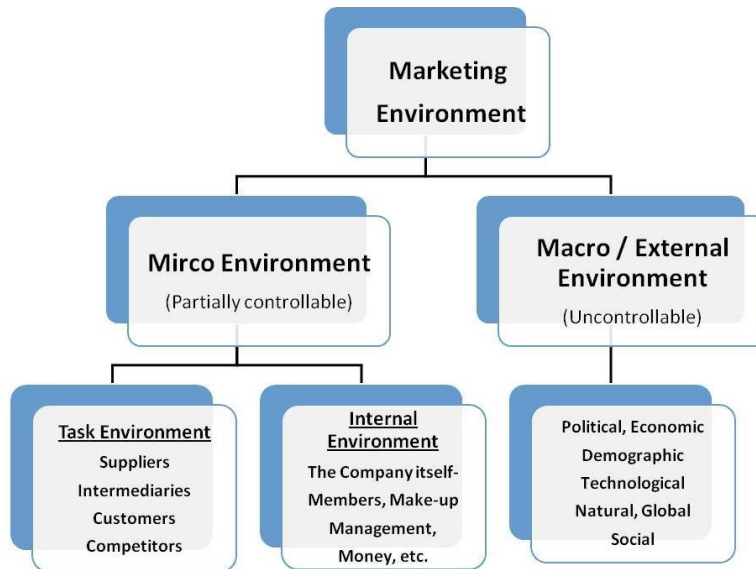
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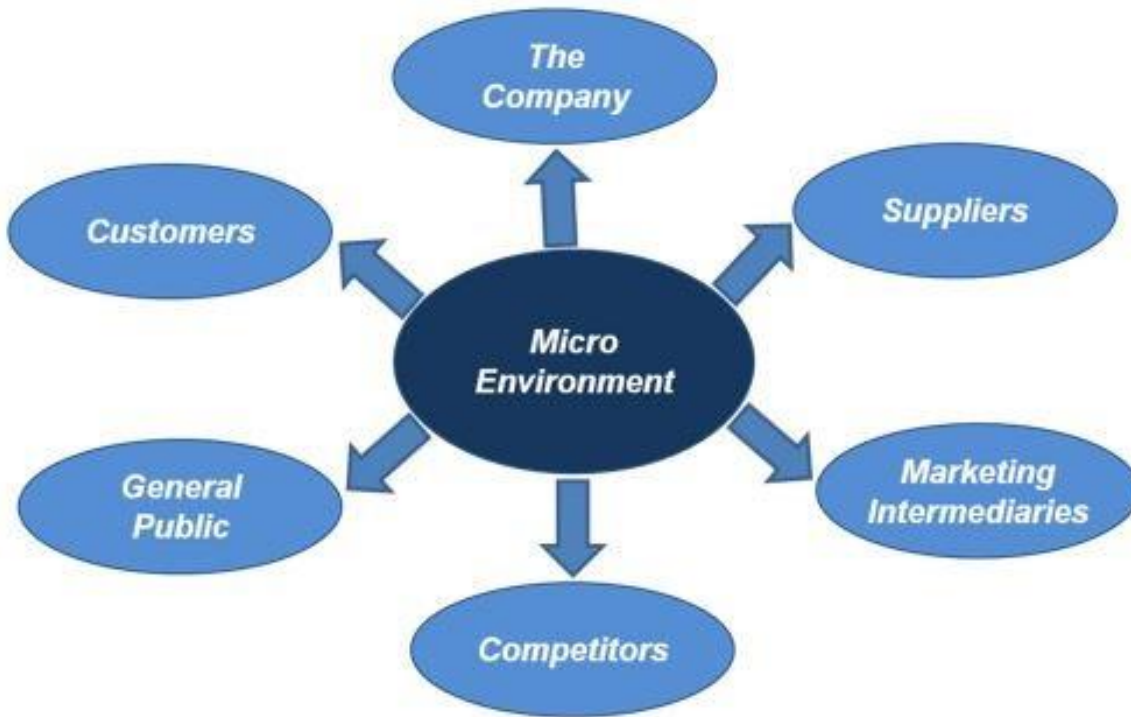
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Marketing environment



- ❖ What are the microenvironmental forces that affect the company.
- ❖ What are the macroenvironment forces that affect the company.



The micro environmental factors have a direct influence on the organization. It includes factors like consumers, competitors, suppliers, labour market, industry and financial resources. The macro environment is also referred to as remote environment and its elements have indirect influence on the organization.

Jarir's sustainability strategy is based on strong principles of corporate social responsibility (CSR), stakeholder engagement and positive impact generation. In addition, we believe that our rapidly changing business landscape will bring new risks and opportunities related to environmental, social and governance (ESG) issues. Our sustainability efforts aim not only to reduce negative impacts, but also to enhance current and long-term value creation for our business and key stakeholders. Therefore, our sustainability management approach is aligned with our business strategy to enhance our competitive edge in a future that is likely to be increasingly transparent, low-carbon and resource-constrained.

To achieve our vision of a sustainable future, we implement a sustainability management framework that integrates critical ESG considerations into our business decision-making processes. This framework consists of six pillars exhibited in the figure below. These pillars are further reinforced by our core values, industry best practices and internationally recognized standards.



As pioneering company and a market leader in the Arab region, we built our foundation on strong business traditions and are committed to achieving sustainable growth through responsible best practices. As we have achieved significant scale over the past decades, it is becoming increasingly important to adopt an exemplary leadership role regarding business ethics and responsible operations. To maintain these commitments, we have management systems in place to ensure effective corporate governance, the highest ethical standards, transparency, strong financial performance and rigorous risk mitigation mechanisms. These



mechanisms are designed to build resilience, foster continual improvement and safeguard long-term value creation for our stakeholders.

Jarir embraces the collaborative digital community to foster innovation and challenge traditional business models. We aim to be more than a company, but also a valuable member of the both digital and local communities by creating positive impact, spreading knowledge and fostering socio-economic development. We bring a new approach to delivering products and services that ease the processes of learning and educating and improve quality of life by making quality products affordable and accessible. To maximise the value that we offer to the communities we serve, Jarir provides industry-leading affordability programs in various forms such as back to school discounts for students and teachers. In addition, we partner with the largest tech brands such as Microsoft and Apple to help provide discounted mobile devices and laptops to students and teachers in need.

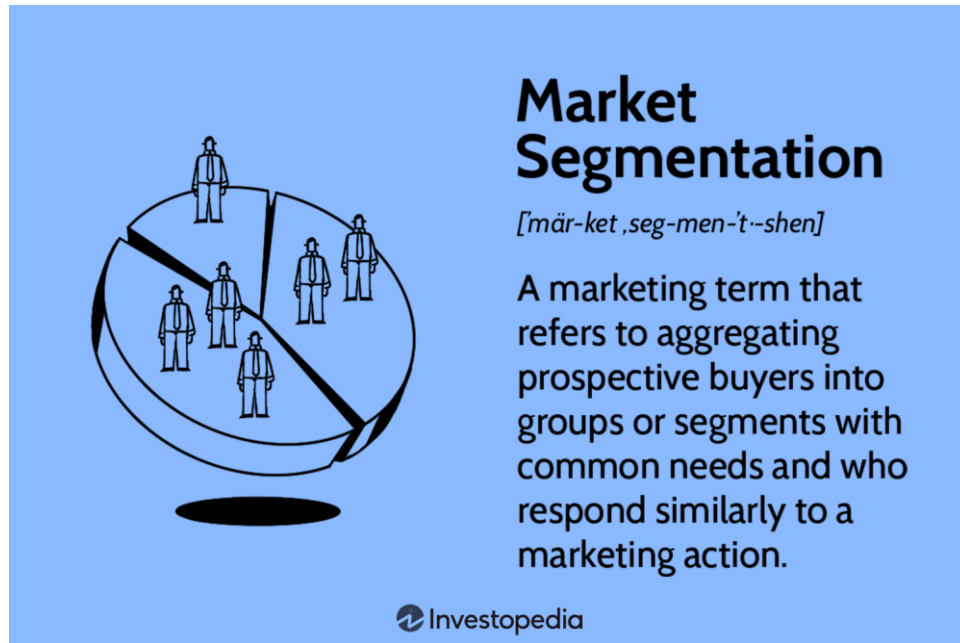
Jarir puts the best interests of our customers first. We focus on making and sourcing high quality products and services accessible across our communities to help spread education, culture and the growth and prosperity of our customers. Throughout our operations, privacy and data protection best practices remain at the forefront of our efforts.

Jarir is a family and we are committed to the personal and professional development of our people as both a core responsibility and a strategic business objective. Properly motivating and rewarding the talents of our employees helps us attract and retain top talent and create long-term value for our business. At Jarir, loyalty is a two-way street and as our employees drive business value, we foster employee longevity through supporting wellbeing and career development. We believe investing in our employees is an investment in the future of Jarir. To optimise and streamline the management of human resources, Jarir plans to digitise all our HR systems and integrate them with other key corporate functions.



Jarir is committed to minimising negative environmental impacts throughout our operations and supply chain. Further, we believe the changing global environment will bring new emerging business risks and opportunities. Therefore, our commitment to environmental responsibility is aligned with our business strategies to adapt to new environmental circumstances and foster a transition to a sustainable future. We operate under the understanding that innovating business models for resource efficiency and impact minimisation will ultimately drive long-term value creation, risk mitigation and market differentiation. Jarir aims to be a catalyst for a better world. As such, we have identified four key areas where we feel we can make the greatest environmental impact: fight climate change and reduce carbon emissions through energy optimisation and sourcing renewable energy; reduce the environmental footprint of our customers through sustainable products; extending the life of technology through e-recycling programs; and strict adherence to all applicable environmental regulations.

Market segmentation



- ❖ How does the company segment its market?
- ❖ What is their target market? Describe it clearly!

Middle and high class customers

Access to this type of customers starts from the choice of location and ease of access to it, as well as high-end decoration, lighting and other things that are apparent to the visitor upon arrival, and this is from the marketing plans that Greer made and provided to its customers, we find that all branches of Greer at the beginning are distinctive, as well as the owner of each opening a huge advertising campaign that made the consumer repeat the name of Greer, as well as he knows that what he wants from school tools will be found by them .

In addition, there are employees inside the library who are interested in receiving questions and inquiries from customers to provide a high quality service, and this is one of the company's goals, which it has already achieved.

(The above is one of the strengths of the company).....

These marketing plans are sufficient to attract the consumer in addition to the quality of the goods at Greer, which is well taken care of .

It was also a means of attracting dealers and distributors of stationery and foreign companies.

Distribution and branch policy

Jarir library is considered one of the best libraries in spreading, as well as choosing strategic locations for branches to serve its marketing plans .Jarir has spread to all the major cities of

the Kingdom, and I believe that Jarir has spread throughout the kingdom, even the provinces and small villages, with Roku products, which is hardly a house without one of its products.(Power point).

Greer and translation

Jarir has not stopped to that extent, but has increased its connection with the consumer through its continuous search for his needs and desires, so it has made many contracts with publishing houses to enable them to translate foreign books into Arabic, especially the books that have won the most sales in the world.the consumer now has the choice to browse Arabic or foreign books, according to his wishes and possibilities, especially with the convergence of the quality level of printing, paper and cover.0 (chance turned into a power point).

Greer has moved from his office to an investment group

It is known to us and it is a commercial postulate that retail trade has a lot of liquidity for the investor as well as his financial strength, and since Jarir is considered one of the largest retail traders, this has created abundant liquidity that needs other channels for investment, Jarir began to transform the company from a limited to a public shareholding and listing it on the Saudi stock market, and from this point of view, the investment empire began in Jarir, and the star of Jarir investment group emerged, and it is known to us that one of the best investments in the Saudi market and the least risks is real estate, Jarir started by investing in the field of commercial markets and large centers, it is clear to us that the Greer group has a tremendous strength and ingenuity in the field of Marketing is no wonder, she said (Greer is not just an office).

Greer group and commercial markets



Jarir has started to sit on the throne of commercial markets after it started opening its first shopping center, Jarir mall in Jeddah, and it has succeeded in marketing it and attracting distinguished names in the field of clothing, perfumes, fashion, as well as foodstuffs.

Jarir group has dominated the field of commercial markets and malls and expanded in all major cities of the kingdom, so we find Hayat Mall in Riyadh and Medina as well .

As soon as Greer started building the mall, we find that all companies have taken a name for themselves in this mall, and Greer has benefited from its experience in the field of marketing in Greer libraries and dropped the same experience on investing in malls, and we notice it in choosing distinctive locations, designs and distinctive decorations as well.

Hence, Jarir ascended the throne of investment in the field of markets and commercial centers, and he was previously on the throne of libraries and school tools in Saudi Arabia.

Marketing plan objective



- ☐ What is your company's objective? You should write a SMART objective!



It was the first to analyze the organization's message according to David's elements, but the lack of clarity of the message forced me to analyze the goals, which were clearer:

- ☐ Leadership in maintaining the quality of services provided to our customers.
- ☐ Providing high quality products at the best price to our customers.
Respect individual initiative , provide opportunities for personal growth of our employees.
- ☐ To build a strong state with effective leadership skills management team.
- ☐ To be the market leader in office and school supplies, books and IT products.
- ☐ And in order to achieve profit and growth as a way to make all values and goals possible.
- ☐ We achieve this through the dedication, commitment and professionalism of our customer service staff that starts from the heart.

Marketing mix



- ☐ Product (Describe the product that you will introduce to the company very clearly!)
- ☐ Price (What price will you set on the product?)
- ☐ Place (Where will you sell the product? Will it be direct or indirect channel?)
- ☐ Promotion (How will you promote the product?)



The mission of Jarir publications is "you", dear Arab reader, to advance and draw from the cries of knowledge from all parts of the earth and to draw the latest sciences from those who have surpassed you in knowledge and experience and to increase knowledge, success and happiness, for your sake we bring you a world full of knowledge, to where you are and in your language

Jarir Publications specializes in publishing the best-selling international books that deal with self-development and capacity development for adults and children, in addition to management and marketing books and many other topics

Books published so far **5000**

Where Jarir Bookstore selects the best and most famous books from the best-selling book collections in the world and translates them into Arabic in order to give the Arab reader easy access to knowledge, whatever its source

title annually **300**

Activate Windows



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<p>★★★★★ .. Zookeeper team Brit Bean EGP 189.00 EGP 210.00</p>	<p>★★★★★ turing your child's brain without i Kevin Lehman EGP 324.00 EGP 360.00</p>	<p>★★★★★ The greatest secret Rhonda Byrne EGP 540.00 EGP 600.00</p>	<p>★★★★★ ..Foxes and Reri - Tide Problems Ashlyn Miss EGP 189.00 EGP 210.00</p>	<p>★★★★★ y do we get sick - the hidden epid Benjamin Beckman EGP 351.00 EGP 390.00</p>	<p>★★★★★ Your superpowers! basic lesson: Joseph Murphy EGP 216.00 EGP 240.00</p>

Company position

In a world that knows only the language of numbers and in a world that is accelerating day by day, organizations had to stop to recalculate and rearrange their strategies to keep up with the opportunities and challenges that they face day by day, and this is what Greer investment company followed, which wanted to submit this report.



The bold management of Greer was the basis for this great success, and the group's marketing methods are one of the best ways on which this investment empire was built

No wonder you are considered one of the best companies on the Saudi Stock Exchange .

Marketing ideas from Greer have increased the strengths within it:

1. The distinctive locations of the branches.
2. The powerful advertising campaign led by Greer.
3. The choice of distinctive names in the world of school tools.
4. Creating a distinctive brand and focusing on it Marketing.
5. Convince the consumer that Greer is not just his office.
6. Making agreements with universities and schools to market their books and products.

Wholesale and retail market and trade

This market, on which Greer sits on the throne, is considered the first in the wholesale trade for libraries, due to the approach and policy taken by Greer in acquiring half of the wholesale market, and Greer's beginning in this market was with the birth of the famous brand of school tools (Roco), which is owned by Greer, which she founded and marketed until it became one of the best brands in school tools, knowing that it is Chinese-made but of high quality(a strong point).

Greer struggled to limit the imitation of this brand and began to draw up agreements with importers of stationery not to imitate or market the Roku copycat brand, and Greer found a great response from wholesalers in this regard (a threat that Greer was able to significantly reduce).

By doing so, Greer has taken control of this brand and not imitating it, and she has succeeded in marketing it before, and this is not strange for Greer and those who said (Greer is not just an office).

From this brand came Greer dominated the wholesale and retail market and was the undisputed first.

The weaknesses that Greer faces as a family company, the original:

As it is known that Greer company is a family company in origin, as the Al-Aqeel family owns more than half of its shares and has the largest voice in voting on its decisions, and from this point of view, one of the weaknesses has emerged, which stands out in the non-separation of ownership from management, which is undesirable by the shareholders, there is also the problem of the transition of management after the founder of the company, as well as the problem of the lack of a second row at the level of management of the first row, and I think that Greer company is a guarantor of the future arrangement of these problems facing family companies in general.



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