



# مَوْلَ مُسْكَاتٍ

# Mall of Muscat

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وجهة واحدة للجميع Destination for All

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# Welcome to Mall of Muscat

**Dear Retailers,**

We are very pleased to be able to welcome you to the boldest and most dynamic retail, entertainment and leisure destination in Muscat, Sultanate of Oman. We welcome you on board.

To help you in this process, please find attached a listing of the Management team and the contact numbers. We are here to assist you and to familiarize you with the shopping Centre and its facilities. Please do not hesitate to call us if you require any assistance.

In addition, our Customer Service Staff are happy to help so please feel free to direct any enquiries to them at any time.

We have also provided you with a Retailer Guidelines which will highlight key information and procedural information about the Mall.

If you have any questions or issues specifically relating to facilities or maintenance, please contact our Staff at the Information Counter.

Over the next few weeks, our Management staff will be visiting your stores to meet you and personally welcome you at the Centre. In the meantime, please do not hesitate to contact us anytime.

On behalf of Tamani Global Development and Investments, We would like to officially welcome you the Mall of Muscat and we look forward to working with all of you.

Best Regards,

Mall Management

## Mall Management Team

The Mall of Muscat is committed to providing support and assistance to its retailers.  
Our dedicated and professional management team consists of the following people.

Designation	Name	Email id	Contact No.
Head - Mall Operations	Mr. Hussain K Jamal	<a href="mailto:hussain@mallofmuscat.com">hussain@mallofmuscat.com</a>	91215263
Mall Operations Manager	Mr. Vikash	<a href="mailto:Vikash@mallofmuscat.com">Vikash@mallofmuscat.com</a>	92918678
Leasing Manager	Mr. Asad Liaqat	<a href="mailto:asad@mallofmuscat.com">asad@mallofmuscat.com</a>	79419549
Security Manager	Mr. Adil	<a href="mailto:security@mallofmuscat.com">security@mallofmuscat.com</a>	92233554

Should you require any assistance, please do not hesitate to contact us at the following address:-

Mall of Muscat,  
P.O Box 528, P.C-122, Al Mabilah  
Muscat , Sultanate Of Oman  
Customer Service :+968-24014017

Website:- [www.mallofmuscat.com](http://www.mallofmuscat.com)



Mall Of Muscat

For social media this link post:  
<https://qrco.de/bbpIjD>



SCAN ME

For work permit this link post:  
<http://momcrm.com/>

# MALL CUSTOMER SERVICES & FACILITIES

## ATMs

ATM machines throughout the mall for our customers convenience. Refer to the Mall Directory for locations.

## Baby Changing Rooms

Equipped baby changing rooms are located near the ladies toilet washrooms areas in the Ground floor , first floor and second floor .

## Car Charging Station

We are looking to have this facility in near future, we will inform you accordingly.

## Currency Exchange Services

There are currency exchange providers located at the GF and First floor. Please refer to mall directory for the specific location.

## Banks

Banks are located on the Lower Ground floor. Please refer to mall directory for the specific location.

## Prayer Rooms

The Permanent male prayer rooms are located on the Lower Ground floor and Male and female prayer rooms are on the Second floor of the Mall.

## Wheel Chair Service

This Service is offered free of charge and is available at our main Customer Service booth on the Ground and First floor of the Mall.

## Wi-Fi Service

This Service is offered free of charge for Mall Customers. Wi-Fi service is available at all areas of the Mall.

## Mwasalat Taxi

Mwasalat taxi service is the only taxi service provider for the mall. Pickup and drop off services are available only at Lobby - 6 ( lower ground floor ). For further details / booking please contact our Information Counter ( Ground floor ).

Please note :- Other private taxi 's will not be allowed to pick up the customers from the Mall.

## Information Desk

There is One Customer Service Desk for the mall on the Ground floor of the Mall.

## Lost and Found

Lost and found items to be handed over to the mall security department. Please note that the security staff responsible for coordinating Lost & Found items is Mansour Al Shehi. He can be contacted on 99562200.

## Emergency Assistance

For assistance, please contact any security team member or to the Information Counter.

### USEFUL NUMBERS

- Emergency Services
- Oman Royal : 9999
- Oman Fire Department : +968 247 02 170
- Ambulance : 9999
- Muscat International Airport : +968 245 35 1234
- Muscat Municipality ( seeb ) : +968 24 42 66 00

## MALL OPERATIONS

### VENUE IN DETAIL

(Understanding the space)

**FLOOR PLANS**-Attached in Appendices ( pls refer appendix E )

#### Building Specifications

##### General Description

- Entrance Lobbies
- Car Parking Facilities
- Trading hours
- Staff parking Area

## BUILDING SPECIFICATIONS

### General Description

The Building known as Mall of Muscat (Shopping Mall) is located at Al Maabela, and conveniently situated between the Muscat Expressway and Highway. It is an integrated shopping mall comprising 3 Floors of Retail, F&B, Cinemas, Entertainment, Aquarium and snow Park (coming soon)

#### Entrance Lobbies

Mall has 6 lobbies with elevators, travellators and escalators with easy accessibility to all floors.

#### Car Parking Facilities

The capacity of car park is more than 3000 vehicles.

#### Trading Hours

### Store Hours

Shops	Saturday – Wednesday	10:00 A.M – 10:00 P.M
	Thursday – Friday	10:00 A.M – 12:00 midnight
Hyper Market	Saturday – Friday	08:00 A.M – 12:00 midnight
Cinemas	Daily	As per Show Timings
Food Court / Cafes & Family Entertainment Centre	Saturday – Wednesday	10:00 AM – 11:00 PM
	Thursday – Friday	10:00 AM – 12 :00 AM

### Note:-

Operating hours can change seasonally and at the discretion of the Mall Management.

### Services dedicated to every Occupier

#### Common Services

#### Lifts & Escalator-

- The Mall has total 5 (five) passenger lifts, 7 (seven) service lift, 2 (set) travellers, and 18 escalators. ( please refer Appendix F for locations)
- Tenants & Contractors are only allowed to use the Service Lifts for shifting the material.

## **Public Address System and Audio System -**

- The Public Address System broadcasts emergency messages throughout the building including all car park floors and provide background music at selected common areas

## **Security System**

- The Building is equipped with state-of-the-art security system incorporating closed circuit television, Building Access System duly compatible with Building Management System and supported by physical security guarding service.

## **Terms of References**

- These rules and regulations are intended as a guide for good housekeeping and operations at Mall of Muscat.
- The retailer should ensure that the Operational Staff is aware of these rules and regulations and also ensure strict compliance.
- In the event of differences in the nature of terminology of the rules and regulations stated in the manual the terms of the lease agreement are superior at all times.

## **Retailer's Emergency / After- Hours Contact Information**

All retailer must provide the Mall management with a list of key holders and their contact details that would be contacted in the event of an emergency or incident in the mall of the store premises. Any changes in the key holders information, permanent or temporary, must be brought to the Mall management's attention immediately. Kindly use the form Key Holders Contact Information located in the appendices section of this manual.

## **Store Operations**

Efficient Store presentation and visual merchandising is mutually beneficial. The following information and guidelines aim to help in this regard.

## **Visual Merchandising Guidelines**

Following are the guidelines for your store window display and visual merchandising plan.

- Display must not obstruct visibility into the store.
- Free Standing posters, signs or any items for display should be placed beyond the control zone of your shop
- The following not be allowed:
  - Stickers, Cut vinyl graphics or texts subject to Management Approval
  - Roller Banners are not allowed. For any promotion / sale offers you should use Easel Stand Boards.

- Do not use any lighting effect that moves and distract the eyes i.e- laser, strobe light etc. of the customers passing by.
- It is not permitted to fix promotional materials, posters, signs, messages, etc. on the shop- front, display windows and doors.
- Do not use hand lettered signage, hand printed or pencil signs with in your store.
- V.M work is not allowed during mall trading hours and needs to be completed before store opening.

## **Store Housekeeping**

The cleanliness of your store is very important. This includes the grass frontage, the fascia and the top of any pop-out designs. The retailers are responsible for cleaning their stores and restaurants.

Any cleaning contractors whom you employ must clean before or after mall operating hours only. All cleaners must display ID cards so that they can be identified by our Security Staff and Mall personnel.

## **Stock Taking**

All shops must complete their inventory after or before operating hours. We do not permit stock taking during Operating hours.

## **Store Renovations and Fit-Outs**

Renovations can only be carried out after obtaining official approval from the management. Any Fit outs work has to done after Mall Operational Hours only.

Note that the Security team will also need a detailed list of all staff / company vehicles that will remain on the premises after operating hours. Vehicles parked overnight without valid reason, will be towed by Police Authorities.

## **Retailer Store Room and Back-of-House Areas**

While the Mall Management appreciates that at certain times there will be pressure on store rooms caused by large deliveries, it is important that storage areas be kept tidy to ensure easy access for staff or customers during an emergency. Similarly, please ensure that no deliveries are left in Service Corridors. All packaging, cages and trolleys should be removed from back-of-house areas as soon as possible, nothing stacked in front of electrical Db's and no fire exits inside the stores are blocked as per civil statutory regulation.

## **Deliveries**

Please ensure that your staff is aware of the nearest bay and have notified your delivery companies for access arrangements. Key points to remember are:

- Deliveries to retailers' storage rooms are permitted which are in the back of house area ) throughout the day. Deliveries to actual stores however, are only permitted before or after mall operating hours. Below is the delivery schedule for stock deliveries to your store:-12:00 AM - 9:30 AM ( ALL DAYS)
- For material / logistics please speak to Security guard stationed at nearest loading bay. In order to minimize congestion at loading bays for any big size over sized stock retailers should must inform the Security Control Room at(+968) 24014022 of all deliveries in advance. Failure to inform them may result in vehicles being delayed or turned away. Please Refer appendix E for information
- Retailers are responsible for ensuring that their delivery staff clear the loading bays immediately and efficiently. This is to facilitate faster circulation of deliveries, and in no circumstances should any delivery items be left in the loading bay.
- Deliveries should be made via service corridors, and, wherever possible, via the back door. Fire regulations require that service corridors be kept clear of merchandise and garbage at all times.
- Security Guards are stationed at the loading bays to assist and ensure smooth and orderly circulation of all delivery vehicles. They are available to provide assistance but it is the retailers' responsibility to accept the delivery and process the stock as quickly as possible.
- Retailer staff vehicles are prohibited from parking in the loading bays. Any vehicle parked in these areas will be reported to the police patrol for parking violations.
- Lulu hypermarket and other shopping trolleys are for customers° use only. You are not permitted to use these trolleys for delivery or disposal of items. Delivery flatbed trolleys should be used for this work. These should have rubber wheels and must be stored in their respective units and marked with store unit number for identification.
- For safety and security reason, all loading bays are monitored by CCTV surveillance cameras.
- Rubber trolleys must be arranged by the retailer in advance.
- No branding / sorting of goods is permitted in the loading bays.
- Food items must be delivered in closed containers. Chilled or frozen food must be transported in appropriate refrigeration packs.

## Special requirements for Food & Beverage Retailers

The handling of food products in the mall requires special procedures and facilities. Key details are listed below:

- Loading bays are open 24 hours to allow regular deliveries of perishable items to the food court however F& B retailers who don't have service corridor for them delivery should be before and after mall hour.
- Please ensure that you have contracts in place that to be submitted to the mall team with local companies to handle the following:
  - Grease trap cleaning
  - Duct Extractor fan cleaning
  - Fire Protection system
  - Pest Control Services
- When disposing of food waste, please ensure that you use the correct receptacles. For more details on this, please refer to the Waste Disposal Section.

## Staff Parking

It is imperative that we maximize the parking areas for customers' use. Therefore retailer staff working at Mall of Muscat are urged to use the allotted side of the parking. Please ensure all staff is aware of this policy. Please see the attached floor plan ( Lower ground floor)-Appendix F

## Utilities

Electricity and water are provided through a central meter system for the mall. Our engineering department, will perform all meter measurements on a monthly basis, which in turn will be billed to you (each unit will be metered independently) by the Mall Management. Please note that the billing will be done to you on the actual consumption. Please note that all the payments towards utilities need to be paid within ten days of receiving the invoice from mall accounts department, failing which delay penalty of 9 % of Invoice `value will be charged. Gas for cooking is supplied from a central system.

This service has been contracted out to third party Gas Supplier who will supply and maintain the gas supply system. Each unit will be metered independently and directly invoice to you by the service provider on a monthly basis, based on actual consumption. All outlets are required to submit to a copy to Mall office of annual maintenance contract with the approved gas supplier.

## **Waste Disposal**

It is important that the mall's back-of-house areas are free of rubbish and are kept clean at all times. The Mall Management has provided different containers for the disposal of rubbish to minimize the impact on the environment.

We have identified 3 waste types and disposal methods:

### **Regular Recycle Waste**

Regular waste such as cardboard, paper etc. are disposed of in the cage installed in the loading bay

### **Wet Waste**

Wet waste refers to any food or liquid waste. These items should be disposed of in the wet garbage room in the respective skip.

### **Oil / Grease**

Please ensure that these are disposed in the respective disposal room.

\*\* Please note that dumping / throwing of any debris, waste or unwanted material in the non -designated area will attract penalty of OMR 200/- ( Two hundred Omani Riyals)

## **Engineering and Maintenance**

Following services will be maintained in the common areas of the mall:

- Common Area and corridor ( painting)
- Common Area (plumbing)
- Emergency generator
- Fire Alarm System
- Common Area AC Maintenance and repair
- Common Area Interior and exterior lighting
- Mall Common Area, food courts and restrooms

- Operational of central plant
- Parking area repairs and maintenance
- Common Area Roof Repairs

Repairs within your store space, other than landlord supplied services, are the responsibility of the tenant.

## Security

We provide a security team that is responsible for patrolling and protecting common areas of the centre.

If you encounter a problem such as shoplifting, theft or public disturbance please notify the nearest Security guard or information counter. Please note that it is your responsibility to report and liaise with authorities directly with the police as well.

Our primary focus is to protecting our customers, mall employees, tenants and common areas of the centre. However, if you request our help, including intervening in potentially dangerous situations, we will do so.

When requesting assistance from our security staff, you must state the purpose of your call and the nature of the assistance you require.

The security department is fully operational 24 hours a days , 7 days a week, including holidays. Security patrols in the interior and exterior areas of the centre. They are in constant radio contact with the control room, and are ready to respond to any emergency. Our control room is fitted with closed circuit television cameras which monitor the parking area and common areas of the centre.

## Lost Property

Our security department maintains a lost property register. All items that are found or handed in are recorded and the items kept for three days before being handed to the police. For assistance, contact Information counter.

## V.I.P visits

If your store is scheduled to be visited by a VIP or celebrity requiring security assistance, please contact Mall management so that we may take the appropriate security measures.

# HEALTH & SAFETY

## Tenant's health & safety responsibilities:

As per our Health & Safety Policy, all tenants have a duty to:

- Take all reasonable care to ensure that their own Health & Safety and that of others, is not adversely affected by anything that they do, or fail to do, at work.
- Do all in their power to minimize the possibility of any accident or fire occurring in their premises.
- Not intentionally or recklessly misuse anything provided in the interests of Health & Safety.
- Not block, restrict or obscure routes of escape doors, sprinkler protection or signage in any way.
- Ensure that all equipment provided for Fire Protection or detection is properly maintained and records kept.
- Co-operate with Mall staff and others to enable them to comply with statutory duties and requirements.
- Report anything they consider being a serious danger or any shortcomings in the protection arrangements for health & Safety to the Tenants Relationship Manager.
- Report all accidents and incidents that result in injury or damage immediately to the information counter.
- Comply with the Mall Safety rules, instructions and any special measures that are introduced in the interests of Safety.
- Participate in any training provided by the management team on fire procedures and Health and Safety.
- Participate in Annual Evacuation exercise as communicated by the tenant relationship manager.
- Ensure that their contractors follow and implement Health and Safety procedures and guidelines and instructions.

### **NO SMOKING**

If any of the Staff is found SMOKING in the non designated areas such as Staircase , Parking area, Back of House area, Food court Back of House action will be taken and penalty of OMR 200 will be imposed.

# SOP LOST & FOUND ITEMS

PLEASE NOTE THE BELOW SOP TO SUBMIT LOST & FOUND ITEMS TO MALL SECURITY AT THE SECURITY CONTROL ROOM.

Tenants need to hold the item for a minimum period of 1 month.

The form needs to have a visual i.e., the form needs to have a picture of the item.

The item needs to be handed over to the security team at the security control room located at LGF beside Mall Management Office.

Lost & Found Items will be received once every month on the 10th, all items that you have which are more than 1 month old can be submitted.

To submit kindly call the Security Hotline - 91299965

## Means of Escape

- All emergency exits shall be clearly labeled and readily visible signs.
- Means of Escape shall be continuously maintained free of all obstructions or impediments to full instant use in the case of fire or other emergency.
- No Furnishing, decoration, or other objects shall obstruct exits, exits thereto, or visibility thereof.
- No obstruction by railing barriers , or gates shall divide the means of escape into sections appurtenant to individual rooms or other occupied spaces.
- Mirrors shall not be placed on exit doors. Mirrors shall not be placed in or adjacent to any exit in such a manner as to confuse the direction of escape.
- Sufficient emergency lighting provided to illuminate the emergency exits and access to the emergency exit in the event of a loss of power.
- The exterior access from the emergency exit unobstructed by construction or equipment.
- No material shall be placed within 36 inches of either side of doorways.
- The width of any means of escape shall not be less than that required for a given escape component, and shall not be less than 36 inches.
- Locks or fastening device shall not be permitted that prevents free escape from the inside of building.

## Tenancy Fire & Safety Requirements:

Each Tenancy must ensure that:

- No flammable substance and combustible material are stored in the unit.
- All waste is removed from the tenancy throughout the day.
- Portable fire extinguishers, fire blankets, etc., are available in the unit for use and tested.
- The fire alarm call points and the Fire Alarm Panel is unobstructed and clearly visible.
- Sprinkler system cover all areas (except electrical rooms).

- Stock levels are maintained so as to impede on Sprinkler protection ( i.e. 50 cm below the lowest point of the sprinkler heads).
- No misuse of sprinkler pipe work ( hanging items)
- Clear access to Electrical Distribution Boards, minimum 90 cm clear distance from DB.
  
- No cables trailing over or under floor coverings or through doorways.
- No Multi Plug (block type) adapters being used.
- All light fittings have sufficient ventilation.
- Doors used for escape open in the direction of travel.
- All fire doors are clearly labelled.
- A fire escape or fire escape sign can be seen from all locations.
- All Fire escape doors are unlocked and not chained.
- All Fire Fighting, Fire Sprinkler, Fire Suppression system, Fire Detection and Emergency Lighting systems are regularly inspected and maintained by approved contractors and records of the inspections are readily kept for review and submit to by the mall's management.

### **Restaurants and Cooking areas fire and safety**

In addition to the General Fire & Safety requirements mentioned in the Tenancy Fire & Safety requirements, each Restaurant or Cooking Area must ensure that:

- Fire blankets are available in the unit.
- Cooking equipment that produces smoke or grease-laden vapours are equipped with an exhaust system.
- All interior surfaces of the exhaust system are reasonably accessible for cleaning and inspection.
- The exhaust system is in operation during all periods of cooking.
- Kitchen exhaust systems are cleaned to bare metal at frequent intervals to prevent surfaces from becoming heavily contaminated with grease or oily sludge.
- Hood filters are never removed to increase air flow.

- An approved fixed automatic fire suppression system is installed in all hoods and connecting hood and duct systems and provides surface protection for all cooking appliances and equipment that may be source of ignition in or under the hood and the system is inspected at least annually.
- The extinguishing system automatically shuts off all sources of fuels and heat to all equipment requiring protection by that extinguishing system.
- Instructions for manually operating the extinguishing system are posted conspicuously in the kitchen and reviewed periodically with the employees.
- At least one set of portable fire extinguisher and a K-type fire extinguisher is available for protection of cooking appliances that use combustible cooking media.
- The portable fire extinguisher is located not farther than 10 m from the cooking area.
- No smoking or Smoking Prohibited in any part of mall. Any tenant violating will be heavily penalized.
- Gas installations in kitchens have emergency shutoff valves and there is a sign clearly indicating the location of the valve.
- All staff employed in the shop are aware of and trained for the use of fire equipment provided and equipped with contact numbers to summon the fire service and Mall Management.
- All emergency numbers should be available inside all restaurants.

## Fire Safety Provisions in the Mall

### Fire Alarm System

Mall of Muscat is well equipped with the latest fire-fighting and emergency fire systems. The system is monitored 24 hours a days.

When alerted of an alarm situation, the Security Control Room Operator will initiate the emergency procedures and radio all the Security Guards to investigate the cause.

A fully trained Emergency response team is on-site at all times to handle any fire while waiting for the arrival of the fire department.

### Fire Hose Reel ( FHR)

The Fire boxes are located throughout the Mall i.e- Entrances, parking level, Ground level, first and second floor levels. Each fire box contains a fire hose, a fire hydrant, fire extinguisher, a break glass unit to initiate the fire alarm.

#### Fire Exits

Signs leading to fire exits are clearly visible around the mall and other areas. Please familiarize yourself and your store staff with the nearest exit and assemble points.

#### Fire Extinguishers

The mall has two type of fire extinguishers located throughout the mall. The fire extinguishers are clearly identified by color, with each type designed to suppress a specific type of fire. The types of extinguishers are:

- CO2 Fire Extinguishers ( RED bottle)-For electrical fires
- Dry Powder Extinguishers ( RED bottle)-For all kinds of fire

## INCIDENT MANAGEMENT

### Fire

#### Actions upon finding a Fire

- Activate the alarm by breaking the nearest break-glass unit.
- Inform the nearest Security Control Room or any Security Guard on duty in the area information counter
- Remain calm and give proper information
- If you are not in personal danger, attempt to put out the fire using equipment from the nearest fire hydrant box
- If you are in personal danger, evacuate and proceed to the assigned assembly area immediately through the nearest fire exit
- When exiting, shut all doors behind you in order to help contain the fire.

#### Sequence of Emergency Alarm

##### Initial Alarm

Once the fire alarm is activated, the fire alarm will ring for 10-15 seconds, and will then

be silenced. The initial alarm is to signal that there is a potential fire situation which requires investigation. When the alarm is activated, fire man and security team will immediately verify if there is a fire, or if the alarm was activated falsely. If the alarm cannot be determined within 3 minutes, the alarm is automatically re-activated, signaling the need to implement the emergency procedures, including evacuation and notification of the authorities.

### Full Alarm

If there is a fire and it is necessary to evacuate the zone, the fire alarm will ring for a duration of 10-15 seconds followed by a message for evacuation over the public address system. The sequence of alarm followed by announcements will be repeated throughout the alarm situation. If a full alarm is activated, there is a real emergency in a zone and an evacuation is required. All people within the zone should immediately proceed to the designated assembly point ( please refer floor plan ) through the nearest fire exit.

### Evacuation Plan

In order to achieve a safe and rapid evacuation of the mall in case of an emergency, it is important that all staff is familiar with the evacuation procedures. Proper training and practice can save lives.

### Responsibility

Each store should designate an ETL (Emergency Team Leader) from staff for each shift. Should an evacuation be ordered, it is the responsibility of the ETL to ensure that their premises are evacuated as quickly as possible by all the customers, visitors and members of staff.

### Store-Specific Emergency

An individual retailer may decide, in the case of an incident directly involving his / her premises, that an immediate evacuation of the premises is necessary to safeguard the public. This should only be done when risk to life and safety is serious and imminent. It is vitally important that the Security Control is informed of this decision immediately.

### General Evacuation

A general evacuation will be ordered by the Centre Crisis Management Team leader. This order may be made by telephone to the retailer or delivered by a third party. Regardless of the type of evacuation, all evacuations should comply with instructions contained in the evacuation plan of Mall of Muscat indicating the nearest fire exit and assembly points.

### Evacuation Alarm

The evacuation alarm at Mall of Muscat is the continual sounding of the intermittent alarm, combined with system generated announcements.

## Evacuation Procedure

- Do not panic
- If you are not in any personal danger, assist others
- Know where your assembly point is located
- Know the shortest route from your normal place of work to the assembly point and at least an alternate route
- Use the safest available fire exit route
- If heavy smoke is present, crawl as low as possible to minimize the amount of smoke inhaled
- Never use an elevator in a fire or crisis situation
- Do not evacuate to the roof
- Do not re-enter your store unless declared safe

If you are not in immediate personal danger

- Shut down all electrical equipment and utilities ( i.e. A/C, gas, water, etc.)
- Ensure that cash and all other essential documents are carried with you
- Ensure that all members of your staff and public have left the store
- Close and lock all doors
- As soon as possible after arrival at the Evacuation Assembly point, the ETL should identify himself to the Mall Evacuation Point Office (he/she can be recognized by an high visibility vest). Any member of your staff missing from the evacuation must be reported. Details concerning the following information will be important during any follow up to locate the person:

- Gender
- Age
- Brief Description
- Once the ETL has reported their staff is accounted for, it is his / her responsibility to ensure that the staff remain at the Evacuation Assembly point until permission is given to re-enter the mall or leave the premises.
- Store employees should be prepared to assist with the management of the Evacuation Assembly point as directed by the Mall Evacuation Assembly Point manager.

- Entry Back to the Mall will not be permitted until the area is clear as given the Crisis Management Team leader

## Evacuation Assembly Points

There are two Evacuation Assembly Points:

- Assembly Point A -External Car Parking (South Side)- Lower Ground floor
- Assembly Point B - External Car Parking (West Side)- Lower Ground floor

Any changes to these published Evacuation Assembly Points will be given to the ETL when the evacuation is ordered.

Remember that particularly in the event of an emergency evacuation, you may have to escort customers and visitors to the Evacuation Assembly Point.

## Threatening Call / Bomb Threat Guidelines

You can help if you:

- Remain Calm
- Note down the exact message
- Ask relevant question like:
  - Where is the bomb planted?
  - When is it set to go off?
- Keep the caller talking to note background information and obtain valuable information
- Fill in the Bomb Threat Call Checklist form as you speak. This form is available in the Appendices section.
- Write down the telephone number showing on the display phone
- Put down the time you received the call

## Action in Case of Accidents

### Action Plan

- Report all accidents to the Security Control Room / Information counter immediately.
- Report details of the incident as clearly as possible in order to allow for a proper response and the dispatch of properly trained staff
- In case of a serious accident with obvious serious injuries, call an ambulance and inform the Security Control Room.
- There are on-site qualified first aid personnel in the Mall
- Wait at the site of the incident until help arrives

# MARKETING

## Objectives

At Mall of Muscat it is our objective to maintain the position by continuing to produce innovative marketing programs that bring customers to the mall and generate sales for our retailers. Our marketing team focuses on all our customers including tourists. We will continue to deliver family friendly events and results orientated sales promotion campaigns.

Our marketing tactics include:

**E-News letter** -The E-Newsletter carries news of in-store activities, an operations update and information on the performance of the Mall. If you would like to contribute a store to the newsletter please contact the Marketing team.

**Website** -Mall of Muscat website provides Generic visitors' information, a mall directory with relevant details, a media center, as well as an Entertainment and Leisure section. The site will be in Arabic and English. The Mall website has been designed to provide as much information about the mall as possible in an easily accessible format. The site can be visited at each retailer has their own page with approximately 200-230 words of copy describing their store. The content for the site is managed by in house and if you would like to change your store description or provide us with promotions to be displayed on the site, please contact our Marketing Department or email on info@mallofmuscat.com. We have also Facebook, Instagram and twitter accounts available for FREE to all our retailers. Like us on [www.mallofmuscat.Com](http://www.mallofmuscat.Com) to receive the latest update and follow us on Facebook : [@mall-of-muscat](https://www.facebook.com/mall-of-muscat)

and on instagram : [@mallofmuscatorman](https://www.instagram.com/mallofmuscatorman).

## Your Participation

We organize sales promotion campaigns and special events throughout the year and your participation is important to us. They help you gain added exposure in the mall and, thus added awareness with our customers. Notices are sent to retailers in advance of all activities. To get maximum benefit from these opportunities please forward notices to your head offices immediately so deadlines can be met.

## Digital Advertising in the Mall

You have the opportunity to advertise your brand or retail store in the mall through the medium of smart screen Network which is Digital Signage which is being managed by ELAN JARWANI Company. Below are the details of the Digital Media Assets;

- Floor mounted double sided screens located in Ground, First and Second floor levels.
- Single Sides Screen on the Lower Ground level in all the Lobbies

- 2 Video Walls located on Ground floor
- In door LED meshes located at the Plaza and The Walk
- Outdoor LED screen located at the Mall Facade

Below are the contact details for the concerned at Elan Jarwani Company:

Khalid Abu Saada - Sales Director

Email: [khalid.abusaada@elan.qa](mailto:khalid.abusaada@elan.qa)

Phone - 00971- 4 - 4289430

Mobile - 00971 - 52 - 6669069

### In Store Promotions & Events

We expect that your store will engage in a variety of promotional activities throughout the year, We are thrilled to have so many world class shops and look forward to working together to maximize any event you may be conducting from your shop. In order to properly prepare, we would ask that you do the following to maximize the benefit:

- Please give the Mall Management team advance warning about any activity in your store. This will help us to provide any operational or marketing support. Preferably a written proposal would be submitted to the Marketing team.
- 10 working days notice is required for major events
- Advance notice of more than 10 days would be appreciated for any event that may attract large crowds, or require special security measures.
- Any instant promotion / store activities take approval from mall team

## MALL PROMOTIONS & ACTIVATIONS

The Mall promotions and advertising offers you a high-impact media to reach our shoppers. It offers you an excellent opportunity to communicate with the consumers of Mall of Muscat center directly, thereby increasing the impact of your message as this can be delivered close to the purchase point.

### Short Term Retail / Activation

Mall promotion / activation  
Carts, Counters, Kiosks are an excellent way to promote or introduce new and unique products on a short term basis. The exposure to a high traffic mall will help you grow your business.

### Sponsorship

Marketing campaigns and activities offers sponsors a high-impact platform to gain exposure in the mall and also through publicity.

For more information on how you can benefit from the above opportunities contact:-

Short term retail -contact mall information counter

Promotion / Sponsorships on [info@mallmuscat.com](mailto:info@mallmuscat.com)

Annual leasing kiosks on [leasing@mallofmuscat.com](mailto:leasing@mallofmuscat.com)

# PHONE DIRECTORY / HOTLINES

Please contact the following department / numbers for:

## General Inquiries

Mall Management office	+968-24014000
Operations Department	+968-24014001
Marketing Department	+968-24014001
Mall Promotions & Media	+968-95127235
Customer Service	+968-24014017

## For Security Issues / Assistance

Security Control Room	(+968) 24014022
Security Manager	(+968)99343939

## For Technical Issues / Assistance

Helpdesk	(+968)-24014021
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# Appendix A

## Key Holders Contact Information Sheet

Dear Retailer,

Please complete the required information for our records:

Retailer legal Name (as per trade license)	
Store Name	
Location with Unit No	
Area (as per lease agreement)	
Name of the Owner	
Contact Representative and Mobile No.	
Head office Address	
Head office Phone no.	
Email id	
Store Manager Name	
Store Manager Mobile Number	
Store Manager Email Address	
Store Contact details	
Marketing Manager Name and Details	
Finance manager Name and Details	
Date	

In case of emergency, please provide 2 contact persons below (information will be kept confidential)

Name	Mobile Number
1.	
2.	

Please complete the above with the most current information and return to our Security Staff ASAP.

Also, kindly please notify / update us immediately if there are any changes to the above date.

Thank you for your cooperation.

Mall of Muscat Management

## Appendix B

### Bomb Threat Call Checklist

Provide Exact wording of the Threat Questions to Ask:

When Bomb Going to Explode? \_\_\_\_\_

Where is it right now? \_\_\_\_\_  
\_\_\_\_\_

What does it look like? \_\_\_\_\_  
\_\_\_\_\_

What kind of bomb is it? \_\_\_\_\_  
\_\_\_\_\_

What will cause it to explode? \_\_\_\_\_

Did you please the Bomb? \_\_\_\_\_  
\_\_\_\_\_

What is your location? \_\_\_\_\_  
\_\_\_\_\_

What is your name? \_\_\_\_\_  
\_\_\_\_\_

#### CALLERS VOICE

Calm

Crying Deep Breathing

Angry

Normal

Accent

Remarks:-

Excited  
Slow

Distinct  
Familiar  
Cracking Voice  
Stutter  
Nasal

Loud  
Angry  
Laughing

#### BACKGROUNDS SOUNDS

Clear	Street Noise	Deep Breathing
Static	PA System	Accent
<u>Remarks:-</u>		
Local Voices Motor	Music Long Distance	Other
MESSAGE READ BY THREAT MAKER		
Name:-	Position:	Date:

Immediately notify the Security Control Room at (+968) 24014022

# Appendix C

## PERMIT TO WORK

Doc#MOM001 (Mall Operations) Property Name:-Mall of Muscat

Date		Time		Permit Number	
SECTION A: ( WORK DETAILS)					
Location of Work:					
Description of Work:					
Duration of work:					
Date:		Start Time:		Finish Time:	
Night Work:		Day Work:		Material Delivery times:	
Equipment to be used					
Pre-work safe conditions required:					

Permit Holders Name & Company	
-------------------------------	--

**SECTION B: ( Issue of Permit Declaration)**

I Confirm that the measures to make safe and the precautions on the permit conditions attached are in place and that the permit is issued.

- supportive documents attached:

Signed:		Operations Manager	
Date:		Time:	

**SECTION C: ( Receipt)**

I understand and accept my responsibilities as explained in the permit conditions attached and acknowledge receipt of this document.

Signed:		Company	
Date:		Time:	

## Appendix D

No:-

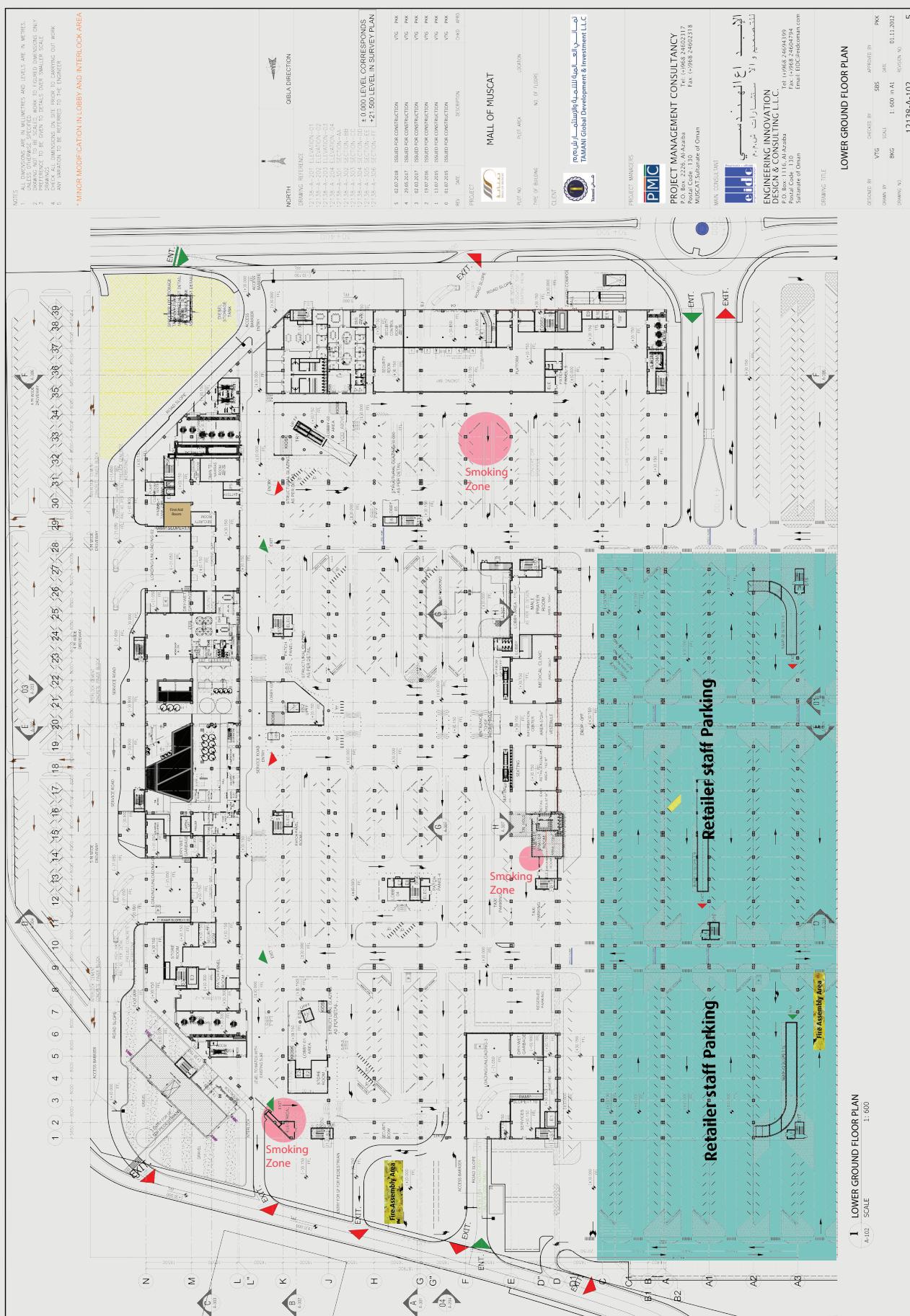
<b>Data &amp; time (Requested):</b>											
Name of Applicant:						Shop Name:					
Company						Shop No:					
Designation:						Store Manager					
Contact No:						Mobile No:-					
<b>Work Duration</b>											
Data: From			To:			Time: From			To:		
<b>Work category (Tick in the column)</b>											
Carpentry	Electrical / HVAC	Painting	Decoration	plumbing	Welding Brazing						Others
Fit-out	Survey	Coring	Water proofing	MEP Testing		Receiving Area Req					
<b>Description of work</b>											
Name of Contractor:				Company:							
Number of workers:				Contact No:				Fax No:			
<b>For Office Use Only</b>											
<b>Issued By:</b>											
Name:				Designation:				Data:			
<b>Approved By:</b>											
Department Maintenance Operation Security Mall Management	Name / designation	Signature				Date:					

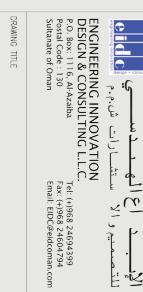
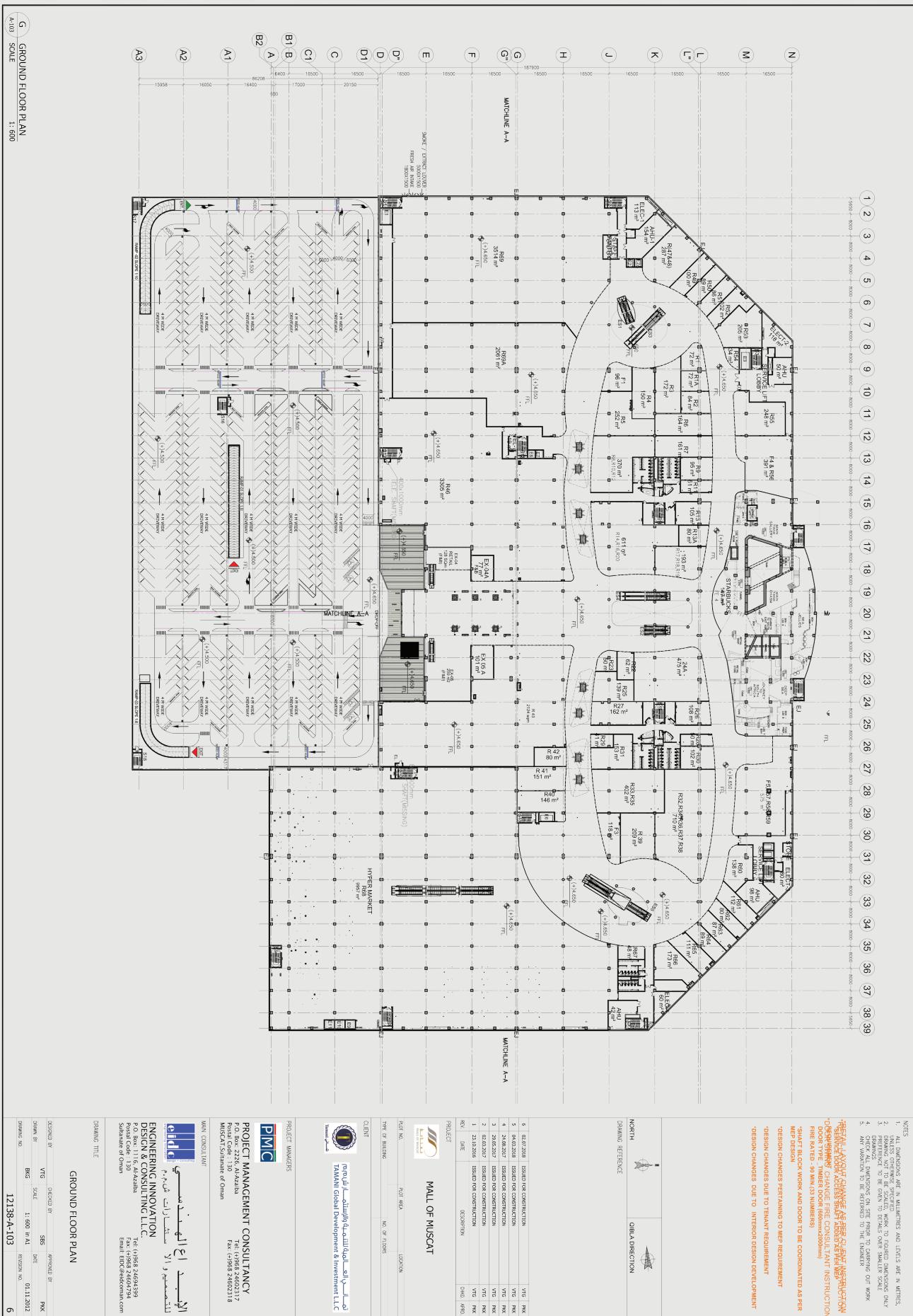
## **Terms & Conditions:**

1. Work permit request should be submitted to the Mall Management at least 24 hours prior to the commencement of the work.
2. Workers ID copy should be submitted to the security department to get the access into the mall.
3. Delivery of materials and all noisy works should be carried out after the mall trading hours only.
4. No materials and shop fixtures to be left in the mall common areas
5. All workers must follow the safety and security rules and regulations
6. Please report to the security if any incident / damage of the property.
7. Work permit will be issued until 17:00 hrs only

# Appendix E

## FLOOR PLANS





**MAIN CONSULTANT**

**GROUND FLOOR PLAN**

**G** GROUND FLOOR PLAN  
A-103 SCALE 1:600

121384-103

DRAWING TITLE

GROUND FLOOR PLAN

PROJECT NO.

REV. NO.

DATE

REVISION

ISSUED BY

REVISOR

CHECKED BY

REVISOR

APPROVED BY

REVISOR



FRETAIL LAYOUT CHANGE AS PER CLIENT INSTRUCTION

