

# DKAN TO DOMINANCE:

## The Baqala Business Evolution in the UAE

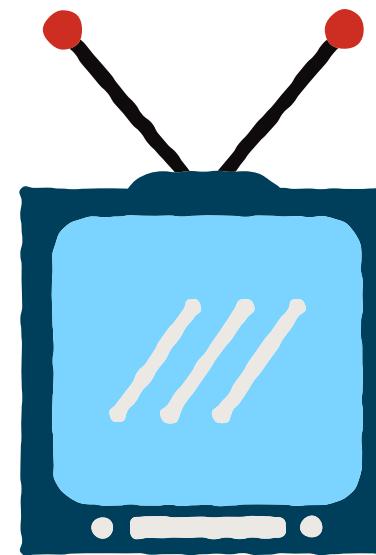
**Shaikha & Sara**



# CONTEXT

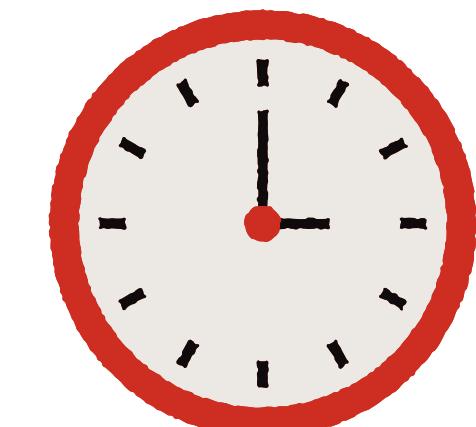
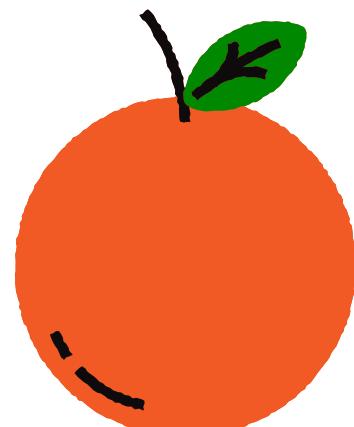
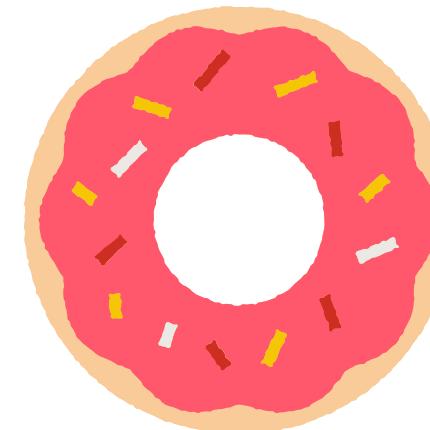
**The Abu Dhabi Food Control Authority introduced the Baqala standardisation program in 2013, which aimed to upgrade small grocery shops with improved refrigeration, shelving, and decor.**

**This program was part of a broader effort to provide better services to consumers and preserve the appearance of the area.**



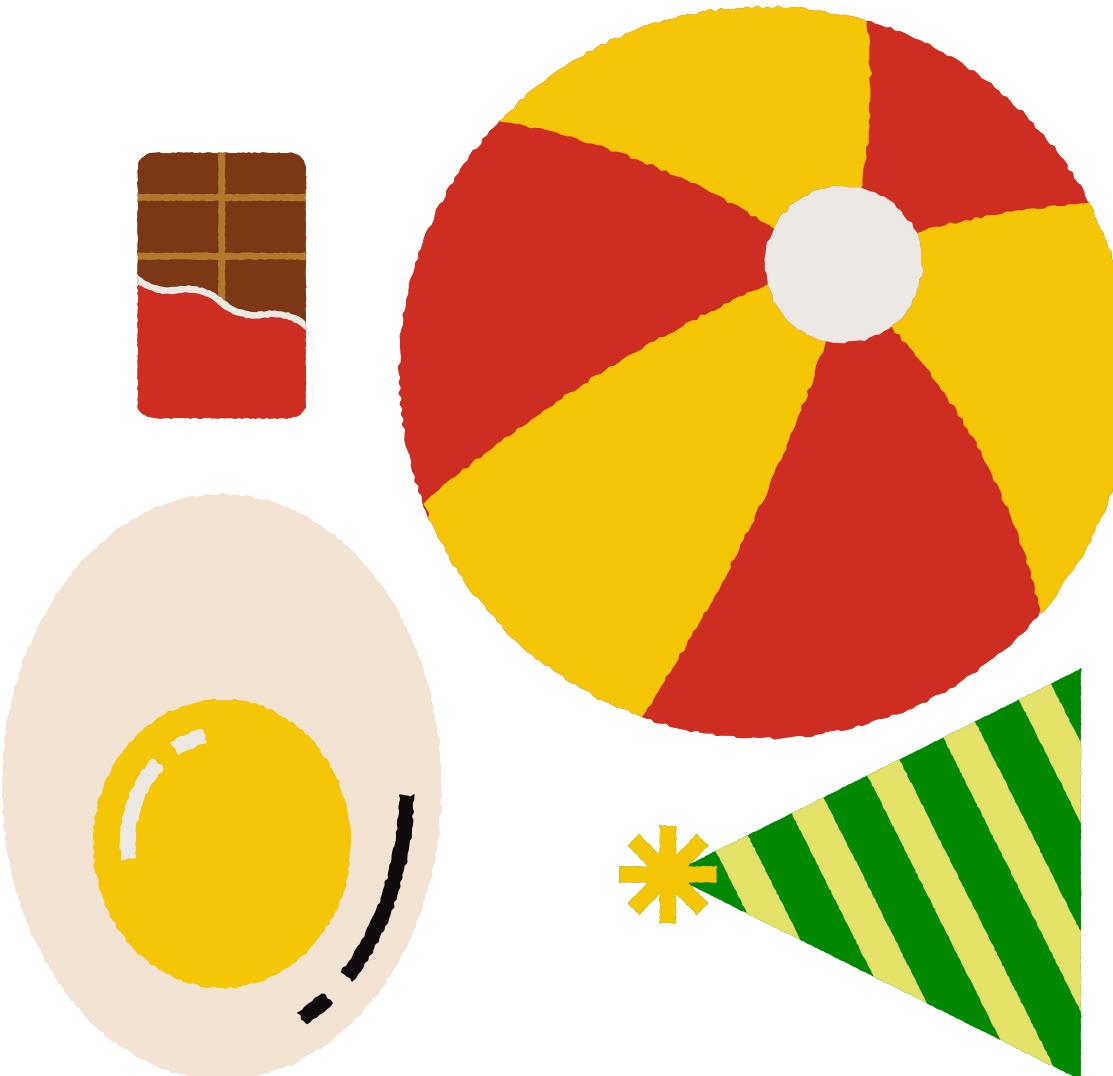
# SCOPE

- **Dukans vs Baqalas:**
  - **cultural and social impacts**
  - **business strategy and evolution**



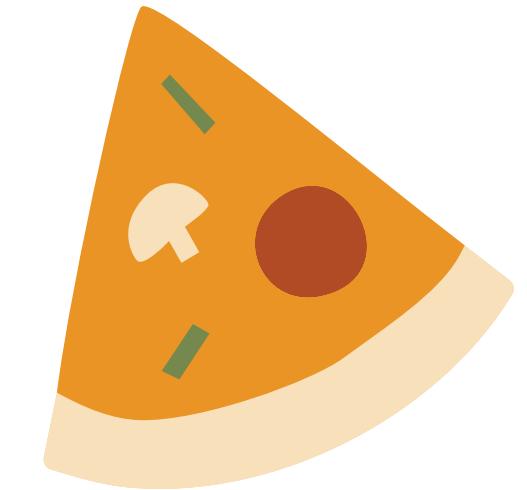
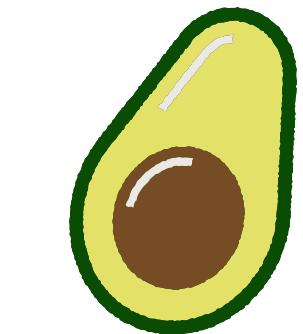
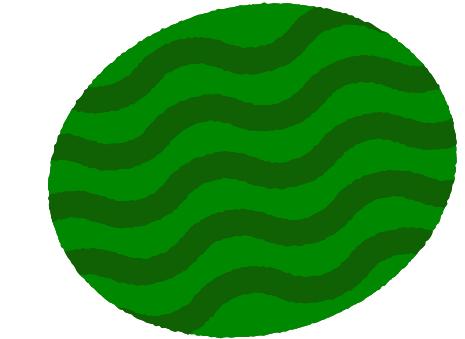
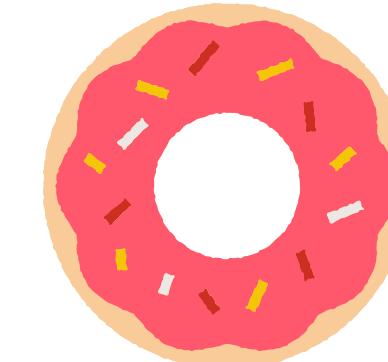
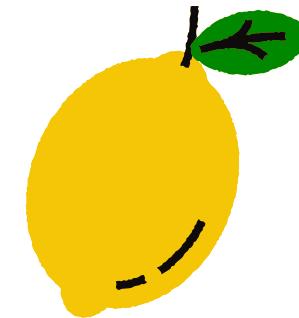
# DATA

- Sources:
  - **Public Records**
  - **Interviews**
- **Collection and Digitization**
- **Ethical Considerations**



# TECHNIQUES

- Data analysis of public records
- NLP for interviews
- GIS Geomapping coupled with AR

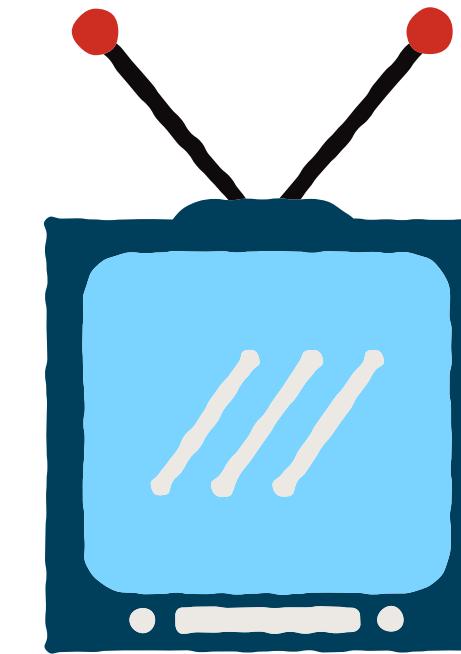
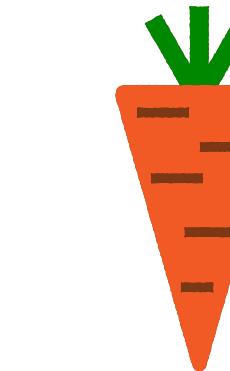
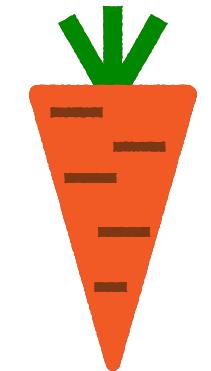
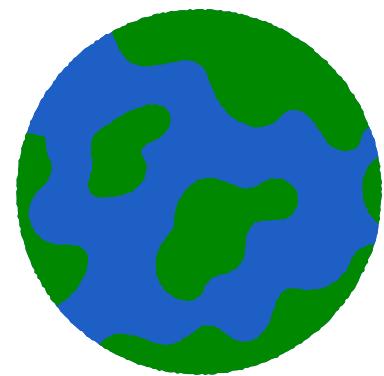






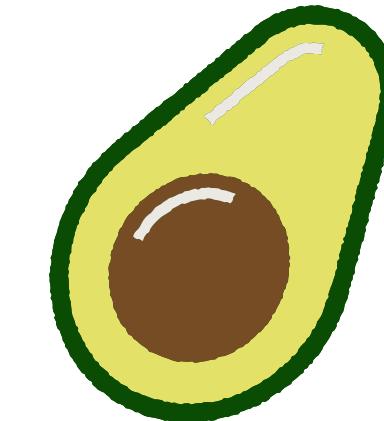
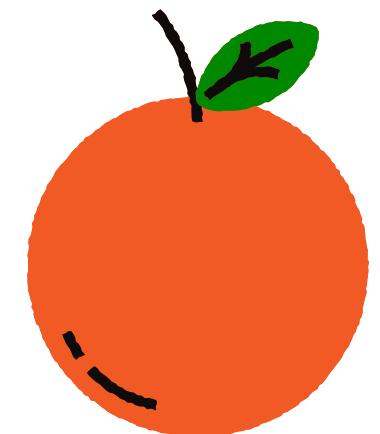
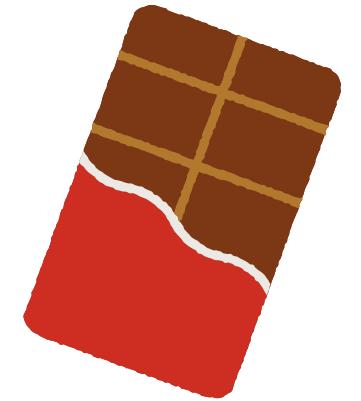
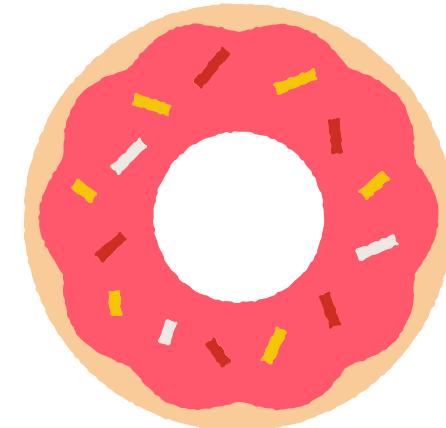
# AIMS

- Document objective changes over time.
- Document subjective impacts on community.



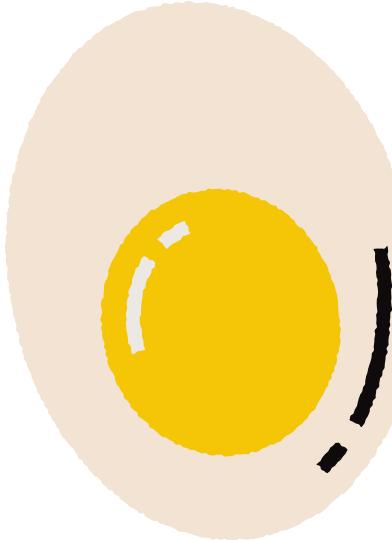
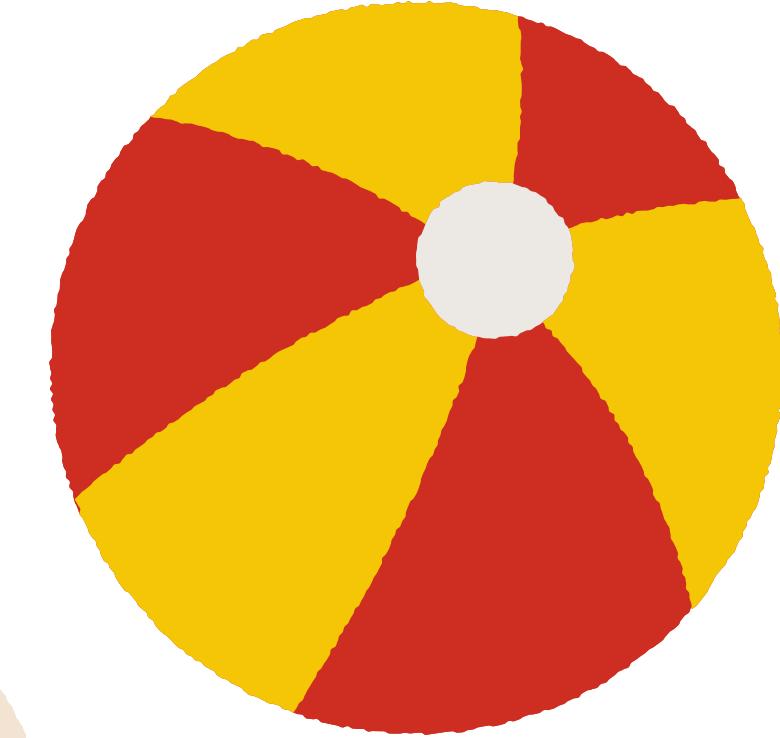
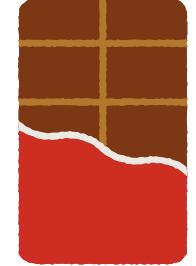
# **VALUES & ETHICS**

- **Community-Centric Approach**
- **Transparency and Consent**

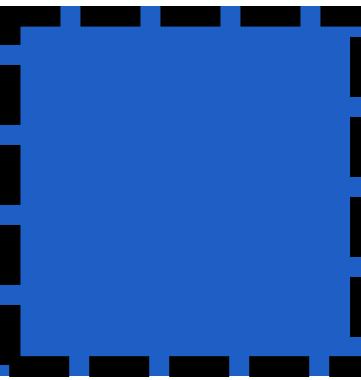


# RESOURCES

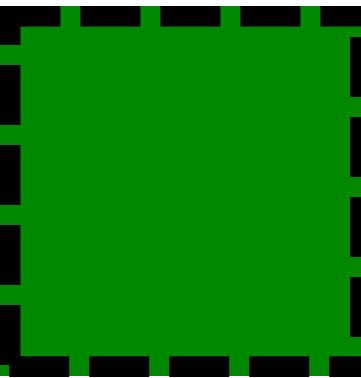
- Technologies:
  - **GIS software, AR, Transcription.**
- Human Resources:
  - **Researchers, data analysts, interviewers.**



# **WORKPLAN**



**Data Collection: Public records and interviews**



**Data Analysis and Mapping**



**Synthesis: objective data and subjective experiences.**

# **WORKPLAN**

**Dissemination: Publishing the findings**

**Participation: Engaging community  
members**

**Launch: QR codes of AR experience**



# THANK YOU!