



# Maqadhe Company Profile

Part of Alharfash Group Holding

# ORGANIZATIONAL

## LIFE CYCLE WHERE IS MAQADHE NOW



# Business Mindset

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We Have Been Focused on Investing in Commercial, Technical, And Managerial Aspects of Our Business with the Goal of Achieving Positive EBITDA by the Fifth Year. We Approach this Objective with a Prudent Optimism That Takes into Account Fluctuations in Sales, Shifting Consumer Needs, and Intense Competition in the Dynamic Business Landscape of Kuwait.



## THE ULTIMATE GOAL

Since its Establishment in 2019, **Maqadhe** Diligently Has Been Working With Dedication and Passion to Chart Our Path Through a Clear Business Roadmap With Well-Defined Strategic Objectives.

Our Goal is to Achieve a Significant Market Share as an **Online Hypermarket in Kuwait**, and to Make A Positive Impact By 2023



# COMPARATIVE FINDINGS

We Are Fully Aligned with the Findings of our to Benchmark Ourselves With Other startups in the Same Geographic Area and with Similar Key Performance Indicators.



# MAQADHE NUMBERS IN 2022

- More than **100,000** Customers.
- More than **2** Million Visits.
- More than **116** Thousand Downloads.
- Team of **+100** Professionals in Kuwait & Egypt.
- Delivered more than **9,000,000** items.
- More than **25,000** Listed Products.
- Irresistible Deals and Awesome **Prices**.
- Competitive Price and **Fast** Delivery Speed.
- **30** Categories “Food and Non-Food”.



# BUSINESS STRATEGY

Maqadhe Is 4-years Old Subsidiary To Its Parent “**Fahhad Alharfash Group Holding**” The Deeply Rooted Flagship In Its Industry Since 12 Years In Kuwait Thus Replicating Success Is Mission Possible And Guaranteed. At The Group Holding We Adopt Three Main Business Strategies Side By Side :



**Focus**



**Differentiation**

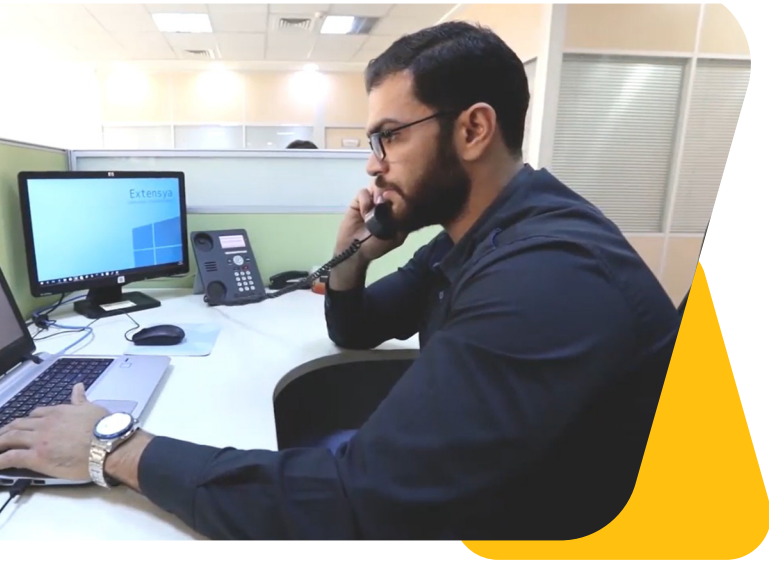


**Operational Excellence**

Nurturing Is A Professional Commitment From All Sister Companies In The Group Holding.



# SUCCESS FORMULA IS



**Product  
Quality**



**Serving  
Customers  
With Heart**



**Value for Money  
For  
The Customer**





# KEY ACHIEVEMENTS

- Professional Talents
- Outdoor Billboard Marketing Campaign
- Fast moving SKUs (Food And Non-Food)




## KEY ACHIEVEMENTS (To Be Continued)

- Loyalty Program
- Marketplace As One of The key Sales Channels Now And Onwards
- Advanced Delivery System And Tools
- Pricing Software
- Offshore Operations
- All Payment Options



## Strategic Partners

- Most updated backend “Magento” 2.4
- SAP S4Hana as an ERP
- Genesys Cloud CX with advanced ToolsLike CSAT
- Myfatoorah
- Microsoft Power BI for Data Analysis
- KIB
- KFH
- ABK



**DATA  
ANALYSIS**  
with  
**POWER BI**



## كل ماتحتاج



Download the Application

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