

COMPANY PROFILE

OUR JOURNEY

Launched in 2011, **Safa** embarked on a transformative journey to reshape the Umrah service landscape across the region.

Despite being a relative newcomer, we've successfully carved a significant presence in the industry, serving a wide range of markets with our innovative approach. Today, we proudly hold a leading position in the regional Umrah services sector, affirming our commitment and ambitious vision.

VISION

Safa's vision from 2024 onwards is to be a world-class mobile application exclusively offering superior Umrah services across the globe and enriching lives through inspiring non-stop Umrah experiences.

OBJECTIVES

Regional Expansion: Our primary objective is to extend **Safa's** footprint across the GCC. We plan to achieve this through the strategic introduction of our dedicated application and website. These platforms will provide a seamless and user-friendly interface for Umrah devotees across the region to access and avail our superior services.

- 1. Global Reach:** Following our expansion in the GCC, our next aim is to extend our services to devotees worldwide. Our vision of becoming a globally recognized platform for Umrah services drives this objective.
- 2. Revenue Growth:** In line with our regional and global expansion, we are aiming high with our financial objectives. We project a phenomenal 100% surge in our annual sales revenue. We plan to attain this through a combination of expanding our customer base, improving our service offerings, and optimizing our operations for maximum efficiency and effectiveness.
- 3. Superior Customer Experience:** At Safa, we always put our customers first. As part of our objectives, we aim to continually improve our services to offer a superior and memorable Umrah experience. This will involve regular feedback collection, quality assurance, and continuous improvement in our service processes.



OUR COMPETITIVE EDGE

*Our unique edge lies in our exceptional services, carefully curated packages, **24/7** personalized customer service, and secure, diverse payment options that contribute to our customers' unforgettable experiences.*

With new entrants appearing in the regional Umrah market each month and increasing customer bargaining power, we have remained steadfast in our commitment to maintaining our distinctive presence and adding value.

Our focus continues to be investing in our products, services, and talent, commercially, technically, and managerially.



STRATEGIC INITIATIVES

At **Safa**, our strategy revolves around creating value and enriching the Umrah journey for our global clientele. We have forged robust partnerships with leading airlines and hotels in the region and in Mecca. These collaborations empower us to provide exclusive offers and superior accommodations to our clients, setting us apart in the industry.

We are also investing in business expansion plans to deliver comprehensive Umrah services on a global scale.

Our vision is clear - as a global Umrah organizer, we aim to offer creative, innovative, tailor-made, and sustainable services to the worldwide Umrah community.

OUR PARENT COMPANY

As the flagship subsidiary of the 12-year-old **Alharfash Group Holding**, **Safa** operates within a structured corporate paradigm, adopting three primary business strategies: *Focus, Differentiation, and Operational Excellence.*



مجموعة الحرفش القابضة
ALHARFASH GROUP HOLDING

weekendz

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OUR COMMUNITY IMPACT

We believe in giving back to our community and are dedicated to transforming the Umrah travel experience for future generations. Our aim is to help them appreciate their religious traditions and maintain a balanced lifestyle.



KEY ACHIEVEMENTS

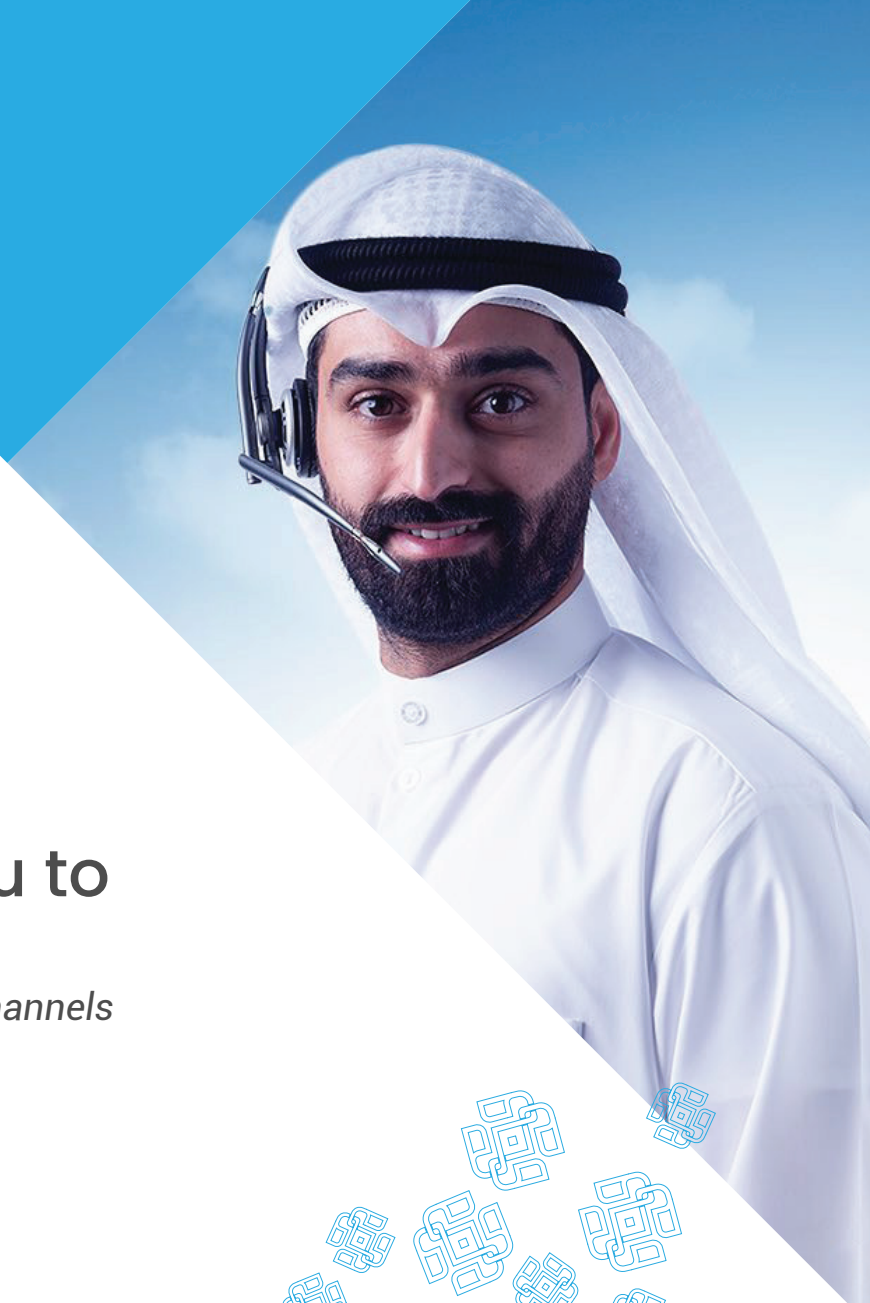
1. With our dedicated Call Center sales team and active WhatsApp services, we've managed to secure a robust annual sales growth of **20-30%**.
2. A team of **200+** professionals, each specializing in Umrah services, committed to enhancing our customers' spiritual experiences.
3. Innovative marketing activities specifically tailored to engage and inspire the Umrah-focused community.
4. An extensive database of customers specifically seeking Umrah services.
5. A rewarding **loyalty program** tailored to enhance our customers' Umrah experiences. (to keep our current customers.)
6. Umrah-focused offshore operations to embrace diversity and widen our global reach.
7. Over **+500,000** followers on social media, all unified by their shared passion for Umrah.
8. Impressive Umrah-centric booking records with key service providers, including Saudi Airlines, and other airline companies, and all major hotel chains in Makkah and Madinah.



STRATEGIC PARTNERSHIPS

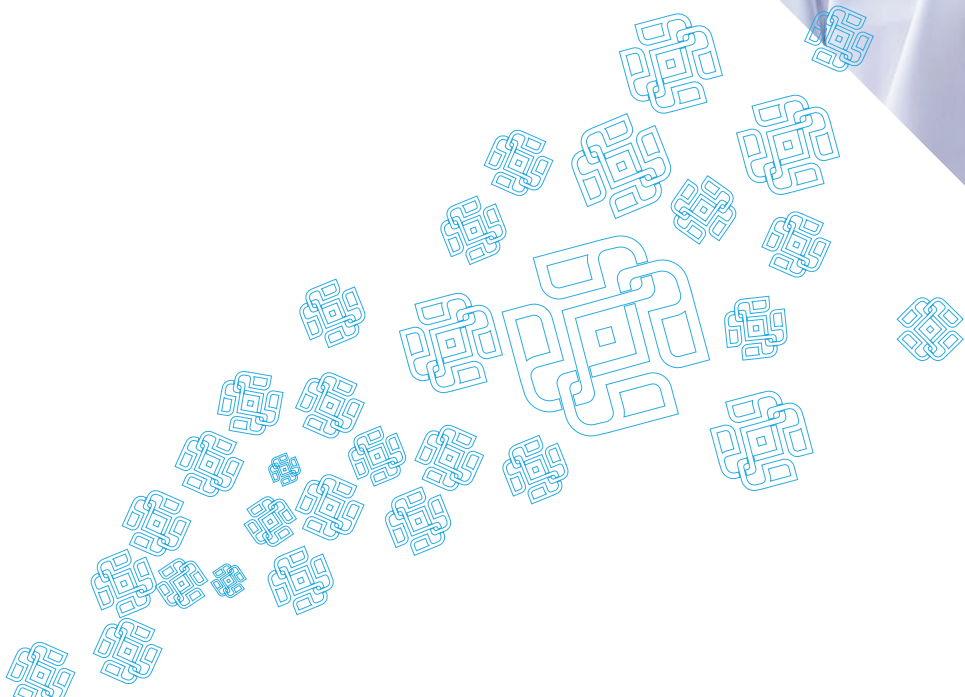
1. SAP
2. Microsoft
3. Genesys Cloud CX with advanced tools like CSAT
4. Fresh Desk
5. International Air Transport Association (IATA)
6. Saudi Tourism Authority





We welcome you to **Get in Touch**

with us through the following channels



GET IN TOUCH



safaonlinecom



info@Safaonline.com



Mecca, Al Riyadh, Cairo, Kuwait



Thank you and we look forward to serving you as part of the Safa pilgrim community.