



مجموعة الحرفش القابضة
ALHARFASH GROUP HOLDING

Travel Division Profile





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Travel Division is a Conglomerate of Three Subsidiaries Under
Alharfash Group Holding

Going all in, the Three Act Together as an
«Omnichannel Travel Services Provider»

In Kuwait Offering a Smooth Customer Experience
For Travel Bookings Via App/Web, Call Center, WhatsApp,
And Retail Outlet.





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Our 9th Anniversary in a Nutshell

We Have Been Providing Hotel Booking Options for Over **1.3 Million** Properties Across the World and Flight Bookings on Over **450 Airlines**.



Our Offers

Hand-picked **Packages, 24 / 7**
Personalized Customer Service and the Latest Secure and Diverse Payment Options Help Customers Live Memorable Experiences.





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We Act Like a Full Turnkey ***Solution Provider*** When it Comes to B2B so as to be the Top-of-mind Choice for Leisure Trips and Umrah.



We Proactively Research the Current and ***Upcoming Trends*** in the Industry, to Name Few:

- ◆ Bleisure1 (Mix Between Business & Leisure).
- ◆ Luxury Travel.
- ◆ Travel Plans That Suit Generation “Z” Travelers.





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Our Goal

We Have Charted the Way of Doing Business Through Introduction And Successful Application Of The **Block Inventory** (Hotels + Seats) Concept in Line With Our Strategic Objective that Is to Achieve Double Digit Growth And Have a Dominating Market Share in Kuwait by the End of the Second Five-Years Plan in 2023.



Our Secret Recipe

- ▶ Product Quality And Product Development.
- ▶ Serving Customers With Heart.
- ▶ Value For Money For The Customer.



Our Division

For 12 Years Now, **Alharfash Group Holding** Has Been Applying Three Main Business Strategies Side By Side:

- ▶ Focus.
- ▶ Differentiation.
- ▶ Operational Excellence.





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Business Mindset

We Are in Full Alignments With All "Industrial leaders"
Findings From Our Five Competitors For the Sake of
Being Benchmarked in the Same Geography and With
the Same KPIs. Our Business Mindset Was and Still is to
Keep Investing Commercially, Technically and
Managerially With Wise Optimism that Assimilates
Changing Consumer Needs And Tough Competition in a
VUCA Business Environment in Kuwait.





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Key Achievements

1- Double-digit growth through diverse revenue streams:

- Application
- B2B
- Call Center and WhatsApp
- Retail outlets

2- Raising the frequency rate of travel.





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Key Achievements (To Be Continued)

- 3- Expanding B2B deals to be worldwide
- 4- STA official partnership.





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Key Achievements (To Be Continued)

5- Professional talents.

6- Outdoor Marketing Campaign.





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Key Achievements (To Be Continued)

7- GENESYS Cloud CX[™] advanced tools like CSAT.

8- Data analysis tool from Microsoft called  Power BI

9- Loyalty program.

10- Offshore operations.

11- Unequaled number of followers on social.





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