

The JARIR STORY



In one of the series of Special Briefings organised by the RGBB, members had yet another opportunity to invite their Saudi colleagues along to what was a fascinating evening.

Presented by Muhammed Al Agil, the CEO of Jarir Investment and Chairman of Jarir Group, the audience were led through "The Jarir Story, - the Chronology of turning a brilliant business concept into a profitable quoted company"

Mr Al Agil launched his presentation with a summary of Group companies, both within Saudi Arabia and Internationally and then presented a statement of the Groups mission and objectives.

The Jarir Group consists of Jarir Bookstore, Jarir Marketing, Jarir Furniture, Jarir Real Estate, Kite Arabia Ltd. and Kids Kingdom. Jarir Marketing Company is listed on the Saudi Stock Exchange (Tadawul) with a market capitalization of more than US \$ 1.4 billion.

The company was originally established with a single store in Riyadh in 1974 with two staff and has grown to occupy over 50,000m³ of Retail Selling space

with just under 1000 employees. About half the employees are employed in the showrooms. Today's company operates in the retail, corporate and wholesale markets with products including school & office supplies and computer & IT products as well as books and other printed materials.

With the assistance of a colourful powerpoint display, listeners were shown how the Jarir group compared with other international companies both in efficiency, management effectiveness and profitability.

They were also shown the results of various customer surveys used by Jarir to stay in touch with customer needs. Mr Al Agil discussed the importance of tracking changes in customer requirements and gave the figures below to illustrate how the product mix sold through the stores had changed over recent years.

1997	2005
Office Supplies .. 40%	Office Supplies 15%
School Supplies.. 30%	School Supplies 11%
Books 14%	Books 10%
IT Products 11%	IT Products 60%
Others 5%	Others 4%

Mr. Al Agil earned a Masters in Engineering from University of California, Berkley in 1975 having graduated as a Bachelor of Science in Engineering from King Fahd University of Petroleum and Mining in 1974. In addition, Mr. Al Agil completed the Owner/President Management (OPM) Program at Harvard University in 1987. He also sits on NCCI Board and two advisory boards in US and UK and is the Chairman of the Executive Committee for Family Business Council of the Riyadh Chamber of Commerce.

Following the presentation, guests enjoyed a buffet supper generously underwritten by SABB and provided by the ever present Shafi and his team from AFS.

