

The Sultan Center

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ABSTRACT

What makes “them” the best? The purpose of this research is to enhance what makes sultan center different from all the other supermarkets. Sultan center has been successful, doesn’t it make you wonder, how are they successful? “It is because they use good performance management?” This research is going to include what is sultan center, and we will interview their manager to have full feedback about their company, how they work, mission/vision, goals and market segment. As we as how did they accomplish having loyal customers and how they manage to overcome their competitors. In the interview, we will reveal more of sultan center secrets and their great success.

INTRODUCTION

The Sultan center or TSC is one of the leading regional business which has headquarters in Kuwait. The business portfolio of the sultan center contains restaurants, retail, investments, telecommunication, real estate, IT and security solutions. The sultan center commitment to provide that exceptional service and to provide the best possible products and memorable shopping experience to the customers which are the keystones for the sultan center success. The sultan center has a huge platform which the business expands further in the Gulf region and the Middle East. The sultan center is the one of Kuwait largest independent supermarket retailer’s stores. The sultan center is continually seeking to expand the core structure into different business fields.

Background

Jamil sultan is founded Petroleum Services Company supply in 1976 which is eventually growing as major supplies provider to the oil industry. The PSC supply is beginning as a retail business, and now it is evolved into the supermarket business which is popularly known as the sultan center. The first self-service retail sultan store was started in Kuwait, 1981. Soon many other stores are opened shortly, and TSC established itself the place of a shop in Kuwait. The people are warmly talking about the how the TSC provide with quality, imported goods and fresh food from across the world. The sultan center now operated in 65 stores in 5 countries. The secret success of the sultan center is three major pillars of things. First is the TSC continue the source products from the across the world and identify the rich variety of goods which is an offer to the customers for genuine choice. Second is offering the lowest possible prices to the customers. The third is to try to meet and exceed the industry best practice to provide an excellent standard of customer service. In 1989, the TSC had a license to distribute through MVT. In 1990, trading publicly on Kuwait stock exchange with sultan ticker symbol. First, warehouse-style supermarket in Kuwait and launched the customer loyalty card program. The sultan center acquires many companies such as Safeway and good Food Company. In 2010, the sultan center opened the first

retail store in Bahrain. Through organic growth and acquisition the TSC reach, skills, expertise, passion, capabilities and had everything to succeed in future.

RESEARCH METHOD

The term methodology determines strategic planning for the product replenishment supermarket network. The conducting methodology purposes are reducing the stock outs level, and precaution of when arising overstocking. Also, logistics services to the customer for predicting the time series for the quantitative method. The methodology will be based on Sultan centre market research and in this case, provide accurate and relevant information and data to the study. Every business concern they need to focus on the methodology and finding the various suggestions on these researches.

RESULTS AND DISCUSSIONS

Through this study the findings made on important, marketing elements such as product, price, shipping and company strategies. These could be achieved on various market competitor performance. The below factors are the following:

Products

Usually, the product defined raw material converted in to finished goods or a product. It must be quality, and the customer will be afforded to pay for the money. Normal people can access these products than only the strategies will help to increase the business performance all time. The product is the main element of Sultan center because it is holding several products throughout the worlds. Probably the product will be beneficial for all the customer and consumer who are all purchase from the store. The suppliers could not sell the product without any communication the customer. They have a responsibility to tell about the product features, benefit, advantages and disadvantages while using the product. The product worthiness is the main part of every global business leaders. Without product quality, the customer could not purchase any more. In this product, strategies are to acquire some customer and influence to purchase the product through the company strategies and methods.

Price

The price is a value for product or services and any related to the calculation. It defined as the understanding the perspective of taking risk ability. The pricing strategies take account to evaluate the ability to pay, market condition, competitor analysis and margin of trade. The price will target the customer and against the competitor in the business market. The term price includes several pricing strategies such as premium pricing, penetration pricing, economic pricing and skimming pricing.

Shipping

Here the shipping denotes that transportation facilities and strategies for the Kuwait Sultan Center. Probably this the supermarket store they have many customers all over the city associated with Arab countries. They need to focus on many buyers who purchase the product. It should deliver for the correct time then only the customer retention will properly be maintained.

Company strategies

Sultan centre has followed the various company strategies for improving their business all over the world. The company main aim is to find the correct customer and follow the

product differentiation strategies, price skimming strategies and acquisition strategies for developing the efficiency business. It will help to identify the better customer to the firm. The company have all rights to promote the product into various channels like social media. These are all the strategies while the Sultan Company has to follow plans and strategies. The sultan center uses the blue ocean strategy which is a simultaneous recreation of differentiation and low cost in new market space and generates new demand. The blue ocean strategy is creating and capturing unconcealed market space, so the making the competition irrelevant

SWOT Analysis

The SWOT analysis of the sultan center is a detailed analysis of the company's strengths, weakness, opportunities and threats.

Strengths

- ☐ Cost is providing by TSC for products and services at a possible low price.
- ☐ TSC has a corporate history of 28 years and 55 branches which make TSC as one of the Kuwait leading retail chains.
- ☐ The sultan center now operates in more than four countries.
- ☐ The sultan center growth strategy targeted at enhancing the customer attraction such as selling the products at low prices, launching discount and increasing the volumes.

Weakness

- ☐ The sultan center is a wide company which is difficult to integrate itself with new services and new products.
- ☐ The sultan center is highly opened company
- ☐ The sultan center is important exposure to income and share form investments and associates.

Opportunities

- ☐ Possibilities for opening new stores and expand their business
- ☐ In GCC, the increasing population with a higher proportion of young crowd and the changing of the culture.
- ☐ Across the most of the region have high per capita
- ☐ The expected rise in the emigrant's population in the region
- ☐ Bend towards westernisation

Threats

- Some competitors may be imitating a service or product of the sultan center
- Increased the competition on account of development initiatives taken by regional and international players.
- Rising expenses and slower growth due to economic slowdown might affect the sector profitability.

4Ps of the marketing mix

The marketing mix of the sultan center used for new product launching. The marketing mix contains four decision which needs before the product launching which is also known as 4Ps of marketing. The four variables of the sultan center are making strategic decisions which are necessary for the smooth running of the product in the sultan center. The marketing mix is two types which are product marketing mix and service marketing mix. The product marketing mix consists of product, price, promotion and place. The service marketing mix consists of people, process and physical evidence. The marketing mix provides a steady platform for new product or business.

Product

The product decision is the first decision which need take before the planning the marketing plan. The product is divided into three parts which consist of augmented product, core product and tertiary product. The product is important for the marketing mix.

Pricing

The pricing of a product is influenced by a lot of different variables which is continuously updated. Consideration in pricing is based on the product costing, advertising and marketing expense, price fluctuation and cost distribution. The pricing of the product has increased and decreased based on the situation of the market. The pricing also affects the product positioning and targeting.

Place

The place of the marketing mix is referred the distribution channel of the product. The distribution of product has huge effects on the profitability. The supply chain and logistics decisions are measured as important costing decisions of the sultan center. The sultan center has full proof supply chain and logistics plan for its product distribution.

Promotions

In marketing mix, the promotion includes the overall integrated marketing communication which turns BTL and ATL advertising as well as sales promotions. The promotion is truly dependent on the product and pricing decision.

Interview questions

1. What are your goals?

Long term: to become the best in the market & to serve the customer.

Short term: open more stores + online shopping. Focusing on e-commerce.

2. What does sultan center use, performance management or appraisal?

We use performance appraisal, and we measure them using three KPI's. Financial KPI, non-financial KPI, and competencies. Every six months we give the employees feedback. So twice a year we give them feedback.

3. What is your competitive advantage?

A lot of customers come since it was an innovation in 1981, as it was a source of entertainment as well. But for now, we have a lot of competitions, so we don't have much a competitive advantage for now. Well, our competitive advantage was much of a use in 1981

4. SWOT analysis for sultan center? Strength:

Customer service + best service + high hygiene + good price. Opportunities:

Open more stores be the best in the market for the customer + more online.

5. What is the environment that sultan center offer?

It is a very professional environment but we work all together, and we are like a family.

6. The creativity/innovation that brought you to the success?

We have good products + entertainment + customer service + pricing + we have services that offer all levels of customers (high and low)

7. What is the marketing the company uses to grab more customers?

In the sultan center, we use a loyalty program. You collect points, and this motivates the customer to buy more. We offer several cards, silver, gold and many more. The idea of this card is every time you purchase something collect points, and every 100 points = 1KD. And this 1kd you can shop with this money in the store.

8. If sultan center is losing money, what would the HR department plan to save the company and increase their profit?

Hire high quality of employees + to attract more customers and increase the marketing.

CONCLUSIONS

To conclude this essay discusses the sultan center methodology, findings, SWOT analysis and marketing. The sultan center is one of the leading supermarkets in the national region. The conversation with the sultan center manager revealed many secrets of TSC has known.

Recommendations

The sultan center needs to control the cost of the product because of the economic changes and product demand. The sultan center should enhance the competitive advantage for the company growth. The sultan center should show the product differentiation from the competitors.

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