



# Beyond Service

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# Agenda

1. Qatar Retail Industry
2. Ezdan Mall Service story
3. Ezdan Mall Green story



# Qatar Retail Industry



**5 Million sqft GLA within 5 KM**



GLA equalling to 65 football pitches



# 3500 stores!

By 2020 Qatar

3.84 sq.ft

2017



8.04 sq.ft

2019

47%

GROWTH

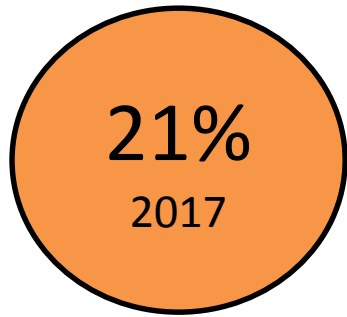


GLA per capita 2017 Vs 2019

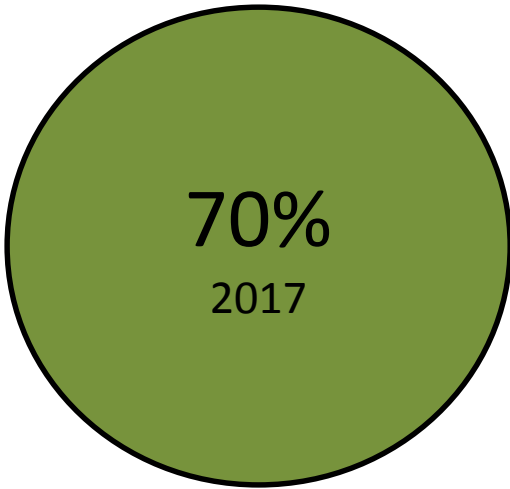
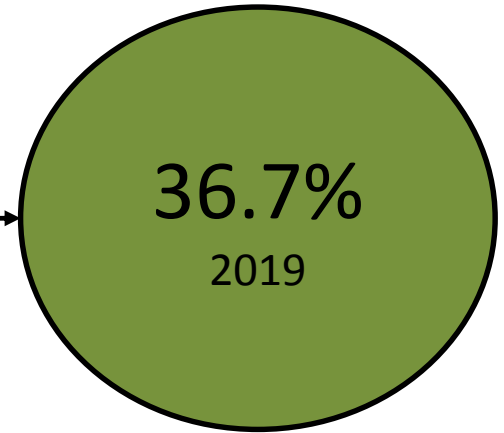


# Retail GLA Shift

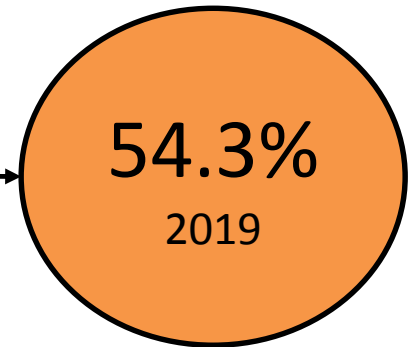




Organized Retail



Unorganized Retail



# Retail Sales Shift

2017 Vs 2019

# The Evolution of Mobile Phones



**Motorola Dynatac**  
1983  
Talk-time: 30 mins  
Screen  
Resolution: 7SEGMENTLED



**Nokia N1011**  
1992  
Talk-time: 90 mins  
Screen  
Resolution: 40x14mono



**Nokia 6110**  
1997  
Talk-time: 2 hours  
Screen  
Resolution: 84x48mono



**Nokia 3310**  
2000  
Talk-time: 3.5 hours  
Screen  
Resolution: 160x128mono



**Apple iPhone**  
2007  
Talk-time: 8 hours  
Screen  
Resolution: 320x480colour



**Samsung Galaxy SIII**  
2012  
Talk-time: 21 hours  
Screen  
Resolution: 720x1280colour



9GAG.COM/GAG/5494961

# Retail Customer Shift

old to new malls



360° stage

F&B

# Retail Customer Shift old to new malls



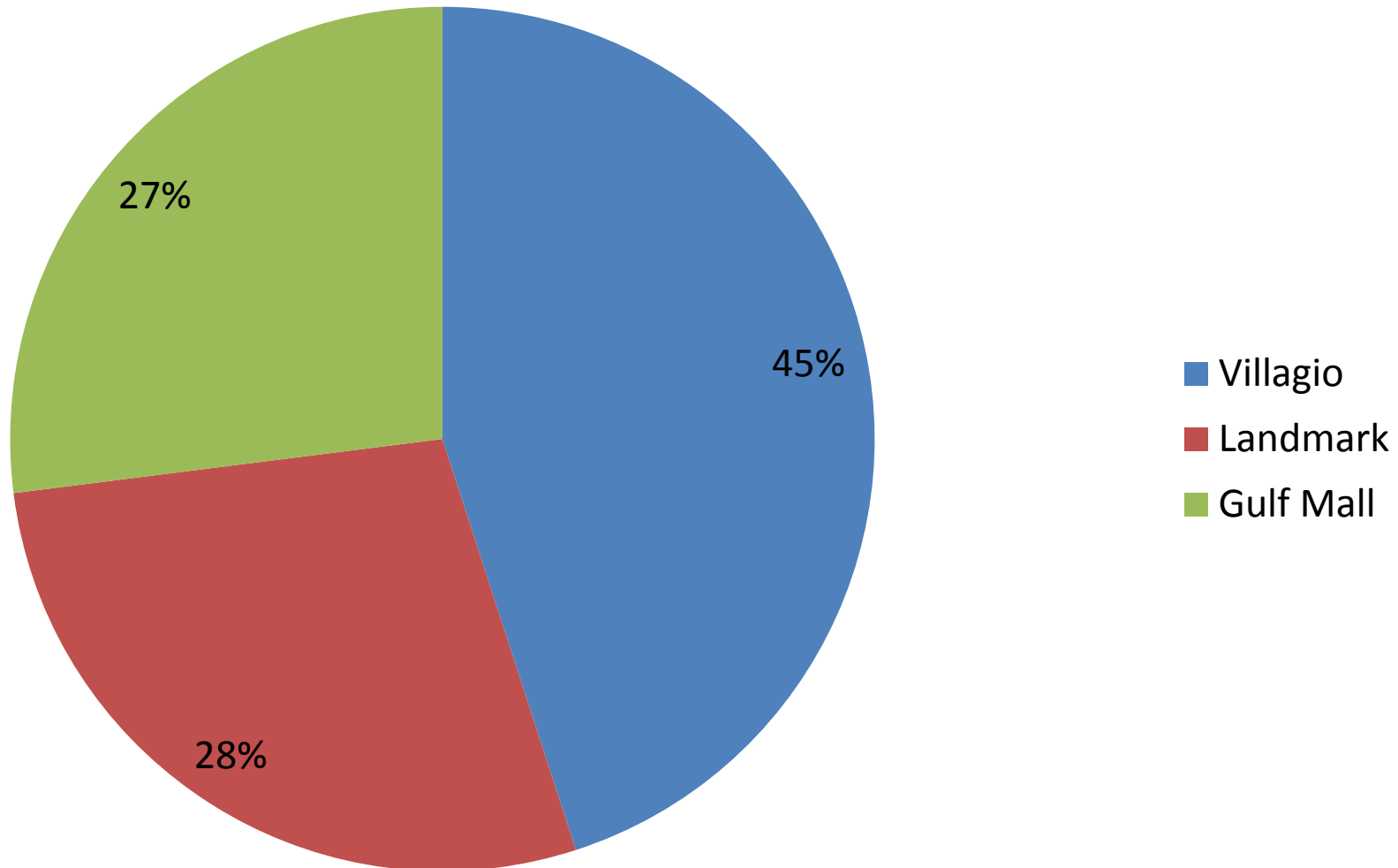
snow park

F&B



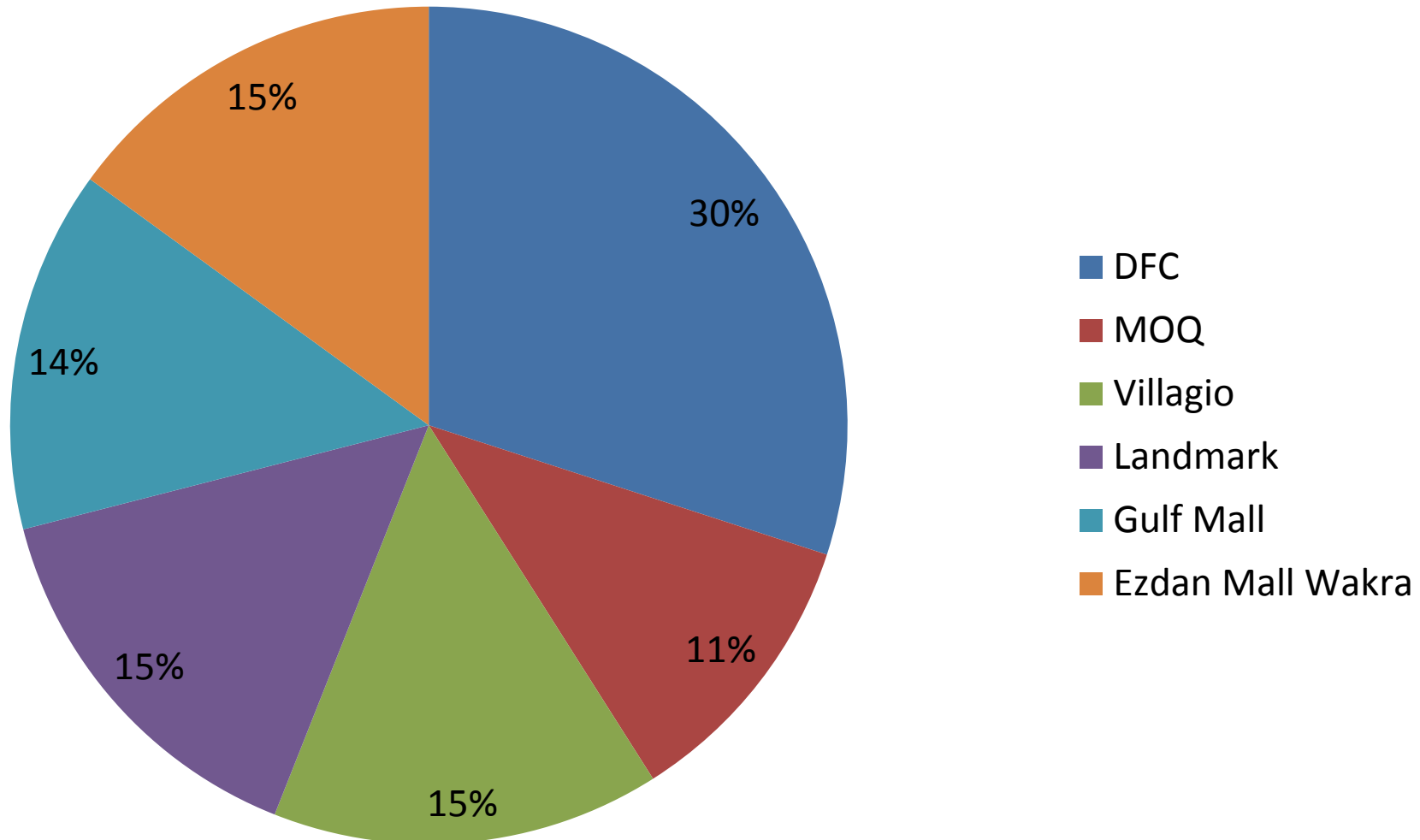
Brand Shift 2016 vs 2019

## Sales share% 2016



Brand **X** sales self cannibalizing

## Sales share% 2019



Brand **X** sales self cannibalizing



## Ezdan Mall Service story



**ezdanmall**  
إزدان مول

## Guest Lounges

Ezdan Mall Service Story





## Luggage Deposit

# Personalize Service

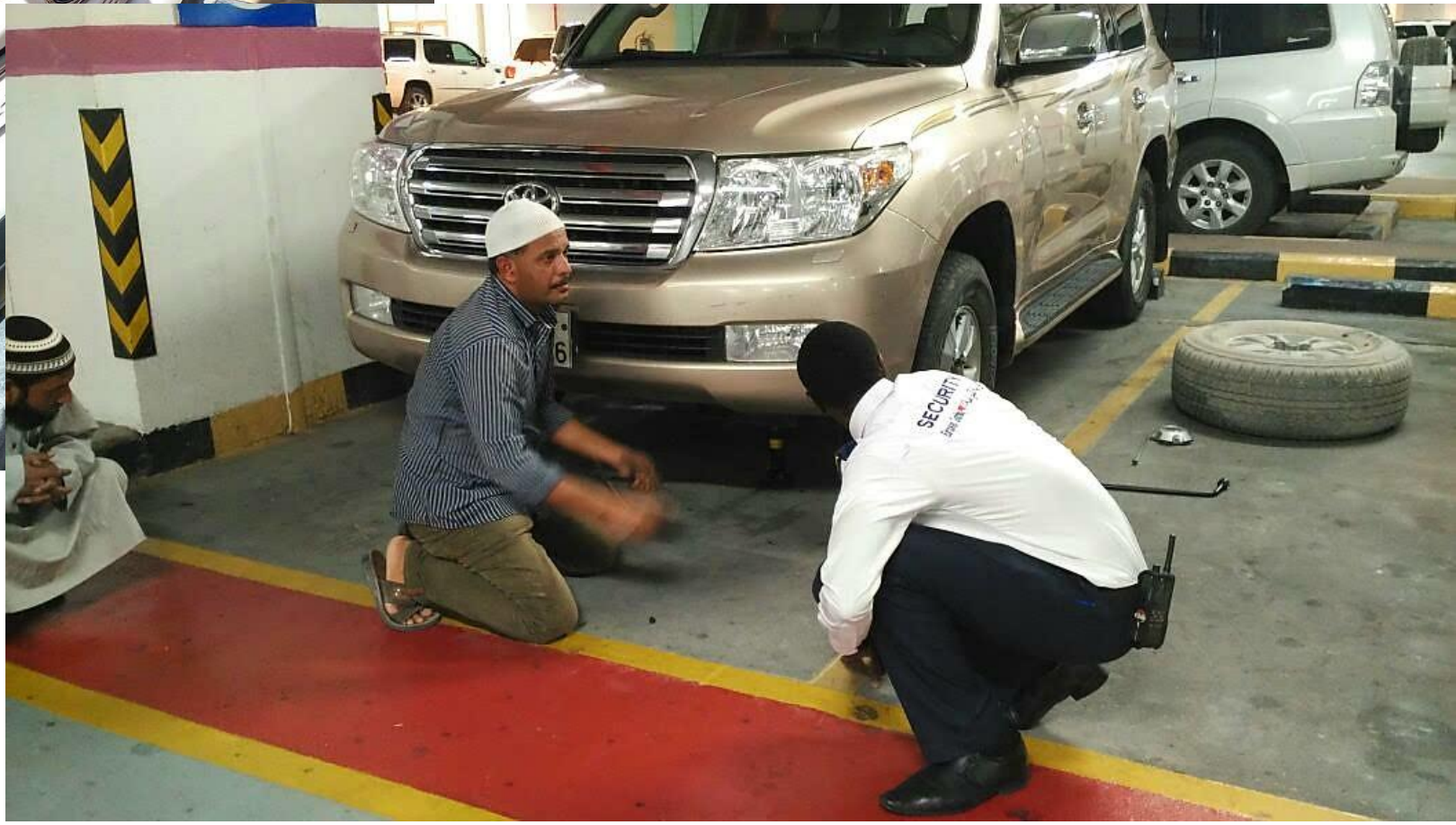




Guest Umbrellas

Ezdan Mall Service story

# Helpful Security







Ezdan Mall Green Story



Ezdan Mall Green Story

Green Wall

2,650  
plants.



Ezdan Mall Green Story

Indoor Garden





Green Social Place



Ezdan Mall Green story

Green Teachers



Ezdan Mall Green Story

Green Education



Green Education

**6000** students  
attended classes

Ezdan Mall Green Story



**2,200** students school visits



Learning Garden



Outdoor Learning Garden



Practical Green Education





Security as green advocates



Electricity saving:

**3,360,990** kwh

saving: **1,990** tons  
of co2

Equalling to:  
**46,433** trees

**Energy Saving**



#GreenDream2022

Be part of the Green Dream