

UG NEWSLETTER



مجموعة المتحدة
UNITED GROUP

QUARTER III | 2017



“WE DELIVER
CUSTOMER
SATISFACTION”



We are dedicated to satisfying our customers. We believe in respecting our customers, listening to their requests and understanding their expectations. We strive to exceed their expectations in affordability, quality and on-time delivery.

“Customer satisfaction is worthless. Customer loyalty is priceless” *Jeffery Gitomer*

DQMP QUALITY MANAGEMENT P.3

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NEW JOINERS P.6

NEW BORN P.8



www.unitedgroup.com.sa

1. SATISFACTION AND FULFILLMENT (RALPH MARSTON)

It's powerful when you know precisely where you intend to go. But it's not enough.

No matter how strong your desire is, desire alone will not achieve what you wish to achieve. That's your job, and your great opportunity. You must cross the distance between where you are and where you want to be. You must take action, with focus, with discipline, commitment and persistence.

You're perfectly capable of doing all that. So go ahead, engage that capability, make the effort, and reach the goal.

Yes, it will be difficult, challenging, uncomfortable, and inconvenient. That's what makes it worth doing, what gives it value.

Feel your desire to achieve, to go from where you are now to where you want to be. Then find great satisfaction and fulfillment in doing the work, in covering the ground to make it happen.



WAKE UP
WITH
DETERMINATION
GO TO BED
WITH
SATISFACTION



2. DQMP QUALITY MANAGEMENT

"WE DELIVER CUSTOMER SATISFACTION"



United Food Services is proud of the DQMP Quality Management

DQMP (Distributor Quality Management Process) is McDonald's independent third party audit which is carried out by SAI global annually.

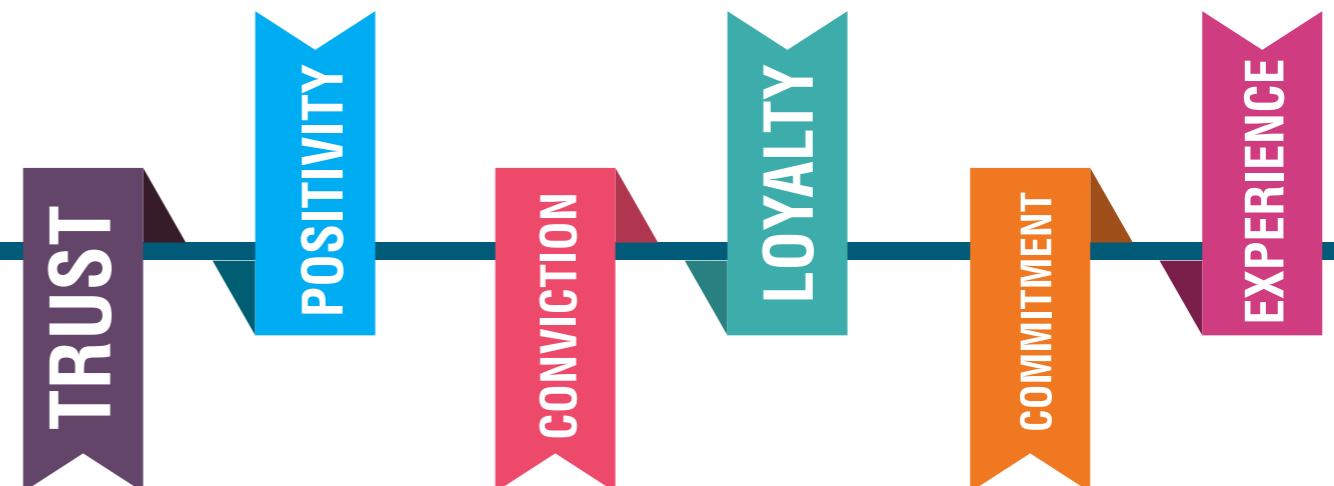
As a result of continuous improvement UFS successfully managed to score 97%(A) Score in Al-Khobar facility & 96%(A) Score in Jeddah facility.



3. WHAT DRIVES CUSTOMER SATISFACTION

Jerry Gregoire, CIO of Dell Computers was quoted as saying, "The customer experience is the next competitive battleground."

In a business world where customer acquisition costs are sky-rocketing, small and medium businesses must focus on building a customer experience to increase customer satisfaction.



4. PRÉSIDENT BACK TO SCHOOL ACTIVATION

5. PRESIDENT ÜLKER MIGRATION



POSM



BACK TO SCHOOL TACTICS:

- a) Tasting our new President Natural cheeses and Cream Cheese in order to boost trial and provide the consumers our new President range informative flyer.
- b) To have a nice visibility in the market by focusing on in store branding (Branded Gondolas) in addition to category management and for the first time in KSA owning the Deli section area in top KA .
- c) Announcing President raffle draw competition on ground and digitally in order to have the maximum reach.

TASTING



IN STORE BRANING



DIGITAL



"WE DELIVER CUSTOMER SATISFACTION"

OBJECTIVE

- Announce the migration from Ülker to President.
- Sustaining & increase sales.
- To raise brand awareness.
- Strong visibility in the market.

GOOD NEWS

- President Ülker won 60/40 research test vs. Pinar.

IN STORE BRANING AND TASTING



PRICE PROMO

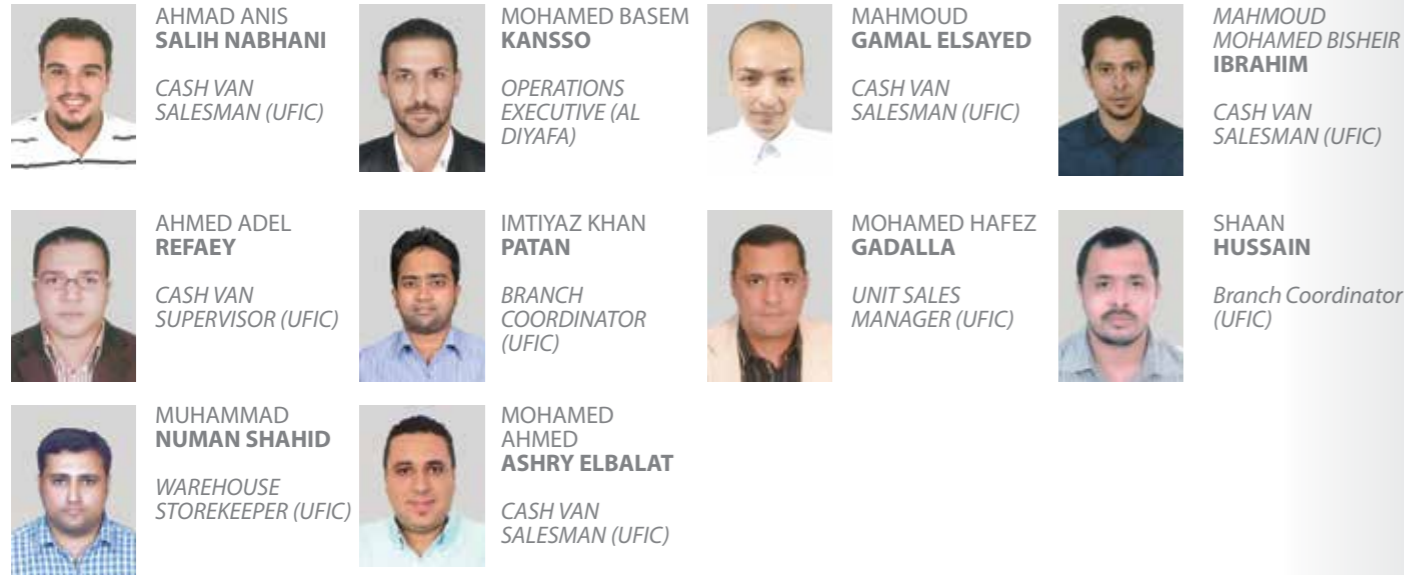


TV & DIGITAL SUPPORT



6. NEW JOINERS

We wish all the luck to the new employees who joined our group, Good Luck!



THE SECRET TO A SUCCESSFUL CAREER

Of all the things you can do to be a success, the one which always wins out is "working hard." Here are 3 simple things that help in your quest.

Get up early: It seems funny but it's true. Hard workers take time to themselves when it's quiet, they exercise before work, and they get organized before the flood of activity starts. Try getting up early, not only will you be more focused and productive, but you will also find it easier to go to sleep early.

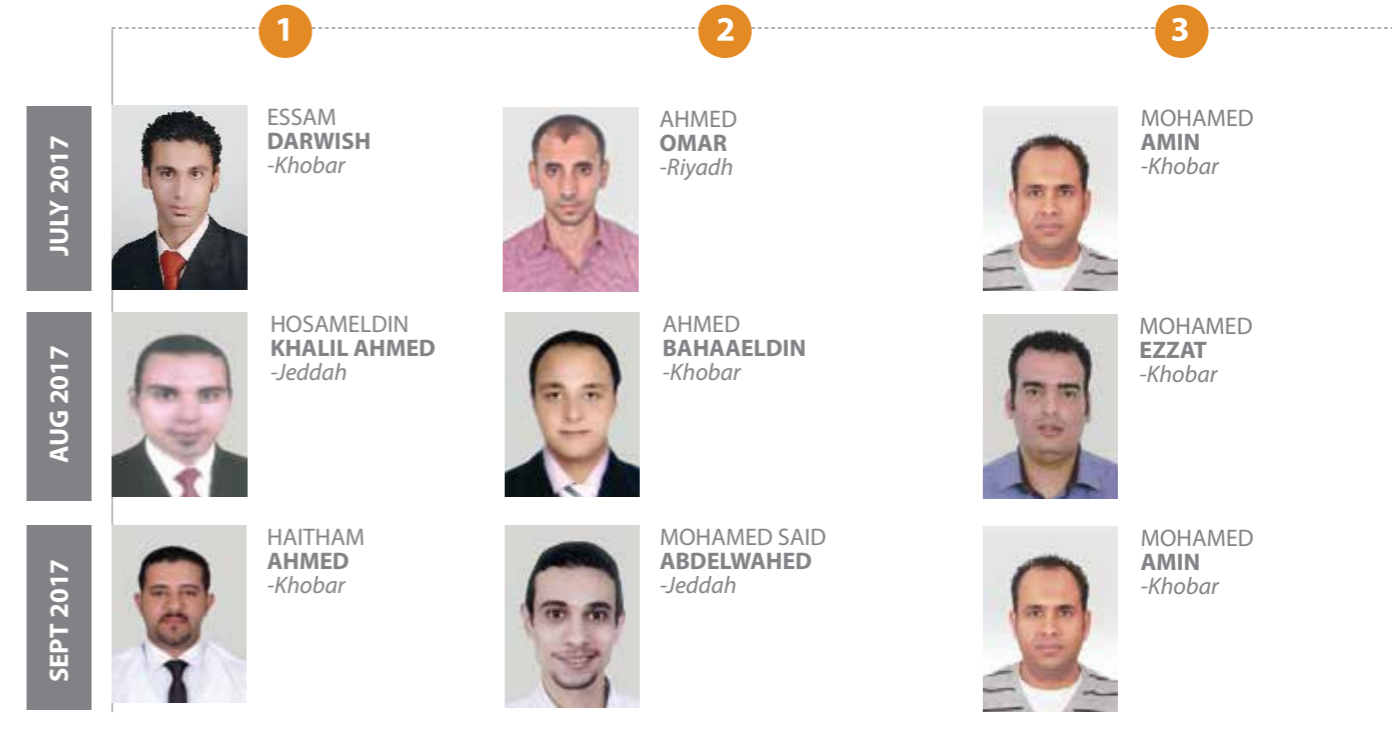
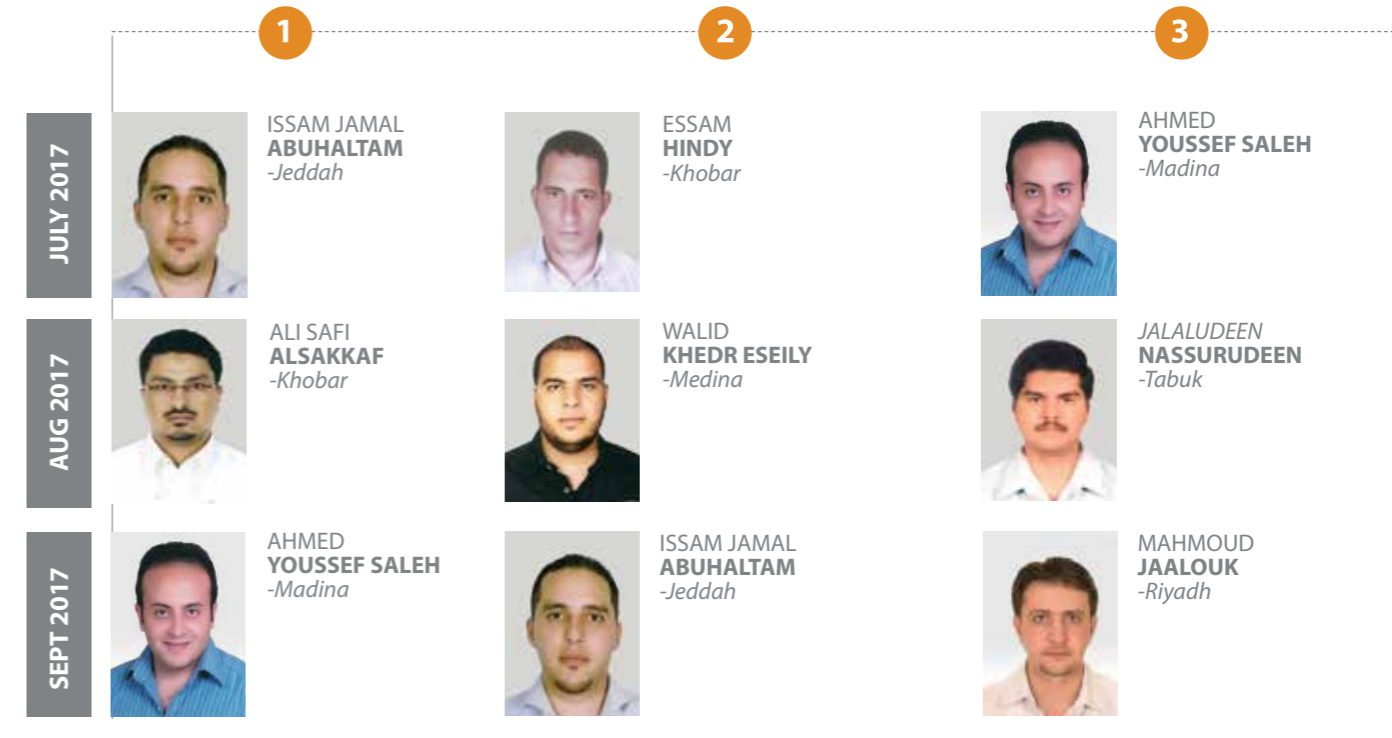
Develop yourself: High performers are great learners. When you hear about something in your industry you need to understand, dig in! Read a book about it, talk with someone who might be in that space, look at YouTube videos. Make it a "continuous learning" part of your career.

Practice mental toughness: Pushing yourself at the gym demands the same kind of toughness as a professional career does. Sometimes business decisions seem unsolvable, customers are upset your project is behind. Well you just have to push ahead. Mental toughness means telling yourself that "I'll figure this out."



7. WE HAVE A WINNER

"WE DELIVER CUSTOMER SATISFACTION"



8. NEW BORN



“WE DELIVER CUSTOMER SATISFACTION”



Our colleague Ahmed Mahmoud is blessed with a lovely baby Girl, Rihanna.

Congratulations!!! Ahmed and wishing baby Rihanna a great life full of health and happiness.



Our colleague Wael Mohamed AlGamal is blessed with a lovely baby Boy, Youssef.

Congratulations!!! Wael and wishing baby Youssef a great life full of health and happiness.



Our colleague Hassan Ahmad is blessed with a lovely baby Girl, Enaya Maryam.

Congratulations!!! Hassan and wishing baby Enaya a great life full of health and happiness.

GUESS THE RIDDLE

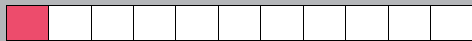
(HINT WE'VE UNDERLINED THE FIRST LETTER OF EACH WORD FOR YOU). ONCE YOU FIGURE OUT THE ANSWERS, UNSCRAMBLE THE HIGHLIGHTED LETTERS TO ANSWER THE RIDDLE (ONE LETTER HAS BEEN FILLED IN FOR YOU)

**WHY DO REPTILES HAVE SUCH GOOD MEMORIES?
BECAUSE THEY HAVE _____ !**

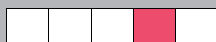
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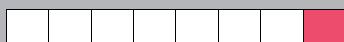
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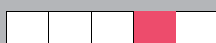
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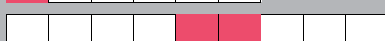
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GUESS THE RIDDLE ANSWER: TURTLE RECALL!

life IS AN adventure BE AN explorer