

A woman with dark hair, wearing a light pink long-sleeved shirt and blue jeans, is shopping in a grocery store. She is reaching out with her right hand to pick up a bag of green salad from a shelf. In her left hand, she is holding another bag of green salad. The background shows various grocery store shelves stocked with products, including bags of chips and other packaged goods. The lighting is bright, typical of a retail environment.

Grand Mart Retail

A REGALE OF A RETAIL SUCCESS STORY



Grand Mart Group

- Established in 1970's.
- Major market share of wholesale and retail distribution business of FMCG in Qatar.
- Other Verticals: Catering supplies, IT & IT enabled services, Restaurants, Travel & Tourism and Refrigeration & AC.

Competitor Landscape



<2 km @ Dammam



<2 km @ Dammam



<10 km @ Dammam



<10 km @ Dammam (Mobiles)



<10 km @ Dammam (Mobiles)



38 km @ Khobar



Weekly Goal

25,000 Foot Falls

6,250 Bills

Grand Mart Hyper Plus Market - Dammam

Promotion Segmentation



Pre-Launch

Social media campaigns to excite the target audience with plus promises.

Grand Mart Dammam
Published by Jinu Rajendran (١١) · January 1 · Edited · 🌐

Looking for the #HyperMart with the Plus Advantage? Watch this space for more!!! Launching shortly....
#MegaLaunch #GrandMart #PlusforMore



664 people reached

Like Comment Share

Supriya Balan Kuniyil, Anagha Balakrishnan, Deepesh Mambatta and 26 others like this.

4 shares

Write a comment...

Grand Mart Dammam Manoj Gopi : Thanks Manoj. Happy new year to you too.
Like Reply · Commented on by Vindhya Vinayachandran (١١) · January 3 at 9:15am

Ayaan Abrar Where is it??
Like Reply · January 9 at 2:35pm

View 2 more comments

Grand Mart Dammam updated their cover photo.
Published by Vindhya Vinayachandran (١١) · January 23 · 🌐



447 people reached

Like Comment Share

Supriya Balan Kuniyil, Anagha Balakrishnan, Rabia Javed and 43 others like this.

4 shares

Grand Mart Dammam
Published by Vindhya Vinayachandran (١١) · January 25 · 🌐

Be spoilt for choice @ #GrandMartDammam. Stocking up with an array/ the widest variety of options, and #PlusAdvantage offers, you will surely love to come back for more.
We invite you to be a part of our exciting launch on 26th January, 3:30 PM near Dammam Centre.
#LaunchDay #Offers #PlusShoppingExperience



2,669 people reached

Like Comment Share

Grand Mart Dammam, Anagha Balakrishnan, Sheeja Baiju, Lena AlKailani and 79 others like this.

22 shares

Write a comment...

Grand Mart Dammam added 4 new photos to the album: Press Conference-Announcing Grand Mart Dammam Launch.
Published by Jinu Rajendran (١١) · January 25 · 🌐

Speaking up... Here are a few snapshots of the press conference announcing the launch of #GrandMartDammam. We look forward to your participation as well now that the launch day is almost here!



675 people reached



















Like Comment Share



















Grand Mart Dammam, Sreejesh Unni, Maharroof Manikoth, Deepesh Mambatta and 56 others like this.

1 share



















Write a comment...

Customer Messages Started Pouring In

	ASif Khan You are welcome	Jan 29
	Foumin Abul Hi Foumin Abul, Thank you for shopping with us.Please stay...	Jan 29
	Sudheer Pc Hi Sudheer, Thank you for shopping with us.Please stay tu...	Jan 29
	Mohamed Sainuddin Hi Mohamed Sainuddin, Thank you for shopping with us.PL...	Jan 29
	Muhammad Ahsan Habib Hi Ahsan, Thank you for shopping with us, You may apply ...	Jan 28
	Tehseen Faheem Hi Tehseen, Thank you for shopping with us, You may app...	Jan 28
	Abdu Rauf Hi Abdu, Thank you for shopping with us, You may apply L...	Jan 28
	Ayisha Saheer Ayisha sent a photo.	Jan 28
	Samantha R Kumara Hi Samantha, Thank you for shopping with us, You may a...	Jan 28
	Santhosh Vilayil Hi Santhosh, Thank you for shopping with us, You may a...	Jan 28
	Sindhu Santhosh S Hi Sindhu, Thank you for shopping with us, You may apply...	Jan 28
	Shameer Khadar Hi Shameer, Thank you for shopping with us, You may ap...	Jan 28
	Omar Tamimi with my pleasure. ...	Jan 27
	Abdul Qadir Khadiawala Hi Abdul Qadir, Thank you for shopping with us.We are co...	Jan 27
	Nazneen Jafar Adhikari Dear Nazneen, Thank you for shopping with us, You may ...	Jan 27
	Muhammad Kashif Hi Muhammad, We are located at 1st street Dammam, op...	Jan 25
	Bhola Raj	Jan 10
	Shaaaz Mee Ok I am waiting thanks	Jan 9

	Samar Banu Hi Samar Banu Thank you for shopping with us.Please sta...	Jan 31
	Talha Khan Hi Talha Khan Thank you for shopping with us.Please stay...	Jan 31
	Hala Abdul Azeez Hala sent a photo.	Jan 31
	Chachanta Moirangthem	Jan 30
	Shihab K Ismail Hi Shihab, Thank you for shopping with us.Please stay tun...	Jan 30
	Naseema Basheer	Jan 30
	Abdul Ahad Hi Abdul Ahad Thank you for shopping with us.Please stay...	Jan 30
	Anbu Logapriya Hi Anbu Logapriya, Thank you for shopping with us.Please...	Jan 30
	Thekkan Anburaj Hi Anburaj, Thanks for you support. -- Regards, Team Gra...	Jan 30
	Mūhāmmāḍ Shāḥū Hi Muhammad Shanu, Thank you for shopping with us.Ple...	Jan 30
	Abdul Samad Abdul Salam Hi Abdul Samad Abdul Salam, Thank you for shopping wit...	Jan 30
	Shahida Rauf Hi Shahida, Thank you for shopping with us.Please stay tu...	Jan 30
	Ameena Hariz Hi Ameena, Thank you for shopping with us.Please stay tu...	Jan 30
	Durre Shehvar Hi Durre Shehvar, Thank you for shopping with us.Please ...	Jan 30
	Mansoor Ali Mansoor, We are really sorry for what happened.We will tr...	Jan 29
	Ansar Koduvally Hi Ansar, We can include both.Its fine ok. Thank you for s...	Jan 29
	Mohamed Faisal Hi Faisal, Thank you for shopping with us.Please stay tune...	Jan 29
	Rasmiya Ramzil Hi Rasmiya, Thank you for shopping with us.Please stay L...	Jan 29

	Hizaan Ahmed Abdula Hi Hizaan, Here's an exciting prequel to our #CoolKids ca...	Feb 26
	Riyas Bin Abdul Salam Dear mr. Riyas, The offer is valid till today. Regards- Tea...	Feb 21
	Shan Bahadur Khan Thanks	Feb 19
	Irshad Mammootil Hi Irshad, Please find the offers for this weekend at http://g...	Feb 19
	Khizr Khan Dear Khizr Khan, "Gold plus privilege card" at Grand M...	Feb 18
	Siraj Orange Hello Siraj, Sorry for the delayed responds. You will defin...	Feb 10
	Shahul Hameed Hello Shahul Hameed, The shop and win contest is wrapp...	Feb 7
	Anshad Kavil Ok, thank you	Feb 6
	Khadeeja Ashraf	Feb 6
	Naizil Kareem Hi Naizil, We are actually sorry for what happened.We will ...	Feb 4
	Asika Shaji	Feb 1
	Adeeb Khan Hi Adeeb Khan, Thank you for shopping with us.Please st...	Feb 1
	Nazia Anjum Hi Nazia Anjum, Thank you for shopping with us.Please st...	Feb 1
	Arif Rahman Hi Arif Rahman, Thank you for shopping with us.Please st...	Feb 1
	Nelum Munasinghe Hi Nelum Munasinghe, Thank you for shopping with us.Ple...	Jan 31
	Ibossi Ibosa Hi Ibossi Ibosa, Thank you for shopping with us.Please sta...	Jan 31
	Tariq Khan Hi Tariq Khan Winners will be announced in the first week ...	Jan 31
	Suhail Abdul Wahab Hi Suhail Abdul Wahab Thank you for shopping with us.Ple...	Jan 31

	Azharruddin Bin Itekhhar Dear Azharuddin, We wont let any best moment of you wit...	Mar 8
	Saju John Thanks Saju for notifying us.We value your feedback!	Mar 8
	Fathimath Saniya Hi Fathima, They had duplicate photos in our album.Sort...	Mar 6
	Amaan Khann Thanks Amaan Khan, Hoping to meet you at the store!	Mar 6
	Shihab Hamsa Hi Shihab Can you please share your contact number? -R...	Mar 6
	Zara Haiham OK grand mart... Thanks	Mar 5
	Rasheed PA OK...Grand Mart... Thank you...for ur compliment..... Thanks...	Mar 5
	Asrar Ul Haq Hi Asrar Ul Haq, Congratulations!Thank You for your activ...	Mar 5
	Najah Jaleel Hi Najah, Congratulations!Thank You for your active partic...	Mar 5
	Haris Paduppil Hi Haris, Sorry for addressing with wrong name.That was ...	Mar 5
	Ayesha Kuraisha KR Ayesha sent a photo.	Mar 3
	Manegar Althaf Hearty Welcome Mr. Manegar to Grand Mart Family!!	Mar 1
	Abu Mohammad Ayan You are welcome!	Mar 1
	Mizna Jaseem Hi Mizna, The photo capturing is over. Only those who cap...	Feb 28
	Manuel Eladio Thanks Manuel! Hope to see you at the store soon!	Feb 27
	Farzana Begum Thng	Feb 26
	Sarfraz Jakti Sarfraz sent a photo.	Feb 26
	Alaa ElAnany Hi Alaa, Here's an exciting prequel to our #CoolKids camp...	Feb 26

Launch

Average in first 3 days of launch

- 26,800 foot falls per day
- 6,700 bills per day

Grand Mart Dammam updated their cover photo.
Published by Anagha Balakrishnan · January 26 ·



714 people reached

Like Comment Share

Grand Mart Dammam, Rabia Javed, Shms Aboelelaa, Edward Jhon and 87 others like this.

1 share

Write a comment...

Grand Mart Dammam Shop with us @ #GrandMartDammam on or before 31st Jan and inbox(message) a picture of your bill on our Facebook page.
Get ready to join the Lucky Draw @ our Shopping Fest!!
Like · Reply · Commented on by Vijith Sivdasan · January 26 at 7:32pm

Adeel Iqbal My first shopping at your store :p




Unlike · Reply · 2 · January 27 at 12:03am

Grand Mart Dammam Hi Adeel Iqbal : If you have the purchase bill with you , request you to message a pic of the bill to our FB page before Jan 31st. There is a lucky draw and you could win big if you are lucky 😊
Like · 1 · Commented on by Vindhya Vinayachandran · January 27 at 10:15am
View more replies

View 4 more comments

Grand Mart Dammam
Published by Jinu Rajendran · January 29 ·

The early bird gets the best pick.. So head over early to get not just the best but also beat the rush hour traffic and enjoy the goodies @ home!
#GrandMartDammam



2,187 people reached

Like Comment Share

Supriya Balan Kuniyil, Lpm Lpm, Nazarudeen Kallara and 108 others like this.


13 shares

Write a comment...

Khalid Hussain iam very surprised. & happy GM price n environment.
Unlike · Reply · 2 · January 30 at 6:09pm

Grand Mart Dammam Hello Khalid Hussain Thank You for your kind words.Hope you had wonderful experience.See you again.
Like · Commented on by Jinu Rajendran · January 30 at 6:19pm

Nazeer Husain



Like · Reply · February 5 at 2:48am

Grand Mart Dammam
Published by Vindhya Vinayachandran · January 31 ·

Shop and inbox.. It's that simple! We are calling for your entries to the #LuckyDraw latest, by END OF DAY. So what are you waiting for? Shop with #GrandMartDammam before 31st Jan EOD and inbox (message) the photograph of your bill on our Facebook page.
#ShoppingFest #PlusAdvantage... See More



594 people reached

Like Comment Share

Grand Mart Dammam, Khattal Yousuf, Arif Rahman, Shaikath Ali and 27 others like this.

Write a comment...

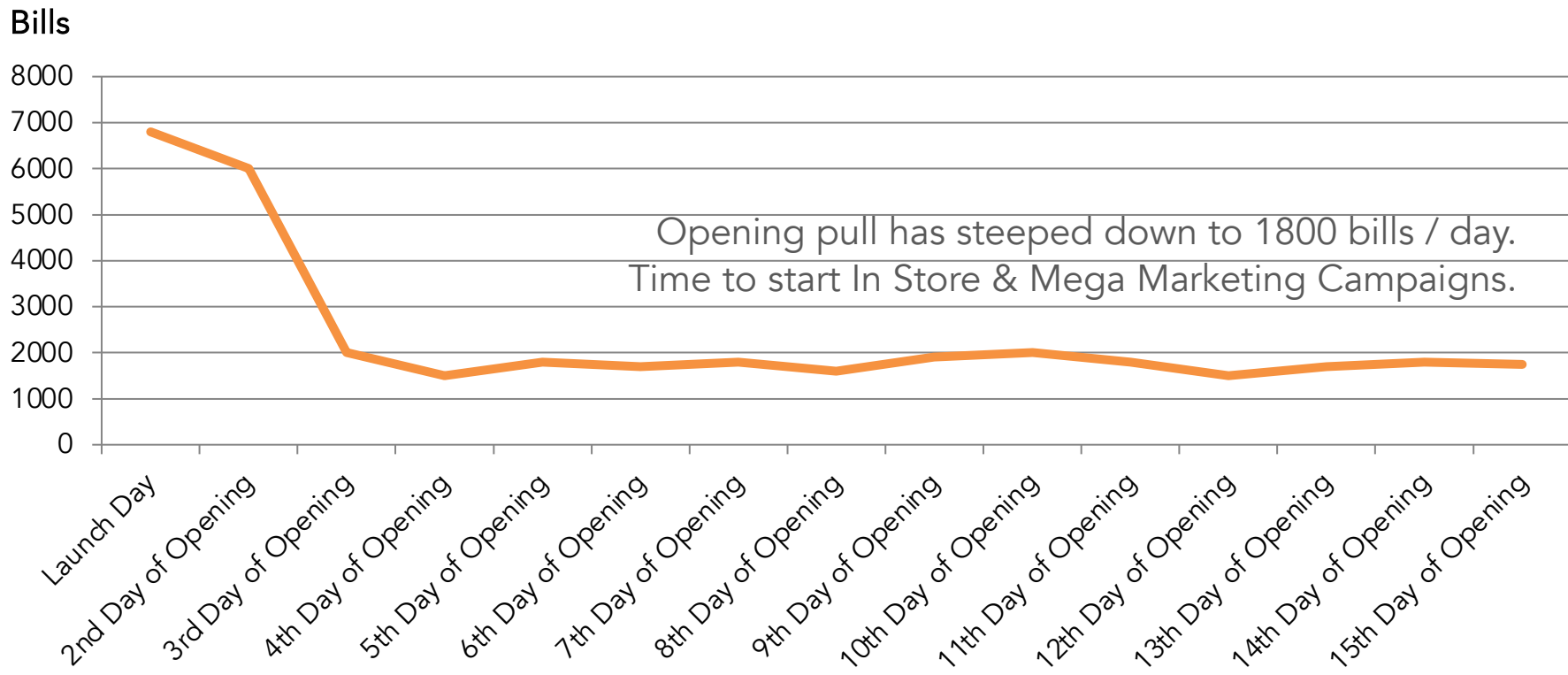
Grand Mart Dammam Hi Talha Khan Wishing you all the best.!!!
Like · Reply · 2 · January 31 at 3:07pm

Sheny Asif Hope to win 🍀
Unlike · Reply · 3 · January 31 at 9:44am

Grand Mart Dammam Hi Sheny Asif All the Best.
Like · 1 · Commented on by Jinu Rajendran · January 31 at 11:26am · Edited
View more replies

View 8 more comments

First 15 Days of Operation



Campaigns

Enabled Mega promotions
with pricy gifts.

Grand Mart Dammam
Published by Anagha Balakrishnan · April 16 · Edited ·

It's time to be a part of our #MegaDraw on April 26, 2015. We have 2 GMC Yukons, 500 grams of Gold and 10 Iphone 6's up for grabs as the lucky shoppers walk out of GrandMartDammam with #PlusValue & #PlusRewards too. Our spot #Megadraw Promotions also start today! so hurry down with your shopping bags to #GrandMartDammam!
Please check our offers here - <http://goo.gl/Avf7eu>
#HappyShopping



#PlusValue
#PlusRewards

www.grandmartgroup.com

6,196 people reached

Like Comment Share

Tahir Shaa, Asra Tabassum, Jainabi Hassan and 155 others like this.

1 share

Write a comment...

Hizaan Ahmed Abdula Shakir Ahmed Basheer Ahmad
Unlike · Reply · 1 · April 17 at 2:28pm

View 1 more comment

Grand Mart Dammam updated their cover photo.
Published by Vindhya Vinayachandran · April 25 ·



1,442 people reached

Boost Post

Like Comment Share

Krisna Kumer, Wadiya Imran, Devon Rey and 20 others like this.

1 share

Write a comment...

Grand Mart Dammam updated their cover photo.
Published by Anagha Balakrishnan · April 24 ·



1,312 people reached

Boost Post

Like Comment Share

Krisna Kumer, Sance Shaji, Thajudeen Meeran and 4 others like this.

3 shares

Write a comment...

Grand Mart Dammam added 25 new photos to the album: **Plus For More - Winners Circle.**
Published by Vindhya Vinayachandran · May 15 ·

A peek at our Winners who walked away with the keys to the GMC Yukon, Iphone6 & the Gold Coins @ the #PlusForMore Shopping Festival @ #GrandMartDammam
#PlusOffers #PlusRewards #PlusDeals



6,190 people reached

Boost Post

Like Comment Share

Tahir Shaa, Navas Vannathan, Azif Ali and 82 others like this.

19 shares

Write a comment...

Azif Ali Congrats all !
Unlike · Reply · 1 · May 16 at 3:42pm

Mohamed Fahim Congratulations for all
Unlike · Reply · 1 · May 15 at 9:57pm

View 3 more comments


In Store

Face painting competition for children

Grand Mart Dammam
Published by Jinu Rajendran · February 6 · Edited ·

This Saturday, let your little ones' revel in creativity with our Face Painting Competition!
From 11.00 am to 4.00 p.m., its a date with fun colours and creativity at its best!
*Registration mandatory.
Please contact our in-store Customer Care Section to register or know more details.
#GrandMartDammam #FacePainting

Fun, colours and creativity at its best!



www.grandmartgroup.com

660 people reached

Like Comment Share

Grand Mart Dammam, Supriya Balan Kuniyil, Deepesh Mambatta, Abdul Hakheemvp and 29 others like this.

1 share

Write a comment...

Grand Mart Dammam added 36 new photos to the album: Kids Face Painting Competition — at Grand Mart Dammam.
Published by Vijith Sivdasan · February 8 ·

Catch the cute little sweethearts at their colorful best at #GrandMartDammam @ our Face Painting Competition on 7th February 2015!!
Absolutely Adorable ... ain't it?
#GrandMartDammam #FacePainting



1,147 people reached

Boost Post

Like Comment Share

Grand Mart Dammam, Abdul Hakheemvp, Sreejesh Unni, Shakeer Moosodi and 49 others like this.

2 shares

Write a comment...

Syed Syed Common boss you didnt posted other kids pictures. Very sad....
Like Reply · February 9 at 3:12pm

Grand Mart Dammam Hello Syed Syed Due to space constraint we had challenges posting all the pictures. However, we would be more than happy to share the available snaps; if you could inbox us mail id. Thank You.



In Store

Cool Kids Campaign

 **Grand Mart Dammm** added 19 new photos to the album: **Cool Kids Campaign Snaps.**
Published by Vijith Sivdasan [P] · February 22 · 🌐

Smiles and Pouts, angels and kid-scouts, your little ones were charming to the core! Thank you all for bringing your kids and being part of our #CoolKidsCampaign



+16

Boost Unavailable

Like Comment Share

Supriya Balan Kuniyil, Abdul Hakheemvp, Aurooj Jeelani and 126 others like this.

14 shares

 Write a comment...

 **Ayaan Abrar** Plz upload pic...really want to see my kids pic...nw no more patience
Like · Reply · February 22 at 10:16pm

 **Grand Mart Dammm** Thanks Ayaan Abrar for your patience and great to know that got your kid's pic. Have fun sharing the pic and a great evening!
Like · Commented on by Vijith Sivdasan [P] · February 22 at 10:38pm · Edited

[View more replies](#)

 **Grand Mart Dammm** added 217 new photos to the album: **Cool Kids Campaign Snaps.**
Published by Jinu Rajendran [P] · February 24 · 🌐

Smiles and Pouts, angels and kid-scouts, your little ones were charming to the core! Thank you all for bringing your kids and being part of our #CoolKidsCampaign



+214

Boost Unavailable

Like Comment Share

Supriya Balan Kuniyil, Abdul Hakheemvp, Aurooj Jeelani and 126 others like this.

14 shares

 Write a comment...

 **Ayaan Abrar** Plz upload pic...really want to see my kids pic...nw no more patience
Like · Reply · February 22 at 10:16pm

 **Grand Mart Dammm** Thanks Ayaan Abrar for your patience and great to know that got your kid's pic. Have fun sharing the pic and a great evening!
Like · Commented on by Vijith Sivdasan [P] · February 22 at 10:38pm · Edited

[View more replies](#)



In Store

Dandy Ice Cream Challenge

**Grand Mart Dammam**
Published by Anagha Balakrishnan · April 30 ·

This weekend, get your little ones prepped to participate in a contest they cant resist!
The Dandy Ice-cream Challenge calls out to your adorable 7 to 13 year olds for this one of a kind #DreamTreat on 1st & 2nd May 2015.
To participate, register the contestant details i.e. Name, Age, Contact no. on Facebook by sending us a message / inbox us or just speak to our Customer Service Representatives @ the HelpDesk in the store.
Rules & Regulations:
1. Registration before... [See More](#)



The "Dandy" Ice Cream Challenge
[Register Now](#)

7,884 people reached

Boost Post

Like Comment Share

Supriya Balan Kuniyil, Sakkeer Hussain, Humty Dumty and 144 others like this.

6 shares

Write a comment...

Grand Mart Dammam

The Dandy Ice Cream challenge starts at 8 PM. Please register prior to that with your kid's name, age and your contact number and also the date which you wish your kid to participate either through FB or at customer service desk in store.. The challenge is on for 1st and 2nd May 2015.

**Grand Mart Dammam** added 13 new photos to the album: Dandy Icecream Challenge-Winners.
May 4 ·

Everyone of our little sweethearts who participated was a winner.. Congratulations All!!



+10

2,666 people reached

Boost Post

Like Comment Share

Musarrat Fareed, Nisam Kasim Yamaha, Nesvin Dammam and 37 others like this.

3 shares

Write a comment...

Laaeq Akbar

Thanks to grand mart and dandy ice cream for arranging such an enjoyable event.

Unlike · Reply · May 4 at 8:20pm



Established Strong Customer Connect



4.6 of 5 rated good



Jaseem Hamza – 5★ Grand Mart as the name suggests had opened in a grand way to satisfy the thirst of customers of Dammam. The affordable prices is definitely the key behind the success. Kids area, cooperative staffs, electronic section and vegetable section are to be mentioned. To add on, the idea of utilising Facebook or rather social media is brilliant which makes us connected to your world of competitions and discounts . Keep going , expecting more

Unlike · Comment · about 4 months ago · 2 Reviews · 🌟



Rasheed PA – 5★ We are very happy to get this shop near our house...because i havn't seen this much neat and clean, awesome service, good interaction with customers, well prepaid legal agreements and traffic free shop in my life. It is the most beautiful and well cleaned shop in my appearance... I wish you all the best and continue this level hear after... Wish you all the best....

Like · Comment · about 4 months ago · 1 Review · 🌟



Laila Abdul Razak – 5★ You'll love shopping @ Grand Mart...because it's the choice of the common man's desire for purchase. So I would like to say they've estimated the common man's desire...Hats off ☺

Unlike · Comment · about 4 months ago · 1 Review · 🌟



Laila Abdul Razak – 5★ You'll love shopping @ Grand Mart...because it's the choice of the common man's desire for purchase. So I would like to say they've estimated the common man's desire...Hats off ☺

Unlike · Comment · about 4 months ago · 1 Review · 🌟



Junaid Rehman – 5★ There is a wide range of products selling at Grand Mart including clothes, appliances, toys, shoes, electronic goods, etc. It's location is wonderful. Large car parks with free parking is available. There are fresh, tasty and ready foods available. This Mart offers a variety of quality goods, fresh vegetables, fruits, meat, fish and seafood, dairy and bakery products from all parts of the world. Additional characteristics which makes it different from others are free play area for children, neat environment, friendly behaviour of the staff, affordable prices and special offers, wide range of products according to different cultures and the exciting contests and the prizes. ALL IN ONE MART ITS GRAND MART....

Unlike · Comment · about 4 months ago · 1 Review · 🌟

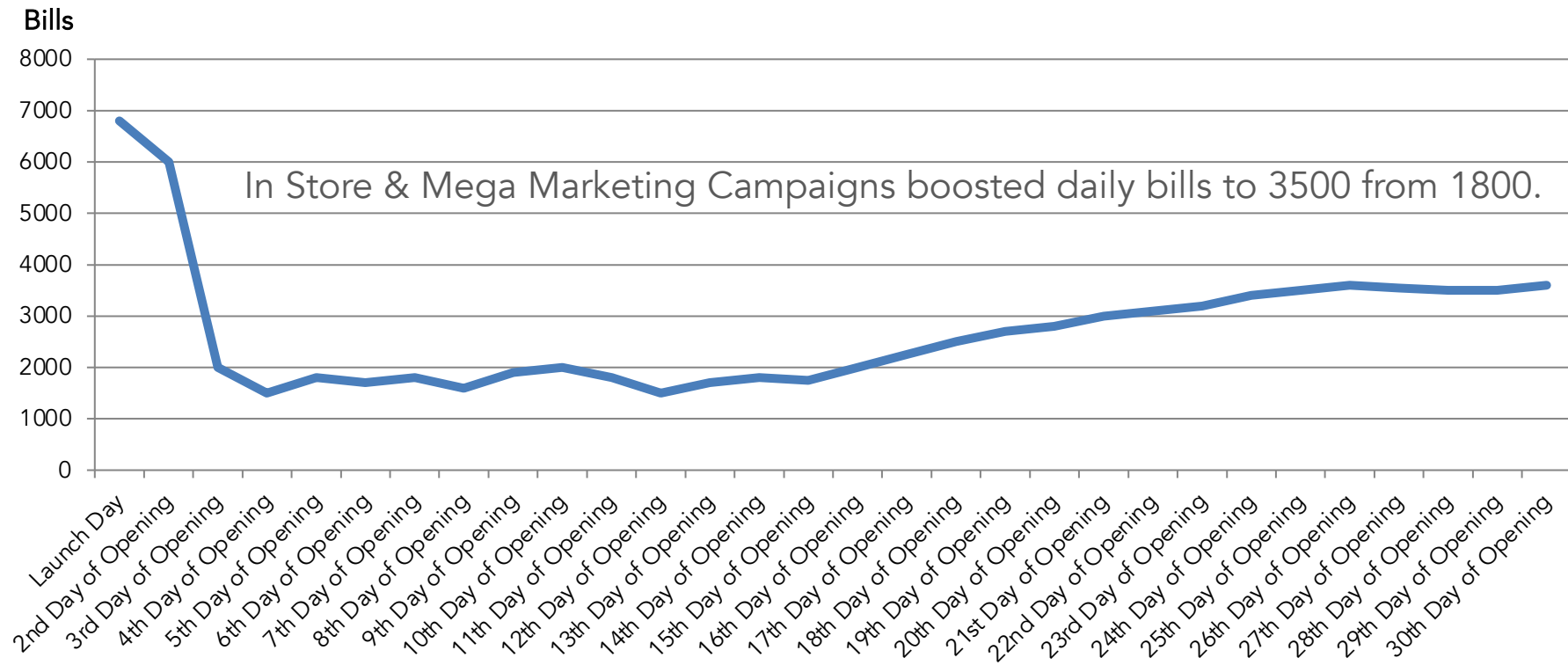


Muhammad Akbar Ali – 5★ I am new to this city...and was confused about shopping months ago.....and now all my confusions are over..The best place to get everything at reasonable rates..Thanks to Grand Mart Dammam.....keep it up...good job!!! appreciate your effort..... "The first and last word for shopping none other than " Grand Mart Dammam "

Like · Comment · about 3 months ago · 🌟



First 30 Days of Operation



We surpassed the target!

Target

- 25,000 Foot Falls / Week
- 6,250 Bills / Week



Outcome

- 98,000 Foot Falls / Week
- 14,000 Bills / Week

Digital Marketing contributed 70% of walk ins



Codelattice

• connecting dots •

askus@codelattice.com

WE MAKE YOU DIGITALLY IMMORTAL®

THANK YOU

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