

Kuwait – Olive Hyper Market @ Fahaheel Case Studies



Problem Solving

Problem Solving always required No.1 Fixer

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Observations

- Since two to 3 years , I have been regularly visiting Olive Hyper Market and saw there was always lack of customers, in spite of they printed nice leaflets ads on online and mobile apps but unable to pull the crowd
- The owner has a previous experience in Hyper Market i.e. Retail Business and ha already couple of branches in the Kuwait, in spite of relative experience didn't worked
- Definitely the company drawing loss, and had to take funding from Investment firm recently as I visited them on 2023 Nov-Dec

Location Study –Fahaheel Market

- Grand Hyper Market is already drawing highest footfall and it's opposite side to Olive Market and in between there is a main road, comparatively the place which Grad hyper has more advantage than Olive Hyper Market
- Besides of Grand Hyper there is Lulu Hyper Market, and it's 2nd from Grand Hyper in terms of foot fall
- Both Grand and Lulu has wider Parking areas and this is the main Market areas of Fahaheel, where there is many small small varieties of shops i.e. Bakala, Chocolates & Dry fruits, Restaurant, Electronics, Mobile Recharge & Repairing, 100 Fills Shots, Tours and Travelling & Cargo front offices, Bangladesi Restaurant and Veg and Meat Market, Money Exchange , Jewelry Shops like Malabar Gold and Joyalukkas, and Mosque etc.

People and Behavior

- Worker, Labors are the main People or majority of People they spend time here in Friday, Saturday for get together
- Majority of People on Grand and Lulu side they spend time on Mobile Recharge, new Sim card buying , Restaurant and Shopping at Grand or Lulu
- Asian footfalls is the majority
- Mosque in the main Market i.e. Grand Hyper side is always with Full capacity in Magrib (Evening Prayer) and Isha (Late Evening Prayer)
- People usually travelling to their home countries go to Grad hype and nearest market for heaving Shopping no matter how much is their Salary, but they always willing to spend almost double from their Savings, since they are going home once in year
- People like to spend on 100 Fills to 1 KD foods i.e. Chai(Tea), Coffee, Sand witch, Water, Juice, Cold Drinks, Indian Snacks, Swarma, Grill chicken etc.



Opposite of the road of Grand Hyper i.e. where Olive Hyper Market sits

- Lack of Parking Space
- Arab feels comfortable to explore this areas due to Jewelry shops and couple of Malls in this areas
- Al Ghanim Electronics has a big units and many people visits there along with LULU also has Small Market, they sells things excluding food & drinks items
- People love to access sea side areas
- Few 100 feels verities shops and Kuwaiti feels comfortable to buy from there
- Less crowded than Grand Hyper side but majority also Asian crowd
- Shopping malls are pulling the crowd from the market and keep the street or market less crowded and many shops are struggling to get a customer, since malls are giving such offers which the local shops are unable to offer as they are small and had to pay heavy rents
- Many Assigned Markets are empty of people and shop keepers are struggling to get business on day to day basis even they had to pay heavy rents
- Many mobile, Clothes and perfumes shops are witnessing lack of people visits there so few customers but high competitions
- Except Low priced Restaurant other Business are still struggling
- Kalyan Jewelry has a Unit in this side and just opp. side of road but they were unable to draw people there
- Lack of Fun and Entertainment Zone , except Malls has limited facilities

Conclusion and Strategic Advisory

Problem : It's not only Olive Hyper Market is suffering alone but seems entire market has low foot falls and low people Turnover

No.1 Source: Since in between Olive and Grand there is busy roads which separates the two market, where there is no Safe Road Crossing, and due to that People always fears for their life and afraid to cross the roads incase they had any urgency they were bound to cross the road but it was real panic experience for them, since it's very busy Stress and vehicles were coming in speed and even sometimes they are not willing to stop and let allow the people to Cross the Road, so it's steer the panic for people to decide when to cross the road or not, so as it's usual routine and this is the Panic Experience all the People they are avoiding to Cross the Road and buy the things from Grand Hyper Side , as a results all Business in the Olive Hyper areas are suffering

Conclusion and Strategic Advisory

No.1 Fixer : Avail the Facilities to connect the both side of the Market with two Public foot Bridge with comfortable crossing experience like escalator and inside Air-conditions could be pleasant experience for People and they may feel comfortable as much they can go and explore the Olive Market areas and buy as much and come back to opposite side, no matter this side it has less parking space, but yet it's recommend to avail big Parking Space could solve the problem and make a balance between two markets

Note: It's also recommend to Building owner which Kalyan Jewelers has a Unit, they may allot some space for more Low Price Restaurant inside the Shopping Centre, which could pull the crowd and people could come , sit here, eat and drinks then Buy Mobile Accessories, shop Clothes, Perfumes etc. and this can also solve the problem for the Shoppers InshaAllah

Conclusion and Strategic Advisory

No.1 Breaking Point : People's Health & Safety is really important as they were most concern now a days for their life since they came from far to work here for money, and every month they has many liabilities to send back money to their home countries, so they are not willing to take the Risk for their life rather chose a less Risky options and spend time & buy where they feel safe and comfortable



Thank You !

-The End-