

Foodco working with Ollen Group on its retail growth strategy and execution



Dubai, United Arab Emirates Jun 20, 2022 ([Issuewire.com](https://www.issuewire.com)) - Abu Dhabi-based Foodco National Foodstuff (“Foodco”) embarks on the next phase of its retail growth strategy, working together with consultants, designers, and technologists from [Ollen Group](https://www.ollen.com) on driving its realization.

Founded in 1979 by an Emiri Decree under the patronage of the Crown Prince H.H. Shaikh Khalifa Bin Zayed Al Nahyan, today Foodco National Foodstuff is one of the fastest-growing national [FMCG](https://www.fmcs.com)

[companies](#) in the United Arab Emirates serving B2B, B2C and B2G customers and providing product categories such as rice, oils, tuna, pasta, sauces, saffron, frozen chicken, among others, to thousands of consumers in the MENA region through different channels including mainly supermarkets and hypermarkets. Some of the more well-known brands of Foodco include namesake Shehrazade, Al Safwa, and Virginia, among others.

With the everchanging dynamics and [consumer preferences](#) the market is witnessing since the pandemic, Foodco decided to work with Ollen Group to adapt and expand its [retail growth strategy and execution](#) across different product categories and ranges focusing on offering more personalization, more information about the products, and their origin, more channels to purchase the products, and better value, while still providing consistent quality, availability, and pricing.

The engagement started with in-depth consumer and market studies to identify what is important to consumers, what are they looking for, what visually attracts them, and what is required for them to make a purchase decision, leading to revisiting the brand architecture, uplifting the brand identity, revisiting product offerings, value proposition, and unique selling points, redesigning and innovating the packaging of the products to improve quality, product positioning and tiering, and developing web and mobile applications to offer wider product baskets and reach a wider consumer base.

The most important thing was not only to look at elements of the value proposition and products that had to be changed in order to reconnect with the existing audience but also to attract a wider base of consumers by conveying the Foodco story, legacy and authenticity through the brand, communication, packaging and why they are purchasing this particular brand or range in the first place.

In line with these efforts, Foodco won the consumer goods rice category Superbrand title and Product of the Year awards consecutively in 2021 and 2022, for brand awareness and product innovation respectively, following a series of subject matter experts' judges' panel reviews and testing, as well as a targeted consumer survey conducted by Nielsen covering more than 3,500 consumers across the Gulf region.

Dr. Mohammad Al Hosani, Chairman of Foodco National Foodstuff, said "For more than 40 years, we've been continuously evolving and innovating to serve the UAE and the region, offering the best products and services. We are keen on continuing this legacy for the foreseeable future focusing on investing in achieving national food security goals and aligning with the national sustainability agenda."

Waseem Al Halabi, General Manager of Foodco, said "We are continuously looking for opportunities to offer a wider basket of top-quality products and cater to different consumer preferences. Our growth strategy for the foreseeable future includes a mix of organic growth within our portfolio categories and

products, as well as possible acquisition of high potential brands and products.”

[April Lincoln, Partner at Ollen Group](#), said “As consumer profiles and behaviors change or evolve, brands and propositions are susceptible to become irrelevant or mismatched from their intended original audience, hence companies have to revisit and adapt their brand architecture to make sure that brands under their umbrella align with consumer needs, and ensure what they are selling, how they are communicating and how they are representing themselves connect with consumers emotions, needs, and preferences.”

Foodco National Foodstuff (“Foodco”) is a subsidiary of Hily Holding PJSC (previously known as “Foodco Holding”) and an innovative award-winning publically listed FMCG company, offering a wide range of consumer goods product categories across the MENA region with headquarters in the United Arab Emirates. www.fnfuae.com

Ollen Group, which was named among the [Middle East’s leading consultancies](#) for food & beverage and retail in early June, is an award-winning consulting & design firm serving mainly the Middle East & Africa region with headquarters in the United Arab Emirates. The firm offers services from idea through to execution and has extensive experience with private and [public sector organizations](#) globally. www.ollengroup.com

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