



POWERFUL

Lulu Group INTERNATIONAL

the Group has automated store replenishment to Distribution centre using Mobile Computers and Pick to Voice technologies. The Group also credits of being the first to deploy Intelligent Building Management Systems reducing the carbon footprint (green initiative) which includes, Energy Management, Facility Management etc. This enables them to keep complete control of all merchandise movements and to cut costs significantly to stay most competitive.

Imports are centralized in line with merchandise categories and the Group has its own manufacturing and outsourcing facilities spread across East and Southeast Asia, the Indian subcontinent and Africa. State-of-the-art

logistics center in Abu Dhabi and Dubai with regional hubs in different countries help in seamlessly integrating multilevel functions and real time decision making to maintain optimum level of stock at all times. With one of the largest fleets of modern delivery vehicles, the Group today effectively manages the stock position in its vast network of retail stores across the region.

An ever expanding customer base, both geographic and psychographic, necessitates the Group's expansion into divergent activity areas. Precise and reliable market feedback is

DRIVEN BY COMPASSION

Lulu Group believes there is much more to retail than luxury. As one of Gulf's most profitable businesses, the brand today is a highly diversified entity with operations spanning a vast geographical landscape.

The Group is spearheaded by the retail division with diverse interests in Imports & Exports, Trading, Shipping, IT, Travel & Tourism and Education. They are known to be the key partner in the development of the community and a true follower of ethical business practices.

INNOVATION IS THE KEY

One of the most strengthening pillars on which the brand operates is Innovation. They are considered as early adopters of new technologies thereby facilitating more convenience to both the employees and the customers. At present Lulu Group is considered a "Customer Center for Expertise" to develop and enhance the Group strategic move of SAP ERP suite.

Under the innovation division,



correctly analyzed by the Planning and Development Division before a new project is given the go ahead.

The choice of location, layout and décor of every new outlet is decided by the demographic and psychographic profiles of the customers in that area. This helps the Group to position the stores in line with customer preferences and expectations. Care is taken to make sure that each sector coordinates with and compliments the others, ensuring efficiency and cost-effectiveness.

TAKING THE HUMAN ANGLE

The Lulu Group is a brand known for CSR policies and it has always been in the forefront when it comes to giving back to the society. Some of the recent efforts include, LuLu charity card in association with the Maktoum Foundation for providing food and related products to needy locals during the holy month of Ramadan. In association with Ministry of Economy, the Group also implements “PRICE FREEZE POLICY” whenever the prices of essential items go beyond the reach of common people.

The Group strongly believes in playing its role in Environment Protection and has launched a campaign – “RRR” (Refuse, Reuse, Reduce) to reduce the usage of plastic bags in addition to usage of Oxy-biodegradable plastic bags in its stores.

The Group has always donated generously during natural calamities viz., Tsunami relief in Asia or Typhoon and flood relief in other parts of the world.



QUANTUM LEAPS

- Dubai Quality Award Appreciation Programme – 2010
- India International Gold Award
- Ministry of Commerce Exporter's Award for best Agri & Food Exports

