

أخبار ترفيه TARFEEH NEWS

العدد الثالث والرابع - ٢٠١٦ - 2016 Q3 & Q4 News



إحدى شركات سدكو القابضة
SEDCO Holding Company



افتتاح فرع جديد لمطعم
أوشن باسكت
في الظهران

9

منافسة
"تناول العشاء والقيادة"
من أبل بيز

8

أبل بيز
جائزة أفضل تسويق
لعام ٢٠١٦

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ترفيه نيوز

TARFEEH NEWS



A SEDCO Holding Company

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Ghassan Dennaoui
Marketing Manager

Message From Chief Editor

Dear All,

First of all, I would like to take this opportunity to welcome and thank everyone that has contributed to the development of the newsletter, we are going into our third year since launching our quarterly magazine and thus far it had proved to be very beneficial for all our TARFEEH employees. I must say that this had been a collective effort from all our staff. The newsletter includes periodic updates, news, promotions and events, whereby TARFEEH is proud to share with as it also give our employees a good perspective on how the company is progressing and performing.

The purpose of having a quarterly magazine is to spread information, motivate employees, highlighting the unity of our staff and improve their morale. We also aim to increase the numbers of articles that each department have, we want every department within TARFEEH company to contribute to the magazine as much as possible, the more we share our stories, the better the magazine it will be.

I strongly believe that we all must contribute in building the culture of TARFEEH together. It is a joint responsibility of every employee to accomplish this and I know that all of you are up for it. I would like to hear your feedback on our newsletter, because this newsletter is for you all. Once again, I encourage you to publish or share articles that might be of a good interest to the company.

Please share your comments and feedback to my email

ghassand@sedco.com



TARFEEH Vision & Mission :

Vision :

To be the leading food service provider in our region, delivering exceptional experience to our stakeholders and providing outstanding financial value to our shareholder.

Mission :

Achieving excellence through committed and responsible leadership, striving for excellence through innovations and team spirit.



Launch of TARFEEH Marketing Tool Kit :

Happy to announce the launching of TARFEEH Marketing Tool Kit for all our brands. The Tool Kit will be instrumental in discussing and implementing Marketing ideas / activities with restaurant leadership.



Applebee's Best Marketing Award for 2016 :

DineEquity presented Applebee's Saudi Arabia an award for the best Marketing practices in 2016. The Marketing Department led by Mr.Kamran Khan, Vice President of Marketing and Corporate Communication of TARFEEH & Mr.Ghassan Dennaoui, Marketing Manager of TARFEEH had a very strong marketing approach in 2016 with numerous campaigns that was extremely effective and in which played a major role. Applebee's KSA had also won Developer of the Year in 2015 as it got awarded for the aggressive and strong developing plan during the year of 2015 in all GCC and Middle East countries.

2017 is expected to be more of the same for Applebee's KSA. The Award ceremony took place in Kuwait in the 14th of December, 2016.

DineEquity Visit & Award :

DineEquity Senior Management team visited Saudi Arabia in early November to discuss and strengthen the relationship between both TARFEEH & DineEquity. Applebee's Saudi Arabia received "Development award of 2016 for continuous growth of the brand in KSA. Applebee's Saudi Arabia is one of the largest casual dining chains in Saudi Arabia with 20 restaurants and still growing.

Applebee's had the privilege to welcome Mrs. Julia Stewart (Chairman & CEO of DineEquity), Mr. Daniel del Olmo (International President of DineEquity), Mr. Gary Moore (Regional Vice President of DineEquity) & Mr. Craig Hoffman (Communications Director at DineEquity). The DineEquity team were very pleased with their visit and with what they saw across all Applebee's branches in Jeddah.





Applebee's Update :

Applebee's launched a new Rib Combos campaign that immediately made an impact among its customers. Customers loved the rich choices that were used in all 4 new dishes and it had been a positive addition so far. The campaign resulted in an increase of sales and it boosted its traffic across all 20 restaurants. For up selling purposes, Rib Combos campaign also included a new delicious desserts of Mason Jars.

In addition, a fresh, new and updated beverage menu for Applebee's was launched, introducing a new range of different beverages. The change is making a positive impact as sales revenue increased and customers liked to choose the new varieties that was introduced. Applebee's are also in the process of launching a new concept for customers whereby they can create their own customized beverage.

On the social media front, Applebee's introduced a new application in their Facebook page, whereby all it's fans who are following the page get a notification before his/her birthday and they can enjoy the complimentary dessert meal. This initiative works in many levels, first it gives customers a good gesture/feeling that Applebee's remembering the special occasion and also for that particular person to come and enjoy a nice meal with a good celebration. Thus far, this initiative had made a good sales revenue and created a positive feel towards the people who are celebrating their birthday at Applebee's restaurants.



New Applebee's Lunch Offer:

In the beginning of November, Applebee's launched it's new weekday business lunch offer. The offer consists of choosing two items from selected choices from Appetizers, Soups and Salads along with one soft drink for only SR 25. Applebee's is also giving customers an additional option should they choose to go with this option, by adding a Main Course for an additional SR 20. Thus far, the new offer had been extremely positive and customers are loving it. The Lunch Offers will be changed slightly once or twice annually



THERE'S ALWAYS A REASON TO CELEBRATE

Dine "N" Drive

Chance to Win Ford Expedition Cars & Gift Vouchers from leading electronic retail stores



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ApplebeesMiddleEast



ApplebeesKSA

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Applebee's

"Dine & Drive" Competition :

Applebee's launched a mega prize competition called "Dine & Drive" by the end of December 2016. This campaign will allow all customers to participate and enter a draw to win 3 Ford Expedition Cars along with gift vouchers from leading electronic retails. The competition will last for about 2 months and it is available in all 20 branches.

This Mega Prize Competition had already attracted many traffic and guests can participate as much as they want, the more customers they visit, the higher chances they will get to win an award with Applebee's.

The draw will take place in Jeddah in Mid March, 2017 at Khalidya Branch.

New Opening of Ocean Basket in Dhahran :

Ocean Basket opened its new branch in Dhahran, this is the third branch in the Kingdom with one each in Riyadh & Jeddah. The restaurant opened in the beginning of July. It is located in a prime location in Dhahran and customers are loving the varieties of seafood dishes that the restaurant is providing. Many high profile social media influencers had been consistently visiting our restaurant and so far it had been dealt with positive feedback. Ocean Basket is expected to open another branch in Jeddah in the beginning of 2017.



Marketing



Following Article is Written by Kamran Khan

(Published by Michael J Schiemer on blog: Myfrugalbusiness.com)

Marketing - Return on Investment

The never-ending argument for companies and their marketing management team is measuring true ROI (Return on Investment). The marketing department likes to think of money spent as an investment, while other divisions of the corporation might consider these expenditures as "expenses" with a more negative connotation. So is marketing an "Investment" or an "Expense"? What about the value of "soft metrics" versus the more recognized "hard metrics"?

ROI can usually be calculated more accurately with digital marketing that provides detailed actionable analytics in the ever-changing world of digital media. When it comes to the more traditional communication mediums like TV, radio, print media (Newspaper, Magazines) and street advertising it can sometimes get a little more complicated. In the short and long term you can record increases in leads and sales spikes to measure the effectiveness, but that doesn't always give you the full picture. For example, a radio campaign might air for a month and increase inquiries and sales a moderate amount over that time period. However, additional leads and sales can trickle in for months or longer afterwards. Some of these new customers may become lucrative long-term clients and ideally strong referrals for increases in sales. All of a sudden, those expensive radio (or print or television) spots end up being a strong investment and instead of a major expense and risk.

I am not suggesting giving complete credit to the marketing department but then who decides how much percentage to give to the product reputation itself, which we sometimes call brand equity. At this stage of the argument, it will help if we go back to our original topic "Calculating ROI" but now we have the dilemma of "how to calculate" and what factors should be included in the calculation. In order to make some sense, let's consider a different scenario. Banks offer several loans (Housing, education, investment, etc.) and almost all banks offer these loans more or less at the same interest rate. So the question arises what do they actually compete on - services, payment options? If so, how do banks communicate it? They promote and communicate it through various Marketing tools. Do they market it out of passion for Marketing?

Of course not. After all we assume banks to be one of the best in the class in calculating ROI's. It is this communication that creates the edge over competitors and hence a transaction takes place. Is this conversion taken into account while calculating the ROI? And if yes, how? The answer is simply no but hard for many companies to accept. The role of marketing can never be discounted or ignored.

Another example that I always find very interesting is that of two rival soft drink conglomerates. Countless stories have been written on wars and strategies of these two soda giants with very similar actual products. But I want to specifically talk about only one aspect of their marketing ammunition which is their advertising budget and strategy. So why do these beverage behemoths spend such a large amount on advertising or other mediums and how do they calculate their ROI? Obviously the management in these companies knows better but one thing is almost sure that they cannot come up with an exact figure on the return versus the money they spent on a particular billboard at a prime location (to use one particular example). So the logical question that arises is why do they still do it? The answer may be simple yet difficult for several companies to accept. They do it to keep their brand relevant and fresh in the minds of consumer and to avoid fading into oblivion. This fresh brand image most companies try to maintain is often considered "soft metrics".

Marketing plays one of the most important roles in the life cycle of a product; any Marketing mistake done at any stage of the product life cycle can have far reaching effect on the brand. The damage may even be irreversible in some cases. Companies must understand that there is something called "Hard metrics" and "Soft metrics" and both of them are important for the success of the brand but not necessarily at the same time.

Both these metrics play a very important role and are like the two railway tracks that exist but may not cross each other all of the time. The conclusion for companies should be to calculate the ROI where it is possible but not neglect the mediums where it is not possible to calculate in terms of dollars and cents. The benefits of soft metrics will eventually affect the hard metrics on a long run.

NEW HIRING

TARFEEH Welcome it's new member Mr. Jalal Al Amrousi, our new Supply Chain Manager, here is a quick background look:



Q1: Who is Jalal Al Amrousi? (briefly)

An Industrial Engineer with experiences in Supply Chain, Procurement and Insurance within Petrochemical, Facilities Management and Banking Industry.

Q2: What has been the most challenging moment/time for you, it can be professionally or just in general?

Reaching to senior management level in Supply Chain with having related knowledge/skills related, within 3-5 years experience.

Q3: What has been your proudest moment?

Being a part of Tarfeeh Management, and supporting Tarfeeh Brands, the leading company in F&B Restaurants Industry.

Q4: What advice you can give to the ambitious young Saudi adults?

From day one in your career, you need to know What you want to be exactly & When, and What's your plan to reach to it.

Q5: What are the things that you do during your free time?

Nothing specific.

Q6: What is the most important thing you have learned over the years?

Before start working on any task or plan, do your benchmarking exercise instead of starting from Zero, select the most suitable model, and then you can do your development/customization.

Q7: Three words that best describe you

Professional, rational and humanistic person.

Q8: Quicks Questions:

- Favorite City/Country: Milan.
- Favorite Food: Italian cuisine.
- Favorite Quote: Unfortunately, No money No honey!.
- Favorite Movie/Book: Supply Chain APICS as professional, and Philosophy as general.



Now OPEN

Visit our **New Branch** with a new exciting look
at **Prince Sultan Street**, opposite to **Al-Haram Center**




Applebee's

THERE'S ALWAYS A REASON TO CELEBRATE





Leading For Growth :

As part of TARFEEH plan to develop leadership capabilities across all levels, Executive Management team had attended a two day workshop on leadership training, entitled "Leading for Growth". This program was part of the Leadership Development Curriculum, and with a partnership with Welson - Learning Academy. The focus of the workshop was to link the leadership approach for the participants with the growth plan for TARFEEH in the coming years.

LIVE LUNCH TO THE FULLEST

REFRESHINGLY FREE LEMONADE OR SOFT DRINK INCLUDED!

SUNDAY to THURSDAY Till 5PM

CHOOSE 2

for **SR 25**

FROM THESE SOUPS, SALADS OR APPETIZERS

| | |
|--|--|
| <p>APPETIZERS</p> <ul style="list-style-type: none"> Pretzels & Cheese Dip Spinach & Artichoke Dip Boneless Wings Mozzarella Sticks Basket Of French Fries Chili Nachos Fried Calamari Chicken Quesadilla | <p>SOUPS</p> <ul style="list-style-type: none"> Tomato Basil Soup Mushroom Soup <p>SALADS</p> <ul style="list-style-type: none"> Caesar Salad Grilled Chicken Caesar Salad |
|--|--|

FEAST ON & ADD AN ENTRÉE

FOR SR 20 EXTRA

ENTRÉES

- Chicken Tenders Platter
- Three Cheese Chicken Penne
- Honey Bbq Chicken Sandwich
- Cheeseburger Sliders
- Country Fried Chicken
- Creamy Parmesan Chicken
- Southwest Jalapeno Burger
- Fiesta Lime Chicken
- Cheesy Mac N Cheese
- Double Crunch Shrimp







THERE'S ALWAYS A REASON TO CELEBRATE

This offer only applies to a select list of items. Please ask your server for further details.
Served in lunch portion size.
(Not valid with any other offer or discount)





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Introducing New Sushi Items from Ocean Basket :

In the beginning of October, Ocean Basket launched a new, different, delicious and creative set of Sushi Items. The seafood restaurant offers a number of creative recipes for those adventurous diners who are looking for an innovative taste.

Ocean Basket had invited Sushi Master and Sushi World Cup Champion, Pepi Anevski who played a major role in enrolling the new items with a Mediterranean twist. The new items had been dealt with a very positive feedback from the guests. "I was looking to come up with something different yet attractive. The trick was to create a sushi menu that matches different tastes all around the world," Chef Pepi Anevski declared.

SPECIAL LUNCH

ONE SOUP OR STARTER OR SALAD
& MAIN COURSE WITH A DRINK

SR 46



**New
Ocean
Basket**
Weekday
Lunch Offer :

Ocean Basket launched a new lunch offer in Mid-October during the week-days across all its three outlets. The new Lunch offer brings a new and better options for customers to choose from. The offer consists of choosing one item from the selected menu from Starters, Soups & Salads with one Main Course. The lunch offer is bringing a lot of excitement to the customers and it had been a positive sign thus far.

Riyadh, Al-alia Plaza
Tel: (011) 8120869

Jeddah, Khaladeya Business Center
Tel: (012) 6901461

Dhahran, Prince Faisal Bin Fahd Road
Tel: (013) 8687644



Ocean Basket



[/oceanbasketksa](https://www.oceanbasketksa.com)
www.oceanbasketksa.com

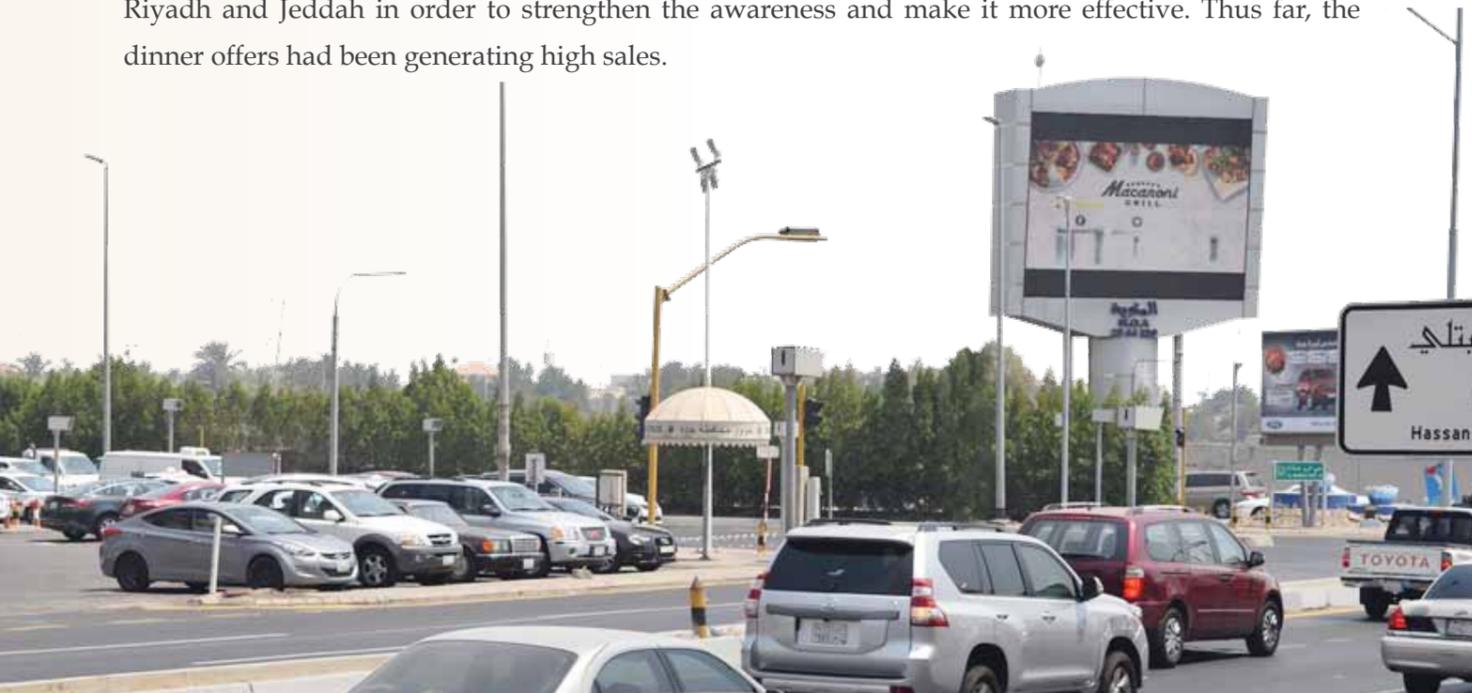
New Limited Time Offer at Ocean Basket :

In the beginning of December, Ocean Basket restaurants launched a new limited time offer for Sadaiya lovers. The new dishes had brought a different flavors and unique feeling for our customers. Immediately, the customers had fallen in love with the new dishes and it had been remarkably dealt in a very positive way.



Romano's Macaroni Grill Updates :

In the beginning of August, Romano's Macaroni Grill launched an exciting dinner offers that contains three offers for customers to choose from. Immediately, the campaign made a big success across all our restaurants and customers are loving to choose their best option out of three choices. Macaroni Grill promoted this offers through streets LED campaign which was launched towards the end of August in Riyadh and Jeddah in order to strengthen the awareness and make it more effective. Thus far, the dinner offers had been generating high sales.



STC Exhibition Event :

TARFEEH had the privilege to be part of a three days exhibition event for Saudi Telecom Company "STC" in Jeddah from October 25th till 27th, 2016. The exhibition was in tribute for all STC employees as different brands and partners for STC showcased their offer deals and more than 500 employees were present during the event.

Mr.Ghassan Dennaoui & Mr.Ali Dirani attended the exhibition which saw many interactions and engagements from STC employees. During the exhibition, numerous incentives and coupon booklets were given.



TARFEEH

B2B Partnerships :

During the month of July, TARFEEH agreed with 3 popular companies (BUPA Arabia, Islamic Development Bank & Gulf Medical Company), all these companies are important ones across the country. TARFEEH offered their employees a 15% discount across all our restaurants for all their 4 brands. This agreement will entice our relationships with these companies, TARFEEH is always looking to collaborate with first class organizations.



KIDS EAT FREE

All Day Every Day



- One Kids Meal Free with every Main Course
- Offer valid for Kids Meal only
- Not valid with any other offer or discount

- Offer valid for Kids under 12 years only
- Not valid for take away orders

Ocean Basket



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www.oceanbasketksa.com



Kahatain Orphanage Organization Event :

In Mid October, Applebee's hosted kids from "Kahten Orphanage Organization" in Al Andalus branch in Jeddah. As a socially responsible company, TARFEEH will play a role of standing with the society and be able to say thank you in some way. Under this program, all the 4 brands will host kids from these organizations at different restaurants every month. TARFEEH have ambitious plans to grown this program further and include more activities. The event was a very successful one as kids enjoyed it a lot and the organization representatives loved the efforts that was put into this event.



NOW OPEN IN MALL OF ARABIA

(ENTRANCE GATE 7) BESIDE THE ARCADE



Ocean Basket



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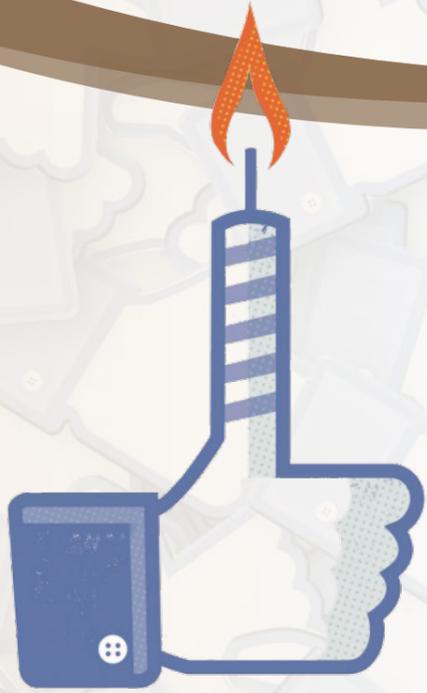


Basketball

Friendly Staff Games :

Basketball Friendly matches occurred towards the end of November, 2016 Global School against Gensoul Filipino Community which TARFEEH is also participating in sponsoring their basketball event. The staff of Macaroni Grill & Ocean Basket in Jeddah participated in these games. The games gave a good feeling to the hard-working staff and TARFEEH are planning for more activities in 2017 especially when it comes to Basketball, Football, Tennis & Cricket matches/ tournaments in all regions. Marketing Department will be working closely on these matters under Mr.Ghassan Dennaoui.





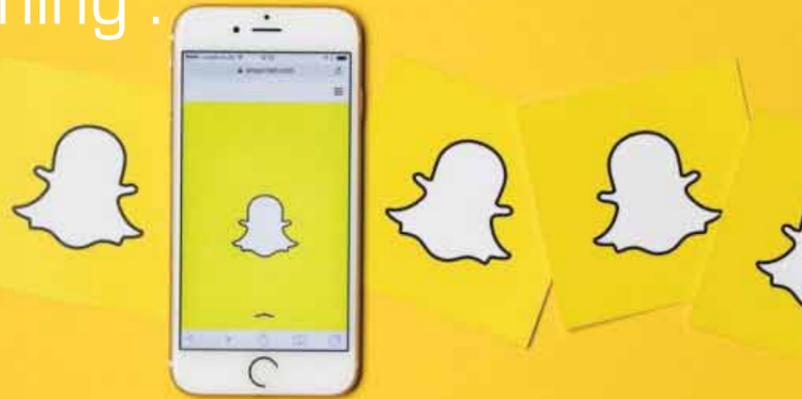
Applebee's Facebook Birthday Application:

Applebee's introduced a new application in their Facebook page, whereby all its fans who are following the page get a notification before his/her birthday and they can enjoy the complimentary dessert meal. This initiative works in many levels, first it gives customers a good gesture/feeling that Applebee's remembering the special occasion and also for that particular person to come and enjoy a nice meal with a good celebration. Thus far, this initiative had made a good sales revenue and created a positive feel towards the people who are celebrating their birthday at Applebee's restaurants.

Ocean Basket

Snap Chat Launching :

Ocean Basket now is live on Snapchat. Snapchat is growing extremely rapidly and this will be another great tool for fans/customers to follow up on this trending social media platform.



الآن.. تم الإفتتاح

العرب مول

(مدخل بوابة ٧) بجانب الملاهي



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