

Our Mission

Fitaihi is committed to providing its clientele with distinctive world-class luxury goods and services that **enhance their image & quality of life.**

By delivering products with the **highest international standards and going beyond our clientele's expectations with our services,** we will consistently maintain the Fitaihi signature of trustworthiness and quality.

Our Vision

Increasing sales & net profits, year after year....

Our Values

- **Impartiality & Honesty:**
 - We will always do the right thing.
 - We are transparent and honest with each other, our shareholders, our customers, our partners, and with our suppliers.
 - We work within the letter and spirit of the law.
 - We pledge to continue being “Trustworthy”.

- **Passion for Customers:**

- We will define and understand our customers (locally and abroad).
- We will be passionate and proactive in satisfying their needs & aspirations.
- We will always do our best to exceed their expectations.

- **Passion for Excellence:**

- We will always challenge the status quo, and relentlessly try to improve and excel in everything we do.
- We are determined to win “we are winners and we will win”.
- We will always take the extra step and go the extra mile.

- **Teamwork:**

- We are committed to the achievement of our business goals.
- We will respect and support each others.
- We will share & celebrate success.

- **Ownership:**

- We will treat the business as our own.
- We will take full responsibility for our action and decisions.

Strategic Thrusts

- Fit for Growth.
- Geographical & Channel expansion.
- Exploit potential Mergers, Acquisitions and Partnerships.

1. Fit for Growth

- **People & System:**
 - Recruit & retain the right talents “right passengers on the bus, on the right seats”
 - Set the “right” organization structure
 - Train and Develop
 - Establish Performance Appraisal System
 - Establish Standard Operating Procedures for every department
 - Establish Key Performance Indicators
 - Establish strong internal control & financial reporting systems
 - Build IT infrastructure
 - Implement Enterprise Resources Planning (ERP) system
 - Enhance security & safety standards
 - Establish new Fitaihi Culture based on well-defined corporate values
- **Customers & Market:**
 - Revive Fitaihi
 - Enhance product offerings
 - Establish an “impressive” Customers Service + “joyful” Shopping Atmosphere
 - Extend Fitaihi customer base
 - Focus support on Jewelry (core) and watches
 - Develop a thorough consumer & market understanding

- **Business efficiency:**
 - Enhance Gross & Operating Margins
 - Improve working capital
 - Improve ROA/ROE

2. Geographical & Channel Expansion

- Expand geographically with 3 retail concepts (i.e. Flagship, Boutiques – with own or international brand names & Dept Store/malls).
- Establish & support corporate sales (catering & corp. gifts).
- Explore Jewelry WS with priority given to Saudi urban cities then GCC.
- Explore new concepts to sell out-of-shops i.e. “go-to-the-customer”. Examples: “We deliver your gift” & on-line selling concepts, etc.
- Explore Used Jewelry Market i.e. Fitaihi “Authenticated Used Jewelry”.

3. Exploit potential Mergers, Acquisitions and Partnerships

- **Core (jewelry & gold):**
- **Diversify in non-core:**