

# baboyshop

## MARKET

Babyshop was established in 1973, in Bahrain, as a unique concept store that caters to the formative years of a child, from zero to sixteen and to the needs of a mother.

With over 100 stores in eleven countries including Bahrain, UAE, Jordan, The Kingdom of Saudi Arabia, Kuwait, Oman, Egypt, Qatar, India, Yemen and Pakistan Babyshop is by far the leading retail destination catering to kids in the Middle East and the Sub Continent. An active part of the Landmark Group and one of the largest retail chains in the Middle East, Babyshop is a concept store that caters to every family.

A household name, Babyshop has revolutionised retailing for children and mothers by understanding their needs and delivering a comprehensive range of products and services in a pleasant and fun filled environment.

With an average store size of 15,000 Sq ft Babyshop houses a diverse and comprehensive portfolio of leading international brands such as Disney, Barbie, Graco, Lego, Hot Wheels, Johnson and Johnson, Lee Cooper, Gear, Maui and Sons and its own in-house brand, Juniors.

Sourcing its products from the best manufacturing units from all over the world, Babyshop takes great care to uphold the quality value of its brand far above competition and expectation.

## ACHIEVEMENTS

Although the list of accolades that Babyshop has achieved is long the company feels that its greatest achievements lie in the large and diversified retail format utilised, with anchor stores in major shopping malls.

Many of the core businesses used by Babyshop were developed successfully in-house giving the business the ability to handle diverse products and market segments which, in turn, create financial strength and efficient supply chain management.

Decentralised decision-making teams with hands-on management capability and competitive global sourcing capabilities together with state-of-the-art IT systems and solutions with advanced logistical infrastructure make for cost efficient operations and productive use of resources.

Babyshop has a strong focus on customer development and retention through a successful loyalty programme across Middle East and India and invests in research and development enabling constant innovation.

There is also a continuous investment in human resource development and training which has resulted in the company having a professional, multi-national and multi-cultural workforce.

## HISTORY

Established in 1973, Babyshop is a part of the Landmark Group, one of the largest retail chains in the GCC. Babyshop is one of the few brands in the region that specialises in providing quality products specifically for children between the age of 0 - 16. Throughout the years the brand has consistently set high benchmarks for quality and customer service. The first store was opened in Bahrain and subsequently more stores were set up in the neighboring GCC countries. Babyshop launched its UAE operations in 1990 with the first store opening in Sharjah.

## PRODUCT

Babyshop's product range is divided into four distinct departments:

- Clothing
- Baby basics
- Toys
- Nursery furniture.

## CLOTHING

Featuring top, world-class brands such as, Disney, Barbie, Cricket, Romeo and Juliet, Lee Cooper and Maui and Sons, JSP, Juniors Posh among many others Babyshop gives consumers

the widest variety from which to choose. From super-soft fabrics, which are easy to put on for infants and toddlers, to trendy high fashion labels for teens, Babyshop covers clothing needs of all ages, seasons and activities.

The clothing department caters to children from 0-16 years of age with merchandise further classified into Newborn and Infant wear and Fashion Wear for the older kids.

### Newborn and Infant (0 -12months)

This division comprehensively covers the clothing needs of newborn and infants ranging across body suits, sleep suits, pyjama sets and rompers and also includes the complete range of clothing accessories including bibs, mittens, booties, caps and more. All in an exciting range of shades from pastel to vibrant.

### Infants (12-36 months) and Toddlers (2-8 years)

The collection for infants and toddlers encompasses a unique range of tops and bottoms i.e. jackets, jeans, accessories, nightwear, undergarments, denims, uniform, sportswear and beachwear. This is a cheerful range for boys and girls that complements the fun, life and playfulness of this age group.

### Teens (10-16 years)

Babyshop has a special and exclusive designer range for this age group under the brand Posh. Posh features trendy and fashionable clothing that perfectly reflects the attitude of these young kids.

While Disney, Barbie, Lee Cooper and Maui & Sons are the international brands available in Babyshop; Cricket and Posh are edgier European design brands. JSP is a brand with an extensive choice of fashion clothing for boys.

The ever-popular Juniors brand is a complete collection of excellent quality essential for children in the age group 0-14 years.

## BABY BASICS

True to the concept, Babyshop has a special focus on newborns, infants and mothers' needs including garments and accessories, bedding, feeding and soothing, maternity range, gift sets and more.



Baby wardrobes are created for maximum comfort, from 100% combed cotton, and sourced from specialist markets around the world.

The Babyshop infant basics range includes an entire collection of cozy, coordinated bedding, an indispensable range of feeding accessories along with mittens, booties, caps, bonnets, abdominal binders, diapers, nipples, baby albums, bath towels, shawls, blankets, receiving blankets, gift sets and maternity accessories. This range also includes a complete collection of matching accessories that include bibs, caps, mittens, boots, receiving blankets, etc.

Along with the all-important set of safety products it completes the list of essentials parents need to make life safe and fun for both baby and parent.

## BRANDS

This department retails famous international brands such as Avent, Babe Jou, Pegion, Cambrass and the in-house brand, Juniors.

## TOYS

Babyshop stores carry a large range of toy and play accessories throughout the year consisting of infant toys, pre-school toys, soft toys, fashion dolls and accessories, play sets, radio controlled cars, action figures and accessories, die cast figures, educational toys, video games, puzzles, blocks, electronic, musical, stationery and beach inflatables and more.

To create a fun environment in the stores, many of the stores have demonstration tables and have TV loops giving demonstrations and product knowledge. The logical display of toys is done by arranging them by size, colour and brand/story/theme. Some of the items are even kept on open displays to let the customers feel, touch and play with them.

Infants' toys are specially selected to stimulate the child's audio-visual senses. They help develop motor and visual skills by aiding the power of recognition and imagination. Colourful and activity-oriented pre-school toys help develop children's intelligence and creativity. Sports and play tent toys are aimed at developing the child's physical and social skills while puzzles, blocks and educational toys strengthen and develop their mental and intellectual powers. Apart from these, there is a large selection of outdoor toys which includes beach inflatables, kites and so on for varied kinds of kids' outdoor activities.

Babyshop's toy department carries brands such as Chicco, Little Tikes, Disney, Fisher Price and the in-house brand Juniors.

Some of the popular characters that Babyshop carries include Barbie, Fulla and Princess for girls, and Spiderman, Power Rangers and Ben 10 for boys. The collection also includes a number of hugely popular unisex characters such as Barney, Sesame Street and Pooh.

## NURSERY FURNITURE

Babyshop is committed to offering the finest range of baby cots in wood finish or elegant whites, along with sleeping accessories to keep the little one comfortable and safe. The range at Babyshop also includes snug mattresses, cosy comforters, tiny pillows and bolsters which protect the little one from rolling.

You will also find changing tables, secure cribs, safe prams, strollers and car seats. Strong and supporting walkers completes the wide range of products.

In its furniture range Babyshop offers brands such as Graco, Peg Perego, Quinny, Maxi Cosi Juniors etc.

## RECENT DEVELOPMENTS

According to the first brand Index survey in the UAE, Babyshop is the sixth most loved brand in the retail sector.

## PROMOTION

Babyshop has been a believer in promoting awareness for social needs and causes. The brand has actively lent its support to Rashid Pediatric Centre, Al Noor Centre for special needs and always involves itself with various social issues involving children.

As a part of their Corporate Social Responsibility programme Babyshop has been organising extensive safety campaigns for children for the past four years. This year Road Transport Authority (RTA) have partnered with Babyshop for this noble campaign.

RTA is the governing body for Dubai's Roads and traffic control. After thorough vetting of the intellectual content and quality, RTA stamped its approval on the CSF campaign. Child safety week, a weeklong event highlighting importance of safety was organised at Children's City, Dubai Creek park. The weeklong event partnership saw participation from several school and special needs centres. A special competition that tested awareness of the children with regards to home safety, road safety, safety at play and safety in water saw good participation and great results. The winners won Back to School Sets from Babyshop shining with designs from their favourite entertainment themes and characters. The success of the campaign was largely due to bringing together RTA and Babyshop for the first time to spread the cause of Child Safety Education within the community.

## BRAND VALUES

- Landmark Group and Babyshop's Mission
- To aspire
- To provide world class retailing at affordable prices
- To be a market leader in the field of mass retailing
- To be innovative, cost effective and globally competitive
- To offer outstanding value for money
- To provide growth opportunities to their people

[www.babyshopstores.com](http://www.babyshopstores.com)

## Things you didn't know about babyshop

Babyshop has more than 100 stores in eleven countries.

Babyshop was the first concept of the Landmark Group.

Babyshop is 37 years old in the region and twenty years old in UAE.

Babyshop has the largest collection of kids stuff under one roof in the Middle East.

Superbrands

