

# OLYMPIC ELECTRIC®

## MARKET

Olympic Group, the regional leader in household appliances industry, was established in 1995 as a holding company that overlooks a number of closely related subsidiaries engaged in the manufacturing and trading of household appliances, consumer electronics and related industries but its roots extend back to the 20s of the last century.

With its subsidiaries Olympic Group offers its consumers a complete home experience from white goods and home appliances products to kitchens manufacturing.



Within a growing dynamic market like Egypt, Olympic Group has been the pioneer in each segment of the white goods market with strong vertically and horizontally integrated operations.

Olympic Group capitalised on its diverse history and expertise to further expand in the whole region, driven with its consumer needs, Olympic Group has used its expertise to produce products that exactly match those needs through its brands portfolio: Ideal, Ideal Zanussi, Olympic Electric and Iberna.

Olympic Group leadership is supported through a large household industrial base, a wide network of wholesale and retail outlets across Egypt, a regional network of distribution and the largest and most effective after sales service network that is geographically spread throughout the country serving their customers seven days a week. All this is operated by more than 8,000 highly qualified employees

## ACHIEVEMENTS

Olympic Electric is the first brand launched by Olympic Group and was launched during the early 1970s through the first electric water heaters in Egypt, and since then it has been maintaining market share leadership until the present day.

In 2009 Olympic Electric introduced the Gas water heater, with safety options, that was well



received and by the end of the year it gained rapidly in market share and it is still growing.

Olympic Electric launched its microwaves in 2004 and today the brand is one of the biggest market players and growing.

Keeping within its attempts to help the environment, Olympic Electric launched the first locally manufactured Solar Water Heater.

## HISTORY

In the 1930s Olympic Group's founder, Abdallah Sallam, started manufacturing and trading operations selling radios, small appliances and producing electric transformers. By 1950 his enterprise expanded into retail operations with the establishment of "Shaher" store chain which specialised in consumer financing.

The manufacturing branch of Sallam's operations endured in the form of a new

venture; Cairo Light Industries. In the early 1970s it introduced the first locally produced electric water heaters under the brand name "Olympic Electric". This innovative product provided a safe alternative to the gas water heaters that were popular at the time.

Olympic Electric also catered for the emerging consumer demand for electrical appliances and affordable electric energy prices. The water heaters soon dominated the market and Olympic Electric brand became synonymous with reliability and affordability.

Since then Olympic Electric has led the market with innovative products and style and the brand has always



been strongly associated with electric water heaters.

Through the 70s and the 80s Olympic Electric managed to expand its product range to widen the experience of customers and make their daily life more enjoyable. The Brand introduced oil radiators, extraction fans, automatic washing machines fans, microwaves and vacuum cleaners in addition to expanding its main core business through introducing different heating solutions such as solar water heaters, gas water heaters and instant water heaters.

With the simple, yet modern, designs and innovative technologies, Olympic Electric has succeeded in exceeding the expectations of its customers and paved the way to the introduction of even more durable technologies under its brand name.

The old logo, similar to the Olympic Games logo, was very well known since the 70s, yet it

was changed in 2008 to match the new brand positioning and essence.

Today the brand stands on solid clear grounds of modern equity that take customers into the experience of up to date worldwide technology.

## PRODUCT

Olympic Electric has always been the leader in electric water heaters and this line was expanded to cover mechanical electric water heaters, digital water heaters and, finally, instant water heaters.

Olympic Electric produces not only electrical products but the brand expanded the range to introduce gas and solar powered products too.

In 1984 it further developed its electric water heater with the invention and implementation of "Stone" technology, which is a breakthrough that, till today, no one can imitate.

Since the Olympic Electric name has successfully been associated with the heating business they expanded their product range and introduced oil radiators, in 1981, and microwaves in 2004.

Within the past twenty years the home appliances market in Egypt witnessed a tremendous growth and expanded to new categories that had been very limited in the past such as electronics and small domestic appliances. Olympic Electric a strong name already in the market, expanded its range of small domestic appliances to include vacuum cleaners, ventilators and fans to capture all its consumers' needs.

Finally, in 2009, a new entry in a totally new family, Olympic Electric introduced automatic washing machines with a range of regular and digital products.

This addition to the Olympic Electric portfolio has proved to be a successful product and has moved the brand to a totally new, and more prominent, position in consumers' minds.

## RECENT DEVELOPMENTS

With the continuous evolution in the field of technology Olympic Electric felt it needed a new face and a new proposition, thus the new face lift in 2008 with the slogan "technology at your finger tips".

The challenging positioning for the electric water heaters leader required an innovative product to implant Olympic Electric's leadership role, thus technologically advanced products were injected into the Olympic Electric product portfolio to raise the image of the brand and to



increase the consumer's involvement and deliver the promise.

All the Brand's products were positioned at an affordable price with value features to create a perfect balance for consumers.

Finally the revolutionary Slim electric water heaters launched in 2010. The latest, totally new innovation that launched for the first time in the Egyptian market hits the heart of the consumer need for a much more elegant looking and less space consuming product.

## BRAND VALUES

Olympic Electric believes in the smart choice, that's why it always looks for the correct equation that will offer its consumers the right balance of technology and price with the end result of the best value for money:

### Up to date:

Olympic Electric is a brand that promotes technology which powers consumers' lifestyles with a range of products that have a daily usage, associated with an exciting experience of the daily life.

### Quality:

Driven from functional efficiency, which is a primary pillar of Olympic Electric. Efficiency is the fuel of their durability and stability. They offer a product that lasts.

### Affordability:

Olympic Electric understands the struggle of its target consumer, and aims to offer the Egyptian home a product that is value for money. Thus the affordable technology. Because it chooses from the available world-wide technology the most suitable one for the average Egyptian consumer.

In this way Olympic Electric balances the price with the quality and technology leading to the smartest outcome for its consumers.

**Today Olympic Electric stands in the minds of consumers as:**

Modern style and technological advancement, because it offers consumers the new modern life style that he/she are striving for.

Heritage: because of its name that has been there since the early 70's offering reliable products which is always associated with durability

Understanding: because it has evolved to offer consumers products that are tailored to their needs at value.

Smart: because it gives consumers the balance they are searching for: technology at an affordable price.

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



## Things you didn't know about Olympic Electric

In 1968: Olympic Electric was the first locally produced electrical water heater under the brand name "Olympic Electric", electric water heaters were a breakthrough in the market.

In 1981 the first oil filled radiator was from "Olympic Electric".

In 1984 the development and implementation of "Stone" technology in electric water heaters, which is an innovation that no one could imitate till now.

In 2003 Expanded the range of Olympic Electric small appliances into vacuum cleaners.

In 2005 Expanded the range of Olympic Electric small appliances into Microwaves.

In 2009 Expanded the range of Olympic Electric water heaters to include gas water heaters and conquered a new category with its new digital automatic washing machine.

Superbrands

