

THESIS

**SALES PROMOTION IMPLEMENTATION AT ABRAJ
HYPERMARKET AL MUSBAH COMPANY IN THE HOLY
CITY OF MAKKAH**



POLITEKNIK NEGERI BALI

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BADUNG

2024

**SALES PROMOTION IMPLEMENTATION AT ABRAJ
HYPERMARKET AL MUSBAH COMPANY
IN THE HOLY CITY OF MAKKAH**



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THESIS

Prepared as One of the Requirements to Obtain
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I hereby declare that the thesis research entitled "Sales Promotion Implementation At Abraj Hypermarket Al Musbah Company In The Holy City Of Makkah" is truly free from plagiarism. Shall in the future proven that there is plagiarism in this scientific paper, then I am willing to accept sanctions in accordance with the implemented regulation.

Thus I made this statement letter to be used properly.

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APPLIED RESEARCH THESIS

SALES PROMOTION IMPLEMENTATION AT ABRAJ HYPERMARKET AL MUSBAH COMPANY IN THE HOLY CITY OF MAKKAH

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PREFACE

Praise be to Allah SWT who has given mercy and guidance so that the writer is able to complete a research proposal entitled "Sales Promotion Implementation At Abraj Hypermarket Al Musbah Company In The Holy City Of Makkah".

The purpose of this research proposal is as one of the conditions for preparing a thesis which is a requirement in completing the Masters Degree in Applied Tourism (M.Tr. Par) in the Tourism Planning Study Program, Applied Master's Program at the Politeknik Negeri Bali. In compiling this Research Proposal, many obstacles were encountered due to limited knowledge or supporting resources that the author had, but thanks to positive guidance and support from various parties, this research proposal could be completed on time. The gratitude is conveyed to:

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May God Almighty always bless all parties who have assisted in the implementation of research and the completion of this proposal. I feel the need to continue to improve myself by always hoping for suggestions and constructive criticism for further improvement steps. Finally, I hope that this thesis will be of benefit to all those who read it. The author realizes that this research proposal still has

many shortcomings. The author with all humility hopes for constructive input and suggestions so that it can be even better.

Makkah, 27 December 2024

A handwritten signature in black ink, appearing to read 'Purna Irawan', with a long, sweeping horizontal stroke extending to the right.

Purna Irawan

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**SALES PROMOTION IMPLEMENTATION
AT ABRAJ HYPERMARKET AL MUSBAH COMPANY
IN THE HOLY CITY OF MAKKAH**

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ABSTRACT

For decades, tourism activities in the Kingdom of Saudi Arabia have revolved around religious pilgrimages, most tourists visiting Saudi Arabia due to religious purposes. This visitors aggregate the business chain opportunity due to pilgrimage travel. With its close proximity to the Masjid Al Haram, and it is exciting monthly promotions and offers, the Abraj Hypermarket is a popular shopping destination among pilgrims, tourists, and residents alike. The research aims to find out the sales promotion implementation at Abraj Hypermarket. This research uses qualitative methods with interviews, observations, document studies, and focus group discussions. The results showed that the deals creation perpetration model at Abraj Hypermarket is comprehensive and dynamic, incorporating a mix of traditional and digital marketing strategies. The model's success lies in its capability to acclimatize to client preferences, influence seasonal openings, and maintain a strong focus on client engagement and satisfaction. Through nonstop enhancement and invention, Abraj Hypermarket effectively sustains its competitive edge in the retail request of Makkah.

Keywords: Pilgrimage, Abraj Hypermarket, Promotional Strategies,

CHAPTER I

INTRODUCTION

1.1 Background

The Middle East is predicted to be among the top tourist destinations in the world Al-Sulbi, (2010) due to its virgin landscape and unique attractions. The Kingdom of Saudi Arabia is taking a lead in tourism investment as an attempt to diversify its economic dependence on oil and gas exploration. Existing tourism activities in the Kingdom of Saudi Arabia are primarily religious tourism popularly known as Hajj (pilgrimage tourism) performed by Muslims around the world. In addition to religious tourism, the Kingdom of Saudi Arabia has unveiled its plans to diversify and increase other tourism activities such as, geo-tourism, cultural tourism, heritage tourism and ecotourism. The focus is to sustain and improve the geographical attractiveness of a country, its heritage, culture and environment (Bogari et al., 2003).

Furthermore, literature and empirical findings of tourism activities associated with The Kingdom of Saudi Arabia is scanty. Thus little research exists on the sustainability of tourism activities in the region, particularly the Kingdom of Saudi Arabia. Although the Kingdom of Saudi Arabia is promoting the sector, more is needed for the Kingdom to fully leverage tourism and its associated economic benefits. Promoting tourism in the Kingdom of Saudi Arabia is possible given the increase in the number of visitors to the country in the past years. However, little attention has been paid to what encourages or motivates tourists to visit the Kingdom of Saudi Arabia. According to Madden, (2018), there is a need

to understand and comprehend the implications of tourism activities in the Kingdom of Saudi Arabia from various perspectives e.g. social, cultural, political, and economic effects. In an attempt to provide initial insights and set the stage for further investigations, this paper reviewed tourism plans, initiatives and recent development in The Kingdom of Saudi Arabia relative to the Royal Vision 2030 goals.

The Royal Vision 2030 entails strategies that will shift and diversify the Kingdom of Saudi Arabia's economy from being an oil based economy to becoming a service based economy, with little dependence on oil revenue. Of interest to this paper are the tourism initiatives and plans, therefore, the researcher's major question is centered on knowing what the major steps are that Kingdom of Saudi Arabia is taking, in order to cope with the Royal Vision 2030 goals. Subsequently, issues addressing tourism development in KSA are discussed, and investment plans and initiatives to attract tourists are scrutinized. In addition, the article proposes the best strategies Saudi Arabia can utilize to promote tourism in line to the 2030 vision. Finally, this article examines Vision 2030 and the industrial implications.

For decades, tourism operations in the Kingdom of Saudi Arabia have concentrated around religious pilgrimages, with most tourists visiting Saudi Arabia for religious reasons. Henderson, (2011) Nonetheless, the economy has evolved in recent years as a result of government efforts to promote tourism. Reports by the World Bank shows the Kingdom of Saudi Arabia is among the top twenty most

visited nations in the world, implying that the number of visitors has increased considerably (Al-Sulbi, 2010). Faith travel, also known as religious tourism or pilgrimage, is a significant industry segment that is arguably the world's oldest kind of tourism (Nicolaidis, 2016). As previously said, travel was mostly related with religious tourism; however, current studies reveal show that visitors visit the Kingdom of Saudi Arabia for attractions and site seeing, such as the Sarawat Mountains, Hijaz, Red Sea, and other historic sites (Abuhjeeleh, 2019).

Based on Joanne Johnson (2010) the first British visitors got into the nation some 20 years ago. During this period, women under the age of 20 were allowed to visit the kingdom if escorted by close relatives. Many people visited Mecca. Over three million pilgrims visit the town each year during the months of Dhu al-Hijjah, a significant Muslim festivity (Henderson, 2011). The pilgrimage to Mecca for Hajj is an important pillar of Muslim religion, despite the fact that non-Muslims are not permitted to enter Mecca or the Medina territories. With the new tourism-promoting activities, it will be difficult to restrict visitors to both holy cities. As a reminder of Mecca's importance to Muslims, HRH noted during the Green Arabia Conference that "the resulting pilgrimage gave rise to Mecca as a hub of trade routes and culture." (SCTH, 2018) in (Abuhjeeleh, 2019).

Al Musbah Group (AMG) is a successful network of enterprises operating in a variety of industries in Saudi Arabia. The Group began as a perfume shop and has since expanded into a variety of industries, including real estate, retail, construction, information technology, food and beverage, Xplora Travel Retail,

ForeVision, Al Musbah Telecom, and BYD Auto Dealership, to mention a few. We run over 40 SENSI perfumes and cosmetics stores throughout the Kingdom, as well as the 9000 sq m Abraj Hypermarket and the Abraj Avenue department store in Makkah. We also manufacture our own brand of Al Musbah cosmetics and fragrances and retail our Xplora brand of travel equipment. After winning the competition to open Duty Free Shops in Saudi Arabia in collaboration with World Duty Free Group, we successfully opened and ran the Kingdom's first Duty Free Shop in Jeddah airport, followed by two more in Riyadh and Dammam airports. Meeza, our hospitality unit, also operated 12 VIP lounges at four international and eight domestic airports around Saudi Arabia, in addition to Meeza First Class and Business Class at Madinah Airport.

Almost 5000 staff are empowered to take the initiative, and frequent seminars, training, and workshops help them stay in tune with client demands. Al Musbah Group (AMG) is a successful network of enterprises operating in a variety of industries in Saudi Arabia. The Group began as a perfume shop and then expanded into cosmetics and gift products. It now manufactures its own line of fragrances and cosmetics under the name Al Musbah, and its Xplora brand of travel gear was established in 2004. In addition, AMG has a strong retail network, with over 150 retail showrooms in prominent shopping malls throughout several cities. The Group has almost 200 retail stores in Saudi Arabia, including Saudi Duty Free shops, as it diversifies and expands its operations into real estate, travel retail, information technology, telecommunications, construction, parking, car

dealership, food and beverage, and hospitality.

The Duty Free Shops, the first of its kind in the Kingdom, commenced operations in 2013 at the North and South terminals of King Abdulaziz International Airport, Jeddah. In partnership with World Duty Free Group, Al Musbah Group has since opened new duty free outlets in Riyadh and Dammam. Also in 2013, the Group took over the operations of 14 airport lounges across the Kingdom, offering their luxury brand of Meet & Greet services through their hospitality unit, Meeza. While its work force of nearly 5000 employees is given the power to exercise initiative, regular training, seminars and workshops keep them up to speed with trends and customer needs. Currently Al Musbah company is involved in initiating paid parking with the construction of on-street parking in Jeddah and Dammam, while Meeza continues to upgrade VIP lounges with contemporary design and luxury facilities. With a resolute aim to set the region's benchmark in the hospitality industry at a global high, it won't be long before Meeza Hotels, travel offices, and enhanced services covering F&B and luxury private car services, join the lineup.

Abraj Hypermarket Located on the 4th level of the Abraj Al Bait (Clock Tower) in Makkah, the 9000 sq m Abraj Hypermarket gives consumers "more choice, and more savings all on one floor" The Hypermarket is open 24 hours a day, seven days a week to accommodate the millions of pilgrims that visit the Holy City of Makkah each year, offering everything from groceries to general shopping, Islamic souvenirs, toys, gift items, and more. With its close proximity to the Masjid

Al Haram, and it is exciting monthly promotions and offers, the Abraj Hypermarket is a popular shopping destination among pilgrims, tourists, and residents alike. Some Products of Abraj Hypermarket such as Fruits, Vegetable, Meat, Fish, Deli, Bakery, Fresh Juice, Hot Food, Organic Products, Dairy & Milk Products, Grocery Food, Grocery Non-Food, Cosmetics, Perfumes, Sports, Luggage, Electronics, Stationery, Home Appliances, Household Products, Home Furnishing, Fashion Apparels, Footwear etc.

Abraj Hypermarket is in the tourism center in the middle of the holy city of Mecca, which is above the 3rd and 4th floors of the Makkah Royal Clock Tower (601 m). The Makkah Royal Clock Tower has 120 building floors. This building is used as a hotel, housing and retail. This building is in Mecca, Saudi Arabia. The Makkah Royal Clock Tower was built as a luxury destination for Hajj pilgrims around the world. but one of the main obstacles for customers is the high floor of the building so it is difficult to reach directly, many visitors think that the clock tower is a big hotel, they are not free to distribute brochures, pamphlets, etc. magazines, putting up billboards, promotional stands in any place like other destinations.

Abraj Hypermarket's marketing department has various promotional tools both through online and offline media to get customers, but online media is very helpful for local customers or immigrants who have lived in Mecca for a long time. However, it is not the same as new customers visiting Mecca and not knowing from online media the details of shopping centers around Mecca, so the marketing team

must try to carry out direct offline promotions, such as face to face and word-of-mouth publicity, the power of word of mouth promotions. This mouth is truly magical because it can spread and attract more customers. Therefore, the marketing department must take the initiative to get visitors in order to increase sales. Therefore, we formed a promotional marketing team whose aim is to be responsible for demonstrating product features and persuading clients or audiences to buy the product. They are selected based on Communication Skills, Body Language and Attitude, Selling and Marketing and also Foreign Language so that they are able to approach a more diverse range of consumers.

The marketing strategy carried out by each company in practice differs from one company to another. The marketing strategy when viewed from the marketing mix is known as the 4P, namely, price, product, promotion and place. This means that the company makes plans related to prices, products, promotions, places or distribution channels to increase the influence of the company on the market, both in the short and long term. Companies must be able to answer every consumer need, so that there is a symbiosis of mutualism where consumers and companies can benefit each other. Companies get profits from product sales, and consumers get the products they need.

In the business competition that occurs in the current era of globalization, companies must be able to maintain their existence through marketing strategies that are carried out. Companies must be able to plan the right strategy and continue to innovate so that the products they produce continue to exist in the market, are in

demand by consumers and can answer every consumer need. So how can the company continue to survive from the start of the company introducing consumers to the product it produces until the product is withdrawn from the market.

The main task of a market-oriented company is to build and maintain relationships or relationships with its customers. A marketing relationship includes the creation, maintenance and enrichment of long-term relationships with customers and other interested parties. For this purpose, a promotional strategy is needed that can definitely support the success of the marketing activity. The design of the marketing strategy must be designed appropriately. In this case it means being able to coordinate all the promotional methods and techniques used and all other marketing activities, so that all marketing activities used can convey the same message to customers. In practice, marketing is carried out in both ways, namely science and art. In order to achieve maximum efficiency and effectiveness, the sales manager must plan the utilization of the resources in his authority to the maximum extent possible by taking into account aspects of planning in carrying out the marketing process of a product. Planning is made so that existing human resources, funds, equipment, and time can be utilized as well as possible. All forms of marketed products require a marketing communication strategy to attract buying interest from consumers.

Promoters are marketing professionals who are responsible for demonstrating product features to clients or audiences. This professional, who is also often called a marketing promoter, is in charge of showing how products work

and persuading clients or audiences to buy their products. Promoter is an individual, institution or software used to publish or promote products or services to consumers. Business promoters can use traditional advertising methods or new technologies to attract audience attention and gain new customers. Sales promoters are company representatives to introduce products that will be offered to the public. Sales promoters are engaged in consumer services and play a role in notifying, reminding, and persuading consumers in the buying process. If you look at some of the definitions of a promoter above, it can be concluded that a promoter is a party that promotes a product through demonstrations or publications with the aim of attracting attention and persuading the audience to buy the product.

Therefore, the researcher are interested in conducting research with the title "Sales Promotion Implementation To Gain Customers At Abraj Hypermarket Al Musbah Company In The Holy City Of Makkah." This title was chosen because of the researcher's interest in Sales Promotion in product marketing to support the success of sales targets at Abraj Hypermarket Al-Musbah Company.

1.2. Formulation of Problems

Based on the explanation of the background above, the formulation of the problem in this study is as follows:

- a. How is the sales promotion implemented at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah?
- b. What sales promotion implementation model is found and applied at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah?

1.3 Objectives of The Study

1.3.1 General Objective

This research was conducted to find out the sales promotion implementation at Abraj Hypermarket Al Musbah Company In The Holy City Of Makkah.

1.3.2 Specific Objective

Based on the formulation of the problem above, the specific objectives of this study are as follows.

- a) To find out the sales promotion implemented at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah
- b) To provide models and recommendations related to sales promotion implemented at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah.

1.4 Significances of The Study

The expected benefits of this research include theoretical Significances and practical Significances.

1.4.1 Theoretical Significance

Theoretically, the results of this research are expected to be able to add insight into studies for students of the applied Tourism Masters study program, especially in the marketing promoter concept in promoting products that will be offered to consumers.

1.4.2 Practical Significances

a. For Student/researcher

This research can be used as literature material for students to add insight, reference and can be used as reference material for future researchers who want to know more about promoter strategy research in marketing. The results of the research serve as reference material for the use of marketing techniques and methods that have maximum effectiveness and efficiency in order to improve quality, especially in terms of marketing strategies and promoting products to be marketed.

b. For Politeknik Negeri Bali

This research can be used as material for study and reference for further research development. With this knowledge and understanding, future researchers from the Politeknik Negeri Bali are expected to be able to carry out other related research so that knowledge is formed regarding promoter strategies in product sales.

c. For Related Industry

This research can provide references regarding models, techniques and marketing strategies of promoters in product sales

d. For the Society

This research can provide an overview of the activities and processes of marketing promoters in offering a product.

CHAPTER VI CLOSING

6.1 Conclusion

Grounded on the detailed analysis over, the deals creation perpetration at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah is multifaceted and acclimatized to meet the different requirements of its client base, which includes both residents and pilgrims. The hypermarket employs a range of promotional strategies, including promotional pricing, product speeding, fidelity programs, in-store elevations, and digital marketing juggernauts. These strategies are designed to attract guests, boost deals, and enhance client fidelity.

Promotional pricing is a crucial element, with Abraj Hypermarket offering seasonal abatements, flash deals, and tickets to allure guests. During significant ages similar as Ramadan and Hajj, these elevations are particularly boosted to feed to the swell in demand. also, product speeding strategies like quintet offers and buy- one-progeny- one deals encourage bulk purchases and enhance perceived value.

Fidelity programs play a pivotal part in retaining guests by offering a points system, exclusive abatements, and substantiated offers. Members of the fidelity program benefit from fresh gratuities similar as birthday abatements and assignations to exclusive events, which help to make long-term connections with the guests. In-store elevations further round these sweats through strategic product placement, thematic displays, and live demonstrations, creating an engaging shopping experience.

Digital marketing juggernauts are another significant aspect of the deals creation model at Abraj Hypermarket. Social media elevations, influencer collaborations, and dispatch marketing juggernauts are employed to reach a wider followership, drive engagement, and inform guests about ongoing elevations and new product launches. These sweats are coordinated through a detailed promotional timetable and supported by nonstop monitoring and analysis of deals data and client feedback.

In conclusion, the deals creation perpetration model at Abraj Hypermarket is comprehensive and dynamic, incorporating a mix of traditional and digital marketing strategies. The model's success lies in its capability to acclimatize to client preferences, influence seasonal openings, and maintain a strong focus on client engagement and satisfaction. Through nonstop enhancement and invention, Abraj Hypermarket effectively sustains its competitive edge in the retail request of Makkah.

6.2. Recommendation

To further enhance the effectiveness of deals elevations at Abraj Hypermarket Al Musbah Company in the Holy City of Makkah, it's recommended that the hypermarket continues to introduce and acclimatize its strategies. One crucial recommendation is to increase the use of data analytics to gain deeper perceptivity into client geste and preferences. By using advanced analytics, the hypermarket can conform elevations more precisely, icing that they reverberate with different client parts and drive advanced engagement and conversion rates.

also, Abraj Hypermarket should consider expanding its digital marketing sweats. With the growing influence of digital channels, a stronger online presence through social media juggernauts, search machine marketing, and hookups with original influencers can significantly boost brand visibility and attract a broader followership. Investing in a stoner-friendly mobile app and an enhanced e-commerce platform would also give guests a flawless shopping experience, encouraging online purchases and expanding the client base beyond the physical store.

Another recommendation is to enhance the fidelity program by incorporating further individualized prices and gestures. Using data-driven perceptivity, the hypermarket can offer customized elevations, exclusive abatements, and individualized recommendations grounded on individual shopping habits. This personalization won't only increase client satisfaction but also foster a deeper emotional connection with the brand, leading to advanced client retention and continuance value.

The implementation of marketing promotions aims to get more customer visits. However, there are still several things in the process that will soon be realized by Abraj Hypermarket, namely collaboration with travel agents and providing mutually beneficial feedback in the future will be carried out optimally. Abraj Hypermarket has become one of the key aspects of the company's success at Al Musbah Company, especially to provide the needs of visitors to the holy city of Mecca. As a form of recommendation, this research helps Abraj Hypermarket, in implementing sales promotion strategies to local visitors and also pilgrims.

Eventually, Abraj Hypermarket should concentrate on community engagement and commercial social responsibility(CSR) enterprise. By sharing in original events, supporting charitable causes, and promoting sustainable practices, the hypermarket can strengthen its character and make goodwill within the community. These enterprise can also be integrated into deals elevations, similar as organizing charity drives where a portion of deals proceeds goes to original causes, thereby aligning business objects with social impact and enhancing brand fidelity among guests who value socially responsible businesses.

In addition to action taken by the Abraj Hypermarket that has to continuously conducting regular market analysis to understand consumer needs and preferences to tailor the appropriate promotional strategies such as Increasing digital presence through aggressive social media campaigns, using influencers and digital advertisements to reach a wider audience, increasing the frequency of product demonstration events at the hypermarket to provide direct experiences to consumers and persuade them to try and buy the products, developing loyalty programs to keep consumers engaged, utilizing email marketing and app notifications to remind consumers about promotions and new products. By integrating this aspect of Abraj Hypermarket, the implemented promotional strategies can be more effective in increasing sales, customer satisfaction, and consumer loyalty.

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