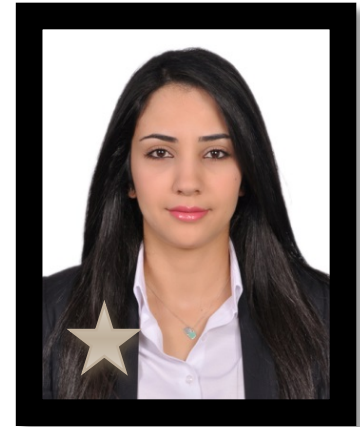


Issue 2: June 2014

BINHENDI WORD

The BinHendi Family would like to wish each and every one of you Ramadan Mubarak. Have a blessed month!

Top Sales Consultant
Rima – Ulysse Nardin



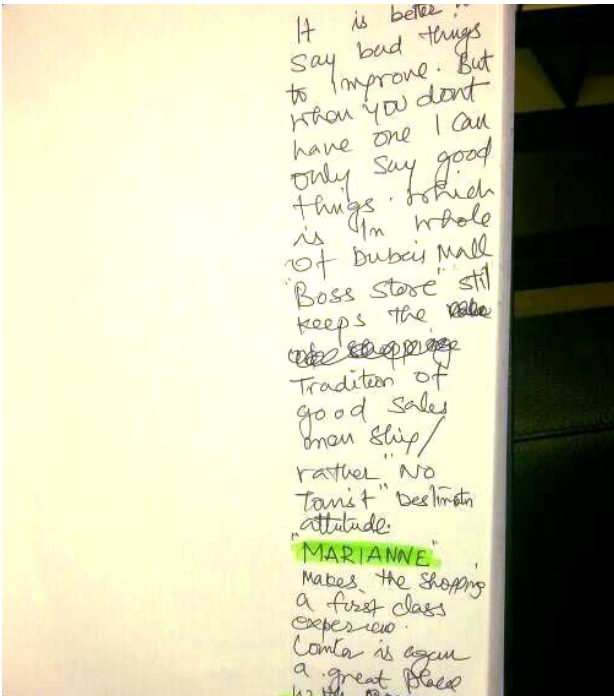
Congratulations on being an exemplary Sales Consultant!

Company Highlights

1. The Weekly Dose program has been launched and witnessed participation from most of the Fashion and Jewellery stores.
2. Hugo Boss – VIP visit from the HB CEO Mr Claus Lahrs on June 16th, visited our new concept store in Dubai Mall along with the MOE store.
3. The BinHendi Moodboard Competition is due for July 15th. The winning store will be announced in August.



Beautiful Joseph Window design by our very own Doaa!



Card Given to Marinne for Her Great Customer Service



TDM Hugo Boss Ladies – team building billiard



Louie and his new born, Rapha.

BRAGS

1. Hugo Boss TDM would like to brag about Sofiane for having a gift and dedication. The store would also like to brag about the cashiers for their overall contribution in running store business and for the new team member Alina who's doing great!
2. Zilli MOE would like to brag about Sharzod from Zilli Wafi who came to cover in the absence of Sardore and was covering 5 days in Zilli MOE and two days in Wafi shop. He still managed to achieve his personal target and didn't take any Day off to do that.
3. Hugo Boss MOE would like to brag and congratulate both tailors for the month of June. Salem and Abdurrahman managed to alter more than 300 suits, 100shirts, 200 Jeans and 150 trousers.
4. PD Outlet Mall would like to brag about the team for achieving their target three months in a row.
5. Ermanno Scervino would like to brag about all the team: Awatef, Iryna, Yulia and Nancy-because this month they made really amazing job-shop reached 300% more than the last year and 127% of the target. A special brag about Yulia who joined the team in the middle of the month and already has amazing sales results. Her attitude and motivation should be example for all of us.
6. Shanghai Tang would like to brag about the whole team for having strong teamwork and coordination in helping out through shop coverage particularly Miss Sixty.
7. Rasha from Joseph TDM would like to brag about Anna from Ermanno Scervino and Eleonora from Shanghai Tang TDM for helping a lot in everything. She also wants to brag about Danessa and Elena for improving customer service and following the standards.
8. Ulysse Nardin team would like to congratulate Daryna Kolvakhova for over-reaching her first quarter target for the fiscal year 2014.
9. PD MCC would like to brag about Ms. Hajer for her continuous achievement of the target for 1st quarter.
10. Brioni MOE would like to brag about MILA from VM for her wonderful taste, even during sale time, the sales floor looks great.

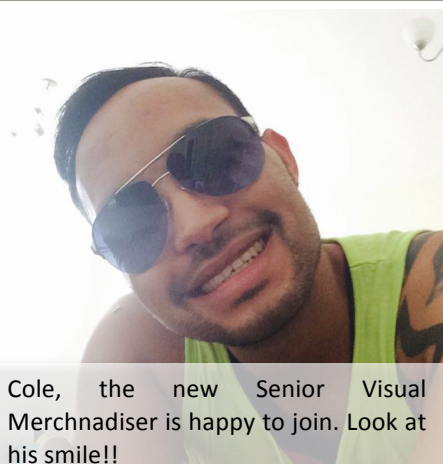


Hajer showing everyone how to welcome a customer and make them feel at home!

Customer Service

Story

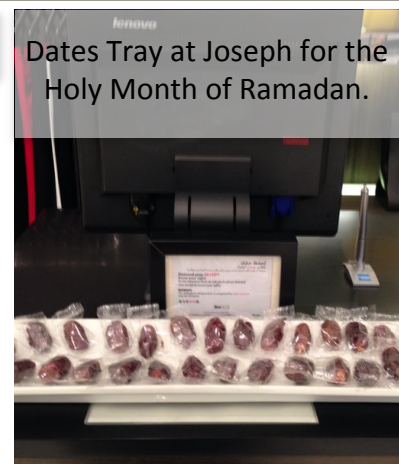
1. Ermanno Scervino TDM: Nancy was assisting a customer from Qatar. He came to the store in the middle of really big traffic and he felt a little embarrassed because it was full of women. But Nancy welcomed him and approached him immediately as she felt he doesn't feel comfortable. He was looking for a caftan for his wife so she showed him all available options and while he was taking pictures to send it to his wife she brought also long skirts with matching shirts and shoes as he mentioned he is looking for outfit for Eid. When it appeared that he doesn't have Internet connection, Nancy offered him to send pictures to his wife from her phone. At the end he bought two full outfits with shoes. The customer was so content and said that he will definitely visit again.
2. Hugo Boss TDM: Marianne was definitely a star this month. She has shown, at several occasions, what excellent customer service is about. One time, a Kenyan customer came to the store poorly dressed and not showing any intentions to purchase anything. However, Marianne greeted, assisted and introduced him to the brand collections and after spending two hours in the store, he left content with his purchases and delighted for the shopping experience in our store and bragged about Marianne saying she is the "best sales person he meet in Dubai yet", and he also signed the store's Customer Service book. He ended up buying 29 units worth AED 25,666. Now that's an invoice!
3. Billionaire TDM: A South African couple came in the store. As they were regular customers, Sherzod immediately recognized and welcomed them. While having a conversation with them he found out that they will have a wedding in their family and suggested a "Father and Son" concept of Billionaire to wear for the event. While Sherzod was busy with the husband choosing full outfit, Sina approached the wife and offered Billionaire Ladies' collection, which can be matched with her husband's and son's outfit. The customer really liked the concept for the whole family and decided to buy for his brother's family full outfit. Since he had five sons, some of the sizes were not available in the store and Sherzod checked with MOE store and requested to transfer them. By that time, it was already 1.30am and the customer decided to make advance payment and come to buy them all together the next day. Next day evening they came and added some more items to what they have chosen. The total amount was 41k after 50% discount and 38 items, which was the biggest bill of the month. It would not have been this amount if it was not good brand knowledge, great team work and going for extra mile to meet customer needs.
4. Porsche Design Marina Mall: Albert From Porsche Design Marina Mall was quite aware of the importance of the Unique selling point (USP) and Feature and Benefits for driving the sales and to impress customers and make their experience memorable. Last Thursday, he had one European customer who showed interest in a leather Jacket, and Albert figured out that the customer drives a Harley Davidson Bike. He managed to convince him to take one of our leather jackets along with two other light jackets he can use during biking. He ended up closing an invoice of AED 11,000. Albert used words such as: unique Material -Fabulous design-futuristic cut-timeless piece, which helped him present the items quite well and eventually seal the deal. He didn't stop there. He also shared with the customer the care tips.



Cole, the new Senior Visual Merchandiser is happy to join. Look at his smile!!



Porsche Design Training in the Store



Dates Tray at Joseph for the Holy Month of Ramadan.

VM Highlights

1. Porsche Design VM Training - Throughout June and July we are conducting VM Training in all of the Porsche Design stores. It is happening over 4 stages with the best store in regards to attentiveness, willing to learn and most improved being rewarded at the end of July.
2. Porsche Design Ramadan windows – we have installed special Ramadan windows in some of the selected PD stores. Photos attached of PD Etihad Towers and PD Mall of the Emirates
3. Joseph Summer Window – at the start of June we installed the Joseph Summer ‘Organza Lace’ window in the Dubai Mall and Kuwait stores. This is a concept based on inspiration taken from the ‘ORGANZA LACE TUNNEL’ window installed in the Joseph Sloane Sq, London store.
4. Ermanno Scervino Windows – the current updates being made to the ES mannequins in the windows are doing a fantastic job of selling the current collection. Throughout June after each weekly update and change of mannequin outfits, the full looks sell out within days.
5. VM Team New Joiner – we have a new member join the VM team on June 22nd. Cole has joined us as SENIOR VISUAL MERCHANDISER and we welcome him to the BH Fashion Team.

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Congratulations/ Birthdays

1. Congratulations:

1. Congratulations to Louie from Hugo Boss TDM on the birth of his baby boy Rapha!
2. Congratulations to Moossa Ibrahim from Billionaire TDM on the birth of his new born son

2. Birthdays:

1. BEATE MULLER - PD
2. ABDUL WAHED SIBAI - PD - MCC
3. GERLIE ANNE INGAL - HB BLACK - MOE
4. GERALDINE DUPRE - RETAIL FASHION
5. RUSSEL REAL DALISAY - SHANGHAI TANG TDM
6. CATHERINE CARAIG - P&S TDM
7. ERLINDA TANTAY - P&S TDM
8. MARICRIS RUIZ - RETAIL FASHION
9. MUHAMMAD AFAQ SABIR HUSSAIN - HB MCC
10. AWATIF ZIDI - ES TDM
11. AKHMED ISUPOV - ZILLI MOE
12. WUT YEE WIN - HB TDM
13. ULUGBEK MAMADALIEV - HB BLACK MOE
14. SAIDAKBAR MIRZAEV - ZILL TDM
15. RABIH HASSAN ISSA - Jewellery