



PRINCE MOHAMMAD BIN FAHD UNIVERSITY
CREATIVE MINDS, TRANSFORM THE WORLD

Marketing Strategy Analysis and Recommendations for Jahez

Principle of marketing course

Agenda

- ❖ Introduction
- ❖ Company
- ❖ SWOT Analysis
- ❖ Marketing Mix
- ❖ Segmentation & Targeting
- ❖ Positioning & Differentiation
- ❖ Conclusion



Introduction

- ❖ This presentation provides a comprehensive marketing strategy analysis for Jahez, a leading Saudi-based delivery platform.
- ❖ Jahez has rapidly grown into one of the most trusted B2C delivery services in Saudi Arabia, offering food, groceries, and pharmaceutical products.
- ❖ Our goal is to evaluate the company's strengths and challenges while recommending strategic marketing improvements based on course concepts.
- ❖ We will explore key areas such as the company summary, SWOT analysis, marketing mix, and market segmentation strategies.
- ❖ By the end of this presentation, we aim to demonstrate how Jahez can sustain its growth and competitive edge through targeted marketing solutions.



Company Summary

- ❖ Jahez was founded in 2016 in Riyadh and has become one of Saudi Arabia's top technology platforms for food and essential item delivery.
- ❖ The company operates through a mobile application that connects customers with restaurants, stores, and pharmacies across major Saudi cities.
- ❖ It offers real-time order tracking, multiple payment methods, and a user-friendly interface that enhances the customer experience.
- ❖ In addition to food delivery, Jahez has expanded its services to include grocery, pharmaceutical, and parcel deliveries through its subsidiaries.
- ❖ Jahez is also publicly listed on the Saudi Exchange's Nomu Parallel Market, reflecting its credibility and growth in the Kingdom's digital economy.

SWOT Analysis – Strengths

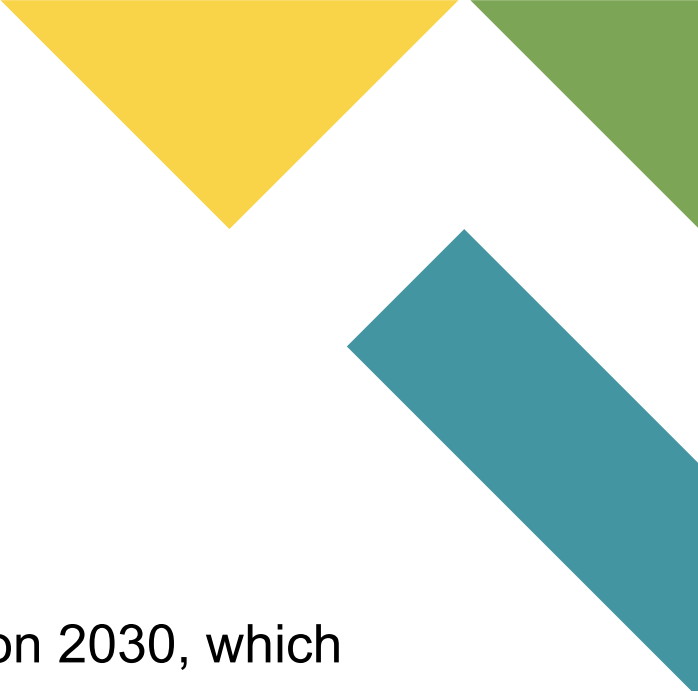
- Jahez's strengths include a user-friendly mobile app, real-time delivery tracking, and a strong presence across Saudi cities.
- The company uses artificial intelligence and data analytics to optimize delivery routes and improve service efficiency.
- As a homegrown Saudi brand, Jahez has a deep understanding of local culture, customer behavior, and restaurant partnerships.



SWOT Analysis - Weaknesses

- However, one major weakness is its reliance on freelance drivers, which can lead to inconsistent service quality.
- Another weakness is the limited customer support system, which may affect satisfaction when issues arise with orders or payments.

SWOT Analysis – Opportunities



- ❖ Jahez has strong opportunities for growth through Saudi Arabia's Vision 2030, which supports digital transformation and e-commerce expansion.
- ❖ The increasing use of smartphones and the demand for convenience provide a growing customer base for delivery services.
- ❖ Expanding into smaller cities and underserved regions can help Jahez reach new markets and reduce reliance on major urban centers.

SWOT Analysis –Threats



- ❖ However, Jahez faces threats from strong local and international competitors like HungerStation, Uber Eats, and Keeta Now.
- ❖ Regulatory changes, economic instability, and cybersecurity risks also pose significant challenges to the company's operations.

Market-Oriented Mission

- ❖ Jahez's mission is to simplify life through innovative and seamless delivery services that meet modern consumer needs.
- ❖ The company focuses on delivering convenience, speed, and accessibility through its digital platform.
- ❖ This mission is market-oriented because it emphasizes customer satisfaction and adapts to changing preferences in Saudi Arabia.
- ❖ Jahez supports local businesses and includes culturally relevant features, such as Arabic language support and halal food options.
- ❖ By consistently improving its services and technology, Jahez builds long-term relationships with both users and restaurant partners.



Marketing Mix – Product and Price

- ❖ Jahez offers a variety of services, including food delivery, grocery delivery, and pharmaceutical products, all through one digital platform.
- ❖ To improve its product offering, Jahez can introduce personalized meal plans, subscription models, and health-conscious options.
- ❖ These additions would attract a wider audience and increase user satisfaction and loyalty.
- ❖ Jahez currently uses a dynamic pricing model, but it can strengthen its pricing strategy by offering tiered discounts and loyalty rewards.
- ❖ A clear and consistent pricing structure, combined with rewards for frequent users, will help Jahez build stronger customer relationships.

Marketing Mix – Place and Promotion

- ❖ Jahez operates in major Saudi cities but has the opportunity to expand into smaller towns and rural areas to increase market reach.
- ❖ The company can strengthen its distribution network by partnering with local shops and setting up regional fulfillment hubs.
- ❖ In terms of promotion, Jahez uses digital advertising, influencer marketing, and social media campaigns to reach its audience.
- ❖ It can improve its brand visibility by supporting local events, engaging in charitable initiatives, and using culturally relevant messaging.
- ❖ Promoting sustainability through eco-friendly packaging and regional campaigns can also boost Jahez's image and customer loyalty.



Segmentation, Targeting, and Differentiation

- ❖ Jahez segments its market based on factors such as age, location, behavior, and lifestyle to understand and serve different customer needs.
 - ❖ It targets young professionals, families, and health-conscious users by offering convenience, variety, and personalized services.
 - ❖ Jahez positions itself as Saudi Arabia's most trusted and culturally connected delivery platform, focusing on speed, reliability, and local relevance.
 - ❖ The company's differentiation comes from its use of Arabic language support, partnerships with local restaurants, and AI-driven logistics.
 - ❖ These strategies help Jahez build a strong brand identity and stand out from both local and international competitors.
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Conclusion

- ❖ Jahez has shown strong growth in Saudi Arabia's digital delivery market by offering convenience, cultural alignment, and advanced technology.
- ❖ Through strategic segmentation, targeted services, and effective marketing, the company continues to meet the changing needs of its customers.
- ❖ Its strengths and opportunities give it the ability to expand into new markets and improve customer satisfaction.
- ❖ The recommended strategies across product, pricing, place, and promotion can help Jahez maintain its competitive edge.
- ❖ With continued innovation and customer focus, Jahez is well-positioned for long-term success in the evolving Saudi market.

Thank you

