



Welcome to the Waterfront Market e-newsletter!

We are thrilled to share with you that the Waterfront Market retail offering continues to expand.

This March, we welcomed 10 new shops opening in various sections including dry goods such as fruit and nuts, dates and spices. We also have new fresh fruit and vegetable stalls and a variety of Indian food products.

You will also be excited to hear that we will be holding several unique events in the coming months and that our visitor footfall continues to increase month-on-month.

In February, the market reported over 650,000 visitors and we are expecting many more visits in the upcoming holy month of Ramadan and summer.

We hope you enjoy reading this edition in which we share some tips on how to build and maintain client relationships.

If you have not subscribed yet, we urge you to connect with us via our website or social media accounts to regularly receive the latest happenings here at Waterfront Market.

Happy reading!

What's New

A total of 10 new shops opened this March at The Waterfront Market, with more shops for dates, fresh fruits and vegetables, spices and varieties of Indian food.

Here's a sneak peek of these outlets:

BOISHAKHI General Trading LLC SH-E06	African Shop SH-E35	Reef Hatta Spices SH-E36	Raozan Foodstuff Trading LLC SH-E48
AAF Middle East LLC Br SH-E60	Fikri Al Madeena SH-E62	Amer OC-26,27,28	ACZ Cargo Loading and unloading Services LLC OC-35
	Bismi International	Yelwan Veg & Fr	

What's Happening



Waterfront Market partners with Dubai Municipality for health & safety

The Dubai Municipality is providing the Waterfront Market with its own inspection system based on the highest international standards on food safety, quality and freshness. The program is part of an agreement with the Dubai Municipality (DM) to further ensure Waterfront Market delivers world-class food products to its customers. The tailor-made inspection system covers all aspects of sanitation, health and safety.



Dinner cruises for tourists via Waterfront Market station

Commercial dhows docking at the Waterfront Market marine transport station are now able to pick up tourists in Deira wishing to go on dinner cruises. The new service provides opportunities to tour operators to include the Waterfront Market in their guests' itinerary and enjoy the facilities of the market.



Employee Welfare

Ithra Dubai works relentlessly to provide an enhanced workplace to its employees. As part of these efforts to improve culture at the workplace, Waterfront Market now features a spacious, hygienic dining room to ensure all workers have a welcoming space for lunch breaks and rest.

H.E. Sheikh Nahyan pays surprise visit

His Excellency Sheikh Nahyan bin Mubarak Al Nahyan, Minister of State for Tolerance and UAE Cabinet Member paid a visit to the Waterfront Market on March 7 without prior notice and was escorted by the team during his tour of the facility. He visited the fish, meat and vegetables market and noted his impression about the place as a world-class market, very clean and well-organized, and maintained with high standards, serving Dubai's neighborhood with a very competitive facility, and being a tourist attraction that enhances and enrich visitors' experience.



New water taxi services from Waterfront Market station

Residents and tourists visiting the Waterfront Market can now use the water taxi and ferry services provided by the Roads and Transport Authority, making the Waterfront Market marine station one of the stopovers and embarking and disembarking point within RTA's 42 marine transport stations.

Safety First

While real food, real experiences is the focus of Waterfront Market, safety first is also a strict policy. To ensure employees are well-informed on security guidelines, a fire drill was conducted on Thursday, 29 March 2018. Waterfront Market security team organized a life-saving initiative in cooperation with Imdaad Facility Management.

Water taxis and ferries plying along Dubai's water channels are now accessible from the following popular stations: Al Ghubaiba station, Al Jaddaf, Dubai Design District, Al Wajeha, Marasi, Sheikh Zayed Road, and Dubai Canal.



5 simple ways to earn your customers' loyalty

In a highly competitive market, what makes selling the same banana different from the rest of your competitors? It's how to better interact with your customers. A customer relationship is honed by trust, which started with a good and honest communication. An open and pleasant attitude will make the customer want to approach and explore your offering.

Your 'likeability' highly depends on your manner of inviting the customer to check out your goods. Here are the top 5 practical tips to remember to make that first impression last and win your customers' loyalty:

- Be attentive and responsive. Respond with attention but do not overdo it. Allow the customer to decide and give room to see what you may have in your shop instead of being too pushy as many customers get put off when sellers try to lure them and follow them around the market.
- Showcase your value. Customers need not be told if your products are good or not as they can see and assess for themselves if your products are worth buying. But they would want to hear from you where you have sourced your products and how soon it has arrived at your store because it gives them the idea about its freshness and quality. Always offer some useful information which will also help you strike up a conversation and establish a connection with your customer. It will also allow you to know more insights about them as to what type of products they could seek for in the future.
- Honesty is always the best policy. Being honest goes a long way. By continuously being open about your product offering, you not only win the customers' loyalty that will come repeatedly, but will have your consumer recommend you to friends and family.
- Always give more. Customers love to keep coming back to you because they always get what they are expecting in a food retailer – the freshness of the food you sell, the quality, and the extra mile that you always provide, be it extra helping from what they bought or extra smile, or simply the latest news around the corner that they might not have heard anywhere. Whatever it is, your generosity always counts.
- Make them feel like they are part of your business. Customers appreciate retailers who establish good friendships with their customers, seeking advice or feedbacks on the last time they tried your products. It makes them feel valuable and involved in your business. Striking a conversation that is short but sweet is always an effective way to ensure that you are in touch with them and you remember them. After all who does not want to be remembered?