Saudi Arabian Hypermarket, Supermarket, and Convenience Store Chain Leverages Oracle Retail Solutions to Drive Performance

"Oracle announced that Saudi Arabia's largest supermarket retailer, The Panda Retail Company, has deployed the suite of Oracle Retail Merchandising, Oracle Retail Planning, Oracle Retail Supply Chain, and Oracle Retail Store Inventory Management to optimize core retail operations and underpin additional business diversity in line with its planned growth and customer centric strategy. The Panda Retail Company employs 25,000 people and operates more than 475 hypermarket, supermarket and convenience stores throughout Saudi Arabia, United Arab Emirates and Egypt.

The Oracle solutions will enable Panda to surface salient insights to critical performance indicators including sales, margin, inventory, and supplier activities, and will equip the business to make decisions that increase profitability and will enhance the customer experience.

This empowered the organization to drive operations with one single version of the truth across all lines of business and to enable better decision making, including achieving the right balance between item availability and inventory position.

"To achieve our corporate goals, planned transformation initiatives and customer centric strategy, we needed the right systems, processes, and people in place. Oracle is uniquely qualified to support our current and future business strategy with retail rich end to end capabilities and best in class technology,. Ultimately, the goal of the program is to enrich the customer experience, improve performance and enhance our business governance across the enterprise."

Fawaz Kilfaden,
Former Director of Information Technology
Panda Retail Company

Panda Retail Company Deploys Oracle to Optimize Operations and Support Business Transformation

"To achieve our corporate goals, planned transformation initiatives and customer centric strategy, we needed the right systems, processes, and people in place. Oracle is uniquely qualified to support our current and future business strategy with retail rich end to end capabilities and best in class technology," said Fawaz Kilfaden, former Director of Information Technology at Panda Retail Company. "Ultimately, the goal of the program is to enrich the customer experience, improve performance and enhance our business governance across the enterprise."

Panda adopted a flexible implementation strategy for its complete suite of solutions, including Oracle Retail Merchandise Operations Management, Oracle Retail Merchandise Financial Planning, Oracle Retail Demand Forecasting, Retail Merchandising Analytics and Oracle Retail Store Inventory Management. The Oracle solutions replace legacy in-house and outdated vendor solutions that limited data access and lacked the roadmap to meet changing retail trends. Panda wanted to put in place a system that would account for all of its retail and enterprise operations, and would afford greater flexibility for growth and innovation.

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