



Reefi expands business with Brother

Reefi is a well-established Saudi-based company that has been providing high-quality personal, office, and household items to customers for many years. From luxurious mattresses and soft towels to stylish robes and convenient organizers, Reefi offers a wide range of products to meet the needs of every customer.

With **53 stores located across KSA** and an online shop, Reefi has built a strong reputation for providing top-notch products and excellent customer service.



Opportunity Unveiled

With the type of products the company offers, Brother's authorized partner in KSA - Mohd. Abdulla Ali Fakhro Trading Est. (Fakhro Sewing Machine), saw an opportunity for the organization to expand its offerings by providing customization to their items through embroidery. This new service would allow customers to add a personal touch to their purchases both in store and online, making them unique and special. By incorporating embroidery into their product line, Reefi could cater to a wider range of customers who are looking for personalized items. This customization would not only set them apart from their competitors but also provide an additional revenue stream for the business.

Reefi's Smart Move

With the growing trend of personalized goods in the market, offering embroidery as a customization option would be a smart move for Reefi. **Customers are increasingly looking for unique and personalized products that reflect their individual style and preferences.** By tapping into this demand, the company could attract more customers and drive sales.

Investing in embroidery customization, Reefi could strengthen its brand image as a provider of **high-quality, customizable products.** This new offering would demonstrate the company's commitment to innovation and customer satisfaction. It would also enhance the overall shopping experience for customers, allowing them to express their creativity and individuality through their purchases.

The Beginning of a Partnership

After extensive meetings, discussions and planning, Fakhro Sewing Machine successfully closed the deal with Reefi to purchase Brother machines in batches. Moreover, Fakhro Sewing Machine took care of the installation process, making sure that each machine was set up correctly and ready for operation.



Fakhro Sewing Machine also provided comprehensive training sessions for the store managers at Reefi to ensure that they were fully equipped to handle the machines and troubleshoot any issues that may arise. On top of these, an **after sales support and regular visits to Reefi branches across KSA was committed by Fakhro Sewing Machine to ensure that the Brother machines are working smoothly** and Reefi can be rest assured that the investment will not go to waste.

The partnership between Reefi and Fakhro Sewing Machine was instrumental in ensuring a seamless transition to the new Brother machines. **Through continued support and training, Reefi was able to maximize the potential of their investment and improve their overall operations.**

To date, **Fakhro Sewing Machine has installed 51 units of Brother Professional Embroidery Machine** in 51 Reefi locations across KSA.

