

Our Strategy

Vision

Our strategic vision is driving our transformation from a dedicated in-flight caterer into a multi-functional, multi-service enterprise and supporting Saudi Arabia's Vision 2030 of economic diversification.

How will we achieve this?	What did we do in 2018?	What's next?	How will we measure success?
Expand existing operations	<ul style="list-style-type: none"> • Good organic growth in 2018, especially in In-Flight Catering. • Created new job functions and roles. • Expanded coffee shops at train stations and on-board catering. • Growth in online retail. • Successful year catering for Hajj and Umrah with a refocus from B2C to B2B. 	<ul style="list-style-type: none"> • Continue to grow and expand in train catering. • Ensure staff training is at the highest level. • Continue to improve quality across the business. • Continue to gain market share in Hajj and Umrah. • Keep the core business (In-Flight Catering) profitable. 	Revenue (SAR) <hr/> <h1>2.04bn</h1>
Diversify and enter markets naturally connected to our core expertise	<ul style="list-style-type: none"> • Explore regional expansion across selected business lines. • 70% revenue from In-flight Catering and 30% from the other divisions. • By the end of 2018, In-flight Catering had 92 clients and served over 39.9 million meals on 220,129 flights. 	<ul style="list-style-type: none"> • Study new catering market segments. • Move closer to target of 50% revenue from In-flight Catering and 50% from the other divisions. 	Net Profit Margin <hr/> <h1>22.56%</h1>