

Jordanian Duty Free Shops' promise to prioritize the customer experience



Haitham Al Majali, CEO at Jordanian Duty Free Shops

Since its establishment in 1997, [Jordanian Duty Free Shops](#) (JDF) has positioned its vision as the guiding path of its strategy. According to Haitham Al Majali, CEO at Jordanian Duty Free Shops, the company's strategy focuses on renovating its shops in order to adapt to the needs of its customers. Designed to facilitate efficient business transactions, operations and distribution, JDF's custom-made IT systems are key to its success. As the leading travel retail concessionaire in Jordan, JDF supplies 21 shops with premium products from across retail categories and serves a diverse audience of more than seven million passengers annually.

"We have always aimed to offer our customers a unique shopping experience by providing a luxury of innovation, variety, quality and value at great prices; all wrapped with delightful and accommodating customer service.

“Our strategy insists that we dedicate all of our staff and management’s efforts toward the satisfaction of our customers, for we believe that the JDF throughout its network of land and sea border shops, have become the welcoming host to all of Jordan’s multi-national and multi-cultural visitors,” says Al Majali.

Introduction of new products and services



The Boulevard Shop

Determined to set a new benchmark of performance, JDF relies on its partners, suppliers and internal marketing team to offer its customers the best in exclusive products and promotions.

“With the start of the new year, through our analysis and research, our strategy for the next three years is to introduce new products, new services and turn the customer experience into a unique one. We intend to offer further marketing support, digital transformation and equip our shops across all borders with the latest tools to simplify the experience,” Al Majali adds.

The operator also plans to launch a number of events and activations at its VIP lounges in its Boulevard Shop in downtown Amman, as well as its soon to be open location at the Fountain Mall in the port city of Aqaba.

Future outlook



Haitham Al Majali, CEO, Jordanian Duty Free Shops (left) and Tariq J. Taha, Sales & Marketing Senior Manager, Jordanian Duty Free Shops

Speaking about the current stability of the region, Al Majali says the Middle East is witnessing economic prosperity and recovery is gradually gathering momentum. According to the CEO, the announcement by Crown Prince Mohammad Bin Salman of Saudi Arabia's upcoming projects is evidence that Gulf Cooperation Council countries are also trending upward. This is supported by the fact that Bahrain held last year's edition of MEADFA and Qatar hosted FIFA World Cup 2022.

When asked about the 10-year extension of JDF's exclusive agreement with the government of Jordan to run border and seaport shops, Al Majali notes that the operator's trusted history as a long-time partner gave precedence to JDF.

To celebrate its 25th anniversary, the company will continue to emphasize one of its core values: customer satisfaction.

"At JDF we believe that the best way to celebrate our silver anniversary is by focusing on delivering our promise of better serving our customers. We are proud of our staff's dedication and determination to work diligently, despite the repercussions of the COVID outbreak. We are also on the verge of launching our new project in the city of Aqaba, The Fountain Mall, which will be a new family destination for entertainment, shopping and fine dining," says Al Majali.