



**THE  
FRESH  
MARKET**

**BRAND STORY**

# BRAND STORY

At its core, The Fresh Market is dedicated to the Principle of Freshness. This is our guiding light and the energy that drives our ideas and our actions.

We are committed to creating a vital ecosystem of freshness and positivity, brought to life through our attitudes, ideas, atmosphere, and values as well as our products and services.

The Fresh Market is a destination - active, innovative and industrious. A place of opportunity, for investing time and energy, and for reaping rewards.

## PROPOSITION

# A PLACE FOR FRESHNESS

An independent free-zone place offering the lease of high quality, high value fresh food storage and distribution facilities for wholesale businesses, as well as stand-alone offices.

It is adjacent to but wholly independent of Dubai's existing main market. It will be the second largest facility in Dubai.

Dominated by large scale Wholesale and Retail Market places it is committed to the sale, management and delivery of fresh foods.

The Fresh Wholesale Market - is 'future ready', and offers a great leap forward from the current produce market status.



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PURPOSE

# FRESHNESS

FOR THE VITALITY  
OF THE NATION

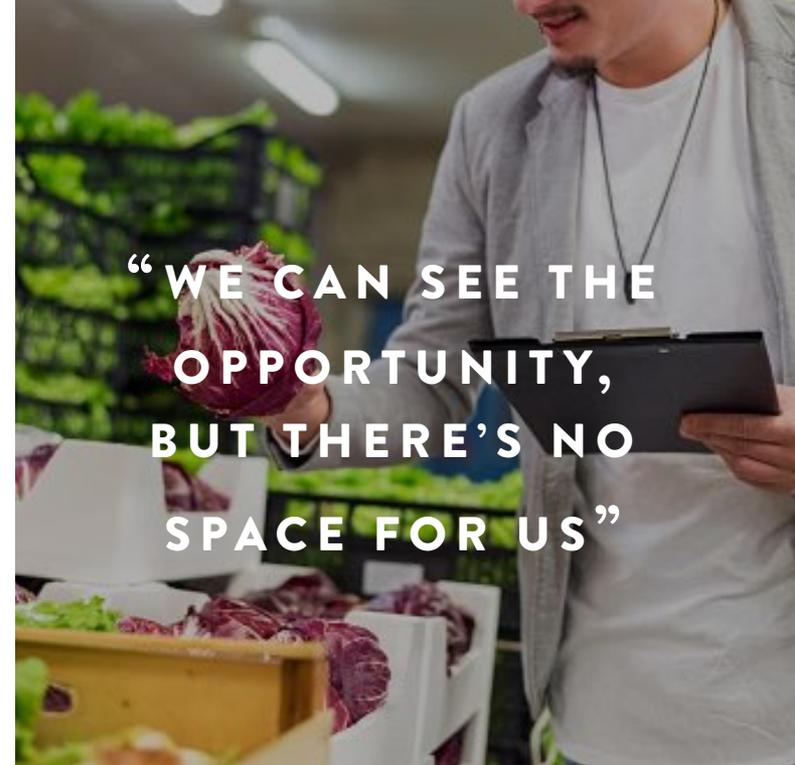


## INSIGHT

THE DEMAND AND NEED FOR 'FRESH' IS CONSTANTLY INCREASING, QUALITATIVELY AND QUANTITATIVELY

BUT THE AVAILABILITY OF ESSENTIAL FACILITIES TO PROVIDE FOR THIS IS VERY LIMITED AND THEIR QUALITY ISN'T IMPROVING

BUT THIS IS DUBAI -  
THE CITY OF OPPORTUNITY !



“WE CAN SEE THE  
OPPORTUNITY,  
BUT THERE'S NO  
SPACE FOR US”



THE GAP

AMBITION

MISSED  
OPPORTUNITY

AVAILABILITY

## PEOPLE WE HAVE TO ENGAGE

# WHOLESALERS

Small and medium sized business, already operating, looking to expand or new players looking for a way in, held back by limited facilities and the costs of entry.

A mixture of classic traders and modern business people, educated vs experienced, youthful and senior.

They are artisans, their passion for the product, for the experience, is a driving force.

They are looking for opportunities, looking to shape the future of their industry, the way ahead.



## WHOLESALEERS ARE...

### PRACTICAL

Their business is very physical – the product, the logistics, the use. They are hands on by nature.

### SAVVY

Cautious, but their resistance to change is balanced by their ambition. They just need to hear a great case for it.

### TOUGH

They know success is for the toughest, most resilient, smartest, and the bravest that invest in growth

### KNOWLEDGEABLE

Experts in a non-exact and underestimated science

### REAL

Providing a fundamental service and a fragile, physical product - it gets real quickly. Dealing directly with people and relationships all the time.

### COMMUNAL

Competitive camaraderie and mutual responsibility. A vibrant ecosystem with a common cause.

### PROUD

Noble by profession with a desire to sustain and feed the people of the world. They set and maintain high standards.



## WHOLESALEERS WANT FACILITIES TO MEET THEIR NEEDS

- SPACE
- EQUIPMENT
- OWNERSHIP
- SAFETY
- CLEANLINESS
- ORGANIZATION
- EFFICIENCY
- STANDARDS

## BUT MOTIVATED BY THE OPPORTUNITY TO

- BE BETTER
- BE PASSIONATE
- HAVE THE PEACE OF MIND OF INDEPENDENCE
- HAVE THE REASSURING SENSE OF BEING IN THE RIGHT PLACE
- BELIEVE THEY CAN ACHIEVE THEIR AMBITIONS
- BE FUTURE READY
- SUPPORT THE COMMUNITY

# OTHER PEOPLE TO ENGAGE

## AUTHORITIES

They want quorum, a well functioning market to ensure food security, safety and freshness with minimal engagement.

They will enforce, but recognize the fluid nature of the process and need for self regulation of the community.

They support but they don't participate or interfere, its not their business.

## CONSUMERS

Mid and small super-market buyers, chefs for restaurants and hotels and procurement.

A powerful, driving force in the cause of freshness. They want value and reliability and improvement.

They are demanding but a supportive, part of the community.

They are passionate, they will support the cause for fresher food.

## SUPPLIERS

From growers, to drivers, to packers, to distributors...

They come from every corner of the earth and share the passion and commitment of the wholesalers.

Success, growth, improvement is to the benefit of all.



**ATTRIBUTES AND BENEFITS THE BRAND NEEDS  
TO SHOW IT CAN DELIVER TO BE ABLE TO  
DELIVER IT'S PROPOSITION**

THIS WILL FORM THE BASIS OF THE MESSAGING AND  
COMMUNICATION PROGRAM

## FUNCTIONAL ATTRIBUTES

## BENEFITS

SIGNIFICANT SCALE

OPPORTUNITY FOR GROWTH

STATE-OF-THE-ART FACILITIES

FUTURE PROOFING

LOWER COSTS

BETTER VALUE

EXPERIENCED & CAPABLE OPERATOR

RELIABILITY

OWNERSHIP

INDEPENDENCE

A 'NEW' COMMUNITY

MUTUAL MOTIVATON

COMMUNICATION & MARKETING CAPABILITY

AWARENESS

ADMINISTRATIVE EASE

FOCUS ON BUSINESS

IMPROVED HEALTH & SAFETY

SECURITY

PHYSICAL INDEPENDENCE

PEOPLE MUST FEEL THE BRAND TOO

## EMOTIONAL ATTRIBUTES

PASSION & DYNAMISM

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CHANGE FOR BETTER

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EMPATHY

---

FREEDOM

---

COMMITMENT

---

PARTNERSHIP

---

PRIDE

---

## BENEFITS

ENERGY

---

OPPORTUNITY

---

TRUST (ON YOUR SIDE)

---

CHOICE

---

REASSURANCE OF SUSTAINABILITY

---

APPROACHABLE SUPPORT

---

PRESTIGE/PREMIUM

---

UNIQUE & COMPELLING ARGUMENT

# A FRESH START

MOST VIABLE OPPORTUNITY FOR  
INDEPENDENT BUSINESS OWNERSHIP IN  
DUBAI'S WHOLESALE FRESH FOOD SECTOR

gettyimage  
bluecinema



# BRAND PERSONALITY

**RELIABLE,  
RESPONSIBLE,  
PRACTICAL**



**FRESH,  
HEALTHY,  
VITAL**



**DYNAMIC,  
BRIGHT,  
ENERGETIC,  
PASSIONATE**



**ENTREPRENEURIAL,  
INNOVATIVE,  
FORWARD THINKING**



**EMPATHETIC,  
APPROACHABLE,  
FRIENDLY,  
COMMUNAL**



**AMBITIOUS,  
LEADING,  
ENCOURAGING**

**PROFESSIONAL,  
PRINCIPLED**



**BOLD,  
POWERFUL**



**PROUD,  
CONFIDENT**



**THIS BRAND  
VALUES...**

**FRESHNESS**

**EQUITY OF  
OPPORTUNITY**

**AMBITION**

**COMMUNITY**

**ORGANIZATION**

**PROMISE**



**PERFECTING  
FRESHNESS**

## THE TONE OF VOICE

The Fresh Market is a brand with a distinct and recognisable personality in an industry that usually does without. So how the personality is being presented needs to be considered carefully for all opportunities and channels.

The Fresh Markets tone of voice - how it speaks and writes - is an important consideration. When writing copy or generating scripts or posts consider the following.

