

Almarai's ability to continuously introduce new ideas and innovations, anticipate changes in markets and meet consumer needs with attractive products through the study and analysis of two business functions (marketing and operations). Marketing is including activities that can be broadly categorized as content creation and maintenance, demand generation, and performance measurement. Operations are business practices to create the highest level of efficiency possible within an organization. It is concerned with converting materials and labor into goods and services as efficiently as possible to maximize the profit of an organization. Almarai is always interested in innovation in order to be the best choice for the consumer through its leadership in the target markets and provide unique and high-quality food and beverages. As the market is witnessing new innovations for Almarai from bakery products, poultry and baby food, these products fall under the brand names "Almarai", "Lusine", "Seven Days", "today" and "Almarai Newark". Innovation is the commercial application and successful exploitation of the idea and means the introduction of something new in the work of the organization. where operations and marketing helped Almarai in innovation by improving or replacing business processes to increase efficiency and productivity, the development of completely new and improved products and services to meet the requirements or needs of customers, the introduction of technologies And new practices, using better processes to give a more consistent product quality. Almarai innovation has had a positive impact on improving productivity, reducing costs, more competitive and establishing new partnerships and relationships