

PACK YOUR SCHOOL BAGS,

Brisk business thrives as traders make hay

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Manama

As schools are gearing up for reopening after summer holidays, stationery, school bags and food items are flying off the shelves causing a good reason for traders to enjoy peak business. Many vendors reported that business had been high since the past few weeks.

Ahmed, owner of Manama-based Ajeeb Store, said that school bags were high on demand. "In the past one month business took off. We are focusing mainly on our back-to-school items and it is bringing in the revenue we need," he said.

"School bags, stationery and other items are also being picked up. Although, this season is one of the best parts of the year for us, we are not over reliant on this. We have a



variety of businesses. We keep changing the items depending on the occasion of the year. In Ramadan, we change our stocks and sell household items," he added.

According to Marge, Marketing manager of Lebanon

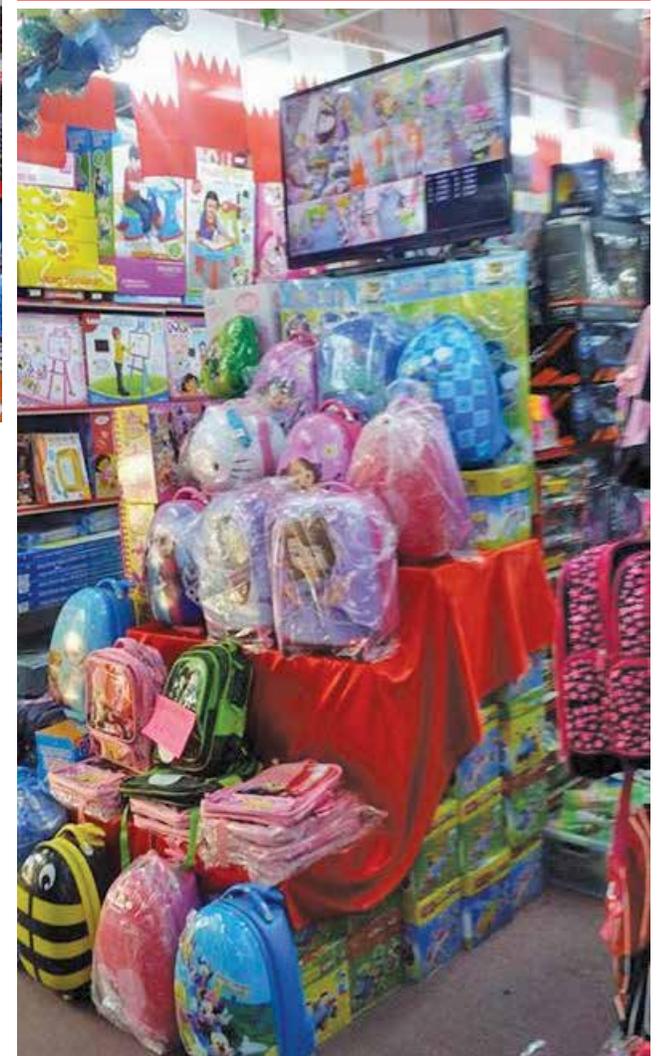


Trade Centre in Isa town, food items are also in demand. "Parents come to buy boxes of chips, juices, chocolates and other items. Children take these items to school everyday so parents like to stock them up before school opens. Keeping

this in mind we have launched promotional deals for these items," she explained.

Ali Ahmed, store manager in a stationery shop in Gudaibiya, commented that back-to-school business was also a lifeline for small retailers.

With reopening of schools round the corner, sale of stationery has picked up. The school bus system also gets significant makeover in the Kingdom. *DT News* takes a look at the latest trends



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'Expert Service' introduced

Manama

The Student Services Department of Bahrain Polytechnic has enhanced their existing mentoring programme for the Academic Year 2015-2016.

The "Expert Service" gives a student the opportunity to interact with a Polytechnic staff member. The expert will act as a mentor and academic adviser to a polytechnic

student. The expert can then help plan a student's academic future and determine their roles and responsibilities.

Additionally, the student can reach out to the expert to share any issues, concerns and ideas to improve and build on their learning experience.

Abdulaziz Muraghi, Head of Student Care, stated, "Our new "Expert Service" takes place in situations in which

a Polytechnic staff gives direction to a student about an academic, social, or personal matter. The nature of this direction might be to inform, suggest, coach, mentor, or even teach."

"In future, the Student Services Department is planning to have a Bahrain Polytechnic Tree of Hope, where students may post their hopes, and we will try to help



Abdulaziz Muraghi to find a way to achieve that hope," he added.

"The hot weather is pushing more and more customers to commercial malls, shopping centers and big supermarkets. The summer can be a dull time for our business. So we are relying on the back-to-school business to make profit," he said.

Saying that it's a significant part of their annual revenue, Ahmed remarked: "It's key to be up-to-date with the latest trends. For instance, this year

school bags with pictures of superheroes printed on them have become a big hit. It's also important for us to keep promotional offers on these items to attract customers."

However, there is no rise in business in uniform tailoring shops. "The academic year for most schools started in April, so the uniforms are made and sold mainly in March," a Uniform City representative said.