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Blooming opportunity

Henning Fries, newly appointed CEO of Bloom Education, speaks exclusively to *Education Journal Middle East* about successful partnerships, competition, and the group's expansion plans



ZAKS UNIFORMS LAUNCHES NEW WEBSITE

Features of the new portal include dedicated web pages for each school

Canada-based Zaks Uniforms has been operating in the GCC for more than 30 years, supplying uniforms and accessories to schools in the GCC. The company constantly strives to improve the products it supplies and the services it delivers.

To this end, Zaks Uniforms has launched a new online shopping portal at www.zaksstore.com accessible 24/7 to customers.

Commenting on the launch, Zaks Uniforms operations director Zaid Ali said: "It's not easy to make it to the store with busy schedules, so we want to offer an online experience for our customers so they can purchase everything from the comfort of their own homes. The sales department will always ensure that the Zaks range and quality of product and branding is standardised and maintained across all products and is never compromised."

Zaks also promises next-day-delivery for all uniforms available in stock. Additionally, every school on Zaks' website will have a custom page with uniform visuals, size charts, pricing, and physical store addresses with maps and GPS coordinates. The website's simple, glitch-free and secure checkout process lets

customers place their orders and complete the process in multiple languages for customers to choose from, with options for various currencies.

Zaks' support team is also available 24 hours a day, seven days a week to help customers with everything from ordering a product to prompt delivery. The company has partnered with several courier companies in the GCC to ensure speedy delivery of orders at nominal prices.

Other features of the website include integrated product search, search filters, FAQ pages, mobile friendly navigation, gift cards, coupons, order history, item tracking. Buyers will also benefit from customer loyalty schemes, special pricing, printable invoices, a "wish list" feature, product comparisons, customer reviews, product quick view, product options, a complete refund system, exchanges, store credit, credit/debit card payment, PayPal, cash on delivery, and different delivery methods.

Zaks has several stores in the UAE (Dubai, Abu Dhabi, Al Ain, Sharjah), Qatar (Doha), Bahrain, and Saudi Arabia (Riyadh). 