

# CHASE UP <sup>MAGAZINE</sup> DIARY

2018

CHASE UP  
YOUR EMPLOYING PARTNER



# 2019

Wishing all our readers  
a Happy New Year



PALLADIO ACTIVE INGREDIENTS

Palladio features award winning "good for your skin" botanical and vitamin infused formulas. Created for women of all skin types and tones who want to look beautiful while using products that are good for their skin.



BEAUTIFUL & BENEFICIAL

Palladio is the leading professional-exclusive value make-up brand in the USA. Palladio is recognized by professional make-up artists for its performance, depth of pigments, range of colors and value.



EXCLUSIVELY AVAILABLE AT CHASE UP STORES

NIPA | GULSHAN | HYDERI | SHAHEED-E-MILLAT | SEAVIEW  
MULTAN | FAISALABAD

www.chaseup.com.pk | Palladiopakistan | Palladiopakistan

PALLADIO

Botanical & Vitamin Infused Cosmetics



Muhammad Raihaan Siddesquee  
Editor-In-Chief

Editorial

**Patron In-Chief:** Bashir Abdul Ghaffar

**Patrons:** Salman Bashir, Jawad Bashir  
Mustafa Bashir

**Editor-In-Chief:** Muhammad Raihaan Siddeeqee

**Editor:** Azam Tariq Kohistani

**Sub-Editors:** Mirza Hashaam  
Muhammad Yousuf Munir

**Art-Editor:** Muhammad Wajahat Khan

You probably recall, just 10-15 years ago, people used to go to grocery shops with a list of items. Along with limited options to buy and long waiting queues, people had to face commotion and harsh weather. The retail store is not just a place to buy daily used item, but it is also very helpful in raising the living standard of the people.

The urban population has witnessed a surge in the number of middle class families. There are some 30 million households with an income of over Rs86,666. The use of smart phones and social media has also spread awareness on brand and quality items. So, people have started selecting branded shoes and clothes. According to Euromonitor International, Pakistan has become an emerging market for the retail industry. This is why youth and women are attracted towards it. With the surge in the volume and resources of the retail industry, human resources have also developed at a fast pace. Talented people from all walks of life including research scholars, engineers, chartered accountants, business graduates and other diploma holders are being offered lucrative jobs in retail sector. There are equal job opportunities for women as well. The HR's importance and responsibility increases manifold when the customer care become the prime focus along with competition with national and international competitors.

As people look for lucrative salaries, promotions, education, fringe benefits and a conducive environment to work, the HR's performance management, organisational development, industrial relations, training and development and talent hunt are working to the best of their abilities which in no way is below par than a manufacturing or multinational concern.

The idea of Chase up Diary is the brainchild of the human resource department at Chase up. The reason behind publishing this magazine is to highlight the work being done in different fields. You will be able to learn about all the trainings being held currently or since Chase Up's inception.

And of course, we are thankful to our team member Muhammad Faiz Iqbal for coming up with such a creative name; "Chase Up Diary".

Please let us know your feedback about the magazine.

Regards  
Editor-In-Chief

Publisher

Chase Up Human Resource  
Department  
139-Q, Block 2, P-E-C-H-S, Karachi

chaseup.com.pk

info@chaseup.com.pk


UAN 111-242-731



# Table of Contents

07	Team of the Quarter	Hashaam
08	History of Chase Up	CD
12	The Passion to Win	Yousuf
14	Testimonials	Contributions
15	A Message For Pakistan	Messages
18	Modern Retail Management	Hashaam
19	Another Milestone	Azam
20	Training...Our Identity	Glimpses
22	Chase Up Careers	Javed
24	From Black Friday To Blessed Friday	Behroz
26	Let's Share Happiness	CD
28	Our Aspirations	Yousuf
29	Shining Stars of Chase Up	CD
34	An Introduction	CD
34	Chase Up's Pride	CD
35	Another Step Forward	Hashaam

04



A Meeting With Chairman

10



Recalling the Unforgettable Moments

16




Did You Know?

30



Fulfilling Social Responsibilities

# GOLDEN WORDS





Prayer is the biggest support of the faithful. It turns impossible into possible. Prayer changes the time.

Wasif Ali Wasif

If there is no vision, there is no hope in life.

George Washington Carver





When someone limits his desires and needs, he does not need to hide behind lies.

Bano Qudsia

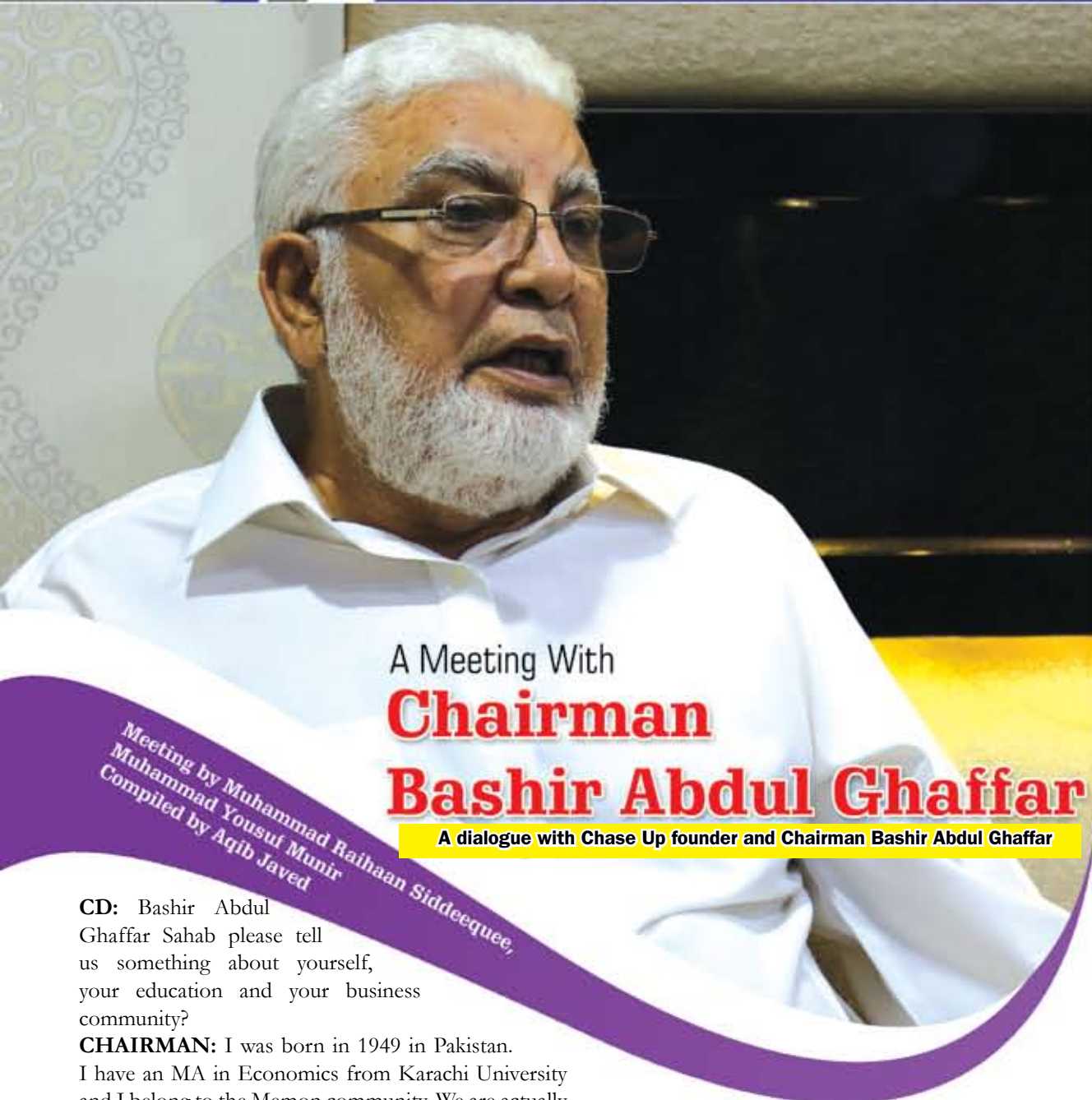
The composition of success is 1% interest and 99% hard work.

Thomas Edison

It is easier to endure the current state against change. But when the change comes, it would be hard to remember what we had been enduring.

Susan Sontag



## A Meeting With Chairman Bashir Abdul Ghaffar

A dialogue with Chase Up founder and Chairman Bashir Abdul Ghaffar

**CD:** Bashir Abdul Ghaffar Sahab please tell us something about yourself, your education and your business community?

**CHAIRMAN:** I was born in 1949 in Pakistan. I have an MA in Economics from Karachi University and I belong to the Memon community. We are actually Dhoraji Memon. Before the partition of the subcontinent, my father had a soap factory in India. In 1947, he left everything back there and migrated to Pakistan. Then he started a dying and printing business. We provided printing service to the people. After the debacle of Dhaka, our business witnessed a decline because we had considerable business there. At that time, I was just a student and my elder brother was looking after the family business. I also got the membership of stock exchange and worked there. Meanwhile, I earned my

masters degree. A few years after setting up the factory, my father passed away. I was a first-year student.

**CD:** When and how you started your professional life?

**CHAIRMAN:** It was 1972, after completing my masters, I started a travel agency which proved to be a success. Then I left for Riyadh, Saudi Arabia.

**CD:** The sapling you planted has become a strong tree



now. How did it all start? What types of difficulties you had to face and who were your primary partners?

**CHAIRMAN:** The first phase started in 1984. We were four founding members ie Iqbal Ghaffar bhai, Javed bhai, Farooq bhai and I. We had been running



a garments factory since 1984. I joined the factory in 1980 and worked there for around one and a half years. Earlier, only children garments were made in the factory. Then we thought about opening a shop - a shop that would be unique. In 1984, we inaugurated the first shop in Bahadurabad by the name of Chase. It had a covered area of 2,300 square feet and was the biggest shop in town at that time. Positive feedback started pouring in. Then we opened a second shop in Clifton, the third shop at Nipa and the fourth one at Hasan Square. When Benazir Bhutto inaugurated Awami Markaz in 1990s, we opened two shops there. My two brothers were running the factory as I looked after the shop. A new IT system for Chase store was introduced and I travelled to London for this. In 2002, we renamed our shops as "Chase Up". As my brothers got busy in their own businesses, I looked after Chase Up and

opened more branches.

**CD:** It is believed that being part of engaging in business activity is the key to successful business. Have you worked in Chase Up stores like buying, selling products or managing cash counters?

**CHAIRMAN:** I have worked for all the departments of Chase Up including the cash counter. I have been dealing with customers, buying products from vendors and performed all the operations.

**CD:** Why did you change the name to Chase Up?

**CHAIRMAN:** First it was "Chase". When my brothers parted ways, the name was changed to "Chase Up".

**CD:** What is the main reason for your success?

**CHAIRMAN:** When we laid the foundation of Chase Up, there was Hadith in our mind. If a customer bought something and then came back to return the same, we returned his money. We worked with this belief that we will get a palace in Heaven.

The "no return, no exchange boards" were a common sight almost everywhere. But Chase Up changed the whole theme. Our boards at stores read: "Sold items can be returned or exchanged".

**CD:** There must be a moral standard for operational excellence. Has Chase Up set any moral standard for its staff and consumers like the Holy Prophet (Peace Be Upon Him) said that if a trader runs his business with honesty, truthfulness and a good attitude, he will rise with the Prophets, their followers and the martyrs on the Day of the Judgment?

**CHAIRMAN:** One day a customer bought something from a retail store at Tariq Road. Due to some reason, the customer did not like that product and he came





Chief Editor Muhammad Raihaan Siddeeqee Interviewing Founder & Chairman Bashir Abdul Ghaffar

to the shop for a return. The shopkeeper showed him the “no return” board. That man walked to our shop. I noticed that he was a bit depressed. I asked him what was bothering him. The man narrated his ordeal. I offered him to give that product to me and take money or exchange it with another product. He was very happy and bought two shirts instead of one. Then I went to the same shopkeeper with the product he had sold to the man and asked him to return that product. But the shopkeeper showed me the same “no return board”. I told him that he disappointed the customer by showing him the board while the same man bought the double quantity of product from my shop and was completely satisfied. I realised that customer satisfaction was very necessary.

**CD:** In which areas Chase Up is providing facilities to its staff?

**CHAIRMAN:** Our first priority is to enhance skills of all our staff. In this regard, annual training calendar is shared. Chase Up organises different activities. Chase Up is not just a business-oriented organisation, it is also engaged in social work.

Chase Up helps its staff in marriages and personal issues as well. As an organisation, Chase Up also provides medical facilities to its staff and also aid them in performing Hajj and Umrah. Chase Up not only pays salaries to its workers, but it also helps them in resolving their personal issues.

**CD:** On behalf of Chase Up Diary, what advice would you like to give to your staff and consumers?

**CHAIRMAN:** All the workers in Chase Up are like our family members. We all should respect and take care of each other. We should meet each other with a smile and work together.



# TEAM OF THE QUARTER

Mirza Hashaam

Outstanding, stand-alone performances can produce many shining individuals but they hardly contribute to a cohesive, well-knit organization. Similarly, individual recognitions too, only satisfy individual longings for recognition. In an organization where only individuals are recognized for their contributions, employees fail to see the bigger picture i.e. the impact of their efforts on their team and the organization, and fail to rise above personal glories. Chase Up has always been a trend setter in local modern trade when it comes to employee recognition. Until 2 years ago, Chase Up had a recognition program at all its stores that recognized some outstanding individual performances each month. But it was felt that as much as it created anticipation among employees each month, there were still some factors that were being ignored as far as the performance variables were concerned.

Chase Up Organizational Development abolished the previous program and rolled out a new program called “Team of the Quarter”, or as it became popularly known as, ToQ. This is a competition within departments i.e. teams at a store compete against teams from other stores. So a Crockery team from SMR Store is competing against Crockery teams from all other stores on variables as diverse and pertinent as punctuality, to monthly shrinkages.

The outcomes of this program are heartening to say the least. Staff are now not only more conscious of their own performances, but also of their teammates and are more open to a colleague pointing out their shortcomings. It has also created healthy rivalries, so much so that team leads do not just inquire about the progress of their own teams but also their rival teams who have been doing well in the past. ToQ will go a long way in creating an example to be followed in retail sector, in years to come.



# History of Chase Up

Here are few of the milestones achieved by Chase up since its inception. Does any organisation make it to the top overnight? Of course there are no shortcuts to success in the business world. Every organisation has its own history of continuous struggle. Let's learn about a few of the breakthroughs Chase up secured in its 34 years in the field.



A garments factory was inaugurated in 1984.



The first store "NIPA Branch" was inaugurated in January 1989.



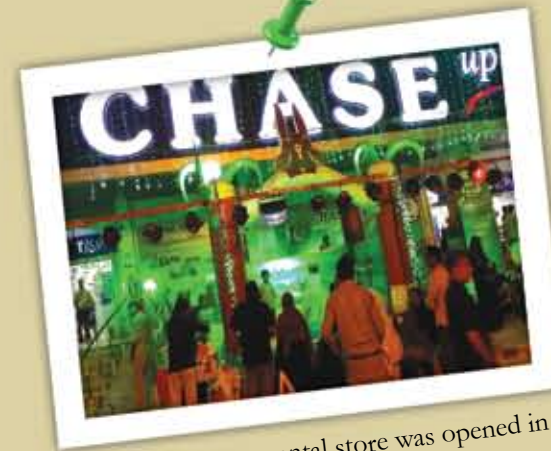
The second departmental store was opened at Hasan Square in March 2008.



The third store was opened by the name of Ocean Branch in August 2009 in Clifton.



The foundation of the fourth departmental store was laid in July 2010 at Shaheed-e-Millat Road (Bahadurabad).



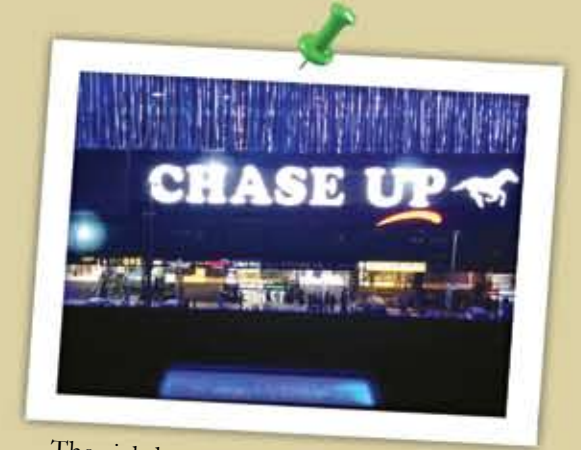
The fifth departmental store was opened in Nazimabad in June 2013.



The sixth departmental store was opened in Multan in June 2014.



The seventh departmental store was opened in Gulshan-e-Iqbal in May 2016.



The eighth store was opened in Faisalabad in October 2017.



Food grocery section was inaugurated in August 2009.



Due to increase in work, Chase up shifted its head office to Kashmir Road in January 2014



Muhammad Raihaan Siddeeqee  
Head of HR

Recalling the Unforgettable Moments



“ Remembering the moments spent in accomplishing targets, goals and challenges in bone-chilling cold ”



The stability of an organisation depends on its leadership being equipped with modern techniques. Reputable organisations invest

in the training of its staff. Similarly, Chase Up organised a leadership camp. As many as 14 people including directors and heads of different departments were part of the camp.

Under the supervision and coaching of Training Impact’s CEO Haris Mehmood, the camp was held in a lush green valley in the vicinity of Khanpur Dam. Chase Up leadership team reached Islamabad on



Initially I did not intend to attend this training camp. But now I want to participate in it again. This programme has helped me learn a lot and know more about myself. It was a life-changing experience from which I have learned how to acquire new skills.

Mustafa Bashir (Director Corporate)

November 24th and left for its destination the very next day.

After a one-and-half-hour travel, the team reached the venue and as expected it was bone-chilling cold. As the camp began, the coach elaborated the new learning techniques which created enthusiasm and excitement among the participants. All the participants handed over their cellphones to the coach after the preliminary instructions given to them. In order to boost the leadership qualities of the team, the programmes and assignments were designed with the utmost professionalism. This helped in gauging the skills of the individual participants.

Assigned with different tasks, several teams were formed with their leaders taking the responsibilities of the planning of assignment, operations and management.

There were teams that performed extremely well

with their out of the box thinking. While other teams followed the traditional way. In the wee hours of the night, the management team of Chase Up prepared food. Though it was an uphill task, it had a lot of opportunities to learn. The second day of the camp was also filled with passion, courage and interest. Planning and its execution were made an integral part of all the assignments. I would like to share an interesting assignment with you. The participants were given a task to make a boat with the help of available material. It was really an interesting activity and the participants had a lot of opportunities to play a part and learn.

The camp was concluded with a lavish lunch which of course wasn’t an occasion anybody would have liked to miss. The activities, interest and enthusiasm was captured with photographs. This was an amazing opportunity to learn and the first part of the training programme series.

It was an excellent experience. I learnt a number of excellent things. Now I can confidently say that I know myself. Teamwork is always beneficial. Now I believe it more than ever. For a leadership role, planning is the key element.

Zaman Shah (Store Manager Operations)





## Chase Up Cricket Gala 2018 **The Passion to Win**

By Muhammad Yousuf Munir

Teams took part in the competition with passion, zeal and fervor... the stadium bursts into cheers with fours and sixes and shouts from the audience



“Cricket gala is just around the corner... cricket gala is just around the corner.” These words became talk of the town and everybody was curious to know about the event. Many people were interested in taking part in the competition. All the fans were confident of victory of their teams and people thronged the HR department. Whether it was the head office or the stores, everybody was under the spell of cricket fever. And yes it deserves it. The Chase Up staff anxiously waits for this event. The event has its own fascination. It is the occasion when staff and the leadership sit together and talk to each other frankly. It promotes the sense of togetherness. With the slogan of “hai jazba janoon to jeet keh dikha” the most anticipated cricket event was held at Karachi University, IBA ground. The joy of the event was doubled by the state-of-the-art lush green field, beautiful cafeteria, the best management measures and of course the refreshment.

There were nine teams in the contest. The formation of the teams consisted of the participants from head office, Karachi and Punjab stores. A practice match was played after the head office finalised the teams so the best players could be selected on merit. Three matches were played between Faisalabad and Multan and after a cut-throat competition, Faisalabad was selected.

Similarly, practice matches were played by Karachi Stores. On April 26th, Faisalabad team reached Karachi to play the final round. All the teams gathered in IBA ground. A large number of fans were also present to cheer for favourite players. The round matches which began at 8:00pm, consisted of six overs each. The inaugural match was played between Head Office Support team and Faisalabad. The match was won by Faisalabad. In the second match, Head Office Buying beat Warehouse team after an interesting contest. In the third match which began on 10:30pm, Nipa Hasan Square beat Shahdeed-e-Millat Store after intense competition.

In the final match of the round, Ocean Store beat Nazimabad Gulshan Store in a fierce contest and secured position in the semi-final. The audience kept cheering for their favourite teams. Tauqeer Alam from Grocery Buying section lauded the players. He also entertained the players and audience with his live commentary. The audience and the participants also enjoyed the refreshment at IBA cafeteria which included zinger burger, popcorn, finger chips, gol gappy, channa chat, soft drinks and tea. They lauded the efforts of the Admin team in arranging such a lively event.

The semi-final started at 1:00am. Faisalabad beat its competitor Nipa Hasan Square while Head Office Buying beat Ocean Store to secure its position in the final. The final match was played between Head Office Buying and Faisalabad which was won by Faisalabad. Iqrar helped his team with his wonderful batting performance.

Director Jawad Bashir and Head of Human Resource Muhammad Raihan Siddequee were the chief guests while event was ably managed by Jawaaid Iqbal, Hus-



Mr. Jawad Bashir (Director) awarding Man of the Match to Faraz

sain and Owais of Administration Team. The representatives of the print and electronic media were also present on the occasion.

On his marvelous batting performance, Faisalabad team's Iqrar received a cash prize of Rs10,000 from Jawad Bashir. When the names of the captains of runner-up and the winner were called, the whole venue burst into cheers. They received the trophy and cash prizes of Rs30,000 from Jawad Bashir and Muhammad Raihan Siddequee. Imprinting the everlasting memories, the event of colourful cricket gala came to its conclusion.



Winning team receiving Winners' Trophy from Director Jawad Bashir and Head of HR Muhammad Raihan Siddequee





We first approached Chase Up in 2017, with an expression of interest for being their leadership trainers and consultants, offering complete solutions for leadership development.

We had held a leadership excursion trip to Khanpur Dam for Chase Up senior Management from 25th to 27th November, 2017. During the 3 days engagement, it seemed, Chase Up team was one of the most enthusiastic, organized and well prepared lot that we had come across in recent times. Initiatives are not suppressed at Chase Up, such has been the culture nurtured by its Directors. I got the opportunity to meet their Director, Mustafa Bashir in person and had an insightful conversation about possibilities to strengthen our partnership.

With this zeal and zest, that Chase Up management has demonstrated over last few years and the speed of change currently under way, Chase Up is destined to become one of the largest retail chains in Pakistan with a sustainable organizational model; one that, hopefully, enables it to outshine its contemporaries.

I think it says a lot about the vision of the management of the organization. In these tumultuous times, a motivated workforce is indeed a blessing and a key driver to success. From what we get to hear about other players in the market, the conditions and attitudes towards staff in general, are appalling. Retail chain owners are yet to take employee engagements seriously. I hope and wish that employees at Chase Up take ownership of this initiative and it shall become an example to follow for others in the industry.

*Naseem Zafar (CEO Training Impact Limited)*



## Testimonials

Pakistan has one of the youngest populations in the world, according to some estimates almost

64% of total population is below the age of 30. This represents a challenge as well as an opportunity for Pakistan. A challenge because in coming years we will need to create employment for them, an opportunity because this young population can be a big growth driver. In both cases, Pakistan's retail sector will have a critical role to play. The growth in retail creates a possible avenue for employment for new entrants to job market. In this scenario, large, established retail chains such as Chase Up will have to play their part in employment generation, skills development and provide for a viable career for the youngsters. I hope they shall emerge as a business with particular focus on their social responsibilities as they already have with sustained training of their staff. I wish Chase Up all the best for the challenges ahead.

*Shabbaz Ali Baig (HR Consultant, Trainer)*



## A Message For Pakistan

Freedom is a blessing and vibrant nations always fully celebrate their independence day. Pakistan came into existence after hundreds of thousands of unparalleled sacrifices. Today, we promise that we will play our full role in the development of Pakistan.

**(Muhammad Hanif, Executive Adviser)**

Pakistan is a lucky state which has a 64% population of young people under 30 years of age. It is indeed a blessing for us. The youth of Pakistan have proved their skills and abilities in every walk of life. Pakistan needs you. Don't get upset with the issues you face here. Instead, turn them into opportunities for you. Let's become hope and build Pakistan together.

**(Azhar Baig, Regional Manager Operations)**

Alhamdulillah, Chase Up is serving the country with its eight mega stores across Pakistan. It is our desire to introduce a modernised and top of the line customer care system so that we could distinguish Pakistan in retail sector of the world.

**(Nadeem Asghar, Segment Head)**

No nation in the world can progress until their women stand side-by-side their men for the development of the country. From the inception to the development of Pakistan, women have played decisive roles. As a successful professional, I pledge that I will play my role in the greatness of this country.

**(Rida Ali, Buying Unit Head)**

A nation that does not embrace change, lags behind in the world. This is the age of information technology. The fast transmission of information and access to it is important for all. Information technology guarantees our development. Let's promise that we will prove ourselves in this field and will make Pakistan achieve the height of glory in the comity of nations.

**(Izharul Hasan, General Manager IT)**

Quaid-i-Azam said; we all are Pakistanis and there is no Sindhi, Baloch, Pathan or Punjabi. We should be proud to be a Pakistani, let us follow the principles of Quaid-i-Azam.

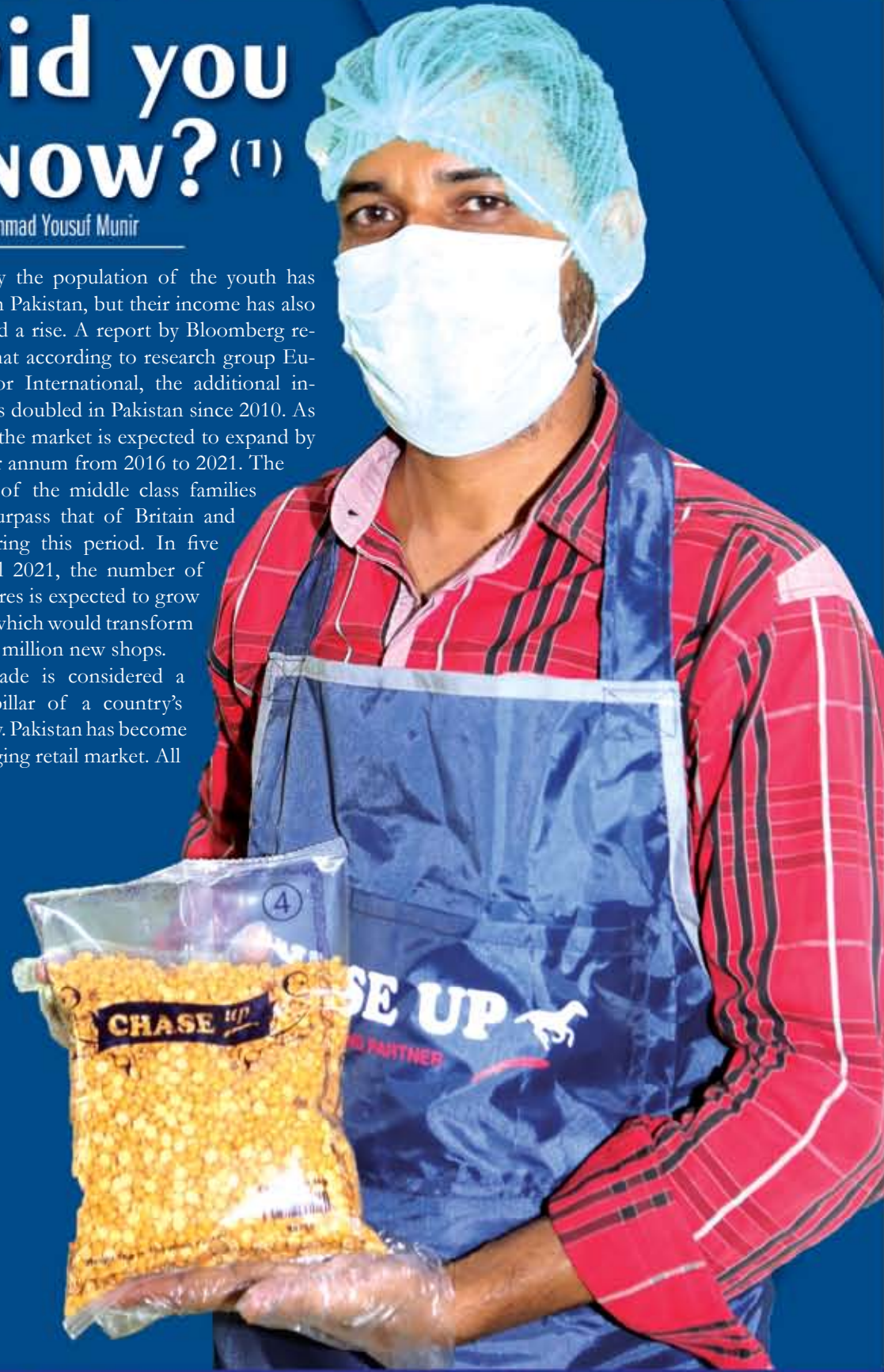
**(Meraj Hussain, Marketing Manager)**



# Did you know? <sup>(1)</sup>

By Muhammad Yousuf Munir

Not only the population of the youth has surged in Pakistan, but their income has also witnessed a rise. A report by Bloomberg revealed that according to research group Eurononitor International, the additional income has doubled in Pakistan since 2010. As a result, the market is expected to expand by 8.2% per annum from 2016 to 2021. The number of the middle class families would surpass that of Britain and Italy during this period. In five years, till 2021, the number of retail stores is expected to grow by 50% which would transform into one million new shops. Retail trade is considered a strong pillar of a country's economy. Pakistan has become an emerging retail market. All



we need is to introduce the country to world with its new image after restoration of law and order. The image building of the country will bring international investment as well as new international retail brands on a large scale. According to conservative estimate, the volume of retail market in Pakistan has surpassed \$152 billion, which is very encouraging. Middle class is the prime market for retail trade. According to an estimate 75% population of Karachi fall into the category of middleclass and there are huge opportunities for retail trade. A retail store is not only a place to provide daily use items, but it also helps raise the living standard of the people. Many years ago, people used to take list of items to grocery store where only limited options were available.

For sourcing in retail, teams of highly trained professionals manage demand and supply of thousands



of articles (products) as per trends, seasons and other occasions, by visiting local and international markets for procuring quality, affordable and branded goods for our consumers.

Our products range includes edible commodities for daily use, including flour, rice, spices, fresh meat and vegetables, as well as leather goods and shoes, men's, women's and kids wear, crockery, jewelry, cosmetics, watches, stationery, home appliances and toys.

Chase Up is committed to provide quality products

to its customers. Supply chain management is a process to transport products from industrial unit to the consumer in a safer way. Chase Up stocks products bought from national and international vendors in its warehouses as per the standards of international supply chain and Pakistan Quality Control. Modern machines and scientific methods are used to store the products safely. Staff members wear protective gear and use modern gadgets particularly when packing edibles so that consumers could get quality products.

# Modern Retail Management

By Mirza Hashaam



I hadn't been to LUMS, my second home, since I graduated almost four years ago. So when an opportunity came up to visit my alma mater, I was not going to miss it. Raising Executive Development Centre (REDC) at LUMS was offering a program on Modern Retail Management. Visiting one's alma mater is always going to be an emotional experience, especially if not much has changed since you left. Since it was the mid semester break, the campus wore a deserted look. Not the kind of life we all had spent during our years at LUMS.

The epicenter of this visit was, of course, REDC. It didn't seem too different from my SDSB days; the classroom, DRs, the name plates, even Dr. Ehsan's humor was much the same. The program covered an array of case studies, some contemporary, some not so contemporary but, as always, it is the faculty and their passion that has made LUMS what it is today. This program was no different.

It was indeed refreshing to see professionals from very diverse groups. It made me realize all the more the serious dearth of forums for retail professionals to interact and exchange their experiences. It was one spirited and insightful group, first retail collective I got to attend. Unlike in India, where professionals from various backgrounds have organized themselves into associations and councils to exploit the natural synergies, groups in Pakistan have either sought to cartelize against the interest of the consumer, or they have become defunct over time. If there have been any attempts in Pakistan, they are still in their infancy, such as the Pakistan Retail Business Council, and are yet to cover the full spectrum of retailers.

In this drought of confluences for retail professionals, LUMS offering Modern Retail Management is indeed a welcome step. As the architect of the program, Dr. Arif Iqbal Rana, put it, the last year has not been the best of years for retailers in Pakistan and, hence, this was the right time to revive the course which he had thought of offering initially many years ago. The future, hopefully, has better things in store for us, but the retailers need to check their preparedness in time. In a Simulation exercise Muhammad Raihaan Siddeeqee's team secured first position



## Managing Family Business

Centre for Executive Education, IBA Karachi Organised a training of "Managing Family Business". In this training, Salman Bashir (CEO Chase Up), Mustafa Bashir (Director Chase Up) and Muhammad Raihaan Siddeeqee (Head of HR) participated. Renowned professor Parimal Merchant discussed the issues of family business, opportunities and challenges. He also stressed on education for HR and promotion of skills and behaviour.



## Another Milestone

By Azam Tariq Kohistani

Faisalabad is an important city in Pakistan's Punjab province. The old name of the city was Lyallpur. In 1979, the city was renamed as Faisalabad in the name of the King of Saudi Arabia, Shah Faisal.

Due to its cultural roots, the city was called Asia's biggest village for a quite long time. With the passage of time, it emerged as a great city and now it is Pakistan's third biggest city after Karachi and Lahore. World's best Qawwal and musician Nusrat Fateh Ali Khan belonged to this city. The journey of Chase Up which started from NIPA achieved an important milestone when the foundation of the biggest store of Chase Up was laid in October 2017, in Faisalabad, after 27 years. At this special event, all the main leadership was present. At the opening ceremony of the store, Chairman Bashir Abdul Ghaffar said: "We are giving this big store as a gift to the people of Faisalabad."

The store staff made a human-chain at the opening ceremony and also a big flag of Chase Up was hoisted. This event created renewed enthusiasm among staff. At this important event, founder and Chairman Chase Up, Bashir Abdul Ghaffar, all Directors and Heads of other departments were present.

Picture highlights

# Training...Our Identity



Role play activity during customer services training



A group photo of customer services training participants



Training workshop of department managers on functional reporting



Members of emergency response team during the training of fire safety



First aid training programme



A view of customer services training in Faisalabad



Participants during a firefighting training programme in Faisalabad



Activity during training



The participants of policy awareness programme for the new members of Chase Up family



Welcome Ramadan programme held in the month of Ramadan



Participants of customer services training



Dr Shaheer's project management programme



The participants of one-day presentation skills programme at city links



Sale and management training held at Karachi University



Members of customers services during role play activity



HR team participated in recruitment and selection training organised at Institute of Business Management



Coca Cola training department held a mobile truck training



Chase Up participated as "Gold Exhibitor", in a job fair held at Expo Center, Karachi, organized by Rozee.pk.



## CHASE UP CAREERS

Muhammad Javed,  
Assistant Manager,  
Multan

In the last one and a half years, we took part in job fairs held at famous universities of Karachi, Multan including Bahria University, Muhammad Ali Jinnah University, Bahaduddin Zakirya University, COMSAT Vehari, University of Education Multan and Usman Institute of Technology and represented our company.

This was a very positive activity which turned into a platform of communication with the educational institutes. The timings of the programme were from 8:00am till 8:00pm. We decorated our desks with the company's career development brochures, introductory pamphlets and application forms for jobs. During this period scores of people who expressed their interest in business, commerce and IT were interviewed. We also held group meetings with students. During the introduction and question-answer sessions, we got a chance to meet the talented people. Today these people are part of our team. We also got the opportunity to exchange views with a large number of HR representatives from international companies at the job fairs.

At the end of the programme the participants received shields and certificates.



A job fair was held at Bahria University and Usman Institute of Technology, Karachi where Chase Up Talent Acquisition Manager, Noman Qureshi, along with his team, conducted interviews and provided career counselling to the candidates.



A number of graduating semester students have dropped CVs at Chase Up CV drop box and taken keen interest in starting career in retail sector.

# FROM BLACK FRIDAY TO BLESSED FRIDAY

by Ibn-e-Behroz

**“Chase Up introduced Blessed Friday instead of Black Friday”**

Trade centers around the globe attempt to increase their revenues and attract consumers before the month of December. This is not new. It has been going on for centuries. There is a strong relationship between

is completed by the end of November. All the businessmen hold special sales and the biggest sale of year is held in the last week of November which is known as Thanksgiving Sale. This sale often continues for 10



demand and supply. Sometimes demand is manipulated and artificially increased. In other cases, demand is increased by reducing supply in the market and sometimes supply is unexpectedly increased thus boosting demand through different sources.

Christianity is biggest religion since long. Christmas is festively celebrated by practicing and non-practicing followers alike. The highest shopping spree of the year is witnessed before Christmas and Christmas shopping

days and its last day is the time for “the biggest sale”. Saturday and Sunday is known as the weekend in Europe. So the grand sale takes place before these two holidays which is known as Black Friday. It has been a common sight that thousands of people start gathering outside shopping malls in the wee hours of the night and wait for the doors to open in the morning. One can gauge the volume of shopping from the fact that last year consumers in Britain alone spent £8.5 bil-

lion on Black Friday. This is 15% higher than what they spent in 2015 with the volume of Black Friday sales at £3.3 billion. There was a discount of up to 86% on several items.

Nothing can be said with certainty that why is it called Black Friday. The etymology remains clouded. However, there are several legends about it.

It is said that the term Black Friday was first used in USA in 1869, however, it could not be ascertained that how the term was coined.

According to some historical accounts, the term was first used in 1960s in Philadelphia. The drivers and police men used this term after seeing huge crowds of people out on shopping spree which ultimately created

than the sale of the whole year. This became the best day of the year for them. Loss is written with red ink while the profit is written in black. This is why it was called Black Friday.

After the success of Black Friday, several other terms have been introduced in commerce and trade like Cyber Monday. It is the Monday that comes after Black Friday. Those who missed the Black Friday sale could benefit from the online sale on this day. Then comes the Giving Tuesday. On this day philanthropists and charity organisations do Christmas shopping for the destitute and the needy.

In 1960, some people wanted to change the term with Big Friday. However, the old name Black Friday was



**Huge crowd gathered outside Chase Up Gulshan-e-Iqbal Store.**

gridlocks.

Several accidents occurred due to massive gridlocks and incidents of brawl were also reported this is why it was called Black Friday.

Because it was not an official holiday, the workplaces witnessed a thin attendance, affecting work at several places.

There is a very unique explanation of the term given by the business community. In 1980, the businessmen revealed that the revenue earned on this day was higher

still popular.

Chase up has introduced Blessed Friday against the term Black Friday. This has set a new trend in Pakistan. Besides the Blessed Friday, Chase up also offers to its customers several discounts on different national festivals. Whether it is the eve of Eidul Fitar or Eidul Adha, customers have been provided discounts on different items as per their buying power and needs. Special discount offers are also available in Ramadhan package for the middle class families.

# LET'S SHARE HAPPINESS

*We never forget our loved ones on blessed occasions. Spreading and celebrating happiness is what we know as life. Chase Up always stands alongside its staff in celebrating their joys. whether, it is the good news of childbirth, someone's birthday, performing Hajj or someone has performed extremely well in any field, Chase Up is always with them.*



Jawad Gul (Multan Store) was blessed with a baby girl, Aisha Fatima, on October 22nd, 2018. Best wishes to Jawad Gul on his daughter's birth.



Mustafa (Multan Store) was blessed with a daughter, Samia Fatima, on September 28th, 2018. Lots of wishes to Mustafa.



Ramzan (Cosmetics Department Manager, Warehouse) celebrated his daughter Laiba Ramzan's birthday. Happy Birthday Laiba.



Haris Bhuri (Section Head Grocery, Head Office) celebrated his daughter, Kainat's, birthday. Happy Birthday Kainat.



Ayub Khan (Assistant Manager HR, Head Office) was blessed with baby boy, Sarim Khan Jadoon, on May 3rd, 2018.



Muhammad Javed (Assistant Manager HR Multan) was blessed with a baby boy, Muhammad Zuhair Javed on January 15th, 2018.



The daughter of Muhammad Raihaan Siddiquee (Head of HR Department) Aisha Siddiqui won a gold medal in annual sports day. Aisha Siddiqui is a student of grade 2 in Happy Home School. Lots of good wishes to Aisha from Chase Up.



Muhammad Jamshed (Multan Store) tied the knot on August 4th. Best wishes to Jamshed from Chase Up.



Amir Iftikhar (Manager Physical Audit) celebrated his birthday on December 13th. Chase Up management wishes him a very Happy Birthday.



Syed Hassan Askari (General Manager Engineering) celebrated his birthday on October 14th. Chase Up wishes him a very Happy Birthday.

Chase Up University

By Muhammad Yousuf Munir



# Our Aspirations

The retail growth in Pakistan is 8.2% and the sector has a share of 16% in total job market. However, unfortunately no educational programmes have been introduced by the government. As a result, the youth have not been able to identify this sector as their career. Sensing this vacuum, Chase Up aspires to set up an institute; Chase Up University. After extensive research, initially the Learning and Development Department has come up with four modules for salesmen on Sales and Services Specialist programme, Operations Excellence, Customer-First Attitude. For supervisors a programme of six modules covering Professional Leadership programme have been introduced. Similarly, for the training of floor and store managers, programmes on Customer Service

Leadership and Leadership in Retail have also been introduced. Moreover, specialised programmes for support departments including IT, finance and audit have been designed. Programmes have also been introduced for the commercial departments. As trainers of retail are not easily available, Chase Up organised a Master Trainers' programme so that capable people could be trained to become professional trainers. In order to enhance education in retail sector across Pakistan, Chase Up is working with Federal Skills Development Council, Karachi University's Sardar Yasin Malik Professional Development Centre, United Nations Youth Development Programme, ACCA and other platforms to raise awareness on retail studies. Chase Up has plans to establish Pakistan Retail Institute of Management Education (PRIME). Chase Up will use this platform, in collaboration with universities and colleges, to launch courses in retail management, supply chain, leadership development, warehouse management, merchandising and other courses soon. This will prove a milestone towards the establishment of Chase Up University.



Chase Up is an active member of ACCA and Poverty Alleviation Fund



# Shining Stars Of Chase Up



Muhammad Tahir Khan (Health and Safety) has been promoted to the post of Assistant Manager from Coordinator.



Hussain (General Administration) has been assigned the charge of Assistant Manager.



Danial (Engineering Section) has been promoted to the post of Assistant Manager from his previous position of Coordinator.



Farhan Saleem Khan (Store Warehouse) has been appointed as Department Manager.



Jawad Gul (Shoes Section) has been promoted to the position of Department Manager Shoes from Section Executive.



Adeel Khan Sherwani (Gents Section) has been promoted to Section Head from the position of GRN Officer.



Muhammad Shan (Grocery Section) has been promoted from the position of Buying Assistant Manager to Section Head.



Sheikh Imran Ali (Cash Counter) has been promoted to the position of Lead Cashier from Cashier.



Danial Ahmed (Internal Audit Multan) has been appointed as Assistant Manager from the position of Senior Executive.



# Fulfilling Social

We cannot be ignorant of the society and people around us. Ignoring worsening conditions of people around us is tantamount to shying from one's responsibilities. We, at Chase Up, have some of the best benefit and welfare policies among employers in retail sector. Further to our commitment for best welfare policies, we also have an extensive Social Responsibility program to help not just our employees, but deserving people for whom we receive recommendations from our employees, to help them in dire circumstances. The scope of this help includes, but not limited

# Responsibilities

to, financial support for marriage of employees (self and dependents like sisters and daughters), completely sponsored Hajj, financial support in construction of homes or gifts to furnish homes and all kinds of support in medical emergencies for employees' self or family members. Over the course of time, we have made significant contributions to welfare organizations like Saylani welfare, Dhoraji Association and for medical support at SIUT, AKUH and Indus Hospital. We have also financed construction of Mosques in Karachi.



Chase Up always supports its members for educational advancement



Chase Up members always find support for medical treatment because they are family



It is indeed a blessing to have one's own house, Chase Up makes it possible.



Chase Up provides support for construction of houses



In August 2018, Chase Up staff took part in planting trees as Chase Up became a part of Green Pakistan Movement.



Chase Up also facilitates its staff in fulfilling their religious obligations. Every year, 2 staff members are selected through a ballot to perform Hajj that year. For 2018, Mushtaq, Cashier, Ocean Store and Ahsan, Salesman Jewelry, Nazimabad were the fortunate ones to perform Hajj under the scheme. 9 years old Mahnoor Zia and 7 years old Rahimeen did not possess the ability to hear. Chase Up management took it upon themselves to facilitate and sponsor their treatment. Senior consultants at Aga Khan Hospitals were consulted. Around 4.5 million rupees were spent in the cause. Both girls are now blessed with ability to hear.



# The Joys Of Picnic With CHASE UP

By Muhammad Tariq Khan

Recreation is very important for human health. The mind gets exhausted after working continuously without break. A little entertainment keeps a person healthy. Chase Up trains its staff in different department and the company also organises outdoor activities for its workers. Like every year, this year too Chase Up organised an all-staff picnic. Teams of Karachi, Multan and Faisalabad stores enjoyed the

picnic a lot. They enjoyed swimming, played different games and of course, the delicious meals. Workers of Multan went to the cinema to watch their favourite film. According to psychiatrists, entertainment is a very necessary part of life and nobody can deny it.



# Jawad Bashir

(Director Chase Up)

## An Introduction

Mr. Jawad Bashir is currently serving as Director at Chase Up. He started helping his father, Chairman Bashir Abdul Ghaffar, when he was a student. He acquired his primary education from Happy Home School, Karachi and graduated in Commerce from Karachi University.

Chase Up stands distinguished in providing customers with a variety of men, women and kids clothing on affordable prices, among all discount stores in Karachi.

All the clothes sections are currently running under the supervision of Jawad Bashir. In his supervision, Chase Up's units of shoes, leather goods and all garments are working hard to achieve excellence and introduce new varieties and brands.



## Chase up's Pride

In 1986, there was a clothing shop by the name of Chase at Adam Arcade, Bahadurabad. I started my career from this shop as a helper on Gents' counter. At that time my salary was just Rs.700 per month. Today, I am working as Senior Manager Engineering with Chase Up. It is the hallmark of Chase Up that a helper gets to one of the top positions after successive promotions. I hope Chase Up will keep up this practice, In Sha Allah.

**Muhammad Asif (Senior Manager, Engineering)**



I started my career with Chase Up in 1982 as an Accountant. At that time there was no such shop by the name of Chase. The family of Bashir Sahab was famous for making clothes. Chase Up was established in my presence. Today, after 36 years, I am serving as Senior Cash Manager. During this period of 36 years, Chase Up has witnessed lots of ups and downs and achieved progress and development. I am hopeful that the future will bring more success and Chase Up will rise as a shining star in retail sector of Pakistan. In Sha Allah.

**Muhammad Iqbal (Senior Cash Manager)**



# Another Step Forward

**Mirza Hashaam**

Hardly a day passes when Chase Up's offices don't receive expressions of interest from various cities in Pakistan, to open branches in other cities. This, by the Grace of Almighty, is due to the reputation that Chase Up has established in cities of its operations, among the consumers by providing quality, extremely reasonably priced goods. The love and enthusiasm that we have been receiving across Pakistan has encouraged us to expand our horizons. Our next destination, in coming year InshaaAllah, is the city of wrestlers, Gujranwala. We will be opening our doors in coming months to our consumers in Gujranwala, to our state of the art store. And InshaaAllah, we will not stop in Gujranwala.

Soon other cities will also be able to experience the same services that have been our pride.

We request all our well-wishers, our colleagues and our consumers to pray for our success.

A Digital Impression of Chase Up Gujranwala Store



SEND A PICTURE OF  
YOUR GROCERY LIST

WhatsApp No. **0316-1121558**

## Grocery List

Chaseup Rice 5Kg  
Chaseup Mong daal 1Kg  
Soya Supreme cooking oil

Chaseup Rice 5Kg  
Chaseup Mong daal 1Kg  
Soya Supreme cooking oil  
National tomato ketchup  
Fair n Lovely face wash  
Baby Diapers

**CHASE UP**  
YOUR SHOPPING PARTNER

[www.chaseup.com.pk](http://www.chaseup.com.pk)

## JOIN THE WINNING TEAM OF CHASE UP...

The Best Retail Enterprise to work for!



### Cash Package & Benefits:

- Excellent salaries above than industry average
- Annual bonus / Quarterly bonus for sales staff
- Conveyance allowance for operations staff
- Leaves encashment
- Life insurance for self
- Health insurance for self, spouse and kids
- Employee discount upto 20%
- Interest free loan for deserving employees
- Hajj facility via lucky draw

### Career Development & Growth:

- Well-defined career path
- Unlimited growth opportunities
- On-the-Job trainings
- Soft skills trainings
- Supervision by retail professionals
- Annual performance appraisal & increments

### Employee Welfare:

- House rent assistance
- Education fees assistance
- Medical assistance for parents
- Miscellaneous financial assistance

Disclaimer: Employee Welfare is for deserving employees only.

### How to Apply ?

Please send your updated resume to

[careers@chaseup.com.pk](mailto:careers@chaseup.com.pk)

[careers.chaseup.com.pk](http://careers.chaseup.com.pk)

### Connect with us!

[facebook.com/CHASEUPCareers](https://facebook.com/CHASEUPCareers)

[linkedin.com/in/CHASEUPCareers](https://linkedin.com/in/CHASEUPCareers)

[twitter.com/CHASEUPCareers](https://twitter.com/CHASEUPCareers)

## CHASEUPCareers

'CHASEUPCareers' is the official identity of CHASE UP Talent Acquisition division. The objective of CHASEUPCareers is to fuel the organization's productivity by successfully placing the RIGHT PEOPLE at the RIGHT JOBS in an efficient manner.

## 6 Easy Steps

to secure a **Career-Oriented Job** at **CHASE UP**



Disclaimer: CHASEUPCareers is an official identity of CHASE UP Human Resource Department (Talent Acquisition Division). All intellectual property rights reserved. 2018

**KARACHI STORES:** NIPA | HASAN SQUARE | SEAVIEW | SHAHEED-E-MILLAT ROAD | HYDERI | GULSHAN  
**MULTAN:** PACE & PACE MALL | **FAISALABAD:** CENTRUM MALL, SATYANA ROAD  
**GUJRANWALA:** AMANAH MALL, G.T ROAD

# [IN] SOLE

A WIDE RANGE OF CASUAL AND FORMAL SHOES FOR LADIES AND GENTS



NOW  
IN STORES

GENTS

LADIES

EXCLUSIVELY AVAILABLE AT  
**CHASE UP** STORES



/INSOLEPAKISTAN

NIPA ☎ 021-34963850	SEAVIEW ☎ 021-35290921	KARACHI SHAHEED-E-MILLAT ROAD ☎ 021-34140778	HYDRI ☎ 021-36724001	GULSHAN ☎ 021-34155195
MULTAN FACE & FACE MALL ☎ 061-6223105	FAISALABAD SALEEMI CHOWK ☎ 041-5408224			