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Muhammad Raihaan Siddeeqee

Chief Editor  
EDITORIAL

After the success of first edition of the Chase Up Diary in January 2019 and the appreciation that followed, it gives me immense pleasure to share with you second edition. By the Grace of Almighty, we were able to put together second edition despite the challenges that came our way and despite organizational assignments that came our way. This edition is special because this is the first “Ramadan edition” of Chase Up Diary. Ramadan is the month where Muslims spend most of their time in Ibadah. It is also a month of giving and sharing the bounties bestowed upon us by the Almighty, with the less fortunate of our society. Chase Up too introduces Ramadan Packages each year to facilitate anyone who is looking for convenient wholesome hampers for sharing as charity. In connection with the arrival of Ramadan, Chase Up also organized a thought provoking session on “Welcome Ramadan”, where the renowned scholar from Dar ul Uloom, Mufti Najeeb Khan, was at our Head Office for a talk with Chase Up colleagues. He is a known authority on Islamic Banking and Finance and he had a unique take on ethics and value systems in corporate context. This edition will also share details and pictorial highlights of one of Chase Up HR’s foremost achievements that was underway in April this year; United Nation’s Youth Development Program. Chase Up is now a proud training and employment partner for UNDP Pakistan, a unique distinction in Pakistan’s retail sector. This program consisted of training sessions and OJT (On the Job Training) for the participants. Alhamdulillah 2 batches have graduated successfully with many trainees now working with Chase Up. Trainings continued with the same enthusiasm as of previous months. We partnered with Sardar Yasin Malik Professional Development Center (SYMPDC), Karachi University, for development of our Section Executives and Department Managers. They got the opportunity to learn from some of the renowned trainers with regards to customer services. Last few months saw more than usual number of employee engagement activities. Chase Up Super League was back with a bang, with all the glitz that accompanies cricket. All stores’ employees enthusiastically took part in 23rd March celebrations at stores and our female staff gathered at Karachi School of Business and Leadership for Women’s Day celebrations on 8th March. We are grateful to our Director Jawad Bashir for captaining a team in Chase Up Super League and CEO Salman Bashir for gracing the event marking Women’s Day. We are thankful to our Chairman, Bashir Abdul Ghaffar, CEO Salman Bashir and Directors Jawad Bashir and Mustafa Bashir for their continued support and guidance which encouraged us to continue with this initiative of our in-house magazine, that we had initiated in December last year.

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# Istaqbaal e Ramadan

by Aqib Javed

## A TALK ON BLESSED MOMENTS OF RAMADAN

As every year, this year too, Chase Up HR organized a program to "Welcome Ramadan". A very special guest, Mufti Najeeb Khan was gracious enough to address the audience on "How to spend Ramadan". A session of questions and answers followed the speech in which attendees asked various questions regarding practices for Ramadan.

In his talk, Mufti Najeeb Khan stated, "We should start asking forgiveness and pray more even before the arrival of Ramadan and we should also make Dua for our relatives. First, we have to stop ourselves from sins which make Dua get rejected instead of being accepted. Dua is not accepted of the person who doesn't accept Allah as the Creator and, second, who kills someone wrongly and, third, who has hatred in his heart. Pride is worse than hatred and for which our Prophet (Peace Be Upon Him) told the cure i.e. to be first while doing Salam. It makes the heart pure of pride and hatred. One thing more which makes Dua get rejected is getting detached from the relatives or having no relation with them. Instead of becoming envious towards someone you have to find his good qualities. If he works with you then appreciate him. If he does something wrong then hide his wrongdoing".

We should plan especially for Ramadan which is most blessed of all months. There is water in front of us but we don't drink it because we fear God and this act of us makes Allah glad. Moreover, we should not backbite someone or quarrel with someone while fasting; instead, we should forgive each other and make ease for one another.

Program was ended  
with **Dua**





Interview by  
**Azam Tariq Kohistani**  
Compiled by  
**Aqib Jawad**



## A MEETING WITH CEO SALMAN BASHIR

An account of a meeting with  
Chief Executive Officer Chase Up

Chase Up Diary: Tell us something about yourself, where you grew up and where did you attain your early education?

Salman Bashir: I was born in July 1976, in Karachi, and received my early education here in Karachi as well. I got enrolled from 8th grade in Happy Home School and completed my matriculation from there. I had decided that I will choose commerce for my further studies. I passed B.Com from Karachi University

in 1996 and then went to Britain for higher studies. I spent two years, from 1996 to 1998, at the University of Wales, completed my MBA and then returned to Pakistan to join my family business, Chase Up.

Chase Up Diary: Tell us about your childhood and how it was spent?

Salman Bashir: Our home was in Sindhi Muslim Society and we lived in a joint family. Childhood was very good and memorable. I liked to play cricket. There

was a mango tree in our home in Sindhi Muslim Society. That tree was the center of all our activities. We played with boys living in our neighborhood and flew kites. You see, it wasn't the age of the internet. My father was running the business named "Chase" at that time. There used to be a branch in Bahadurabad and that was the most successful branch of all.

As Friday used to be a public holiday, my father would call all the senior workers to our home after the shop was closed on Thursday night and they all would talk, sitting around about the business. A good thing about my father was that he would take his staff and the workers along with him. If there was a public holiday during the year, "Chase" would arrange for a picnic. Family picnics with workers were arranged. Moreover, we learned this from our father that relationship with the workers has to be like that of a family. It makes a big difference in results at work too.

Chase Up Diary: When and how did you start your professional life?

Salman Bashir: When I joined "Chase" in 1998 and was associated with it until 2005, "Chase" went through a crisis during that period. We faced all kinds of problems from beginning. I tried, with my father, to come out of this crisis and learned so much during this time. Many things were also learned from the ups and downs of business and problems we faced. We had two stores at that time. One was at Shaheed-e-Millat Road and the other one at NIPA. The store at Shaheed-e-Millat Road was very big but the store at NIPA was quite small. In 2005, a party asked for the store at Shaheed-e-Millat Road to be given to them on rent. We rented out the store because it was not doing very well. So we put up a "Close Down Sale" on all items to vacate the store before handing over to tenants. We asked them for a period of one month.

We realized that one of our mistakes was setting incorrect prices. Just as we decreased the prices, customers thronged our store. They stood in long queues to enter the store. We got new ideas from then on and stuff that hadn't been sold in two years, was sold out in just six weeks. We lost a branch as a result of "Closing Down Sale" but it gave us a new business model. Chase Up Diary: From the time when you joined Chase Up, what were your priorities that led to Chase Up eventually becoming a brand?

Salman Bashir: 2005 was the year when we started our

business anew and implemented the same methodology we learned in the "Closing Down Sale" i.e. keep the price low and facilitate the customers as much as possible. And Alhamdulillah, this method of business is so successful, Allah has really blessed us.

Chase Up Diary: Where does Pakistan stand in the retail sector overall? Is retail sector fulfilling all the needs of Pakistani consumers?

Salman Bashir: Retail sector is an emerging sector in

"A good thing about my father was that he would take his staff and the workers along with him"

Pakistan. It can be very good for the economy but until now the retail sector has not been able to fulfill all the needs of Pakistani consumers. It will become a proper industry in coming days. All surveys on retail sector in Pakistan conducted by foreign surveying agencies suggest that there is a bright future for retail in Pakistan. It will continue to grow in the next 10 to 20 years. Currently, modern retail is present in big cities of Pakistan. This trend is now spreading to smaller cities.

Chase Up Diary: According to a research group, Euromonitor International, there is an expected 50 percent increase in retail stores in Pakistan until 2021, which equals to one million stores. In view of these reports, what are the developments that Chase Up is looking at?

Salman Bashir: Chase Up is also trying to make progress in other avenues. Overall, this sector is on track to grow and progress. We are trying to find new locations. We are looking for and exploring opportunities in new cities. We started in 2005 from a single store and now in 2019, there are 8 stores.

Chase Up Diary: You have made business tours of different countries, what you got from these experiences until now and what impacts do you see in the future?

Salman Bashir: I have visited many countries in my professional life and got to learn so much. For example, I got to see in what direction modern retail is headed in. Besides, we get to see new product innovations. We get a chance to meet business people from different countries and this is a good experience for us as we get to know how others are working and how



can we bring their practices to Pakistan.

Chase Up Diary: Organizations usually arrange different workshops to enhance the skills of their employees. However, some organizations don't consider this necessary. Do you think organizations should help enhance capabilities of their employees?

Salman Bashir: Different workshops are very important for the training of employees and enhancing their skills. When you increase the capabilities of people through training and development, you see benefits coming to the company eventually. I think that understanding a worker is imperative. Young people are now emerging among the workforce. These young boys and girls understand better that as much as we train ourselves, more we develop and advance our careers. Today every worker is like a mobile phone, as on a mobile phone there is a system that needs to be updated frequently. If we don't update ourselves, don't go along with the current trends and demands, we will be left behind.

Chase Up Diary: How Chase Up strives for Quality Control? Are customers satisfied with the products of Chase Up?

Salman Bashir: Generally, people are satisfied with the products of Chase Up but still, there is room to put in more effort and we are also working on it.

Chase Up Diary: How valuable is customer feedback and how the needs of a customer are taken care of in the retail sector?

Salman Bashir: The feedback from a customer is the most important thing. Consider it like customers' response is the primary source to learn. Customer is our coach. Changes are made in the whole store according to the attitudes of the customer. The thing is when a customer's trend changes; you have to change with it consistently. It is not acceptable for a business that customers' trends are something else and you go with a different trend. Any business has to align itself with the economic and social changes taking place in the country. The requirement for the modern age is, in fact, putting your finger on the pulse of the customer. Doing so requires you have to be close to your customer and have to listen to them.

Chase Up Diary: Are products in the retail sector made according to the needs of people or things are created



and then made a necessity for people?

Salman Bashir: There are some companies which are successful in making their product a necessity for people. Take example of Japanese company "Sony"; they are a step ahead of their customers. I will give you an example of "Walkman". Walkman came in 1976. In those days, a normal customer didn't even know if they needed a Walkman. But the owners of Sony understood that a customer wants to walk while listening to music. There were big tape recorders before Walkman. It would be very difficult to walk carrying that tape recorder. Listening to music in park was inconvenient. People would get annoyed. If sitting in a restaurant, you couldn't listen to music. Walkman was an innovation which made music personalized. Sony made Walkman a necessity for people. It's not necessary that customers always tell you their needs; sometimes you also have to probe what the need of customer is. The same is the case for "wrinkle-free trouser".

Chase Up Diary: Chase Up has decided to publish its second issue of the magazine. What are your feelings about Chase Up Diary?

Salman Bashir: Publishing first issue of our magazine, Chase Up Diary, was a great effort and this is one of the best initiatives from Chase Up HR. I hope second issue will be helpful in increasing awareness in the industry in general, and especially in Chase Up.

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## Chase Up wins CSR Award for Best Employee Health & Safety Program

By Mirza Hashaam

Towards the end of 2018, Chase Up senior management, with personal involvement of CEO Mr. Salman Bashir, set on a mission; "Incident free 2018", with regards to Health and Safety of Employees. This included a two-pronged approach:

1. Inducting an aware and enthusiastic HSE team
2. Engaging all staff present at stores and warehouses and conduct awareness and training sessions through HSE team with close collaboration between HR and HSE teams at Chase Up, more than 36 hours of training session were held on various aspects of workplace safety and response readiness in case a situation arose where the safety of the employees was at risk. More than 500 employees attended our in-house and external training sessions during the year. Thankfully, by the Grace of Almighty, our efforts bore fruit and the year of 2018 indeed turned out to be incident-free at all stores. This was a great achievement when certain other retail chains were in the news for fire breakouts and related incidents.

In recognition of our efforts and commitment to our employees' safety, health and wellness, the jury for 8th Annual Corporate Social Responsibility Summit and Awards, award-

ed Chase Up the award for Best Employer in the category of "Employee Health/Safety Program".

The awards were held in a glittering ceremony at Marriott Hotel Karachi, on 31st January, 2019. Chase Up was represented at the event by Head of HR, Mr. Muhammad Raihaan Siddiquee, Head of Security & HSE, Mr. Tufail Khan and Manager Performance & Organizational Development, Mr. Mirza Hashaam Ahmed Baig.

Other employers were recognized in categories as diverse as best initiatives in public health to best environment-friendly initiatives. It was heartening to see Pakistani organizations putting in great effort and resources to fulfill their social responsibilities. Mr. Raihaan Siddiquee received the award on Chase Up's behalf.

Among notable guests at the event were Mr. Abdul Haseeb Khan, Former Senator & Chairman, Brookes Pharma (Pvt) Ltd, Mr. Katsunori Ashida, Deputy Consul General, Consulate General of Japan in Karachi and Chief Guest of the event, Mr. Ifikhar Ali Shallwani, Commissioner Karachi Division.







By Mariam Choudry

# LONG LIVE PAKISTAN

23rd March: Pakistan Day

23rd March marks the day when Quaid-e-Azam Muhammad Ali Jinnah and our founding fathers officially passed the historical resolution for a separate homeland at the annual session of Muslim League in Lahore which became the basis of a new nation state in South Asia; Pakistan.

CHASE UP celebrated Pakistan Day on 23rd March, 2019 at Head Office and at all stores across Pakistan to remember the sacrifices that have been made for our freedom. This was the time when we renewed our commitment to work for the betterment of our beloved country.

Mr. Raihaan Siddequee, Head of HR, said that it was the day when the Muslims of the subcontinent made the

resolve to accomplish their own free state where they can live as per principles of Islam. This commitment was fulfilled in 1947 as Pakistan came into being. He said that we should not forget the struggle of leaders of Pakistan movement and must work together for advancement of our beloved country.

Mr. Noman Qureshi, Manager Talent Acquisition, said that Pakistan is blessed with talented human resource and our youth must take interest in developing their skills to next level and acquire latest education and techniques of IT world. He added that we should strongly believe in commitment to work diligently for the development of our homeland Pakistan.

\*...\*

PAKISTAN ZINDABAD



## Picture Highlights





by Mirza Hashaam

## CHASE UP VISION RETREAT

There comes a time in every organization's lifetime when its senior leaders ought to step back, take a look at the bigger picture and ask themselves; what is the purpose of our existence? Fair enough, at the end of the day, each business is about bottom line achievements, but how it plans to do it, what is the impact it wishes to create on the society at large and what legacy it would leave, are the questions that have to be answered and shared with each stakeholder in the organization.

Organizational Vision is not based on mere instinctive decisions or hastily implemented values without giving deliberation its due time. This can result in ambiguity within the organization and the workforce fails to look beyond the day to day affairs. The idea of belonging to a larger cause fails to develop in such an alienated workforce. In order to develop a vision that can make a difference, the management has to answer certain questions and go through thorough brainstorming sessions. From February 18th to 21st, Chase Up leadership was away on its strategic retreat, at Ramada Creek, Karachi, facilitated by consultants at Timelenders. This was a first

of its kind initiative among local retail chains of Pakistan. Management retreats provide one of those rare occasions for the senior management where they can take some time off from their routine operations and ponder over the challenges and the opportunities that await in years to come. In short, the idea is to set a date with success at a given milestone in future.

Chase Up's senior management took the four days spent at Ramada Creek as an opportunity to reflect on achievements and shortcomings of the years gone by, emerging opportunities in the market and national economy and the ultimate objective that is to be achieved after seven years.

Chase Up management engaged in grueling debates and analysis but at the end of the 4 days' exercise, unanimously agreed with "Chase Up's Destination 2025". The vision encapsulates not just the desired expansion status of the organization but the impact that it would leave on our consumers, without diluting our current USP. Directors plan to share the Vision with all Chase Up colleagues soon but at an opportune time.



ToQ 4, 2018

## History Created

by Mirza Hashaam

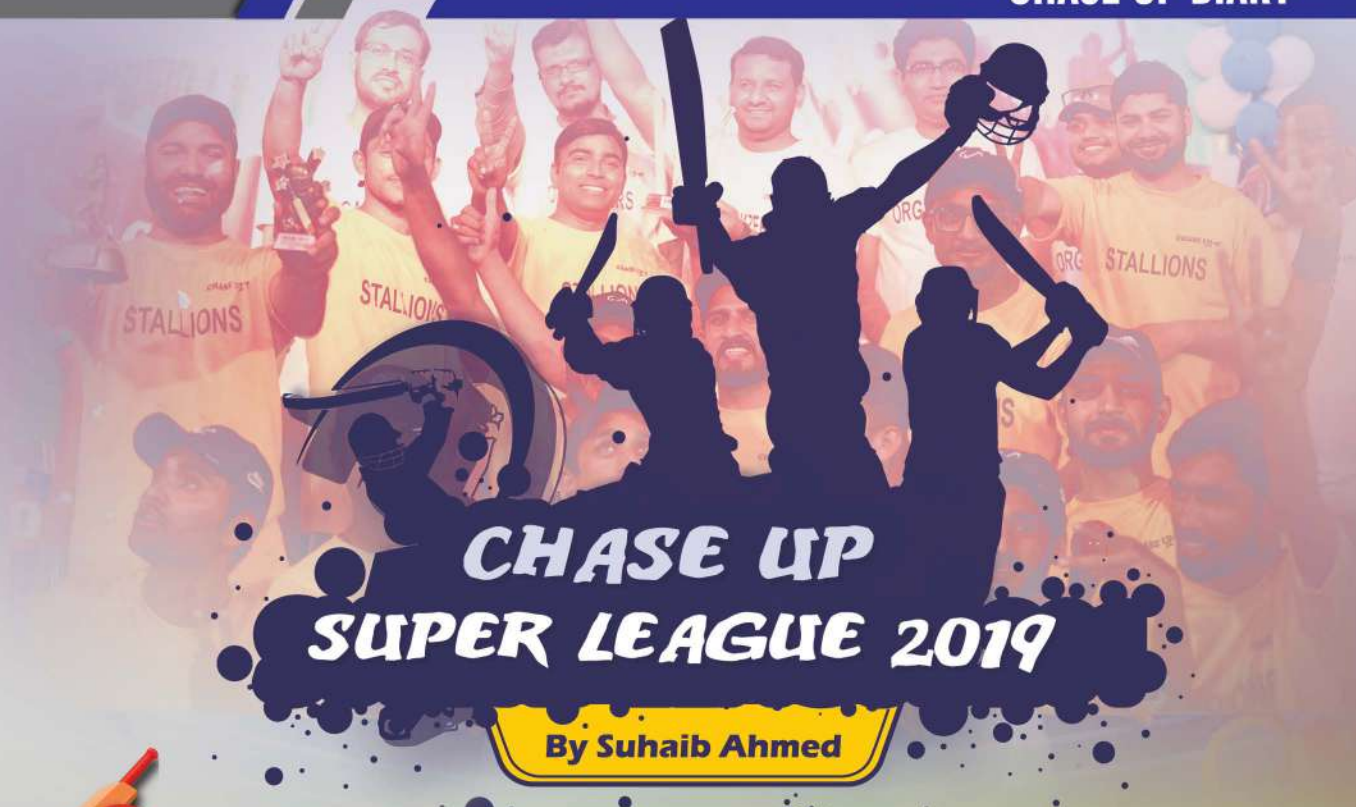
Chase Up's in-house performance competition for sales staff has now entered its third year, running successfully for 8 quarters. It is very evident that Chase Up's Multan store has thus far dominated the competition by winning most of the titles each quarter. Other stores have demonstrated their flare as well but in patches. If consistency could be associated with a store, as far as ToQ is concerned, it has to be Multan.

Quarter 4 of the year 2018 turned out to be the quarter when Multan stamped its authority on the competition like never before by winning all ToQ titles. Among the departments, Multan Grocery and Multan Leather Goods won all the four titles of the year.

This is tribute to our fellow colleagues of Multan whose disciplined and committed approach earned them this distinction. Multan's store manager Mr. Naman Saeed (who was in charge of Multan store throughout 2018 and was given new responsibilities at the start of 2019), his operations team as well as all supporting staff at the store deserve felicitations for their achievement.

We wish them all the best for the year 2019 and hope they will continue to manage all their variables with even improved discipline. At the same time, we hope and look forward to other stores drawing inspiration from the fairytale quarter that Multan team had.





By Suhaib Ahmed

Since its inception in 2016, Chase Up's annual cricket event has become the most anticipated event for Chase Up employees. This year, the event was rebranded as "Chase Up Super League" to account for its league based knock out nature of competition. With the rebranding came the increased expectations of the participant teams and their supporters. HR and Administration teams, each year, find themselves striving to make their efforts better from the previous year to put together a flawless event.



This year, the League started with play-offs between Multan and Faisalabad sides. Faisalabad earned the ticket to Karachi by winning 2 of the 3 matches. When Faisalabad Stallions arrived at IBA Cricket Ground, the venue for Chase Up Super League 2019, seven more teams were lined up for the tournament; Head Office Titans, Head Office Tigers, Warehouse Rhinos, NIPA/HMH Leopards, Ocean Panthers, Nazimabad /Gulshan Lions and Shaheed-e-Millat Hawks. The lush green field, windy cool weather, food stalls, sparkling lightings and the big Surface Mount Device added flavor of the likes of any other professional league in the game.



Halfway into the tournament, all Chase Up team members and organizers were called up at the pitch. Together, Pakistani flags in hands, signing the national anthem, they stood in formations that spelled out "Chase Up" to the drone cameras capturing this remarkable expression of patriotism. To entertain and engage the audiences, photo booths were set up. Chase Up's very own commentators, Tauheed Alam, Zohaib Choudhry and Mirza Hashaam enthralled the crowd by their witty remarks and friendly banter.



Four matches were played for the 1st round of the competition. The four teams that qualified for the eliminator stage were Stallions, Titans, Hawks and Lions. The mother of all clashes was expected to be between Faisalabad Stallions and Director Jawad Bashir's Titans – last year's finalists.

Expectations from Titans were also heightened as they had steamrolled their opponents in the first round while Stallions had looked rusty in their first match; in fact, they just managed to hold back Leopards. However, any hopes from Titans were dashed within the first few minutes of the first semi-final. The second semi-final was an equally one-sided affair as Amir's Lions crushed Hawks.



The final again turned out to be a well-deserved title winning encounter for Stallions but not before Lions' batsmen displayed their skills for hitting the balls out of the park. In the first innings, Stallions' Shafqat had given them a thrashing reminiscent of Afridi pounding the ball. It was no surprise then when he walked away with the Man of the Match and Best Batsman of the Tournament awards and cash prizes of Rs. 5,000 and Rs. 10,000. Rao Zain, also of Stallions, was declared the Best Bowler of the Tournament with a cash prize of Rs. 10,000. The runners up team, Lions were awarded Rs. 20,000 for making it to the finals, while the Stallions found themselves Rs.30,000 richer and winning the trophy to take home. The presentation party, Head of HR – Mr. Raihaan Siddeeqe, Manager Administration – Mr. Jawaid Iqbal, Deputy Manager Finance – Mr. Shakeel Dhedhi and Manager Performance & OD – Mr. Mirza Hashaam, braved the tiring night to stay out until 5 am to congratulate both finalist teams at the presentation and also handed out the shields and hard earned cash rewards.



This was the first occasion in competition's history that all matches were broadcasted live on Chase Up's Organizational Development Facebook page. Stallions supporters at our Faisalabad store had put up a screen to witness the match live. Complete recordings of the League are still available on the page.





UNDP started its Youth Development Program in 2015. Young people of ages 15 to 29 years are 31 percent of the total population in Pakistan. The absence of quality education for skill development and job opportunities for them are a big challenge. Thousands of youth thus far have been a part of UNDP's professional training program since, and are now able to be employed and earn a living. The success is indeed notable. Now we have selected one of larger sectors of the economy; retail, this year as there are many opportunities for the positions of sales assistant, cashier and inventory and warehouse management. This program shall comprise of 110 hours of classroom sessions and OJT (On the Job Training). Currently, we are looking to train 300 to 400 youth from Karachi. We hope that UNDP and Chase Up will work together as fruitful partners for Youth Development Program.

**Syed Moin Haider Zaidi**  
Program Manager,  
United Nations Development Program



## Testimonials

We first approached Chase Up in 2017, with an expression of interest for being their Vision setting consultants, offering complete conception to implementation solutions. Since then, we have had multiple workshops with their staff. 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. I think it says a lot about the vision of the management of the organization. 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.

**Yameenuddin Ahmed**  
C.E.O Timelenders



## A Unique and Interesting Workshop

A Unique and Interesting Workshop by Chase Up and Sardar Yaseen Malik Professional Development Center

By Yousuf Munir

Chase Up is enhancing the scope of knowledge of their staff which is also helping its operations. Especially, customer services have improved. Chase Up is the only organization in the sector which is striving for retail education in Pakistan. We have reached out to administrators of public and private institutions to see if they are interested in retail related education. A program was arranged for different departments in collaboration with Sardar Yaseen Malik Professional Development Center (SYMPDC) of University of Karachi.

The first program was held as a one-day "Retail Supply Chain Management" course for warehouse staff. Asad Nizami, Senior Trainer Supply Chain, dispensed his learning with the help of multimedia presentations, videos, and case studies. The second program was a training session on "Sales Management" for Department Managers and E-Store staff from stores across Karachi. Naveed Khan, trainer from the University of Karachi talked about rules and mindset of selling, selling process, preparation of a winning team for sales and related content in detail. Third program was on the topic of "Customer Services". Initially department managers and later salesmen from all the stores across Karachi participated in training sessions of the program. Training spanning three days were delivered by renowned trainers of Pakistan including Akhter Abbas, Abid Anwer and H.M. Ashrafi.

A wide range of topics including etiquettes of talking and rules of dressing were taught with the help of discussions, activities, and role-play. This training left very desirable impact on its participants. A participant said: "We came to know today that while communicating, body parts (non-verbal) are also communicating along with the words, which make our conversation beautiful and effective.

This program not only gave a chance to the participants for learning customer services, but many staff members got an opportunity to experience learning, for the first time, in a University class which was memorable for them.

At the end of the course, successful students were awarded certificates from Karachi University.







By Noman Qureshi

## CHASE UP AND WOMEN'S DAY

A seminar was organized on International Women's Day for female staff of CHASE UP at Karachi School of Business and Leadership Auditorium on Friday, March 08, 2019. The day is internationally celebrated to eliminate discrimination against women. The first guest speaker, Ms. Iram Faruqi, a well-known Training Professional, admired the services of female staff at CHASE UP. She provided the best guidelines to improvise women's personal grooming and offered a variety of advice to enhance their career development. The second guest speaker, Ms. Anika Zain Effendi, Group Head – Sustainability at TPL Corporation, guided the female staff about understanding the role of woman as a human being. Ms. Effendi recommended the female staff to know the rights and responsibilities as women. She said there is no fight of men and

women, and women should contribute together with men to build a better Pakistan. Director CHASE UP, Mrs. Jawad Bashir said that if a mother nurtures her child in a good way, it surely makes that child a better human being and it ultimately contributes the development of a country. Lastly, CEO CHASE UP, Mr. Salman Bashir addressed the problems of working women at workplace. He promised that Chase Up will provide them a safe working environment which will enable them to show their best skills and work with passion. He also promised that Chase Up will also provide better career development opportunities to women that will help them attain a successful career. Also present on the occasion for encouragement of Chase Up's female staff were Ms. Sadia Sheikh (Founder Dia Women Football Club) and Ms. Rukhsar Rashid (Sports Coach).

## Picture Highlights







by Noman Qureshi

# CHASE UP CAREERS

Career Fair or Job Fair is a platform where job seekers get a chance to meet HR professionals from different organizations and get to know their culture, practices and more importantly, their job offerings.

In March 2019, CHASE UP participated in a job fair at Bahauddin Zakriya University, Multan where CHASE UP's Regional HR team conducted more than 500 interviews and provided students with career counseling and apprised them of career prospects in retail industry.

In February 2019, a grand job fair was organized by All Pakistan Memon Federation (APMF) at Abdul Razzaq Tabba Sports Complex, Karachi, which was attended by more than 12,000 job seekers. Talent Acquisition team and HR Business Partners participated in the grand job fair and met more than 4,000 job seekers for interviews and career counseling. A large chunk of job seekers was then further shortlisted and offered a slot at

UNDP Retail Sales Assistant Training program with stipend.

Earlier, CHASE UP also participated in 'Iqra University Job Fair & Startup Expo 2019' which was held at Iqra University Main Campus, Karachi. More than 300 students were interviewed by Talent Acquisition team and provided with career counseling. A job fair was also attended at Jinnah University for Women, Karachi, where more than 250 fresh graduates were interviewed and provided with Internship opportunities at CHASE UP. Talent Acquisition and HR business Partner unit of CHASE UP HR is focused on providing best guidance to job seekers who are looking forward for challenging jobs in retail. The HR team, under guidance of Mr. Raihaan Siddeeqe, Head of HR, is putting best efforts to promote the prospects in retail; not just with CHASE UP, but for rest of the retail industry and, in the process, strengthening the Pakistan's economy.





UNDP and Chase Up  
Collaboration

## A Dream Accomplished

Chase Up's HR Training and Development department has been initiating development activities for last few years. These activities gave fruitful social interactions and big responsiveness in the communities in Pakistan, especially in Karachi. These initiatives now have led to successful collaboration with United Nation's Youth Development Program, with support of TUSDEC (Technology Up gradation and Skill Development Company).

The fastest growing retail market is now believed to be in Pakistan. The desired impact of United Nation's Youth Development Program is to decrease the unemployment rate in Pakistan by creating opportunities in the retail sector.

The 1st batch was consisted of 25 participants and 13 classroom training sessions were held at Chase Up Head Office. Moreover, the 10 days of On-the-Job Training (OJT) was given at the stores. The participants came from 18 different areas of Karachi such as Manghophir, Nazimabad, Lyari and Orangi. The induction of these participants was done by the Talent Acquisition department. The official trainer of these sessions was Mr. Muhammad Yousuf Munir. The training sessions were consisted of three parts. The first part consisted of organizational skills that included Personality Grooming, Communication Skills, Negotiation Skills, Teamwork, Selling Skills, Customers' First Attitude and Personal Effectiveness. The second part consisted of technical operations that included Retail Operations, Product Specialist (Garments & Crockery) and Health & Safety Awareness. The last part of the sessions included Guest Speakers Session and assessment.

The training sessions were comprised of group activities and interactive audio-visual activities also, ending with guest speaker sessions and assessment. Furthermore, the 10-day on-the-job trainings are successfully concluded, where participants went to all the six branches in Karachi. The participants gave positive feedback and said that they have learned a lot from OJT training and classroom sessions. They further said that the Youth Development Program of UNDP can help them secure a job in future.

To conclude, these vocational trainings will play a key role in increase of employment rate in Pakistan and can result in an autonomous economy.

By Suhaib Ahmed



## Corporate Social Responsibility

As has been the practice every year, Chase Up organized a ballot from among our employees. Alhamdulillah, by the Grace and immense Blessings of the Almighty, this year, after completion of our in-house and government balloting, InshaaAllah this year 4 (four) Chase Up colleagues will be going for Hajj under Chase Up Hajj Scheme. This is the first time 4 colleagues will be availing Chase Up Hajj scheme. We congratulate all fortunate colleagues and wish them a safe and successful Hajj.



Muhammad Ashfaq

Employee No.: 000569  
Designation: Store Officer  
Department: Grocery  
Location: Star Warehouse



Akhtar Gul

Employee No.: 000198  
Designation: Receiver  
Department: Store Warehouse  
Location: Gulshan



Noman Khan

Employee No.: 000401  
Designation: Store Officer  
Department: Jewelry  
Location: SITE Warehouse



Irfan Khan

Employee No.: 000739  
Designation: Loader  
Department: Fabric  
Location: SITE Warehouse



# Training... Our Identity

## Picture Highlights



## Picture Highlights



2

## DID YOU KNOW?

By Yousuf Munir



**What do you know about the planning for goods' display in the stores?**



The arrival of Ramadan also brings with it Eid shopping season. Besides edible stuff, sales of garments, jewelry, footwear, cosmetics and crockery are higher when compared to ordinary days. Men, women, kids, all are seen going for shopping. Store management is also making all the necessary arrangements to attract customers towards their stores. When you go to any store and arrive at the main gate, the advertisements on good-looking banners are meant to be a magnet for consumers and different packages printed on them influence your shopping plans. The consumers are bound to think, this offer is worth a try.

If you are in the grocery section you feel a pleasant aroma coming from all the corners. Wherever you look around you see different items placed in a perfect, sorted manner. You are inclined to pick everything one by one and put in the trolley.

Did you ever think why you shop in a particular manner? Is this merely your instinct or is it just a coincidence?

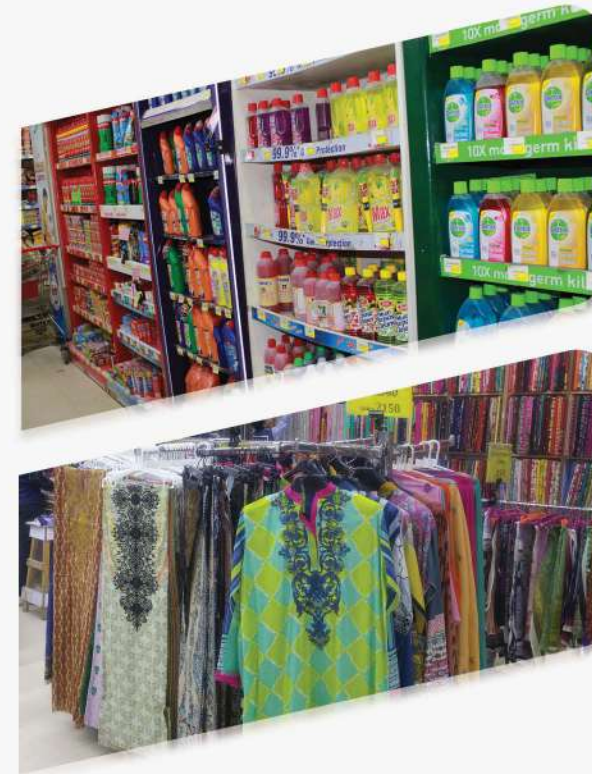
Actually, this is a scientific process which is called Vi-

sual Merchandising. What is Visual Merchandising? This is practically a sound and emotional display of products to attract consumers. This kind of display motivates and helps them to buy.

You may have considered that a store is designed in a particular way. Just as you enter the store, you would find something nearby which draws the attention e.g. a candy or an eye-catching toy. The space surrounding this is kept empty so the customer can move forward easily. Now in the next portion, the customers' attention is drawn towards other products available through different signage and advertising content on display.

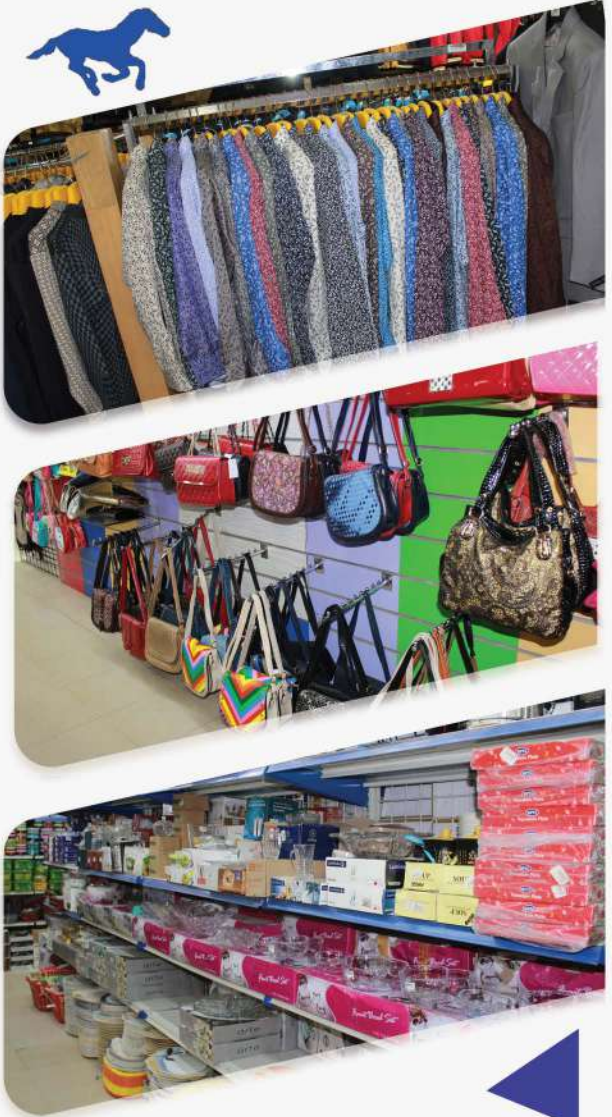
Bakery items, meat, and vegetables are always placed at the end as these are called strategic products. If they are at store's entrance, then the customer enters, buys and leaves. The customer wouldn't be interested in other items then. A customer has to go through various other product ranges before getting to these strategic products. Likewise, harmony is also considered while arranging the products. For example, along

with the products for babies (diapers, milk etc.) there are cosmetics and fashion products, so women's attention can be drawn. Products of famous brands (Dalda, Lux, etc.) are placed in lower shelves while relatively newer brands are placed and sorted in higher shelves. The product display is adjusted according to the attitudes and behavior of the customer. The comparison of sales between the newly assigned place and the older place is made from sales reports. Products are displayed on "belt to eye level" in order to get the attention of the customer. A brand is displayed through the vertical display while brands with more variety are displayed on a horizontal display. Outfits are exhibited elegantly through props and dummies. The surrounding of the furniture is made very colorful. While displaying the product, the color selection is considered according to gender and age. For example what are the colors adored by little boys and girls. Similarly, the displays are made according to preferences of kids, men and women, separately. Normally, vibrant colors



are opted for as they soothe the eyes. The surroundings of shelves are kept bright so as to make them noticeable. Shelves are cleaned very carefully while picking and placing are made safer and easier for con-

sumers. It is also ensured that the customer gets all the necessary information about the products on display through signage. These signage follow the rule "short but effective". Surely, good displays increase the beauty of stores and make the process of shopping easier and enjoyable for the customers.





# 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.



Congratulations to **Ms. Khawar Khursheed**, Designer-Women's Apparel on completing her MS from Iqra University.



Little angel, **Anaya Yaqoob**, opened her eyes in Muhammad Yaqoob's home on 26th December 2018



**Rida Ali**, Unit Head LUG, celebrated her birthday on 11th January. Best wishes to Rida



On 23rd January, **Imran Fayyaz**, Unit Head Grocery, celebrated his birthday. Best wishes to Imran



**Muhammad Asad**, son of Rasheed, showed great achievement in class 5



**Nimra Munawwar**, daughter of Muhammad Munawwar, earned third position in a race competition.



**Meerab Jawed**, bright daughter of Jawed Naseem, secured second position in PREP-II



Congratulations to **Ishaal Ghauri**, daughter of Faisal Ghauri, for showing great achievement in PREP-I



Son of **Owais Saeed**, celebrated his fun filled birthday on 29th December



Junaid Ali Mughal celebrated the birthday of his daughter **Konain Zahra** on 18th December.



# Ramadan The Month Of Blessings

By Azam Tariq Kohistani

Chase Up offers special compensation packages for its employees in the blessed month of Ramadan

Fasting or Roza is the third pillar of Islam. Fasting in Ramadan was made mandatory (Fard) on the Muslims after the migration of Holy Prophet (Peace Be Upon

Him) to Medina.

The month of Ramadan is unique as two important events from Islamic history took place in this



month. The first conclusive war between good and evil, “Ghazwa-e-Badr”, happened in this month. A day from this month has also been called as “Youm-e-Furqan” when the “good” got its first victory and evil was defeated. In this same blessed month Makkah was conquered. So, throughout Islamic history, events that mattered for Muslims took place in this month.

The month of Ramadan arrives every year to remind us of the same importance and events. Its arrival gives us new courage and passion and we climb one more step in our religious growth. In this month, we try to become a practical Muslim through better consistency in “Fard Salat”, praying “Nawafil” and “Taraweeh” and reciting Quran regularly. Our wisdom grows and we take care of our responsibilities as a Muslim more often. This month gives us a lesson of kindness for human beings and also teaches us to sacrifice for others. Keeping ourselves hungry and thirsty for the sake of Allah inculcates a feeling for others’ hunger and pain in us. We also learn self-discipline from fasting. There are different kinds of tasty foods available and keeping ourselves away from them teaches us to differentiate between the good and sinful. It is also a lesson that we can only use our right of consumption when it doesn’t violate anyone’s right. A person who’s fasting can eat in loneliness but he still restricts himself from eating or drinking anything just for the sake of Almighty when no human being is watching him. On the other side, we also see that this fasting helps us remain healthy. Scientists have found evidence that if fasting is practiced regularly, it brings many benefits for health which includes losing excessive weight. A famous scientist Michael Mosley has made a documentary film regarding this. He says that when he was asked to make a documentary on this topic, he wasn’t too enthusiastic about it.

Michael Mosley said: “I’m not a man of strong will-power but I have always been interested to know how eating less is related to a longer age and according to the scientists, long age can be achieved without much effort. It is said that age is extended through eating healthy instead of too much food. This theory has been proven correct at least in animals and an experiment on rats was carried out in the 1930s. Some rats were given healthy food who were found to live longer than the rats which weren’t given the same healthy food. There are plenty of proofs in the case of apes as well, where this theory again proved to be true. According to this research, the increase in the age of the rats was up to 40 percent. If the same increase happens in the lives of humans, then their average lifes-

pan could be 120 years.

Fasting makes changes in genes and also decreases the growth of IGF-1 hormone. As a result, ageing process becomes slow so as it prevents the dangers of diseases due to the increasing age.

Dr. Krista Varady from Illinois University, Chicago, applied the formula of fasting each alternate day on two types of overweight patients. Dr. Krista concluded the effects as: “If you keep your fasting days regulated, then you are out of the danger from heart diseases, it doesn’t matter if you eat more or less in the fasting days.”

Now let’s look at another interesting side that in the month of Ramadan all are being bestowed from the blessings of Allah, whether they are rich or poor.

The Holy Prophet (Peace Be Upon Him) said, “This is a month in which profits of a Muslim increase.” (Baihiqi, Shuab-ul-Iman)

There is a huge crowd in markets and shops and Allah opens His doors of wealth for all. Different organizations give facilities to people.

Chase Up also provides facilities to people every year in Ramadan and also announces different compensation packages for its employees. Giving relief to people, its employees and consumers, is one of key objectives of Chase Up so that people affected from rising prices can be facilitated in this month of blessings.

Chase Up not only increases the scope of its welfare work in Ramadan but also arranges for the understanding and training of its workers through programs to “Welcome Ramadan”.

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## MUSTAFA BASHIR

Executive Director

### AN INTRODUCTION

Mustafa Bashir is currently associated with Chase Up as Director Commercial for our Food Segment (comprising Grocery, Fresh Foods and Cosmetics) and Accessories Unit (comprising Watches, Jewelry Stationery).

He was born on 16th August, 1989 in Karachi. He completed his schooling from Karachi's Happy Home School with his Matriculation in 2005 and then Intermediate in Commerce in 2007. Doing Bachelors of Commerce from the University of Karachi, he came onboard Chase Up prior to his graduation, in 2008. His initial assignments were at Crockery and Cosmetics departments at Chase Up's NIPA store. An avid cricket player and follower, he has played a pivotal role in establishing Chase Up's Grocery business as a viable and vibrant section of Chase Up's commercial team. He has been at the forefront of Chase Up's organizational transformation over the last two years.

OUR PRIDE



Zaman Shah

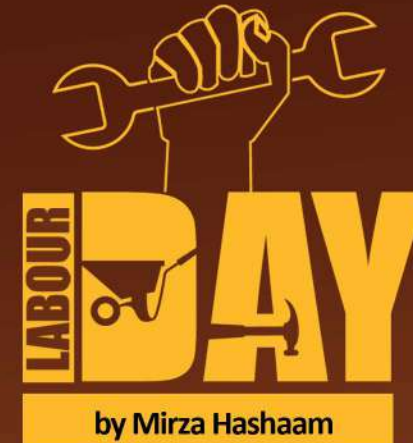
My association with Chase Up spans more than 12 years. I joined Chase Up as a helper in 2007. I was delighted when seeing my hard work and skills; I was promoted to salesman in Gents Department within a few months. Climbing the ladder of progress, I was promoted to the post of Department Manager in 2010. In May 2013, I was given a temporary charge as Store Manager for Hassan Square store. It was a big responsibility which by the Grace of Almighty, I fulfilled to the best of my abilities. In 2018, management placed their trust in me and appointed me Store Manager of a larger store at Shaheed-e-Millat Road. My message for younger employees at Chase Up; put more effort and motivation in your work, keep your intentions clean, success will come to you.

I started my career in 2003, from Shaheed-e-Millat store. Then my salary was Rs 5,000 and my first responsibility was in Fabric Department of Shaheed-e-Millat store as a salesman. During 2005-2006, our organization went through very hard times. Chase Up was established during the same period and in 2006 I was given the charge of Fabric Department Manager at NIPA store. I was encouraged all the way during my journey and after some years, in 2014, I was made Fabric Buying Manager. The good conduct of Basheer sahab has played a vital role in Chase Up's progress. This is the reason many workers have remained associated with Chase Up over the years.



Abdul Qayyum

CHASE UP  
YOUR SHOPPING PARTNER



Imagine working 12 to 14 hours a day, seven days a week. No weekly holidays are allowed, no end of the service benefits and even then one struggles to make ends meet despite having a job. Such were working conditions in the 19th century. Europe's industrial revolution, a century earlier, had created a new class among the elites; the urban capitalist. The factories that were brought up by the capital of this new wealthy class had opened newer avenues of employment and trade, but work conditions were appalling, to say the least.

Demands for 8-hour's day work had been increasing in second-half of the 19th century. Labor movements across the world, especially in the United States gained momentum. Strikes were becoming more frequent and there were occasions when au-

thorities dealt with labor action with high handedness.

1st May 1886, marks the day when around 300,000 workers, from around 13,000 businesses across The United States went on strike in favor of demands for a reduction in work hours. The epicenter of this movement was Chicago, Illinois where more than 40,000 workers were on the streets. The protest continued for more than 2 days. On 3rd day, the protestors had gathered in a square called Haymarket and their number had swelled to 100,000. It was here the police opened fire on peaceful protesters. More violence followed the following day. Official figures are not available of casualties that day but at least 8 laborers lost their lives while scores were wounded.

There is a certain affinity and comradeship that workers feel towards workers from any part of the world. To commemorate this bloody May of 1886, labor rights organizations across the world started celebrating the date this movement started; 1st May, as International Labor Day. It was not until well into the 20th century when Labor Day became officially recognized by governments.

It is ironic how some norms today, such as 8-hour working day, minimum wages legislation and safe work conditions, are taken for granted. Not many people know there were lives lost to earn what we consider as basic rights today.

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CHASE UP  
YOUR SHOPPING PARTNER





# Seamless Retail at World Trade Center Dubai

By Syed Izhar ul Hassan

Seamless Retail brings disruptors, business leaders, entrepreneurs and innovators from across the globe, addressing all major trends shaping the future of retail. From delivering an experiential retail journey to major tech trends to merchandising woes, Seamless provides retailers with all the necessary knowledge, skills and technological refresher they need to thrive in a digital and automated age. The show featured 350 exhibitors, 400 world-renowned speakers and more than 10,000 retailers from all over the world. Innovative features in the FREE-to-attend exhibition included the 'Retail Academy' – a free program

devoted to helping retailers reduce costs, sell more and keep up with their tech-savvy customers. Seamless Retail platform offered companies the opportunity to pitch their product or solution to an expert panel. The winner walked away with a \$5,000 cash prize, and proof of concept contract (POC) as a larger prize. This year's spectacular show welcomed 10,688 attendees from 96 countries. Featuring world-class speakers, the conference cemented its position as a leading platform for the industry and once again will be the place to help shape the future of this exciting industry.

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# THE JOURNEY OF ERP IN CHASE UP

By Syed Izhar ul Hassan

Enterprise Resource Planning (ERP) software delivers an outlook of your business, to get a standing of orders, inventory, transfers, purchases, profits by product and placement; all of them just one click away, as a result enabling optimization of inventory, ordering and, consequently, profits.

Right now, the retail sector is the fastest growing sector in the world. As this sector grows, the problems and issues are also getting more challenging; better ERP systems are desirable for increasing the visibility of the businesses, real-time information, customer management, employee management, inventory management and analytics.

Chase Up, a retail industry leader, was the first retail chain to acquire state of the art technology to provide a comfortable and convenient environment of shopping to their customers. Chase Up IT department has always initiated and implemented projects for their internal and external customer's ease. Chase UP IT department intends to unveil more technology areas to enable further convenience for customers.

Since 2005, the Chase Up management is focused on getting updated technology, IT department upgrades the POS system at different times according to the need of

the business.

In 2012, management decided to move towards a customized ERP, comprising of Accounts & Finance, HR, Supply Chain and Material Management modules.

In 2017, IT department initiated a project with the name of "Final Gear" with an objective of aligning the business with world best practices. After a massive work of selecting the best fit ERP, Chase UP management finally decided to move towards world renowned ERP system Oracle EBS and the Retail Pro as POS with their premium implementation partners and we will be going LIVE with robust ERP very shortly.

IT Department is assuring the best implementation of the Oracle and Retail Pro. Chase UP aggressively invested on infrastructure, Communication Systems and providing solutions for the flawless execution of applications.

We hope and wish that all technology upgradation projects would be a good learning curve for the organization to accomplish and meet daily business requirements and unveil new business areas for the longer term, Insha Allah.

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## Customer Service Leadership

"A workshop conducted by Akhter Abbas, well-known trainer, author and influencer"

By Yousuf Munir

Chase Up HR's Learning and Development section organized a program on "Customer Service Leadership" at Karachi School of Business Leadership (KSBL). Senior store management of Chase Up attended the program. The speaker of the program was Akhter Abbas, Pakistan's premier trainer, teacher, consultant, and author of 36 books.

The agenda of the program included interactive exercises, role-play, group activities, character sketching, business games and case studies and a presentation on shaping behaviors.

First up on the workshop was the behavior and response of customers; how your way of saying "Salam" can affect the mood of the customer. He said that saying "welcome", "Assalam-o-Alaikum" and "good morning" is very necessary because it leaves a very positive impact on the customer. He explained to the audience that there are 19 different ways of shaking hands in which three best ways were mentioned by the trainer. The way the hand is shaken makes the other person decide on being friendly or not, or, this person should be trusted or not. He taught attendees all these concepts with exercises.

Further, for a customer service leader, it is imperative to know about the likes and dislikes of the customer. Best service would be considered only when it is always more than the expectations of the customer and this is a permanent and consistent act instead of performing only once.

He said that emotions and affiliations play a very important role. He also mentioned basic behaviors as the reasons for losing or gaining a customer. Success or failure of leadership depends eventually on whether customers were gained, retained or lost. He also explained about the attitudes of the customers, for example, sometimes behavior of the customer is completely unanticipated and should be dealt with impromptu.

Moreover, he pointed out the skills required to improve service quality. Along with handshaking and other moral values, he asked to keep the stores neat and clean.

After individual talks with senior department managers, individuals in charge of stores were given a chance for making presentations. These presentations included topics, "Prices of Products" (by Ghulam Qadir, Floor Manager) and "Effective Customer Service" (by Sheikh Azeem, Floor Manager).

At the end of program, a small quiz was held and certificates were distributed among the attendees.

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## Our Readers' Views



In response to the magazine review, I applaud you for such a courageous decision and am proud to be a subscriber to a CHASE UP DIARY magazine with a "stand up" publisher. We appreciate your commitment to integrity. I am pleased to read the magazine. Thanks for your efforts to make CHASE UP a better place to work.

**Farokh Shabbir**  
Marketing Manager  
(SYMPDC, UoK)



Publishing the first issue of Chase Up Diary was a long-awaited desire of Chase Up management. We found it way better than that what we had imagined and conceived. Many employees read Chairman's interview with much interest. He's surely a torchbearer for us in our struggles and I am glad that his philosophy of life and way of doing business reached out not only to Chase Up employees but also our general readers. The editorial team of Chase Up deserves a compliment for sure.

**Mrs. Jawad Bashir**

Director  
Chase Up



It is the sole feat of Chief Patron and founding Chairman of Chase Up, Mr. Basheer Abdul Ghaffar and his comrades that they have brought under one roof all products that meet basic necessities for Pakistani consumers. Similarly, it is to the credit of Chief Editor of Chase Up Diary, Mr. Muhammad Raihaan Siddeeqee, the way he has utilized available 35 pages for most relevant and contemporary content. One has to say, once an organization incorporates principles of Shariah, success is only a matter of time.

**Abdul Rehman Abid Rajpoot**  
Social Activist  
District Malir, Karachi





# Crystal Glassware

## Meet Desire with Delight...



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

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### 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

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

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## 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



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