



RETAIL STORES

QUALITY CLASSIFICATION MANUAL FOR RETAIL STORES

ROYAL COMMISSION FOR ALULA

2023 - 2024

المهيئة الملكية لمحافظة العلا
Royal Commission for AlUla



QUALITY CLASSIFICATION MANUAL RETAIL STORES

ROYAL COMMISSION FOR ALULA
DMMO EXCELLENCE DEPARTMENT

2023-2024

العلا
ALULA



Table of Contents

VERSION CONTROL	3
DEFINITION OF GRADING PROCESS	4
GRADING PROCESS	4
QUALITY STANDARDS	5





VERSION CONTROL

Version Date	Version No.	Responsible for Change	Changes
May 22, 2022	1.0		
August 21, 2023	2.0	Amro Alkhudair	New mandatory requirement: #12

Disclaimer

This guideline was produced after consultation with MKG, testing with responsible business owners over the course of a year and continued feedback from multiple departments. The guideline will be revisited as necessary to include amendments and addition/removal of standards.



DEFINITION OF GRADING PROCESS

To operate any retail store activations during Alula season, the operator must ensure full compliance to the below set standards.

All standards are mandatory and must be followed to allow operation.

GRADING PROCESS

- (1) Mandatory Requirements: All mandatory requirements (“M”) must be met by the Retail Store operator. Without full compliance to these points, a classification is not possible.

CATEGORY	RETAIL STORES
Mandatory Requirements	12





QUALITY STANDARDS

REQUIREMENT	No	CRITERIA	STATUS
GENERAL	1	All licenses & certificates are available and valid	M
	2	Stores that are operational more than 45 days must have both TripAdvisor & Google Map accounts to receive feedback.	M
	3	TripAdvisor and Google map are available for the store and provide accurate information (location & description of store)	M
	4	Store operator must respond to any feedback on TripAdvisor & Google Maps within 72 hrs. from the date of feedback	M
	5	Opening hours and days are clearly displayed outside the store, phone number is provided for more information when closed.	M
	6	Different means of payment are accepted and clearly displayed inside: type of credit cards (Visa, American Express, Mastercard)	M
	7	Change is available to give customer when required	M
	8	A receipt / proof of fare is provided	M
	9	Separated waste containers specific to type of waste & recyclability e.g. glass, organic etc. to be placed in the store (if applicable)	M
	10	A high standard of cleanliness high practices is maintained throughout all parts of the establishment.	M
	11	The exterior of the establishment does not pose any safety risks for customers.	M
	12	The volume of background music when provided is maintained at an appropriate level and not obtrusive to conversation	M