

Doimo SAG
darajasi

sag.uz

sag



Better next
step



SAG darajasi
Trend yaratuvchisi
bo'lmoq

Samarkand
Blue

Sand
Beige

Sale

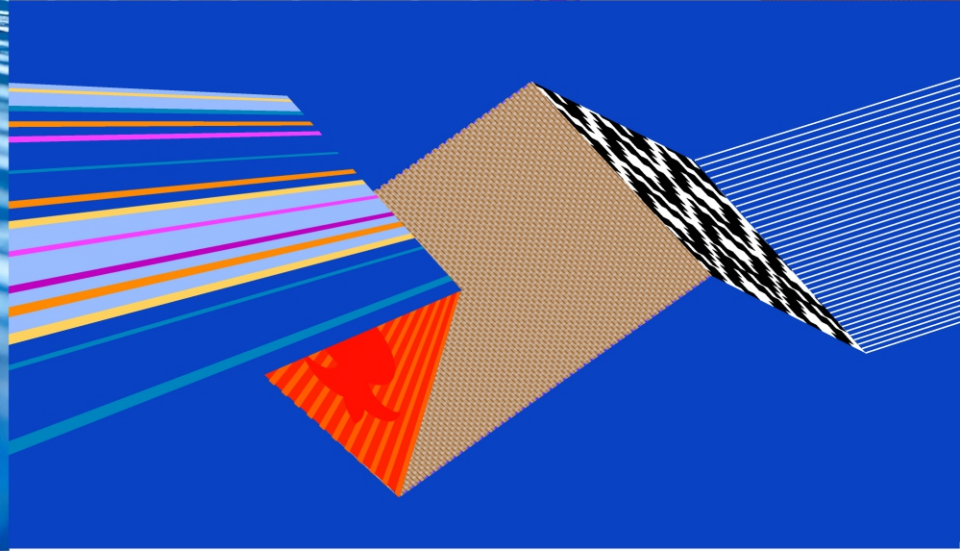
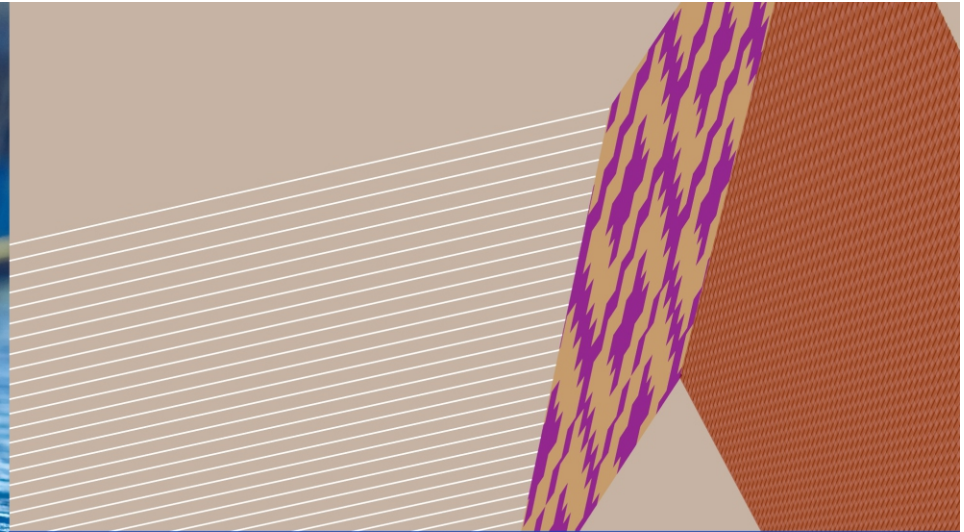
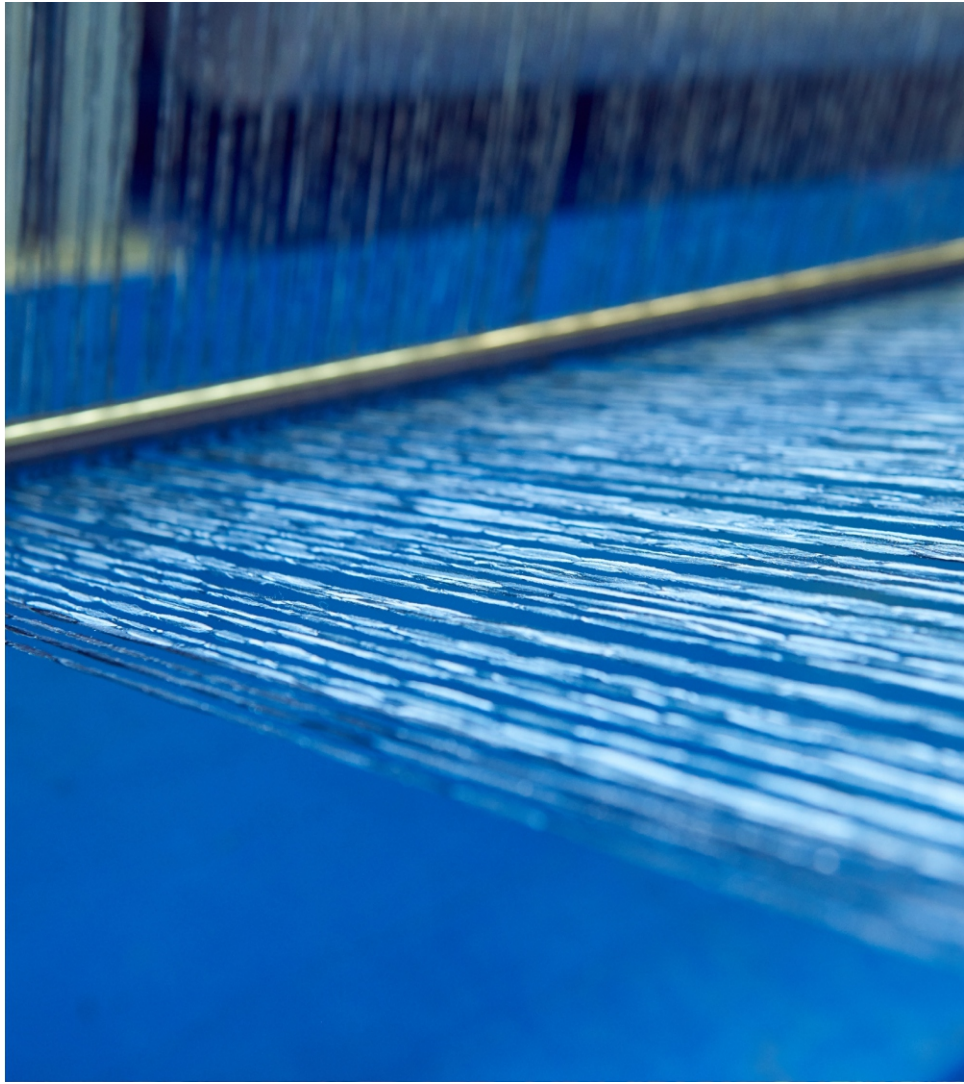


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SAG

uzbek heritage

turkic writing & arabic writing



sag

retail

sag
store

SAGXP

самый большой формат/
при заводе

SAGXL

стандартный формат/
ту/сплит

SAGXS

маленький формат

hr

inSAG
hr

creators by SAG

design studio

partners

silver
partner
SAG

gold
partner
SAG

platinum
partner
SAG

technologies

MethodSAG



нити SAG



хлопок SAG



carpets





before



after



problem

Uzbekistan is a country with high carpet culture. However carpet retail trade's level is dramatically low.

The retailers still live in a bazaar way and copy each other.

SAG takes the challenge to bring the retail culture to a new level and become a benchmark on the global market.

solution

New strategy, brand architecture and positioning «SAG Level» provide a new approach to the retail system.

New experience through identity makes emphasis on modern trade solutions and the cultural heritage of Uzbekistan.

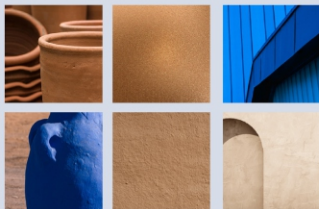
New retail formats design highlight the variety of carpets, services and customer needs.



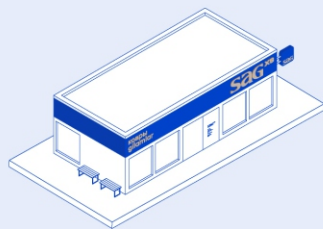
New experience through identity

retail concept

materials



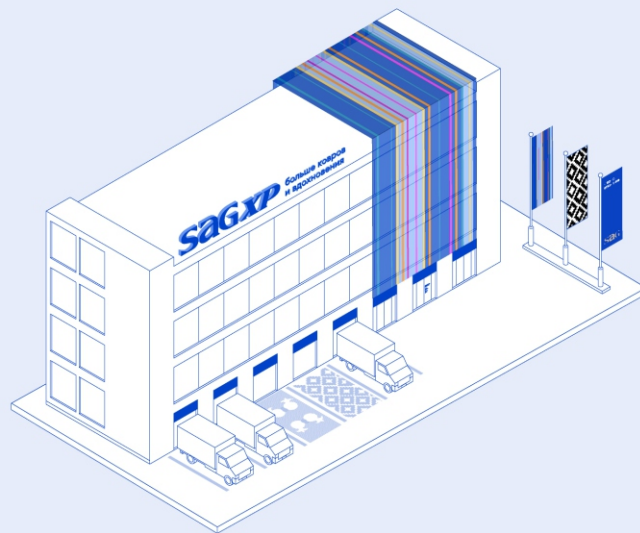




SaG^{XS}
compact format



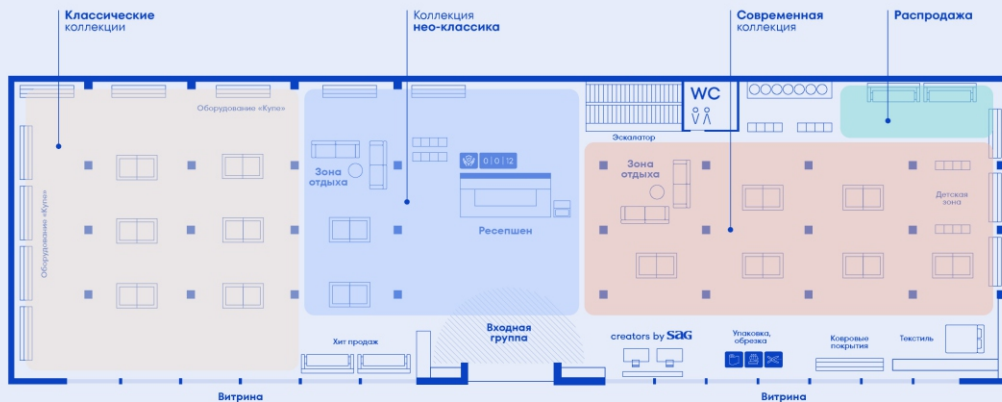
SaG^{XL}
standard format/
shopping center/street



SaG^{XP}
the largest format/
at the factory

CJM

01 floor



02 floor



*XP format



+180%

brand & product
recognition

+620%

store attendance

+120%

customer return
rate

+230%

amount of receipts

*according to BH SAG



ilhom izidan

sag