

سوق  
**HAYAT** حياة  
market

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**COMPANY**  
**PROFILE**  
2026

[www.hayatmarket.com](http://www.hayatmarket.com)

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# About Us

**Hayat Market** is a forward-driven food and consumer goods retail company based in somalia. since 2020, we've grown into a trusted national leader, known for our dedication to product quality, operational excellence, and strong partnerships with global and regional brands.

With over 6+ years of experience, 300+ dedicated employees, and a retail network spanning 5 main branches and 5 warehouse hubs, we offer seamless delivery, expansive reach, and tailored market insights across somalia.

## Our Vision

Hayat Market strives to become the supermarket of choice in the region by setting new standards in product quality, pricing transparency, and customer satisfaction, while fostering a welcoming environment that reflects our commitment to excellence.

## Our Mission

Hayat Market is committed to offering a superior, unique, and high-quality shopping experience, supported by a diverse selection of products, affordable pricing, and a strong brand-driven business model.

## Our Core Values



### Leadership



Pioneering Excellence In Foodstuff & Consumer Goods Distribution.



### Trust



Fostering Long-Term Relationships Built On Transparency And Reliability.



### Quality



Committing To International Food Safety And Quality Standards.



# What Sets Us Apart



**6+**

Years of retail Industry Expertise.

A legacy built on trust, adaptability, and performance.

**5**



Warehouse

Including a low temperature-controlled central warehouse in Mogadishu



**5**

Strategic Branches Across Mogadishu

Hodan, Wadajir, Warta nabada & Boondhere



**250+**

Brands



**300+**

Employees

Empowered teams with a deep understanding of the Somalia Market.



# Retail Presence

Over the past Five years, Hayat Market has achieved significant growth, successfully entering the retail sector with a strong focus on consumer goods. Through a customer-centric approach and consistent quality, we rapidly established a solid presence in the market.

Building on this success, we expanded into e-commerce with the launch of Adeeg.com, the official online retail platform of Hayat Market. Adeeg.com aims to redefine online shopping in Somalia by providing a convenient, reliable, and accessible digital retail experience.

HAYAT MARKET – KM5 ZOPE (2020)



HAYAT MARKET – KM4 TALEEH (2022)



HAYAT MARKET – BOONDHERE (2023)



HAYAT MARKET – ALIKAMIN (2025)



HAYAT MARKET – DIGFEER (2024)



# Core operations

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- ➔ Procurement & Supplier management
- ➔ Inventory management
- ➔ Sales & Customer service
- ➔ Logistics & Distribution





# Procurement And Supply Chain Management

**Hayat Market** procurement and supply chain management function is dedicated to sourcing high-quality products that meet customer expectations while ensuring cost efficiency and supply reliability. We work closely with a diverse network of trusted local and international suppliers to offer a wide assortment of groceries, foodstuff, household goods, electronics, fresh

Our procurement team follows a rigorous selection and evaluation process, assessing suppliers based on product quality, certifications, pricing, delivery performance, and compliance with food safety standards. Strong, long-term partnerships allow us to secure consistent product availability, competitive pricing, and access to new and innovative items.



# Inventory Management

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Our inventory management system is designed to ensure product availability, reduce waste, and maintain optimal stock levels across all store locations. A qualified purchase and inventory team, closely monitor sales trends, seasonal demand, and supplier lead times to make accurate decisions. By implementing efficient stock rotation practices and strict quality checks, we minimize spoilage, and improve operational efficiency.

This disciplined approach allows us to offer customers a consistently well-stocked shopping experience while maximizing cost control and supply chain reliability.



# Sales & Customer Service



Our sales and customer service team plays a central role in creating an enjoyable and memorable shopping experience for every customer. With a Strong commitment to hospitality and professionalism, our staff provides attentive assistance, expert product guidance, and efficient checkout services across all Supermarket locations.

We focus on understanding customer needs, responding quickly to inquiries, and ensuring every visit is smooth, convenient, and satisfying. through continuous training and a genuine customer-first mindset, we deliver service that builds trust, encourages loyalty, and sets us apart as a preferred shopping destination.

# Distribution & Logistics

Our distribution and logistics operations form the backbone of our Supermarket network, ensuring that every store receives the right products at the right time. we coordinate the movement of goods from our warehouse facilities to our retail outlets with precision and efficiency. we operate a well- organized distribution system supported by a dedicated fleet that ensures timely deliveries across all locations. our logistics processes are designed to maintain product quality, particularly for perishable items, through the use of temperature-controlled vehicles and carefully managed delivery schedules.



# E-Commerce Delivery

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Our e-commerce delivery service is designed to provide customers with a reliable and convenient online shopping experience. Through our user-friendly digital platform (adeeg.com), customers can easily browse products, place orders, and schedule deliveries to their preferred time.

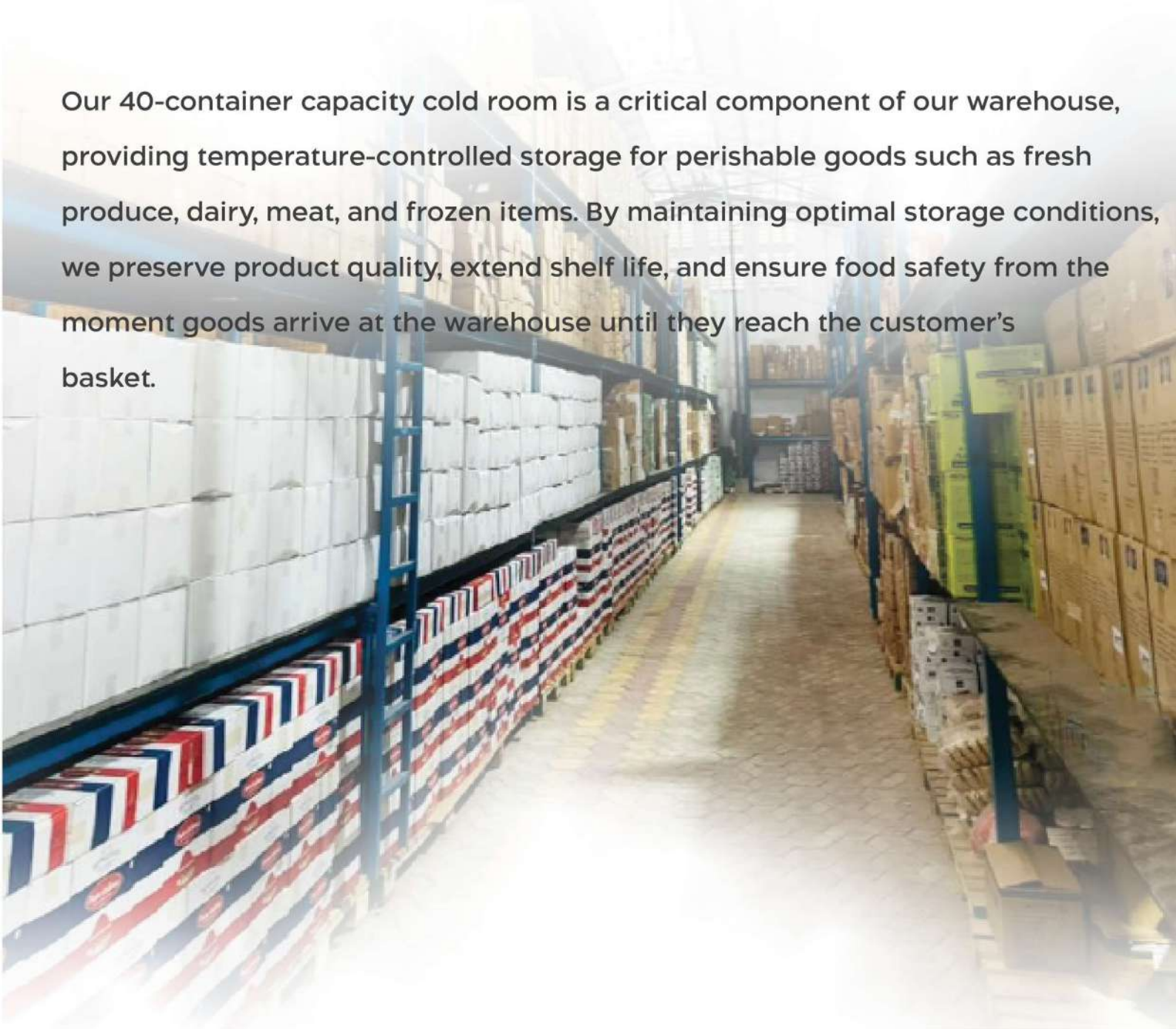
we operate a dedicated e-commerce team that ensures accurate picking, careful packing, and timely dispatch of every order. With real-time order tracking and a well-coordinated logistics network, we guarantee that deliveries arrive fresh, intact, and on schedule.



# Warehouse & Cold room

Our 200 -<sup>+</sup>container capacity warehouse facility is the backbone of our supply chain, designed to ensure efficient storage, handling, and distribution of all products across our supermarket network. equipped with modern inventory management systems, the facility allows for accurate stock tracking, streamlined order fulfillment, and timely replenishment of our stores.

Our 40-container capacity cold room is a critical component of our warehouse, providing temperature-controlled storage for perishable goods such as fresh produce, dairy, meat, and frozen items. By maintaining optimal storage conditions, we preserve product quality, extend shelf life, and ensure food safety from the moment goods arrive at the warehouse until they reach the customer's basket.



# Product Diversity

We offer a broad selection of high-demand, high-quality categories:



Grocery



Cleaning



Health & Beauty



Household



Electronics & Appliances



Home & Living



Clothing , Footwear & Fashion



Toys



Sports & Stationery



Baby & Kids

# Our sister Companies

**Hayat Market** is a subsidiary of Safa Group and part of a wider family of sister companies that collectively strengthen our ability to serve customers with excellence. Each company within our group contributes unique expertise—from food production and distribution to retail services and logistics. Together, we create a seamless ecosystem that supports quality, efficiency, and innovation across all our operations. This synergy allows us to deliver greater value, variety, and convenience to the communities we serve.



# Our partners

We collaborate with a diverse network of trusted global and local brands to deliver tailor-made Market solutions for consumers across somalia.

Through these strategic partnerships, we introduce high-quality products, innovative services, and reliable market offerings that meet the evolving needs of our communities. together, we ensure somali consumers gain access to world-class standards and locally relevant solutions.





## Contact Us:



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