

Jaam e Jam Enterprise

An Introduction

(Iranian Company)

Musical Instruments

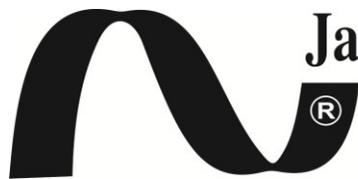
 **Jaam e Jam Trd.Co**
Since 1985



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Jaam e Jam Enterprise: An Overview

Jaam e Jam Enterprise, the first official agent of the Yamaha Corporation, was established by Ali Sharabiani in 1985. In 1998, Hossein Sharabiani was elected as the director-general of this enterprise. He has studied business management at the University of Tehran and has had a lot of business experience in England and the United Arab Emirates. He has combined his father's and his own experience with the scientific principles of management successfully. He utilized modern methods of management and has employed teams of experts, including university professors of management such as Dr Fayazi, to provide specialized advisory, sales and after-sales services to pianists and buyers.

From 1985 to 2009 Jaam e Jam continued its activity with several outlets and a central branch. Because of the immense success of the company in attracting customers, the director-general, Mr. Hossein Sharabiani, decided to open several outlets in other parts of Iran so that musicians can easily access Yamaha musical instruments. Farmaniyeh outlet was opened in 2009 and e Gharb outlets were opened in 2010. Also, two more branches were opened in Kish. Jaam e Jam which has successfully imported and sold Yamaha pianos and other musical instruments by the same company, provides valuable services to customers in four outlets in Tehran and two outlets in Kish, at the moment. Currently, this company has official agents in the provinces of Markazi, Khorasan, Semnan and Western Azarbaijan.

Jaam e Jam aims to provide customers with satisfaction, and has always attempted to offer premium sales and after-sales services.

The Goals of Jaam e Jam Enterprise

Vision: earning the title of the first manufacturer of Iranian piano.

Mission statement: providing customers with Yamaha musical instruments and other top brands, proportional to their financial status, while protecting consumer rights, and offering training services so that music is fully appreciated and musicians' progress is secured.

Jaam e Jam Enterprise's Principles

1. Respect for customers' freedom of choice.
2. Respect for customers' time.
3. We owe customer a moral duty to acquaint them with musical instruments so that they can make the right decision.
4. We respect customers' views and ideas.
5. We are committed to helping customers to take full advantage of their musical instruments.

Strategic Purposes

1. Maintaining the first position in the country in the coming years in terms of piano sales numbers.
2. Building an assembly plant in Kish in cooperation with one of the best piano manufacturing companies of China (because of Iran's potential need for 5000 digital pianos and 2000 acoustic pianos each year, the company has decided to build an assembly plant in Kish in cooperation with one of the best piano manufacturing companies of China, and continue importing pianos, as well).
3. Training professional pianists in the cultural centers of Jaam e Jam Enterprise.

4. Providing customers with long-term support through offering services even after the expiration date of the guarantee.
5. Facilitating the purchase of piano for students of art through selling pianos on installment plan.
6. Offering training services before purchase by famous musician to help customers choose the right musical instrument.
7. Exchanging old pianos for new ones.
8. Cooperation with all famous music schools in Iran which hold certificates from the Iranian Ministry of Culture and Islamic Guidance.
9. Providing pianos for concerts, gatherings, exhibition and music studios.

Jaam e Jam's Slogan

Concluding a deal is not the end of the deal for us; it is the beginning of a commitment.

Jaam e Jam's Strategy

Respect for buyers, difference in introducing high quality products proportional to their needs, and providing after-sales services

The History of Brands and Products

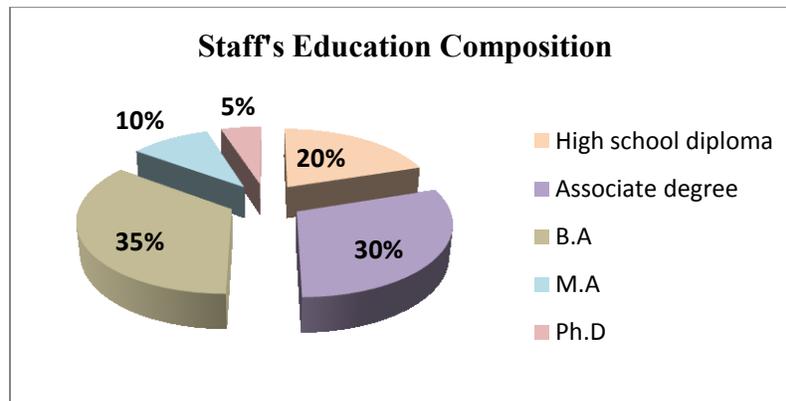
Jaam e Jam started importing musical instruments in 1985. To satisfy the demand of those customers who did not have enough money to buy Yamaha acoustic pianos, the company started importing Waldstein pianos, as an official agent, which attracted a lot of customers. The company sells Yamaha and Waldstein musical instruments, at the moment; these products include Yamaha digital and acoustic pianos, Waldstein acoustic pianos, Yamaha keyboards, Yamaha electric and acoustic guitars and Yamaha violins.

The director-general of the company aims to provide customers with access to other famous brands, as well. Also, the company tries to offer access to other musical instruments such as wind instruments. Other products which are going to be manufactured by the company in cooperation with a reputable Chinese company will be supplied by the company.

The History of Human Resources

Jaam e Jam had a staff of 6 in 1985, but this number has increased to a staff of 50 people who are providing services to customers directly (in sales department) or indirectly (in other departments).

The average age of the staff is 37; 25% of the staff are female and 75% are male. Their education composition is as follows:



The organizational structure of the company is based on duty, and the company has four departments which are directly supervised by the director-general. These departments are as follows:

1. Business and preparations
2. Marketing and sales
3. financial
4. human resources

The history of outlets and Agents

From 1985 to 2009 Jaam e Jam had only one outlet in Jomhoori Street. However, in 2009 the director-general decided to provide customers with easier access to Yamaha musical products, and as a result decided to open an outlet in Farmaniyeh, a northern district of Tehran. Also, in 2010, the second outlet was opened in Larestan Street and after only one month the third outlet was opened in Milad e Noor Shopping Center in the western part of Tehran. After a short time the director-general decided to open outlets in other parts of the country, so that people in other cities can have access to these products. In 2010 the fourth outlet was opened in Kish Island, and the fifth outlet was opened in Basak Shopping Center in Kish Island.

In addition to Jaam e Jam outlets, which are directly managed and supervised by the director-general, the company has some agents in other provinces such as Markazi, Khorasan, Semnan and Western Azarbaijan.

In the following part some information is provided about the company's outlets, and each outlet is described in details.

Tehran	<ol style="list-style-type: none">1. Central Branch: Johoori Street2. Farmaniyeh Outlet3. Larestan Outlet: Motahhari Street4. Shahrak e Gharb Outlet: Mild e Noor Shopping Center
Kish Island	<ol style="list-style-type: none">1. Kish's Central Branch, manufacturing and sales centers: Basak Shopping Center2. Kish's No. 2 Outlet: Pardis 2 Shopping Center
Other Cities	<ol style="list-style-type: none">3. Most centers of provinces and major cities

The Central Branch in Tehran¹

Area	250 square meters
Number of halls and floors of the outlet	Three halls in three floors and an office for marketing <ul style="list-style-type: none">- Hall No. 1, first floor: Yamaha digital pianos, guitars, keyboards and violins- Hall No. 2, second floor: Yamaha acoustic pianos- Hall No.3 , second floor: Waldstein pianos- Center for services, repairs ,and storage
Products	Yamaha acoustic and digital pianos, Yamaha Keyboards, Yamaha guitars and violins, Waldstein acoustic pianos, metronomes and other relevant products

¹This branch is located in Jomhoori Street, where there is big center for musical instruments

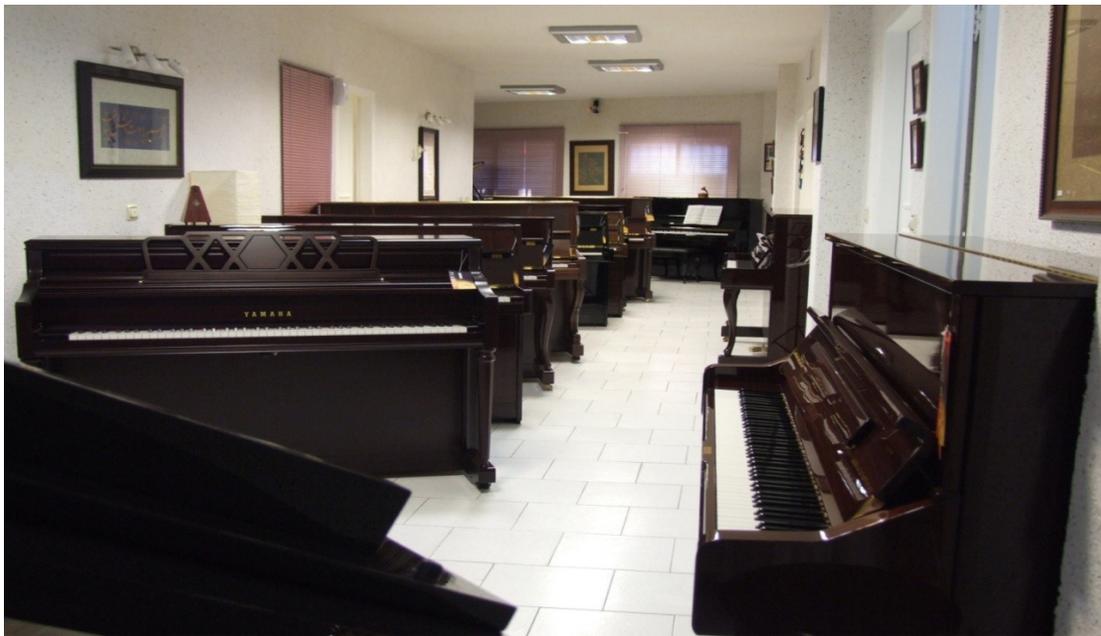




Farmaniyeh Outlet²

Area	400 square meters
Number of halls and floors of the outlet	Four halls in one floor <ul style="list-style-type: none">- Hall No. 1: Yamaha royal acoustic pianos- Hall No. 2: Yamaha upright acoustic pianos- Hall No.3 : Yamaha digital pianos- Hall. No. 4: Waldstein pianos
Products	Yamaha acoustic and digital pianos

² This outlet is located in a northern district part of Tehran, which is populated by the rich





Larestan Outlet³

Area	500 square meters
Number of halls and floors of the outlet	Six halls in 3 floors <ul style="list-style-type: none">- Hall, No. 1, first floor: Yamaha royal acoustic pianos- Hall No. 2, second floor: Yamaha upright acoustic pianos- Hall No. 3, second floor: Yamaha digital pianos- Hall No. 4, second floor: Waldstein Pianos- Hall No. 5: third floor: service and repair center for digital and acoustic pianos, keyboards, guitars- Hall No. 6, third floor: Jam e Jam business training center
Products	Yamaha acoustic and digital pianos, Waldstein acoustic pianos

³ This outlet is located in a famous center for different brands of piano





Shahrak e Gharb Outlet ⁴

Area	70 square meters
Number of halls and floors of the outlet	Two halls in one floor <ul style="list-style-type: none">- Hall No. 1: Yamaha acoustic and digital pianos- Hall No. 2: Waldstein pianos
Products	Yamaha acoustic and digital pianos, Waldstein acoustic pianos

⁴ This outlet is located in the largest shopping center of western Tehran





Kish Island's Central Branch (Basak Shopping Center)

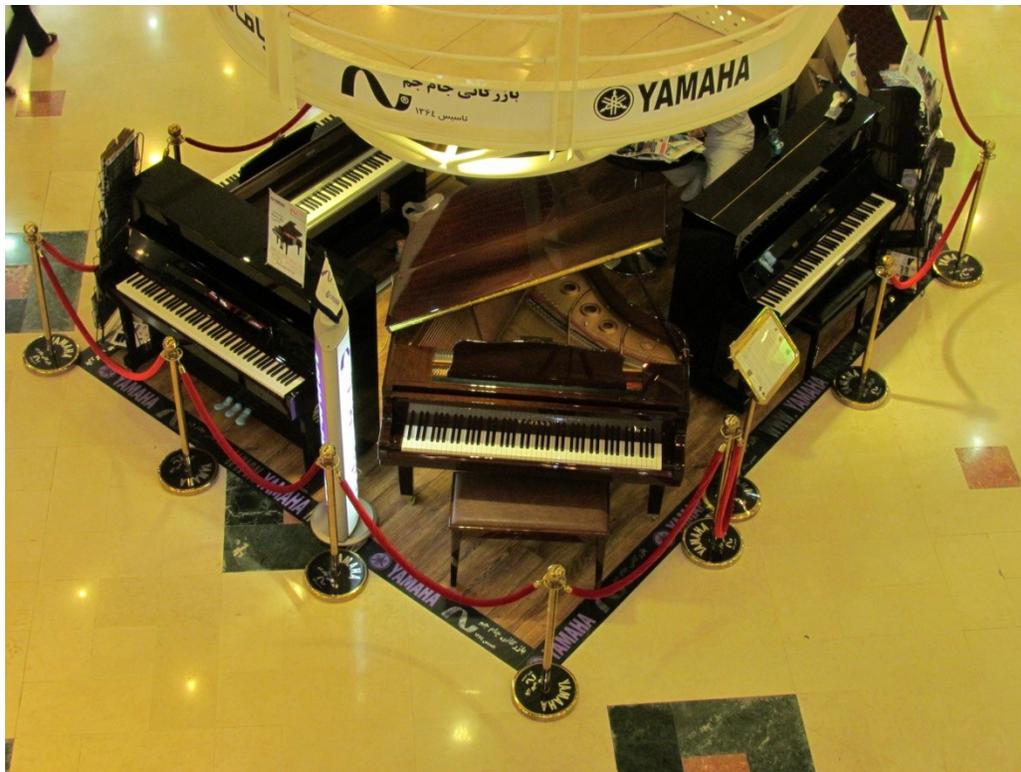
Area	150 square meters
Number of halls and floors of the outlet	Two halls in on floor <ul style="list-style-type: none">- Hall No. 1: Yamaha acoustic and digital pianos- Hall No. 2: Waldstein Pianos
Products	Yamaha acoustic and digital pianos, Waldstein acoustic pianos, Yamaha guitars





Kish Island's No. 2 Outlet (Pardis 2 Shopping Center)

Area	50 square meters
Number of halls and floors of the outlet	Two Halls in one floor <ul style="list-style-type: none">- Hall No. 1: Yamaha acoustic and digital pianos- Hall No. 2: Waldstein acoustic pianos
Products	Yamaha digital and acoustic pianos, Waldstein Pianos



Training Services in Cultural Centers of Jaam e Jam

In order to achieve its goal of contribution to the customers' musical skills, Jam e Jam employed professional pianists to establish the first specialized center for teaching piano in 2010 which has been highly successful. This company takes pride in cooperating with great musicians such as the students of Mr. Poor Torab.

Music learner can freely use the pianos of this center to practice music. Before buying a piano, customers can consult experts at this center and test their musical ability. The first training center was opened in Farmaniyeh outlet, but because of its popularity with the customers other training centers were opened in Larestan, Shahrak e Gharb, Jomhoori and Kish No.2 outlets.

After-sales Services

Repair and service center of this company is located in Larestan outlet. After-sales services include free delivery and first time tuning for free. Also this company offers services, which customers can pay the price and receive them. These special services which are called Jam e Jam +11 Services are:

1. Customers can return the piano to the company after 18 month and receive an 85% refund for acoustic pianos, and 80% for digital pianos, provided that the piano is sound.
2. Customers can change the color of their pianos in the first three days after delivery, if the color does not go with the color of the furniture.
3. Five sessions of piano lessons by experienced piano teachers in the training centers of Farmaniyeh or Larestan outlets or the customer's favorite music school.
4. Customers can pay 20% of the price of the piano and change it for another piano and get a 10% discount in the next purchase.
5. A two-year guarantee for exchanging the piano provided that it is out of tune.
6. Three times of tuning in the period of three years, or when demanded, Iranian tuning.
7. Carrying the piano up or down four floors (without using the elevator) for free, in the first two years after the purchase, and after the first carrying.

8. Insurance against accidents and fire.
9. Mechanical metronome.
10. Exchanging piano's fixed seat for a moving one (for children under 12).
11. Teaching customers how to clean the piano with special fabric and spray.

The customers can receive each service separately, or ask for special packages and get a discount. These packages are as follows:

Class A: full package

Class B: 1,2,3,4,5,7,9

Class c: 1, 6, 9

Keeping in touch with customers is one of the priorities of Jaam e Jam. The customers' personal information, their purchase records and the degree of their satisfaction are recorded in Access data base, and they are asked about their satisfaction with the musical instrument both after the delivery and initial tuning, and six months after the purchase, and possible problems are resolved. Moreover, if a customer needs a better instrument, because of his improvement in playing, he is recommended to exchange his instrument with a better one and pay for it in installments.

Some Advertisements by Jaam e Jam since 1985



Jaam e Jam cultural and artistic activities

Jaam e Jam has cooperated with many great musicians in Iran:

1. Hami's Big Concert, Arike e Iranian Hall, June 2011
2. Rumi Concert, Vahdat Hall
3. Sirvan Khosravi's Big Concert
4. Omid Hajili's Concert
5. Ehsan Khajeh Amiri's Concert.
6. Reza Sadeghi, Farman Fathian's Concert.
7. Alireza Assar's performance at the gathering of Islamic Countries, and the summit of the Iranian Elite
8. Vasl e Yar Concert in Parvin Arasteh's charitable organization
9. A Tribute to Mr. Merhtash



Hami's Big Concert, Arike e Iranian Hall, June 2011

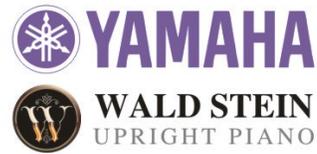


Hami's Big Concert, Arike e Iranian Hall, June 2011

Rumi Concert
Vahdat Hall



Contact point



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