UNIVERSITI TEKNOLOGI MARA

IPDT
Islamic Practices & Development Training

PERSATUAN BADAN BERKANUN MALAYSIA

REPORT ON

9TH ISLAMIC PRACTICES AND DEVELOPMENT TRAINING (IPDT) 2022

JEDDAH – MADINAH – MECCA



20 - 31 DECEMBER 2022

QUEST FOR AL-BAIK

by Mr Khalid Muhammad Hamzah Atallah, Communication Customer Leader of Al-Baik

Participants were brought to discover AlBaik, the largest fast-food restaurant chain in Saudi Arabia. Mr. Khalid, Madinah Al Baik Customer Communication Leader, explained the history of AlBaik and how it overcame obstacles to become the greatest fast food business. AlBaik began as a modest kiosk on Old Airport Road in Jeddah. After registering their trademark in 1990, they began to convert their Madinah market stand into a restaurant. Currently. AlBaik has more than 120 outlets in 80 countries worldwide.











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