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مجلس الشرق الأوسط وشمال أفريقيا للترفيه والجذب السياحي
Middle East and North Africa Leisure & Attractions Council



MEMBER TALK – FEBRUARY 2024



MEMBER TALK WITH HUSSAIN A MARAFI CHIEF EXECUTIVE OFFICER FUN ZONE PARK, KUWAIT



Let's start with a brief overview of Fun Zone Park, its history, mission, offerings and what makes the brand unique.

Hussain A Marafi: Fun Zone Park is an esteemed family-oriented entertainment enterprise, established by a dynamic duo of young parents who were propelled by their unwavering passion to transform their cherished dream into a tangible reality. Their visionary goal was to craft an enchanting realm overflowing with boundless amusement and exhilaration, exclusively designed for their beloved children.



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Our mission at Fun Zone Park is to curate a secure and enchanting atmosphere that fosters familial bonds, encouraging families to spend quality time together. We strive to inspire the younger generation to detach themselves from the allure of smart devices and embrace the joy of engaging in invigorating physical activities. With an unwavering commitment to excellence, our vision is to emerge as the unrivalled leader in the realm of children's entertainment, not only in Kuwait but also across the GCC region. We aim to achieve this by upholding the highest standards of safety, ensuring that every visit to Fun Zone Park is an unforgettable experience for children and their families alike.



In our pursuit of excellence, we have meticulously designed our park to cater to the diverse needs and preferences of families. From thrilling rides to captivating games, our carefully curated attractions promise to enchant the hearts and minds of children, leaving them with cherished memories that will last a lifetime. At Fun Zone Park, we understand the importance of creating a safe haven for families, where parents can relax and unwind while their children immerse themselves in a world of endless fun. Our dedicated team of professionals is committed to maintaining the highest safety standards, ensuring that every aspect of our park is attentively inspected and maintained.



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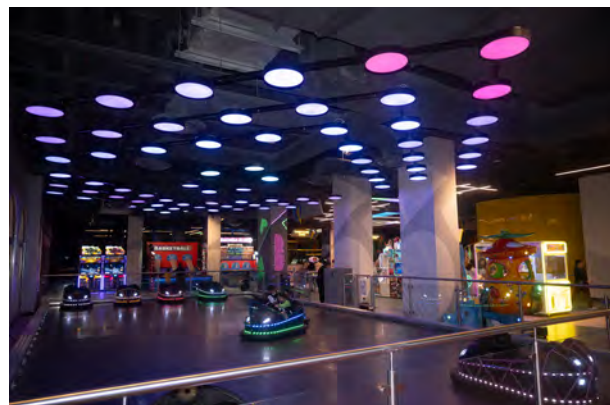
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What have been some major achievements / milestones over the past 12 months?

Hussain A Marafi: The grand inauguration of our flagship establishment at The Avenues Mall marks a significant milestone for us, as it stands as our largest branch, covering an impressive expanse of 3,700 square meters. Here, we take immense pride in catering to a diverse range of age groups, including toddlers, preteens, and even adults!

Our commitment to providing an unparalleled experience is evident through the inclusion of the most extensive soft play area, a thrilling interactive trampoline, and the latest arcade games, kiddie rides, big rides, and carnival games available on the market. The Avenues Mall branch guarantees an unforgettable adventure for all who visit.



Furthermore, we are delighted to announce our recent participation in Kuwait WINTERLAND, where we have introduced a **brand new ropeland and ice rink**. This exciting addition further enhances the already exceptional offerings at our establishment. In addition to these remarkable achievements, we also celebrated our 5-year anniversary by revamping our third location, transforming it into a captivating soft play and trampoline land. This renovation exemplifies our dedication to continuously improving and expanding our offerings to provide the best possible experience for our valued customers.



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How does Fun Zone Park keep itself fresh, inviting and a standout for its local customers?

Hussain A Marafi: Our approach is simple yet effective: we prioritise delivering exceptional customer service and ensuring the satisfaction of our staff, which ultimately leads to happy and content customers. We take pride in creating a welcoming atmosphere for families to bond and providing the best selection of games to satisfy our guests. While Fun Zone Park primarily caters to children, we also emphasise that adults with youthful spirits will undoubtedly find our services equally delightful. Whether you are a parent seeking to strengthen the bond with your child or an adult yearning for a nostalgic trip down memory lane, Fun Zone Park has something truly extraordinary in store for you.





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What key strategies have you found effective in marketing an FEC and getting your brand's voice heard in the vastly developing leisure and entertainment industry?

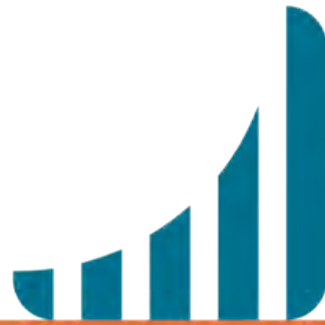
Hussain A Marafi: At Fun Zone Park, we consider our customers as esteemed members of our extended family. We strive to establish a personal connection with every individual, sharing our vision of transforming Fun Zone Park into a second home for their beloved children. Our marketing delivery is built upon a proven formula that guarantees success. By engaging with our customers on a personal level, we create a bond that goes beyond a mere business transaction. We understand the importance of forging lasting relationships, and we are committed to making Fun Zone Park a cherished destination for families. Our vision is to provide a safe and enjoyable environment where children can thrive and create lasting memories. We believe that by fostering a sense of belonging, Fun Zone Park can become a second home for families seeking quality entertainment and recreation. Through our marketing efforts, we aim to communicate this vision effectively, ensuring that every customer feels valued and understood. By connecting with our customers on a personal level, we can tailor our offerings to meet their specific needs and preferences.





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Finally, what is your growth outlook for the next 48 months?

Hussain A Marafi: Our plan is to open 1-2 new branches within the next 48 months of Fun Zone Park with the objective to provide an even more remarkable and enhanced family entertainment experience for children and their parents. To achieve this goal, we are strategically planning to establish new branches in key locations. By doing so, we aim to bring the joy and excitement of Fun Zone Park to a wider audience, allowing more families to create lasting memories together. Our commitment to delivering exceptional entertainment remains unwavering. We understand the importance of providing a safe and enjoyable environment for children, where they can explore, play, and learn. With our expanded branches, we will introduce new and thrilling attractions, ensuring that every visit to Fun Zone Park is filled with wonder and delight.





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Hussain A Marafi

Chief Executive Officer, at Fun Zone Park

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