**Lomar Thobe**

Lomar Thobe is a familiar name if you live in the Gulf Region and Saudi Arabia in particular as it is one of the leading fashion houses here that are taking Thobe “national dress code for men” to the next level since it’s hip, chic and has a spirit of revived traditionalism making it easy for the new generation to find a Thobe that represents their personality and suit different personal styles, also it’s for the older generation to find a Thobe with great quality that keeps the main elements of the traditional one. Although the fabrics and final touches have evolved a bit throughout these years, the general design, style and color almost kept unchanged. Now making a big, new and profitable business out of such a product is a real challenge. Loai Nassem and his wife Mona Al Haddad did just that, they chose to be different in a saturated market, in a market that kept its status quo for hundreds of years. One of the interesting quotes said by Mr. Loai, the founder of Lomar, that I particularly like is ‘I wanted this business to start big.’ It is obvious that he had imagined the business before its start.  Such perspective enabled him to set a reliable track for his business and brand. One of the most common problems of entrepreneurs is to have the idea and … that’s it!! Picturing the idea, the way it will be realized and how it will be received by people are all major factors determining the success of any entrepreneurial project. Once the picture is clear, the project business plan will be based on a solid ground; it will be more focused and will lead to more reliable results. The well known golden rule in marketing is: you cannot sell to everybody. Lomar thobes is using this rule effectively. They wanted their brand to be associated with a specific group of people. People who are daring to change, and yet have the money to do it! That’s why Lomar thobes is charging a premium price in exchange for its products. Their prices are greater than the rest of the market by around 40%. Their boutiques are located in premium locations and their internal designs are unique and modern. They are using their brand name on buttons, zipper sliders, or even somewhere on the thobe itself. This is certainly a unique approach in the thobes market. Usually seeing the brand name will start conversations about Lomar designs, colors and fabrics. In other words, by using this approach they are encouraging word of mouth marketing.

**Questions:**

1. Identify LOMAR’S core competencies and key success factors
2. What’s the relationship between core competencies and key success factors and attaining a competitive advantage?
3. How did Lomar attain a competitive advantage and how did they sustain it?