

Kreol Travel Retail underlines importance of regular brand training



Arakulath Kreol (left) joined Erwin Merza of Toy World Distributor to lead the brand training session for Lagardère Travel Retail Abu Dhabi team members

Kreol Travel Retail, a leading duty free distribution company in the Middle East, Indian subcontinent, and its partner, Toy World Distributor, have conducted brand training sessions for the Carrera and Revell brands.

Looking to enhance the travel retail presence of the two toy brands, the companies arranged training for Lagardère Travel Retail Abu Dhabi staff members at the Kreol Group's headquarters in Dubai.

Carrera is known for its slot car racing sets, which appeal to both young and older enthusiasts, while Revell offers kits and puzzles – from aircraft and ships to cars and space exploration – which allow hobbyists to build and display their favourite subjects.

Kreol Arakulath, Executive Director of Kreol Group, said, “The Lagardère staff exhibited exceptional enthusiasm during the training program, which is something we love to see. Beyond just getting products onto the shelves, sales staff must have confidence in what exactly the products are and how they work – especially so in this category, where live demonstrations are key. There’s also a technical element to these products too. Once you have an inquisitive customer, you don’t want to lose that window of interest over your inability to answer any technical questions like ‘Does the remote control car come with batteries?’”.

Arakulath underlined his commitment to proactive brand awareness and training initiatives. “We cannot emphasize enough the importance of regular sales training and we plan on filling our calendar with training sessions for all our brands, across all categories for all of our duty free

customers.