



CUSTOMER CASE STUDY

AL SAFA FOODS

Industry: Food & Beverage Manufacturing • Ontario, Canada • <https://alsafahalal.com/>

Al Safa Foods provides quality Halal products using authentic recipes to add convenience to the lives of Muslims across North America.

Al Safa Foods has been offering Halal foods to North America for decades, helping improve Muslim lifestyles without compromise. Being Muslim-owned and operated, Al Safa understands the struggles of maintaining Halal while leading busy lives. That's why they offer authentic Halal recipes that are certified by IFANCC (Islamic Food and Nutrition Council of Canada) and IFANCA (Islamic Food and Nutrition Council of America).

But it isn't the food that makes Al Safa Foods what it is—it's their commitment to their people and culture that has helped Al Safa lead the Halal foods market. "I think the initial challenge was that softer skills and relationship-building skills are assumed and never taught. The way I wanted to set up our organization, I had a very different approach. I wanted it to be centered around human connections and relationship-focused. Even when we were much smaller in size, our vision was much bigger," says Abdul Munim Sheikh, president of Al Safa Foods.

To realize his vision, Sheikh knew he needed help. "The challenge was to have a very strong relationship-based culture," he said, "and I found Dale Carnegie to be an excellent partner in that initiative." Little did Sheikh know how that relationship-building would change his business.

He says, "We have a much longer retention of employees than our peer group. On average, our employees stay with us seven to eight years, which is more than twice the industry standard." Not only do employees stick around, but so do clients and vendors. Often when businesses grow, they simultaneously move from medium-sized to larger-sized customers, but Al Safa has maintained their relationships with clients of all sizes. Instead of looking for what benefits them for the moment, "We are always looking for people or

businesses where our philosophies align and who are willing to see the long-term vision with us and grow long-term with us," says Sheikh.

He attributes Al Safa's growth and steady partnerships to his leadership team. He says, "When there is consistency in the management team, they also manage the results from a long-term perspective." Dale Carnegie remains a large part of Al Safa's plan to maintain relationships and continue growing.

"We wanted a single platform, so whenever we bring someone on board, no matter which department they join, there will be certain fundamentals everyone will share, which creates our culture."

- Abdul Munim Sheikh, President of Al Safa Foods

Challenge

Soft skills are often assumed but never taught, or worse, overlooked completely. Al Safa's president wanted to build a strong foundation of leadership to help the company grow.

Solution

Al Safa's president began incorporating the Dale Carnegie Course to help bring employees together under one philosophy and build soft skills.

Results

Not only does Al Safa retain employees at twice the rate of their industry, but they also have maintained relationships with clients of all sizes, despite experiencing sustained growth themselves.