



The Smart Choice

SMART is a premier Small Domestic Appliances (SDA) company that combine the best technology, best design and value for money products all year round. We invited Dr Samir Atta to tell us about the firm and what makes it so successful.

SMART deals with many well-renowned clients, including Harrods, Lakeland, Wayfair, Houzz, Hut Group and other main distributors in the UK and Europe, as well as the top internet platforms. Dr. Attia tells us how SMART approach new projects, and what steps they take to ensure clients receive the best possible outcome, before going on to outline the overall mission of the company. The firm's mission is another reason they can guarantee quality products and services to clients.

"All our clients appreciate our unique and niche creations. We have over 70 different products which we select from, producing a bespoke demographic and client-centric requirement ranging for all four seasons."

"Here at SMART, our mission is to deliver innovative products at highest quality with the best

price to the UK and International markets. All our products are functional, pragmatic, and most importantly, fun to use."

A family owned company, Dr. Attia talks to us about the internal culture within SMART, and how this affects the quality of its products. Dr. Attia alludes to a physical and emotional connection between staff, as they all work hard together. He and his wife test all products personally, as he explains.

"Interestingly, my wife and I test each and every product for three months before even considering mass production. All our management and employees are our extended family. They all fit in with hard work, belonging emotionally to our purpose and reason for being. We sincerely deliver first class service to all our clients."

Along with the personal service and teamwork within the

company, Dr. Attia believes there is more that makes the company unique within the industry, including its products. He discusses the products, excitingly listing how each one is particular to the company.

"All SMART products are unique. The company produces the SMART waffle bowls to make breakfast, lunch, snacks or even a full dinner. Additionally, the team have created the SMART sugar free candy floss makers. We have the amazing healthy Pasta maker, which gives you eight different kinds of Pasta, as well as your own recipe book. Furthermore, we have the best and healthiest popcorn Makers (six different machines), and moreover, there is the SMART Wireless Scale, not only giving you precise weight, but also comes with an App to provide people with nutritional intake and calorie counts for any meal preparation."

Working within a competitive industry such as production, it is important that the firm employs certain techniques which help it stay ahead of emerging developments. Dr. Attia identifies the fact that the company is always coming up with innovative ideas, and the firm aims to release new products regularly, constantly staying ahead of the market.

"R&D is vital for us. New ideas, such as our Tunnel toasters, Samosa Maker (no oil), Breakfast Masters and Bacon Express are only examples to produce new products each year that are all year-round pragmatic, clever

and cool to have at home. We produce at least two new items per season."

Following on from how important production and results are to the firm, Dr. Attia tells us how important it is to make sure the right staff are hired. He comments on SMART's approach to hiring staff and explains how the company attracts the most talented employees.

"Essentially, we try to choose committed individuals with demonstrative hard work and achievements to join us. We also select young people whom we believe have the same ethos and are willing to be trained to be the best in the field. Also, we offer above market rate packages for those who we believe deserve the opportunity.

Looking to the future, Dr. Attia predicts that SMART will reach its targets, as he notes that the company is still relatively young, but is already attracting attention from many others. This bodes well for SMART, and there looks to be a positive outlook ahead for Dr. Attia and his company.

"Moving forward, I believe we are in a good place to grow and achieve our objectives. SMART is only five years old, plenty to aspire for and grow into. Last year we were short listed for the National Business Award with the Sunday Times. This year we have received two Awards for innovation, and our products were featured in many TV programmes and top magazines in the UK."





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