

B2B Email Templates for FF&E Supply

Copy-ready email templates for every stage of the hotel FF&E procurement cycle

8 TEMPLATES **4** CATEGORIES **B2B** PROCUREMENT FOCUS **100%** CUSTOMIZABLE

How to Use These Templates

Each template is designed for B2B hotel and commercial FF&E procurement communications. Replace bracketed placeholders with your specific details, customize the body to match Mobica's LIVE, WORK, HEAL, LEARN, or MOVE collections, and send through your email platform or CRM.

✉ PLATFORM COMPATIBILITY

- HubSpot -- Sequences & Templates
- Salesforce -- Email Templates
- Outreach.io -- Sequence Steps
- Mailchimp -- Campaign Builder
- Any CRM with email templates

📄 CUSTOMIZATION CHECKLIST

- Replace [bracketed placeholders] with specifics
- Personalize opening line per recipient
- Include relevant Mobica collection for their project type
- Update CTA links to mobica.net landing pages
- Add UTM parameters for tracking

💰 B2B BEST PRACTICES

- Keep subject lines under 50 characters
- Personalize with property name and buyer name
- Reference specific hotel tier or project scope
- Include one clear CTA per email
- Follow up within 3-5 business days

Recommended Email Sequence Timeline

TEMPLATE	TRIGGER / TIMING	CATEGORY	EXPECTED OPEN RATE
Cold Outreach to Hotel FF&E Teams	Initial prospecting	OUTREACH	25-35%
RFP Follow-Up	After RFP submission	FOLLOW-UP	40-55%
FF&E Sample Kit Introduction	After initial interest	OUTREACH	35-45%
Trade Show Follow-Up	24-48 hrs after event	FOLLOW-UP	45-60%
Contract Renewal Reminder	90 days before expiry	RETENTION	50-65%
New Collection Announcement	Collection launch	NURTURE	30-40%
Seasonal FF&E Promotion	Pre-season planning	NURTURE	28-38%
Quarterly Business Review Invitation	End of quarter	RETENTION	45-55%

ALL 8 TEMPLATES

- | | |
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| 01 Cold Outreach to Hotel FF&E Teams | 05 Contract Renewal Reminder |
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A Outreach

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TEMPLATE 01

Cold Outreach to Hotel FF&E Teams

COPY EMAIL

SUBJECT: Turnkey FF&E Solutions for [Hotel Name] -- Quick Introduction

MOBICA FOR INTEGRATED INDUSTRIES

Turnkey FF&E Solutions for Your Property

Hi [First Name],

I came across [Hotel Name]'s recent [renovation announcement / expansion project / new property development] and wanted to reach out.

At Mobica, we are one of Egypt's largest FF&E manufacturers -- **15 factories, 280,000 m2 of production capacity, and nearly 50 years of experience** supplying hotel furniture, office furniture, and interior solutions to properties across MENA and Europe. We are also a certified IKEA OEM supplier, so our quality standards are built into every piece.

Three things that set Mobica apart for hotel FF&E procurement:

1. **Complete turnkey FF&E manufacturing** -- from case goods and upholstered seating to fixed joinery and exterior furniture, all from one source
2. **MENA proximity with European quality** -- shorter lead times and lower logistics costs compared to importing from Italy, China, or Turkey
3. **Dedicated project management** -- single point of contact from specification through installation, with a 2,400-person team behind every order

Would you be open to a 15-minute call this week to discuss your FF&E needs for [upcoming project / next renovation cycle]?

[SCHEDULE A CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 02

RFP Follow-Up

[COPY EMAIL](#)

SUBJECT: Re: Mobica RFP Response -- [Project Name]

MOBICA FOR INTEGRATED INDUSTRIES

Following Up on Your RFP

Hi [First Name],

Thank you for including Mobica in your RFP process for [Project Name]. We submitted our proposal on [date] and wanted to follow up.

A few points I would like to highlight from our submission:

Pricing: Our quote leverages Egyptian manufacturing costs -- typically 25-40% below European alternatives -- with volume-based pricing tiers and multi-property discounts available.

Lead Times: With 15 factories and 2,400+ employees, we can meet your [timeline] deadline. Standard hotel FF&E lead times are 8-12 weeks from order confirmation.

Samples: We are ready to ship a curated material and finish sample kit to your project team immediately, including wood veneers, fabric swatches, and metal finishes.

I would also be happy to arrange a virtual factory tour or connect you with references from similar hotel projects we have supplied across KSA, UAE, and Qatar.

Do you have 20 minutes this week for a brief review call?

[BOOK A REVIEW CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 03

FF&E Sample Kit Introduction

[COPY EMAIL](#)

SUBJECT: Your Mobica FF&E Sample Kit Is Ready to Ship

MOBICA FOR INTEGRATED INDUSTRIES

Curated FF&E Sample Kit for [Hotel Name]

Hi [First Name],

Following our conversation about your FF&E requirements, I have put together a **customized sample kit** for [Hotel Name].

Your kit includes:

- Wood veneer samples in [oak, walnut, or custom finish] from our LIVE hotel collection
- Upholstery fabric swatches in [specification/grade] -- our most popular for [hotel tier] properties
- Metal finish samples (brushed brass, matte black, polished chrome)
- Miniature finish board showing how materials work together in a guest room concept
- Full specification sheets and FOB pricing for each product line
- Case study from a comparable [hotel tier] installation in [KSA/UAE/Qatar]

The kit ships via DHL with tracking and typically arrives within **5-7 business days** across MENA.

Could you confirm the best shipping address? I will have it dispatched this week.

[CONFIRM SHIPPING ADDRESS](#)

[Your Name]

[Your Title]

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B Follow-Up

1 TEMPLATE

TEMPLATE 04

Trade Show Follow-Up

[COPY EMAIL](#)

SUBJECT: Great connecting at [Index Dubai / Hotel Show] -- Next steps for [Hotel Name]

MOBICA FOR INTEGRATED INDUSTRIES

Following Up from [Trade Show]

Hi [First Name],

It was great meeting you at [Index Dubai / Hotel Show Dubai / Cairo Design Week] on [day]. I enjoyed our conversation about [specific topic discussed -- renovation plans, FF&E specification challenges, sustainability goals].

As promised, here is what I am sending your way:

- **LIVE Collection catalog** for our hotel furniture range (attached)
- **Pricing sheet** for [hotel tier] properties with FOB Egypt and CIF delivery options
- **Case study** from [similar property in KSA/UAE] showing [specific result -- on-time delivery, cost savings vs. European imports]

I would also like to schedule a **material sample kit** shipment to [Hotel Name] so your design team can evaluate our wood finishes, fabrics, and metal options firsthand.

Are you available for a call [next week] to discuss your [project timeline / FF&E procurement cycle]?

[SCHEDULE FOLLOW-UP CALL](#)

[Your Name]

[Your Title]

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2 TEMPLATES

TEMPLATE 05

New Collection Announcement

[COPY EMAIL](#)

SUBJECT: Introducing the [LIVE / WORK] 2026 Collection -- Built for Hospitality

MOBICA FOR INTEGRATED INDUSTRIES

New Collection Launch: [LIVE / WORK 2026]

Hi [First Name],

We are excited to introduce the **[LIVE 2026 / WORK 2026]** collection, our latest

addition to Mobica's hotel and commercial furniture range.

Designed specifically for hospitality environments in collaboration with our European design partners (Poliform, Varschin, Tonon), this collection delivers:

- **Modular guest room furniture system** -- configurable for standard, suite, and accessible room types with unified design language
- **Enhanced durability ratings** -- all upholstery fabrics tested to 60,000+ Martindale cycles for high-traffic hotel environments
- **FSC-certified wood options** -- meeting LEED and Green Key certification requirements for sustainable hotel projects

The collection is ideal for [4-star and 5-star] properties undergoing [renovations / new builds / brand standard refreshes] and is available in 12 wood finishes with 8-12 week delivery across MENA.

Early-order pricing is available through [date]. Request a sample kit to evaluate the new materials in your property.

[REQUEST COLLECTION SAMPLES](#)

[Your Name]

[Your Title]

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TEMPLATE 06

Seasonal FF&E Promotion

[COPY EMAIL](#)

SUBJECT: [Season] Planning: Preferred Pricing on Hotel FF&E

MOBICA FOR INTEGRATED INDUSTRIES

[Season] FF&E Procurement Planning

Hi [First Name],

As [Hotel Name] plans for the upcoming [season / quarter], we wanted to share Mobica's **seasonal procurement program** for hotel and commercial FF&E.

For orders placed before [date], we are offering:

- **[X]% volume discount** on orders above [quantity] -- applicable across LIVE, WORK, and HEAL collections
- **Complimentary material sample kit** with our 2026 finishes and fabrics for new project evaluation
- **Extended payment terms** (Net 60) for qualifying accounts with established credit history
- **Priority production scheduling** -- guaranteed 8-week delivery for standard LIVE collection items

Many of our hotel clients use [off-peak season] as the optimal window for FF&E refreshes, aligning with [low occupancy periods / annual capex budgets / brand standard update cycles]. With Mobica's 15 factories running at scale, we can accommodate large orders without compromising delivery timelines.

Would you like to schedule a planning call to review your requirements?

[PLAN YOUR SEASONAL ORDER](#)

[Your Name]

[Your Title]

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D Retention

2 TEMPLATES

TEMPLATE 07

Contract Renewal Reminder

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SUBJECT: Your Mobica FF&E Agreement -- Renewal in 90 Days

MOBICA FOR INTEGRATED INDUSTRIES

FF&E Contract Renewal: [Hotel Name]

Hi [First Name],

Your Mobica FF&E supply agreement for [Hotel Name] is up for renewal on [\[renewal date\]](#).

Over the past [contract period], here is what we have delivered:

- [\[X\] orders fulfilled](#) with [Y%] on-time delivery rate across all furniture categories
- [\[Product performance metric\]](#) -- zero warranty claims on case goods; [Z] fabric replacements under warranty
- [\[Number\] dedicated support interactions](#) including on-site installation supervision and post-delivery inspections

For your renewal, I would like to discuss:

- Updated pricing reflecting current raw material costs and your volume levels
- New LIVE 2026 collection items added since your last order cycle
- Multi-year agreement options with locked-in pricing and priority production scheduling
- Expansion to additional properties in your portfolio across [KSA / UAE / Egypt]

Could we schedule a renewal review call in the next two weeks?

[SCHEDULE RENEWAL REVIEW](#)

[Your Name]

[Your Title]

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TEMPLATE 08

Quarterly Business Review Invitation

[COPY EMAIL](#)

SUBJECT: Q[X] Business Review -- Mobica + [Hotel Name]

MOBICA FOR INTEGRATED INDUSTRIES

Quarterly Business Review

Hi [\[First Name\]](#),

I would like to invite you to our [Q\[X\] Business Review](#) to discuss our FF&E partnership and plan for the quarter ahead.

Proposed agenda:

1. [Delivery Performance Review](#) -- Order history, on-time delivery metrics, installation quality scores
2. [Product Roadmap](#) -- New LIVE and WORK collection launches planned for Q[X+1], plus premium partner updates from Poliform and Varschin
3. [Cost Optimization](#) -- Volume consolidation across your portfolio, container optimization for multi-property shipments
4. [Upcoming Projects](#) -- Your renovation pipeline and FF&E procurement planning for the next 6-12 months
5. [Feedback](#) -- Service improvements, communication enhancements, and process optimization

I have prepared a performance dashboard for [Hotel Name] covering the past quarter, including delivery tracking data and product quality metrics from our 15-factory operation. The call typically runs 30-45 minutes.

Please select a time that works for your team:

[BOOK QBR MEETING](#)

[Your Name]

[Your Title]

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