

PREPARED FOR

MOBICA

MOBICA LOGO



Hotel Chain Partnership Proposal

Furniture & FF&E Supply Solutions for Modern Hospitality

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POWERED BY

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B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

Who We Are

Mobica for Integrated Industries is Egypt's largest vertically integrated furniture and FF&E manufacturer, serving the global hospitality industry since 1976. With 15 factories spanning 280,000 m², we deliver turnkey furnishing solutions from raw materials to installed rooms.

COMPANY AT A GLANCE

Founded	1976
Headquarters	10th of Ramadan City, Egypt
Team Size	2,400+ employees
Production	280,000 m ² across 15 factories
Markets Served	10+ countries (MENA, Europe, Africa)
OEM Partner	IKEA Industry certified supplier

MISSION

To deliver world-class furniture and FF&E that meets the exacting standards of international hotel chains, combining Egyptian manufacturing scale with European design partnerships and IKEA-grade quality systems.

50

YEARS IN BUSINESS

15

MANUFACTURING PLANTS

10+

EXPORT MARKETS

5

PRODUCT DIVISIONS

Our Promise

Every product is built for commercial-grade hospitality: IKEA-tested durability, premium European design DNA, 30-40% cost advantage vs. European manufacturers, and full turnkey delivery from concept to installed room.

Product Portfolio

Five specialized divisions covering every hotel space — from lobby to back-of-house. Each product line is engineered for commercial-grade durability, guest comfort, and brand consistency across properties.

DIVISION 1

MOBICA WORK

Office and executive furniture for hotel business centres, back-of-house operations, and co-working lobbies. Ergonomic designs with premium finishes.

NASDAQ DESK

AXIS CHAIR

THINK POD

DIVISION 2

MOBICA LIVE

Guest room and residential furniture for hotel bedrooms, suites, and serviced apartments. Headboards, wardrobes, desks, and soft seating designed for 24/7 hospitality use.

COCOON HEADBOARD

REGAL DESK

POLIFORM WARDROBE

DIVISION 3

MOBICA HEAL + LEARN

Specialized furniture for hotel spas, wellness centres, and training facilities. Anti-microbial finishes, wet-area rated materials, and modular configurations.

SPA LOUNGER

MUTE PANELS

MODULAR TRAINING

CERTIFICATIONS

All products meet international hospitality standards. ISO 9001:2015, ISO 14001, FSC Chain of Custody, IKEA IWAY compliance, and fire-retardancy per BS 5852 / EN 1021.

ISO 9001

FSC

ISO 14001

Why Choose Mobica for Integrated Industries

Four core differentiators that set us apart in the hotel FF&E supply market.



Vertical Integration

15 factories under one roof — from raw timber and metalwork to upholstery and finishing. No outsourced steps means total quality control and faster lead times than any competitor.



IKEA-Grade Quality

Certified IKEA Industry OEM supplier since 2005. Every product passes the same rigorous testing protocols used by the world's largest furniture brand — durability, safety, and consistency at scale.



MENA Proximity

Located in Egypt with direct shipping access to every MENA market. 30-40% cost advantage over European manufacturers, with 4-8 week delivery to Gulf states — half the lead time of Asian suppliers.



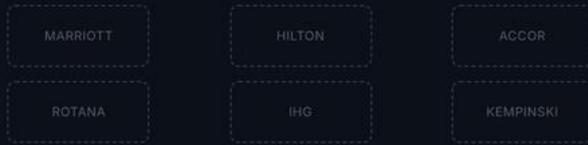
Premium Brand Access

Exclusive MENA distribution for Poliform, Varschin, Tonon, Gufram, Qeeboo, and Abhika. Luxury European design at regional pricing — ideal for suites and signature spaces.

Hotel Chain Experience

Proven track record furnishing hotel properties across MENA. Our capabilities span luxury suites to select-service guest rooms, with turnkey delivery from design to installation.

TARGET HOTEL PARTNERS



CAPABILITY HIGHLIGHTS

MENA Resort Project

120 ROOMS

Full FF&E package for a 5-star Red Sea resort: custom headboards, wardrobes, lobby seating, F&B furniture, and outdoor pool deck pieces. Delivered in 10 weeks.

Gulf Business Hotel Chain

350 ROOMS

Standardized guest-room furniture across 3 properties in UAE and Saudi Arabia. MOBICA WORK desks + AXIS chairs for business centres. 25% below European quote.

Cairo Luxury Renovation

85 SUITES

Poliform wardrobe systems and Varschin seating for suite-level renovation. Custom finishes matched to interior designer specifications with 3-week sample turnaround.

PROPERTY COVERAGE BY TIER

5-Star

LUXURY

4-Star

UPSCALE

3-Star

SELECT-SERVICE

Certifications & Sustainability

Meeting the sustainability mandates of major hotel chains. Our certifications align with the ESG requirements of Marriott, Hilton, IHG, Accor, and other global brands operating in MENA.

CERTIFICATIONS HELD



ISO 9001:2015
Quality management systems



ISO 14001
Environmental management



FSC Chain of Custody
Responsible wood sourcing



IKEA IWAY Compliance
Supplier code of conduct & sustainability

SUSTAINABILITY COMMITMENTS

Environmental Goals



Brand Alignment

Our FSC and ISO 14001 certifications directly support the ESG reporting requirements of major hotel chains. IKEA IWAY compliance demonstrates third-party-audited labour and environmental standards — a key differentiator for preferred vendor qualification.

Case Study: Red Sea Resort Chain

How Mobica for Integrated Industries delivered measurable results for a luxury resort operator across 3 properties in Egypt and Saudi Arabia.

CHALLENGE

European Lead Times

The resort chain faced 16-20 week lead times from Italian FF&E suppliers, with costly last-mile logistics from Europe to MENA. Quality inconsistencies on repeat orders and no local service support were causing renovation delays and budget overruns.

20 Weeks

PREVIOUS LEAD TIME

SOLUTION

Turnkey MENA Supply

Mobica provided a complete FF&E package across guest rooms, lobby, F&B venues, and pool areas. Poliform wardrobes for suites, in-house manufactured casegoods for standard rooms, and Varschin outdoor seating — all from a single source with local installation teams.

SINGLE SOURCE

LOCAL INSTALL

8-WEEK DELIVERY

RESULTS

Measurable Impact

35%

COST REDUCTION VS. EUROPE

60%

FASTER DELIVERY

3 Properties

EXPANDED TO FULL CHAIN

Client Feedback

"Mobica delivered the same quality we expected from our Italian suppliers, but with half the lead time and a third less cost. The local installation support made the renovation seamless. We've now standardized on Mobica for all three properties."

— VP of Procurement, Regional Resort Operator

Pricing Structure

Flexible pricing models designed for hotel chain procurement. Volume-based tiers with transparent cost structures, 30-40% below European benchmarks at every level.

TIER 1

Pilot

1 – 3 properties

Standard catalog pricing with 10% introductory discount. Free on-site measurement and 3D room visualization. Sample room delivery included for pilot evaluation.

Lead time: 6-8 weeks

TIER 2 — MOST POPULAR

Volume

4 – 15 properties

20-25% volume discount with dedicated production line allocation. Custom finishes and branding at no additional charge. Quarterly business reviews and priority scheduling.

Lead time: 4-6 weeks

TIER 3

Enterprise

16+ properties

Best-rate pricing with locked annual rates. Dedicated factory capacity, exclusive product development, warehousing and JIT delivery. Co-branded sustainability reporting included.

Lead time: 3-5 weeks

INCLUDED WITH ALL TIERS

- ✓ Dedicated account manager
- ✓ 5-year structural warranty
- ✓ Free sample rooms
- ✓ Custom finishes available
- ✓ Factory tours welcome

CONTRACT OPTIONS

Annual contracts with quarterly review • Multi-year agreements with locked pricing • Flexible PO-based ordering for pilot programs • Net 30/60/90 payment terms • LC and TT accepted

Implementation Plan

A structured rollout from pilot to full deployment. Designed for minimal operational disruption with measurable milestones at every stage.

PHASE 1 — WEEKS 1-4

Pilot Program

- Select 1-2 pilot properties
- On-site survey and measurement
- Sample room production and approval
- Custom finish and branding mockups
- Initial order for pilot rooms
- Baseline KPI documentation

PHASE 2 — WEEKS 5-12

Regional Rollout

- Pilot results review and optimization
- Expand to 5-10 properties
- Staff training on product care
- Inventory management and reorder setup
- Quality feedback loop established
- Monthly performance reporting

PHASE 3 — WEEKS 13-24

Full Deployment

- Chain-wide rollout to all properties
- Preferred vendor agreement finalized
- Dedicated production line allocated
- Automated reorder systems configured
- Quarterly business reviews scheduled
- Year-one ROI assessment

SUCCESS METRICS

Every phase includes measurable KPIs: guest satisfaction scores, product durability benchmarks, cost per room vs. previous supplier, delivery on-time rate, and sustainability impact metrics per ESG requirements.

4 Weeks

PILOT DURATION

24 Weeks

FULL ROLLOUT

Partnership Models

Choose the engagement model that best fits your procurement strategy. Each tier includes progressively deeper integration and value.

Pilot Partner

ENTRY

Low-risk entry point for evaluating Mobica products at 1-3 properties. Ideal for renovation cycles or new-build pilot rooms before chain-wide commitment.

- ✓ 1-3 properties
- ✓ 10% introductory discount
- ✓ Free sample rooms
- ✓ Factory tour invitation

Preferred Vendor

RECOMMENDED

Formal preferred vendor status within the hotel chain's procurement framework. Volume pricing, priority production, and dedicated account management for 4-15 properties.

- ✓ Chain-wide availability
- ✓ 20-25% volume discount
- ✓ Priority production scheduling
- ✓ Quarterly business reviews
- ✓ Custom finishes included

Strategic Partner

ENTERPRISE

Exclusive or near-exclusive FF&E supply for 16+ properties. Co-development of custom product lines, dedicated factory capacity, and joint sustainability initiatives.

- ✓ Exclusive category supply
- ✓ Best-rate pricing guarantee
- ✓ Joint product development
- ✓ Co-branded ESG reporting
- ✓ Executive-level relationship



Let's Build a Partnership

We would welcome the opportunity to discuss how Mobica for Integrated Industries can support your hotel chain's FF&E needs. Contact us to schedule a factory tour, product presentation, or request sample rooms.

CONTACT

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EMAIL

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WEBSITE

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NEXT STEPS

- 1 Schedule discovery call
- 2 Factory tour in Egypt
- 3 Sample room delivery
- 4 Launch partnership

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