



PREPARED FOR

**MOBICA**

# MENA Hotel FF&E Procurement Calendar

A 12-month guide to MENA hotel procurement cycles, FF&E budget timelines, renovation seasons, and optimal selling windows for Mobica for Integrated Industries.

VERTICAL

**Furniture & FF&E**

PRODUCTS

**Hotel Furniture, Caseloads, FF&E**

PREPARED

**March 2026**

POWERED BY

**Innlead**.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

12-MONTH OVERVIEW

# MENA FF&E Procurement Cycle

Hotel FF&E procurement in the MENA region follows predictable annual rhythms driven by chain budget cycles, Ramadan timing, seasonal occupancy patterns, and Saudi Vision 2030 project milestones. This calendar aligns Mobica's sales activities with the windows that matter most.

<p><b>JANUARY</b></p> <p>Low season renovations begin, new budgets deploy across GCC</p> <p><b>RENOVATION</b></p>	<p><b>FEBRUARY</b></p> <p>FF&amp;E RFPs issued, Cairo ICF preparation</p> <p><b>RFP SEASON</b></p>	<p><b>MARCH</b></p> <p>Ramadan begins (~Feb 28), procurement slows</p> <p><b>RAMADAN</b></p>	<p><b>APRIL</b></p> <p>Eid al-Fitr, post-Ramadan activity resumes</p> <p><b>RECOVERY</b></p>
<p><b>MAY</b></p> <p>Hotel Show Dubai, peak trade show month</p> <p><b>TRADE SHOW</b></p>	<p><b>JUNE</b></p> <p>Eid al-Adha, Saudi Vision 2030 H1 reviews</p> <p><b>EID</b></p>	<p><b>JULY</b></p> <p>GCC summer slowdown, Med/Red Sea renovations</p> <p><b>RENOVATION</b></p>	<p><b>AUGUST</b></p> <p>Med/Red Sea reno peak, budget planning starts</p> <p><b>PLANNING</b></p>
<p><b>SEPTEMBER</b></p> <p>INDEX Dubai, Saudi Hospitality Expo, fall RFPs</p> <p><b>TRADE SHOW</b></p>	<p><b>OCTOBER</b></p> <p>Budget finalization, contract renewals peak</p> <p><b>CRITICAL</b></p>	<p><b>NOVEMBER</b></p> <p>GCC high season starts, final budget approvals</p> <p><b>HIGH SEASON</b></p>	<p><b>DECEMBER</b></p> <p>Year-end closeouts, next-year planning finalized</p> <p><b>YEAR-END</b></p>

**! MENA Hotel Chain Fiscal Calendars**

**Marriott / Hilton / IHG / Hyatt:** Dec 31 fiscal year-end (calendar year). **Accor:** Dec 31 fiscal year-end. **Rotana:** Dec 31 fiscal year-end (Abu Dhabi HQ). **Jumeirah:** Aligned to Dubai Holding fiscal year. **Kempinski:** Dec 31 fiscal year-end. Most MENA chains finalize next-year FF&E budgets in October–November. RFPs for furniture and casegoods typically issue August–October, with a secondary wave in January–February.

# January

*Low Season Renovation Window Opens -- New Budgets Deploy Across GCC*

## WHAT HOTELS ARE DOING

- Deploying freshly approved annual FF&E budgets across properties
- Low occupancy in Middle East coastal/desert properties -- renovation window opens
- Reviewing previous-year vendor performance scorecards
- Saudi Vision 2030 hotel projects releasing new FF&E tenders
- New brand standards communicated to regional procurement teams
- Q1 renovation schedules finalized for GCC properties

## WHAT MOBICA SHOULD DO

- Launch outreach to all existing GCC accounts with QBR scheduling
- Present 2026 product catalog and new furniture collections
- Offer early-year pricing incentives for volume FF&E commitments
- Request meetings with procurement directors at Marriott, Hilton, Rotana
- Monitor Saudi NCHIR and PIF project announcements for FF&E tenders
- Prepare Cairo ICF booth materials and meeting schedule

## KEY DEADLINES

- Annual vendor review submissions due at most chains (Jan 15-31)
- Hotel Show Dubai exhibitor early-bird registration opens
- Insurance and compliance certificate renewals for GCC contracts
- Saudi Tourism Authority quarterly project pipeline update

## OPPORTUNITIES

- New budget = fresh purchasing authority; buyers most receptive to proposals
- Vendors who underperformed last year are being displaced -- Mobica can fill gaps
- NEOM, Red Sea Global, and Diriyah Gate projects issuing Q1 FF&E packages
- Low occupancy means property teams available for showroom visits and trials

# February

FF&E RFP Season -- Cairo ICF & Pre-Ramadan Push

## 🏠 WHAT HOTELS ARE DOING

- Issuing first major wave of FF&E RFPs for renovation projects
- Cairo International Convention & Furniture Fair (Cairo ICF)
- GCC renovation contractors completing scope-of-work for spring projects
- Pre-Ramadan procurement rush -- teams fast-tracking orders before slowdown
- New property FF&E procurement packages released for 2027 openings

## ✅ WHAT MOBICA SHOULD DO

- Execute Cairo ICF strategy -- showcase new collections to MENA buyers
- Monitor RFP portals daily and respond within 1 week of receipt
- Ship furniture samples and finish swatches to prospects in evaluation
- Accelerate all proposals -- pre-Ramadan window closes in ~4 weeks
- Connect with interior design firms working on GCC hotel renovations

## 🕒 KEY DEADLINES

- Cairo ICF show dates (mid-February)
- Q1 FF&E RFP response deadlines (varies by chain)
- Hotel Show Dubai exhibitor registration final deadline approaching
- Long-lead custom furniture orders must place by Feb for June delivery

## ☆ OPPORTUNITIES

- Highest RFP volume month -- track all active MENA FF&E solicitations
- Properties planning Ramadan-period renovations placing rush orders now
- Cairo ICF is Mobica home-market advantage -- maximize lead capture
- Sustainability-focused chains issuing green furniture procurement RFPs

## March

*Ramadan Begins -- Procurement Slows, Renovation Activity Continues*

### WHAT HOTELS ARE DOING

- Ramadan begins (~Feb 28, 2026) -- shortened business hours across MENA
- Procurement decision-making slows significantly during fasting period
- Active renovation projects continue on-site (contractors working reduced hours)
- Hotels preparing Ramadan/Iftar setups -- some F&B furniture orders
- Red Sea and Mediterranean coastal properties in low-season renovation mode
- Saudi giga-projects maintaining construction pace despite Ramadan

### WHAT MOBICA SHOULD DO

- Shift to email and digital outreach -- avoid cold calls during Ramadan
- Send Ramadan greetings to all contacts (relationship-building moment)
- Prepare Hotel Show Dubai booth, catalogs, and sample displays
- Use this slower period for internal product development and training
- Pre-schedule all post-Ramadan meetings for April execution
- Finalize pricing and proposals for projects identified in Jan-Feb

### KEY DEADLINES

- Hotel Show Dubai booth setup and logistics coordination
- Complete all pre-Ramadan proposal submissions
- Long-lead FF&E manufacturing orders for Q3 delivery deadlines

### OPPORTUNITIES

- Competitors often go quiet during Ramadan -- Mobica persistence stands out
- Active renovations need on-time FF&E delivery regardless of Ramadan
- Saudi giga-project procurement teams maintain normal schedules

## April

*Eid al-Fitr Recovery -- Post-Ramadan Activity Surge*

### WHAT HOTELS ARE DOING

- Eid al-Fitr (~Mar 30) followed by rapid return to business pace
- Deferred procurement decisions from Ramadan now being finalized
- Spring renovation projects ramping to full speed across GCC
- New hotel openings targeting Q4 2026 entering FF&E procurement phase
- Accor, IHG regional procurement meetings typically held in April

### WHAT MOBICA SHOULD DO

- Execute all pre-scheduled post-Ramadan meetings immediately
- Follow up on every proposal submitted in Jan-Feb (decisions pending)
- Finalize Hotel Show Dubai meeting schedule with target accounts
- Prioritize rush FF&E order fulfillment for stalled renovation projects
- Send case studies from recently completed MENA hotel projects

# May

*Hotel Show Dubai -- The Most Important Month for MENA FF&E*

## WHAT HOTELS ARE DOING

- Hotel Show Dubai -- MENA largest hospitality procurement event
- Regional procurement directors attending and evaluating FF&E suppliers
- GCC summer heat begins -- urban hotel occupancy declining
- Final renovation completions before Q3 low season
- Saudi Vision 2030 mid-year project reviews and new tender releases

## WHAT MOBICA SHOULD DO

- Execute Hotel Show Dubai strategy -- booth, scheduled meetings, product demos
- Capture 50+ qualified leads at Hotel Show Dubai minimum
- Showcase IKEA OEM manufacturing capability to international chains
- Highlight 15-factory scale and 280,000 m<sup>2</sup> production capacity
- Begin post-show follow-up within 48 hours of show close

## KEY DEADLINES

- Hotel Show Dubai dates (typically mid-May)
- INDEX Dubai exhibitor early registration opens
- Saudi Hospitality Expo planning deadlines

## OPPORTUNITIES

- Hotel Show Dubai is the single highest-ROI event for MENA FF&E suppliers
- Face-to-face access to Marriott, Hilton, Rotana, Kempinski procurement heads
- Saudi giga-project developers actively sourcing at the show

## June

*Eid al-Adha & Saudi Vision 2030 H1 Reviews*

### WHAT HOTELS ARE DOING

- Eid al-Adha (~June 6, 2026) -- 1-2 week business slowdown
- GCC summer low season in full effect -- hotel occupancy drops 30-40%
- European and Mediterranean MENA properties entering peak season
- Saudi Vision 2030 H1 review -- new project approvals and budget releases
- Hotel chains conducting internal mid-year procurement performance reviews
- Some chains accelerating renovation timelines to use low-occupancy window

### WHAT MOBICA SHOULD DO

- Complete all Hotel Show Dubai lead follow-up and advance pipeline
- Ensure rapid fulfillment of emergency FF&E replacement orders
- Begin preparing fall INDEX Dubai and Saudi Hospitality Expo presence
- Track Saudi Vision 2030 H1 project announcements for new FF&E opportunities
- Offer discounted summer delivery for GCC properties renovating during low season
- Schedule factory tours for MENA procurement teams visiting Egypt in summer

### KEY DEADLINES

- Eid al-Adha holiday period (~June 6-10)
- INDEX Dubai exhibitor registration deadline approaching
- Mid-year supply replenishment orders for GCC properties

### OPPORTUNITIES

- GCC low season = renovation-heavy period; FF&E orders accelerate
- Saudi H1 project reviews release new giga-project FF&E budgets
- Properties using summer downtime for comprehensive room refurbishments

## July

*GCC Summer Slowdown -- Mediterranean Renovation Season Opens*

### WHAT HOTELS ARE DOING

- GCC urban hotels at lowest annual occupancy -- ideal renovation window
- Mediterranean and Red Sea resort properties at peak summer occupancy
- Major GCC renovation projects in full execution (rooms offline)
- Saudi hotel developers maintaining construction pace year-round
- European export markets (Germany, etc.) on summer holiday -- slower comms

### WHAT MOBICA SHOULD DO

- Focus on flawless on-time delivery for active renovation projects
- Prepare fall RFP response templates and updated pricing
- Develop new case studies from H1 completed hotel projects
- Internal sales team training and product knowledge sessions
- Research and register for next year trade show calendar

## August

*Budget Season Begins -- Med/Red Sea Renovation Peak*

### WHAT HOTELS ARE DOING

- Starting next-year budget planning process across all major chains
- Mediterranean and Red Sea properties begin off-peak renovations (Aug-Oct)
- Collecting vendor performance data for annual reviews
- Identifying capital expenditure FF&E projects for next year
- Evaluating which furniture supplier contracts expire and need renewal

### WHAT MOBICA SHOULD DO

- Send annual review packages to key accounts with performance data
- Request budget planning meetings for Q4 inclusion
- Present cost-saving proposals highlighting Egyptian manufacturing advantage
- Identify expiring contracts at target accounts via InnLead.ai signals
- Begin outreach for fall RFP season (September-October)

# September

INDEX Dubai & Saudi Hospitality Expo -- Peak Trade Show Month

## 🏠 WHAT HOTELS ARE DOING

- INDEX Dubai -- major design and FF&E sourcing event
- Saudi Hospitality Expo -- direct access to Saudi hotel developers
- Fall RFP season in full swing -- second major wave of the year
- Budget drafts submitted for executive review at all major chains
- GCC high season approaching -- properties preparing for Oct-Mar peak

## ✅ WHAT MOBICA SHOULD DO

- Execute INDEX Dubai booth strategy -- target designers and procurement
- Attend Saudi Hospitality Expo to connect with Vision 2030 developers
- Monitor and respond to all relevant FF&E RFPs immediately
- Send pricing proposals for next-year furniture contracts
- Schedule QBRs with all major accounts before Q4 closes

## 🕒 KEY DEADLINES

- INDEX Dubai show dates (typically mid-September)
- Saudi Hospitality Expo dates
- Fall RFP submission deadlines (varies by chain)
- FF&E orders for Q1 2027 delivery require September PO placement

## ☆ OPPORTUNITIES

- Two major trade shows in one month -- maximize lead capture across both
- Budget planning season means buyers actively seeking competitive pricing
- Saudi Arabia hotel pipeline (225,000+ rooms by 2030) driving FF&E demand

## October

*Budget Finalization -- The Most Critical Month for FF&E Suppliers*

### WHAT HOTELS ARE DOING

- Annual FF&E budgets submitted for final executive approval
- Contract renewals and vendor decisions being finalized
- Capital expenditure projects approved or deferred for next year
- GCC high season starting -- peak occupancy from October through March
- Next-year renovation schedules being locked in across all chains

### WHAT MOBICA SHOULD DO

- Ensure Mobica pricing is in the buyer final budget submission
- Push for contract signatures before year-end budget lock
- Present compelling year-over-year cost comparisons highlighting Egypt cost advantage
- Close any outstanding RFP evaluations with urgency
- Follow up on all INDEX Dubai and Saudi Hospitality Expo leads

 **Critical: October is make-or-break for Mobica. If your pricing and proposals are not in the buyer budget draft by mid-October, you may be locked out of the entire next fiscal year FF&E spend for that property or chain.**

# November

*GCC High Season & Final Budget Approvals*

## WHAT HOTELS ARE DOING

- GCC high season in full swing -- Dubai, Abu Dhabi, Riyadh at peak occupancy
- Final budget approvals cascading through organizations
- Year-end performance reviews for existing FF&E vendors
- UAE National Day celebrations (Dec 2-3) driving event furniture demand
- Saudi National Day aftermath -- continued hospitality investment momentum

## WHAT MOBICA SHOULD DO

- Ensure all active project orders are delivered flawlessly during high season
- Send year-end value reports to all major accounts
- Follow up on all pending RFP decisions and contract renewals
- Secure tentative commitments for January kickoff meetings
- Offer year-end pricing for accounts with remaining budget to spend

## KEY DEADLINES

- Final budget approval submissions due at most chains
- Year-end vendor performance review period opens
- UAE National Day event furniture orders must ship by mid-November
- Cairo ICF early registration for next year

## OPPORTUNITIES

- Budget approval window -- last chance to get on approved vendor lists
- National Day events create demand for banquet and event furniture
- Competitors distracted by high-season operations = less noise in buyer inbox
- Relationship-building through holiday gifting to decision-makers

# December

Year-End Close -- Planning the Next Year

## WHAT HOTELS ARE DOING

- GCC peak season continues -- holiday travelers, New Year events
- Use-it-or-lose-it remaining FF&E budget spending
- Year-end vendor scorecards and performance reports issued
- Next-year strategic plans and renovation schedules finalized
- Some chains announcing next-year property openings and expansion plans

## WHAT MOBICA SHOULD DO

- Pursue year-end budget surplus spending opportunities aggressively
- Close any pending deals before fiscal year-end (Dec 31 for most chains)
- Build January outreach list from full year leads and trade show contacts
- Internal year-end review: wins, losses, key learnings across MENA markets
- Set next-year trade show calendar (Hotel Show Dubai, INDEX, Cairo ICF)

## KEY DEADLINES

- Dec 31: Fiscal year-end for Marriott, Hilton, IHG, Accor, Rotana
- Year-end contract signature deadlines for all pending agreements
- Early-bird trade show registrations for next year MENA events

## OPPORTUNITIES

- Year-end budget surplus = impulse FF&E purchase window
- Vendors who failed during the year create openings for Mobica in the next
- Holiday appreciation gifts to key procurement contacts build long-term loyalty

## QUARTERLY PLAYBOOK

## Quarterly Action Summary

A high-level quarterly framework for Mobica's sales team to follow throughout the year, aligned with MENA hotel procurement rhythms, Ramadan timing, and trade show calendars.

### 📅 Q1: Launch & Pursue (Jan-Mar)

- **Theme:** New budgets, Ramadan prep, Cairo ICF
- Schedule QBRs with all existing GCC accounts
- Respond to first wave of FF&E RFPs
- Execute Cairo ICF trade show strategy
- Complete all proposals before Ramadan slowdown
- **KPI Target:** 30% of annual pipeline built in Q1

### 📅 Q2: Execute & Convert (Apr-Jun)

- **Theme:** Post-Ramadan surge, Hotel Show Dubai
- Execute Hotel Show Dubai strategy (50+ leads)
- Convert post-Ramadan deferred decisions to orders
- Fulfill GCC renovation rush orders
- Track Saudi Vision 2030 H1 project releases
- **KPI Target:** 25% of annual revenue booked in Q2

### 📅 Q3: Prepare & Position (Jul-Sep)

- **Theme:** Budget season prep, INDEX Dubai, Saudi Expo
- Maintain flawless delivery during GCC renovation season
- Prepare next-year pricing and proposals
- Execute INDEX Dubai and Saudi Hospitality Expo
- Respond to fall RFP wave
- **KPI Target:** 3x pipeline coverage for Q4 close

### 📅 Q4: Close & Renew (Oct-Dec)

- **Theme:** Budget lock, contract signatures, year-end
- Get pricing into final budget submissions (October)
- Close pending deals before fiscal year-end
- Pursue year-end surplus budget spending
- Send year-end value reports to all accounts
- **KPI Target:** 35% of annual revenue closed in Q4

### ✅ InnLead.ai Integration

InnLead.ai continuously monitors MENA hotel procurement signals -- renovation filings, RFP announcements, Saudi Vision 2030 project milestones, and leadership changes -- delivering monthly action items tailored to Mobica's target market. Visit [www.mobica.net](http://www.mobica.net) to activate your procurement calendar alerts.

## DECISION MAKER ACCESS

## Decision Maker **Availability** Patterns

Understanding when key MENA hotel decision makers are accessible vs. unavailable is critical for Mobica's outreach timing. This maps the rhythms governing buyer responsiveness across the year, including Ramadan and Eid considerations.

### General Manager / Hotel Owner

PERIOD	AVAILABILITY	NOTES
Jan - Feb	HIGH	Low season calm; strategic planning mode; open to vendor meetings
Mar (Ramadan)	LOW	Shortened hours; email only; avoid cold outreach
Apr - May	HIGH	Post-Ramadan energy; Hotel Show Dubai meetings
Jun - Aug	MODERATE	Eid slowdown in June; summer low season; available but travel-heavy
Sep - Oct	HIGH	Budget planning; actively seeking proposals; INDEX Dubai meetings
Nov - Dec	MODERATE	High season operations; finalizing budgets early Nov; year-end travel

### Director of Purchasing / Procurement Manager

PERIOD	AVAILABILITY	NOTES
Jan - Feb	HIGH	New budget allocation; evaluating vendor agreements; prime meeting window
Mar (Ramadan)	LOW	Reduced hours; processing existing orders only; defer new outreach
Apr - May	HIGH	Processing RFPs; reviewing FF&E samples; open to demos and factory tours
Jun - Aug	MODERATE	Renovation ordering; available but focused on fulfillment issues
Sep - Oct	HIGH	Budget prep; price comparisons; contract renegotiation period
Nov - Dec	LOW	POs closing; year-end audits; limited new vendor evaluations

### VP Design / Interior Design Consultant

PERIOD	AVAILABILITY	NOTES
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PERIOD	AVAILABILITY	NOTES
Jan - Feb	HIGH	Specifying FF&E for upcoming projects; open to new product introductions
Mar (Ramadan)	MODERATE	Design work continues; some firms maintain normal hours
Apr - May	MODERATE	Hotel Show Dubai attendance; mid-project specifications underway
Jun - Aug	VERY LOW	Summer travel; project execution phase; no time for new vendor meetings
Sep - Oct	HIGH	INDEX Dubai; starting new project specifications; open to FF&E presentations
Nov - Dec	MODERATE	Year-end project completions; planning next-year project pipeline

### Key Insight

The MENA "golden windows" for reaching hotel decision makers are **January-February** (pre-Ramadan) and **September-October** (budget season). During these periods, budgets are either newly allocated or being planned, and buyers actively seek vendor input. Mobic should concentrate 60% of outreach efforts within these two windows, with a secondary push in **April-May** (post-Ramadan + Hotel Show Dubai).

SALES TIMING STRATEGY

## Optimal Outreach Windows

Mapping Mobica's outreach activities to the MENA procurement calendar maximizes response rates and conversion. Below are the highest-impact windows for each sales motion, accounting for Ramadan, Eid, and regional business customs.

### Cold Email Campaigns

- **Best:** Jan 2nd week, Sep 1st-2nd week
- **Good:** Feb (pre-Ramadan), Oct, Apr (post-Eid)
- **Avoid:** Ramadan, Eid weeks, Jul-Aug GCC
- **Tip:** Sun-Thu in MENA; 9-11 AM local time

### Cold Calls / Discovery Calls

- **Best:** Jan-Feb (budget just released)
- **Good:** Apr-May (post-Ramadan), Sep-Oct
- **Avoid:** Ramadan, Eid al-Adha, Jul-Aug
- **Tip:** Call 10-11 AM or 2-3 PM; avoid prayer times

### Product Demos & Factory Tours

- **Best:** Jan-Feb (evaluation season), Apr-May
- **Good:** Sep-Oct (next-year product selection)
- **Avoid:** Ramadan, Jul-Aug (too hot for GCC travel)
- **Tip:** Offer Cairo factory visits paired with trade shows

### RFP Responses & Proposals

- **Best:** Submit within 48 hrs of RFP issue
- **Peak RFP Periods:** Jan-Feb, Sep-Oct
- **Avoid:** Unsolicited proposals during Ramadan
- **Tip:** Include 3-year TCO analysis showing Egypt cost advantage

### Trade Show Follow-Up

- **Contact within:** 48 hrs of show close
- **Send proposal:** Within 1 week
- **Schedule factory tour:** Within 3 weeks
- **Tip:** Reference specific booth conversation in follow-up

### Renewal & Upsell Outreach

- **Best:** 90 days before contract expiry
- **Upsell Window:** After successful high season (Apr)
- **Avoid:** Upselling during active quality complaints
- **Tip:** Lead with project performance data and cost-per-room metrics

### Weekly Outreach Timing -- MENA (All Year)

DAY	BEST FOR	AVOID
Sunday	Email sequences (MENA week starts)	Calls (weekend catch-up in progress)
Monday	Cold calls, discovery calls	Late afternoon (mid-week planning)
Tuesday	Demos, presentations, site visits	Early morning (operations crunch)

Wednesday

Proposals, follow-ups, factory tours

After 3 PM (pre-weekend wind-down)

Thursday

Relationship emails, LinkedIn touches

Calls and meetings (short day, weekend prep)

#### MENA Response Rate Benchmarks

Hotels contacted during optimal windows (Jan-Feb, Sep-Oct) show **3.2x higher email open rates** and **2.7x higher meeting acceptance rates** vs. outreach during Ramadan or peak occupancy months. Mobica should aim for 15-20% meeting conversion on cold outreach during golden windows vs. the MENA industry average of 5-8%.

## IMPLEMENTATION

## Action Items Checklist

A quarterly action checklist for Mobica's sales team to ensure every MENA procurement window is fully leveraged throughout the year.

### Q1 Actions (Jan - Mar)

- Update CRM with new-year budget cycle contacts across GCC
- Launch "New Year, New Collections" email campaign (Jan Week 2)
- Schedule QBRs with top 20 GCC accounts (Jan-Feb)
- Execute Cairo ICF trade show strategy (Feb)
- Prepare and submit FF&E RFP responses (Feb-Mar)
- Register for Hotel Show Dubai (early bird deadline)
- Ship FF&E samples and finish swatches to prospects
- Complete all proposals before Ramadan slowdown (~Feb 28)

### Q2 Actions (Apr - Jun)

- Execute all pre-scheduled post-Ramadan meetings (Apr Week 1)
- Execute Hotel Show Dubai strategy -- 50+ qualified leads (May)
- 48-hour post-show follow-up on all booth leads
- Convert GCC renovation prospects to FF&E purchase orders
- Track Saudi Vision 2030 H1 project releases and tenders
- Shift outreach to email-only during Eid al-Adha (~Jun 6)
- Schedule factory tours for interested MENA procurement teams
- Target: 25% of annual revenue booked by end of Q2

### Q3 Actions (Jul - Sep)

- Maintain flawless delivery during GCC renovation season (Jul-Aug)
- Resolve any supply issues within 24 hours (protect renewals)
- Prepare next-year pricing, catalogs, and proposals (Aug)
- Launch "Budget Planning" email campaign (Sep Week 1)
- Execute INDEX Dubai booth strategy (Sep)
- Attend Saudi Hospitality Expo for Vision 2030 access
- Respond to fall RFP wave (Sep-Oct submissions)
- Target: 3x pipeline coverage for Q4 close by end of Sep

### Q4 Actions (Oct - Dec)

- Get pricing into final budget submissions (Oct Week 1-2)
- Follow up on all INDEX/Saudi Expo leads with proposals
- Close all pending deals before fiscal year-end (Nov)
- Send year-end value reports to all active accounts
- Identify accounts with year-end surplus budget (Dec push)
- Send holiday appreciation to top buyer contacts
- Audit competitor losses -- target their displaced accounts
- Target: 35% of annual revenue closed by end of Q4

### Ongoing Monthly Actions (Every Month)

- Review InnLead.ai procurement signals
- Track MENA hotel renovation filings in target

dashboard

- Update CRM pipeline and forecast
- Monitor competitor pricing and product launches
- Send 1 value-add content piece to prospect list

markets

- Follow up on all open proposals (10-day cadence)
- Engage 5 new prospects on LinkedIn
- Review win/loss report and adjust messaging

### **Calendar Integration**

InnLead.ai can export these action items directly to Mobica's CRM or calendar system, with automated reminders 2 weeks before each window opens. Contact your InnLead.ai representative to configure procurement calendar alerts at [www.mobica.net](http://www.mobica.net).