

B2B Email Templates for Hotel Supply

How to Use These Templates

Each template is designed for B2B hotel procurement communications. Replace bracketed placeholders with your specific details, customize the body to match your products, 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 office furniture, hotel FF&E, seating systems, interior fit-out solutions for their property type
- Update CTA links to your 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
- 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 Procurement	Initial prospecting	OUTREACH	25-35%
RFP Follow-Up	After RFP submission	FOLLOW-UP	40-55%
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 Product Announcement	Product launch	NURTURE	30-40%
Seasonal Promotion	Pre-season planning	NURTURE	28-38%
Quarterly Business Review Invitation	End of quarter	RETENTION	45-55%

ALL 8 TEMPLATES

- 01 Cold Outreach to Hotel Procurement
- 02 RFP Follow-Up
- 03 Sample Kit Introduction
- 04 Trade Show Follow-Up
- 05 Contract Renewal Reminder
- 06 New Product Announcement
- 07 Seasonal Promotion
- 08 Quarterly Business Review

TEMPLATE 01

Cold Outreach to Hotel Procurement

COPY EMAIL

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

MOBICA FOR INTEGRATED INDUSTRIES

Furniture & FF&E Solutions for Your Property

Hi [First Name],

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

At Mobica for Integrated Industries, we are the Middle East's largest furniture manufacturer -- 15 factories across 280,000 m2, producing 87,000 units per month. We supply **hotel FF&E, interior fit-out solutions, and luxury furniture** through exclusive partnerships with Poliform Italy, Edra, and Moooi, serving properties from midscale to ultra-luxury.

Three things that set Mobica apart for hotel procurement:

1. **Vertically integrated manufacturing** -- we control the entire process from raw materials to on-site installation across 15 factories
2. **Turnkey delivery** -- our proven 7-phase model covers design, production, logistics, installation, and post-delivery support
3. **Premium brand portfolio** -- exclusive Poliform Italy partnership plus Edra, Moooi, Varaschin, and 12+ European luxury brands

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

[SCHEDULE A CALL](#)

[Your Name]

[Your Title]

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RFP Follow-Up

[COPY EMAIL](#)

SUBJECT: Re: Mobica for Integrated Industries RFP Response -- [Project Name]

MOBICA FOR INTEGRATED INDUSTRIES

Following Up on Your RFP

Hi [First Name],

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

A few points I'd like to highlight from our submission:

Pricing: Our quote includes volume-based pricing tiers, with additional discounts available for multi-property agreements.

Sample Kit Introduction

[COPY EMAIL](#)

SUBJECT: Your Mobica for Integrated Industries Sample Kit Is Ready to Ship

MOBICA FOR INTEGRATED INDUSTRIES

Curated Sample Kit for [Hotel Name]

Hi [First Name],

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

Your kit includes:

-- Poliform premium wood veneer samples (walnut, oak, eucalyptus finishes) -- our most popular for luxury and upscale properties.

TEMPLATE 04

Trade Show Follow-Up

COPY EMAIL

SUBJECT: Great connecting at [Trade Show] -- Next steps for [Hotel Name]

MOBICA FOR INTEGRATED INDUSTRIES

Following Up from [Trade Show]

Hi [First Name],

It was great meeting you at [Trade Show Name] on [day]. I enjoyed our conversation about [specific topic discussed -- renovation plans, sustainability goals, product challenges].

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

- **Mobica LIVE Division catalog** covering hotel suites, lobby furniture, and hospitality collections (attached)
- **Pricing sheet** for [hotel tier] properties with volume discount tiers
- **Factory capabilities brief** detailing our 15 factories, 280,000 m2 facility, and 87,000 units/month capacity

I would also like to schedule a **sample kit** shipment to [Hotel Name] so your team can evaluate our products firsthand.

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

[SCHEDULE FOLLOW-UP CALL](#)

[Your Name]

[Your Title]

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TEMPLATE 05

New Product Announcement

COPY EMAIL

SUBJECT: Introducing [Product Name] -- Built for Hotel Performance

MOBICA FOR INTEGRATED INDUSTRIES

New Product Launch: [Product Name]

Hi [First Name],

We are excited to introduce [Product Name], our latest addition to the Mobica LIVE hospitality furniture range, developed in collaboration with our premium Italian brand partners.

Designed specifically for hotel environments, [Product Name] delivers:

- [Key Feature 1] -- [benefit for hotel operations]
- [Key Feature 2] -- [durability/performance metric]
- [Key Feature 3] -- [sustainability certification]

This product is ideal for [hotel tier] properties undergoing [renovations / new builds / refreshes] and is available in [X] finishes with [lead time] delivery.

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

REQUEST PRODUCT SAMPLE

[Your Name]

[Your Title]

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Seasonal Promotion

[COPY EMAIL](#)

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

MOBICA FOR INTEGRATED INDUSTRIES

[Season] Procurement Planning

Hi [First Name],

As [Hotel Name] plans for the upcoming [season / quarter], we wanted to share our **seasonal procurement program** for Furniture & FF&E.

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

- **[X]% volume discount** on orders above [quantity]
- **Complimentary sample kit** for new product evaluation
- **Extended payment terms** (Net 60) for qualifying accounts
- **Priority delivery** for seasonal refresh timelines

Many of our hotel clients use [season] as the optimal window for Furniture & FF&E refreshes, aligning with [off-peak occupancy / annual budgets / brand standard updates].

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

[PLAN YOUR SEASONAL ORDER](#)

[Your Name]

[Your Title]

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TEMPLATE 07

Contract Renewal Reminder

COPY EMAIL

SUBJECT: Your Mobica for Integrated Industries Agreement -- Renewal in 90 Days

MOBICA FOR INTEGRATED INDUSTRIES

Contract Renewal: [Hotel Name]

Hi [First Name],

Your Mobica for Integrated Industries 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
- [Product performance metric] across your installed base
- [Z] dedicated support interactions with [satisfaction score]

For your renewal, I would like to discuss:

- Updated pricing for your current volume levels
- New products added to our Furniture & FF&E range since your last order
- Multi-year agreement options with enhanced terms
- Expansion to additional properties in your portfolio

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

SCHEDULE RENEWAL REVIEW

[Your Name]

[Your Title]

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Mobica for Integrated Industries -- Furniture & FF&E Solutions for Hotels

Quarterly Business Review Invitation

[COPY EMAIL](#)

SUBJECT: Q[X] Business Review -- Mobica for Integrated Industries + [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 partnership and plan for the quarter ahead.

Proposed agenda:

1. **Performance Review** -- Order history, delivery metrics, product performance
2. **Product Roadmap** -- New Furniture & FF&E products launching in Q[X+1]
3. **Cost Optimization** -- Volume consolidation and pricing review
4. **Upcoming Projects** -- Renovation pipeline and procurement planning
5. **Feedback** -- Service improvements and process optimization

I have prepared a performance dashboard for [Hotel Name] covering the past quarter. 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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