

PREPARED FOR

MOBICA

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Hotel Chain Partnership Proposal

FF&E / Interior 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 leading vertically integrated FF&E manufacturer serving the global hospitality industry. With 50 years of manufacturing heritage, 15 factories, and exclusive partnerships with 12+ Italian and European luxury brands, we deliver turnkey interior and exterior solutions that enhance guest experience and operational efficiency.

COMPANY AT A GLANCE

Founded	1976
Headquarters	Giza, Egypt
Team Size	2,400+ employees
Factory Area	280,000 m2 (15 factories)
Markets Served	MENA, Europe, Africa
Global Offices	Egypt, Dubai, Qatar, Germany

MISSION

To deliver premium FF&E and interior solutions that meet the exacting standards of world-class hotel chains while providing one-stop-shop convenience from manufacturing through installation.

50

YEARS IN BUSINESS

87K

UNITS / MONTH

4

COUNTRIES WITH OFFICES

12+

EUROPEAN BRAND PARTNERS

Our Promise

Every product is manufactured in-house at our 280,000 m2 facility, ensuring quality control from raw material to final delivery. Vertically integrated production means faster lead times and consistent quality at scale.

Product Portfolio

A comprehensive range of FF&E products engineered for hospitality environments. Five integrated divisions covering every furnishing need from guest rooms to lobbies, restaurants to executive floors.

DIVISION 1

WORK -- Workspace Solutions

Commercial-grade office and business center furniture for hotel executive floors, co-working spaces, and back-of-house operations. Includes desks, workstations, seating, partitions, and acoustic solutions.

EXECUTIVE DESKS

TASK SEATING

PARTITIONS

DIVISION 2

LIVE -- Hotel & Residential

Luxury guest room and suite furnishings featuring exclusive Italian brand partnerships. Poliform, Edra, Moooi, Varaschin, and 8+ more European design houses for premium hospitality interiors.

POLIFORM (EXCLUSIVE)

EDRA

MOOOI

INTERIOR + EXTERIOR

Turnkey Solutions

Complete interior fit-out (auditoriums, conference halls, flooring, ceilings, cladding) plus exterior building envelope (curtain walls, spider glazing, louvers, space trusses). Eubiq smart power track technology.

CURTAIN WALLS

FLOORING

EUBIQ POWER

CERTIFICATIONS

All products meet international hospitality and manufacturing standards. ISO 9001:2008, ISO/TS 16949, GM Supplier Excellence Award (5 consecutive years).

ISO 9001

ISO/TS 16949

GM EXCELLENCE

Why Choose Mobica

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



Vertical Integration

15 factories, 280,000 m2, in-house wood, metal, upholstery, and facade production. Full control from raw material to installed furniture -- eliminating middlemen and reducing lead times by 30-40%.



European Luxury Brands

Exclusive regional partnerships with Poliform, Edra, Moooi, Varaschin, Tonon, Gufram, and 6+ more Italian/European design houses. Premium aesthetics with regional pricing and logistics advantages.



Scale & Speed

87,000 units/month production capacity with 2,400+ employees. Capable of furnishing entire hotel properties on aggressive timelines. MENA proximity eliminates trans-oceanic shipping delays.



One-Stop-Shop

Furniture, fixtures, interior fit-out, exterior cladding, flooring, lighting, and smart technology (Eubiq) under one roof. Turnkey project delivery from design to installation reduces coordination complexity.

MENA Market Opportunity

The Middle East hotel construction pipeline has reached an all-time record. Mobica is strategically positioned in the heart of this growth corridor with manufacturing in Egypt and offices in Dubai, Qatar, and Germany.

MENA HOTEL PIPELINE (RECORD HIGH)



EGYPT PIPELINE

185 new hotels, 45,000+ rooms. Grand Egyptian Museum catalyzing 20,000-25,000 new rooms around the Giza Plateau. Mobica's factory is 15 km from the epicenter of this development.

KEY MARKET STATS

710
MENA HOTEL PROJECTS

176,402
ROOMS IN PIPELINE

\$110B
SAUDI VISION 2030 INVESTMENT

362K
NEW KSA ROOMS BY 2030

Certifications & Sustainability

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

CERTIFICATIONS HELD



ISO 9001:2008

Quality management systems



ISO/TS 16949

Automotive quality management



GM Supplier Excellence

5 consecutive years (automotive)



AmCham Egypt Member

American Chamber of Commerce

MANUFACTURING SUSTAINABILITY

Production Capabilities



ESG Alignment

Mobica's vertically integrated manufacturing reduces supply chain carbon footprint. Local production in Egypt eliminates trans-oceanic shipping for MENA hotel projects, supporting chain-level Scope 3 emissions reduction targets.

Case Study: Turnkey Hotel Fit-Out

How Mobica delivered measurable results for a luxury hotel property through end-to-end FF&E supply and installation across 200+ rooms.

CHALLENGE

Aggressive Timeline

A new-build luxury hotel in the GCC required complete FF&E for 200+ rooms, lobby, restaurant, business center, and pool deck within a compressed 16-week delivery window. The property needed furniture that met brand standards while incorporating local design elements.

16 Weeks

DELIVERY DEADLINE

SOLUTION

Integrated Production

Mobilized 3 factory divisions simultaneously (wood, metal, upholstery). Dedicated production line with weekly quality checkpoints. Leveraged LIVE division Italian brand partnerships for suite-level luxury pieces. Single project manager coordinated all deliverables.

TURNKEY

3 DIVISIONS

SINGLE PM

RESULTS

On-Time, Under Budget

14 Weeks

DELIVERED EARLY

18%

UNDER BUDGET

98.5%

QUALITY PASS RATE

Project Impact

"Mobica's ability to manage the entire FF&E scope under one roof eliminated the coordination overhead we typically experience with multi-vendor projects. The quality was consistent across all categories."

— Regional Project Director, GCC Hotel Development

Pricing Structure

Flexible pricing models designed for hotel chain procurement. Volume-based tiers with transparent cost structures and no hidden fees.

TIER 1

Standard

1 – 5 properties

Standard catalog pricing with per-room FF&E packages. Includes dedicated account manager, free samples, and basic customization (fabric/finish selection). Ideal for pilot programs and initial evaluations.

Lead time: 8-12 weeks

TIER 2 — MOST POPULAR

Volume

6 – 25 properties

15-25% volume discounts on standard pricing. Priority production scheduling, extended customization options (custom dimensions, branded elements), and quarterly business reviews. Locked pricing for 12-month contracts.

Lead time: 6-10 weeks

TIER 3

Enterprise

26+ properties

Best-rate pricing with 25-40% discounts. Dedicated production line allocation, co-developed exclusive product collections, joint sustainability reporting, and strategic innovation partnership. Multi-year price guarantees.

Lead time: 4-8 weeks (priority)

INCLUDED WITH ALL TIERS

- ✓ Dedicated account manager
- ✓ Quality guarantee
- ✓ Free samples
- ✓ Custom branding available
- ✓ Sustainability reporting

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 available

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 2-3 pilot properties
- Product sampling and specification approval
- On-site assessment and measurement
- Custom branding mockups
- Initial order placement
- Baseline KPI documentation

PHASE 2 — WEEKS 5-12

Regional Rollout

- Pilot results review and optimization
- Expand to 10-15 properties
- Staff training on product care
- Inventory management setup
- Quality feedback loop established
- Monthly performance reporting

PHASE 3 — WEEKS 13-24

Full Deployment

- Chain-wide rollout to all MENA properties
- Preferred vendor agreement finalized
- Automated reorder systems configured
- Quarterly business reviews scheduled
- Year-one savings assessment
- Contract renewal planning

SUCCESS METRICS

Every phase includes measurable KPIs: guest satisfaction scores, product longevity, cost per occupied room, delivery on-time rate, and sustainability impact metrics.

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 a limited number of properties in Egypt or GCC markets.

- ✓ 1-5 properties
- ✓ Standard pricing
- ✓ Free product samples
- ✓ Dedicated onboarding

Preferred Vendor

RECOMMENDED

Formal preferred vendor status within the hotel chain's MENA procurement framework, with volume pricing and priority production scheduling.

- ✓ Chain-wide MENA availability
- ✓ Volume discount pricing
- ✓ Priority production & shipping
- ✓ Quarterly business reviews
- ✓ Custom branding included

Strategic Partner

ENTERPRISE

Exclusive or near-exclusive supply arrangement with co-development of custom collections leveraging Mobica's Italian brand portfolio and manufacturing capabilities.

- ✓ Exclusive category supply
- ✓ Best-rate pricing guarantee
- ✓ Joint product development
- ✓ Co-branded sustainability
- ✓ 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 supply needs across MENA. Contact us to schedule a factory tour, product presentation, or request samples.

CONTACT

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NEXT STEPS

- 1 Schedule discovery call
- 2 Factory tour & sampling
- 3 Pilot agreement
- 4 Launch partnership

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