



Adjust parameters to model revenue projections for Mobica for Integrated Industries's FF&E / Interior Solutions product line

INPUT PARAMETERS

Target Hotel Count ? hotels



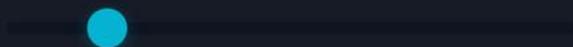
Average Rooms per Hotel rooms



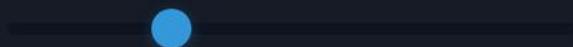
Product Penetration Rate ? %



Average Order Value



Contract Length months



Reorder Frequency ? x / year

MONTHLY
REVENUE

\$113,333

Base monthly
estimate

ANNUAL
REVENUE

\$1,360,000

Projected annual

REVENUE PER
HOTEL

\$34,000

Annual per property

TOTAL CONTRACT
VALUE

\$1,360,000

Full contract period

TOTAL ADDRESSABLE MARKET

\$3,400,000

At 100% penetration across 100 hotels



Revenue Scenarios

Pre-calculated projections for conservative, moderate, and optimistic growth paths

CONSERVATIVE

\$1.88M /year

50 hotels · 120 rooms avg ·
25% penetration

Q1	\$375K
Q2	\$450K
Q3	\$488K
Q4	\$563K

ANNUAL TOTAL

\$1.88M

MODERATE

\$7.29M /year

150 hotels · 180 rooms avg ·
45% penetration

Q1	\$1.46M
Q2	\$1.75M
Q3	\$1.90M
Q4	\$2.19M

ANNUAL TOTAL

\$7.29M

OPTIMISTIC

\$19.44M /year

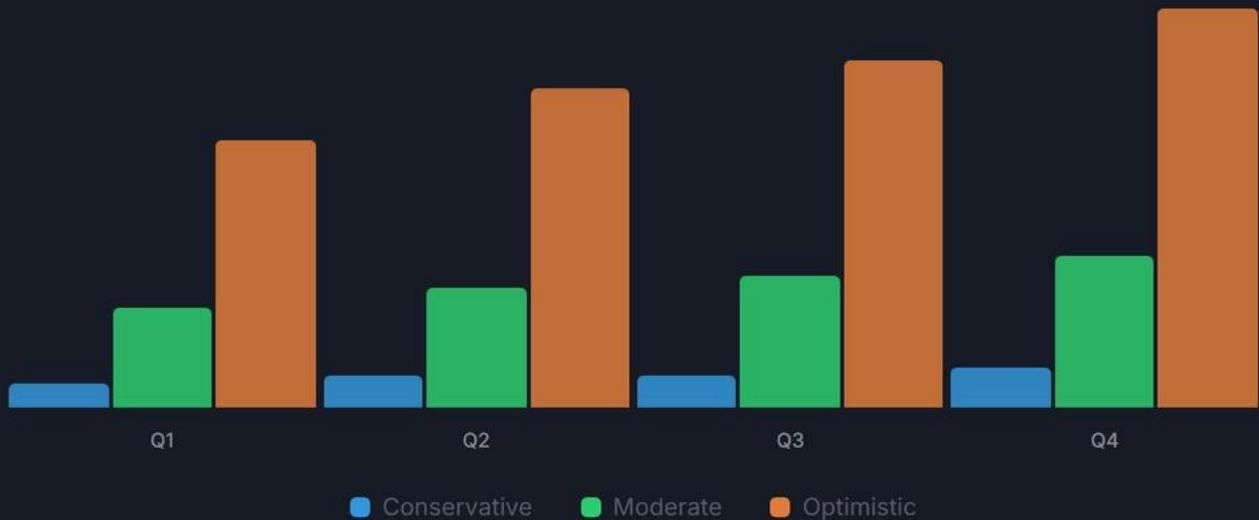
300+ hotels · 200 rooms
avg · 60% penetration

Q1	\$3.89M
Q2	\$4.67M
Q3	\$5.06M
Q4	\$5.83M

ANNUAL TOTAL

\$19.44M

QUARTERLY REVENUE COMPARISON





Revenue Breakdown

Revenue distribution by product line, hotel segment, and geographic region

BY PRODUCT LINE

PRODUCT LINE	REVENUE SHARE	ANNUAL EST.
Guest Room FF&E (LIVE division)	42%	\$3.06M
Lobby & Public Area (WORK division)	28%	\$2.04M
F&B / Restaurant Furniture	18%	\$1.31M
Bathroom Fixtures & Cabinetry	12%	\$0.87M

BY HOTEL SEGMENT

SEGMENT	HOTELS	ANNUAL EST.
Economy / Select Service	40	\$840K
Midscale / Upper Midscale	55	\$2.97M
Upscale / Upper Upscale	35	\$2.52M
Luxury	20	\$960K

BY GEOGRAPHIC REGION

REGION	HOTEL COUNT	AVG. ORDER VALUE	ANNUAL REVENUE	% OF TOTAL
Egypt (Home Market)	60	\$9,500	\$3.42M	47%
Saudi Arabia / GCC	55	\$14,200	\$2.81M	39%
Broader MENA / Africa	35	\$8,800	\$1.06M	14%



Growth Lever Recommendations

Strategic actions to accelerate revenue growth for Mobica for Integrated Industries



Expand Hotel Count

Target adjacent hotel groups and independent properties. Each new hotel adds \$34,000 in annual recurring revenue.

+\$340K revenue per 10 hotels



Increase Penetration

Cross-sell additional FF&E / Interior Solutions product lines to existing hotel clients. Move from single-category to full-portfolio supply.

+25% revenue per 10% penetration gain



Premium Tier Upsell

Move midscale hotel clients to premium product tiers. Higher-quality products command higher margins and longer contracts.

+35% AOV increase



Geographic Expansion

Enter new regional markets with established distribution partnerships. Target high-growth hospitality markets.

+\$1.2M per new region



Reorder Frequency

Implement auto-replenishment programs to increase reorder frequency and reduce customer churn.

+20% annual revenue per frequency increase



Custom Branding

Offer white-label and custom-branded FF&E / Interior Solutions products. Premium pricing with higher retention and lock-in.

+18% margin on branded products

KEY ASSUMPTIONS

- Hotel count reflects addressable market within Mobicca for Integrated Industries's target regions
- Penetration rate assumes gradual adoption from pilot to full portfolio supply
- Pricing excludes custom branding surcharges and premium tier uplifts
- Geographic revenue distribution based on current hotel density data
- Average order value based on typical FF&E / Interior Solutions procurement for midscale properties
- Reorder frequency varies by product category (consumables vs. durables)
- Contract values assume standard payment terms (Net 30)
- Growth projections assume stable market conditions and competitive positioning

PREPARED BY **INNLEAD.ai** — B2B HOTEL SUPPLY INTELLIGENCE — MARCH 2026