



PREPARED FOR

MOBICA

Competitor **Supplier** Analysis

Furniture & FF&E Competitive Landscape for Hotel Procurement

CONFIDENTIAL

Vertical: Furniture & FF&E

Competitors Analyzed: 5

Headquarters: Giza, Egypt

Prepared: March 2026

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B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

Competitive Landscape Overview

Market positioning of Mobica for Integrated Industries against key competitors in the Furniture & FF&E hotel supply sector.

SUPPLIER	HQ	FOUNDED	HOTEL CLIENTS	PRODUCT RANGE	THREAT
Mobica (You)	Giza, Egypt	1979	MENA Hotels & Resorts	Full FF&E + Interior/Exterior	—
Royse Furniture	RAK, UAE	Est. 2005	230+ hotel projects	Hotel joinery & FF&E	HIGH
CenSo Home	Multi-country	Est. 2006	42,000+ projects globally	Custom hotel furniture	HIGH
Mohm Furniture	Cairo, Egypt	1974	Hotels, banks, corporate	Office & contract furniture	MEDIUM
BAS Hospitality	Riyadh, KSA	Est. 2010	Saudi hospitality projects	FF&E & OS&E procurement	MEDIUM

Threat Level Assessment

<p>DIRECT COMPETITORS</p> <p>2</p> <p>Same vertical, same hotel segment</p>	<p>INDIRECT COMPETITORS</p> <p>3</p> <p>Adjacent verticals or segments</p>	<p>YOUR MARKET POSITION</p> <p>#1 Egypt</p> <p>Largest local manufacturer by capacity</p>
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Competitor Profile: Royse Furniture

Royse Furniture

HIGH THREAT

HEADQUARTERS Ras Al Khaimah, UAE	FOUNDED Est. 2005	EST. REVENUE \$50-80M
HOTEL PROJECTS 230+ hotels, 10K+ rooms	CERTIFICATIONS ISO 9001:2015, FSC-COC	GEOGRAPHIC COVERAGE UAE, Oman, Spain, India, China

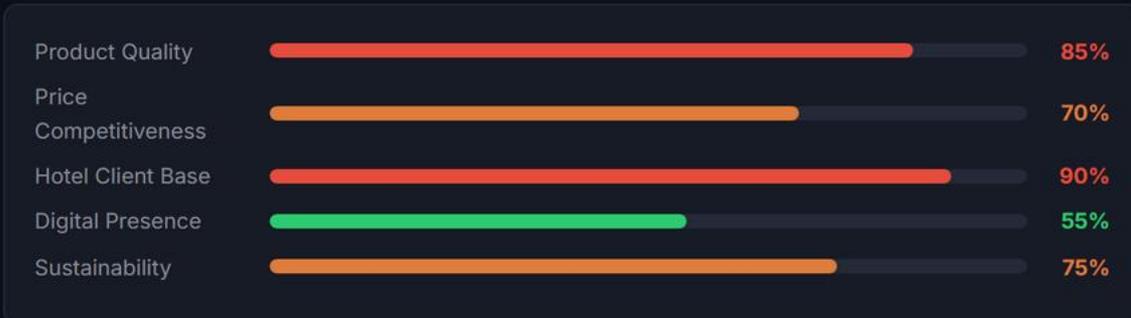
PRODUCT RANGE

- Bespoke joinery and casework for hotel guestrooms
- Custom upholstered furniture and soft seating
- Hotel bedding systems and headboard units
- Decorative metalwork and hotel signage

PRICING MODEL

- Project-based quoting with room-set pricing
- Volume discounts on orders exceeding 500 rooms
- Competitive GCC pricing due to RAK free zone location

COMPETITIVE SCORING VS. MOBICA



THEIR STRENGTHS

- Deep hotel-specific expertise with 800+ completed projects
- FSC-COC certified supply chain appeals to ESG-conscious chains
- 1M sq ft manufacturing facility with 1,000+ room sets/month capacity

THEIR WEAKNESSES

- Narrow product focus — no exterior, automotive, or healthcare divisions
- Primarily GCC-focused; limited presence in Egypt or North Africa
- No turnkey interior/exterior capability beyond furniture

Competitor Profile: CenSo Home

CenSo Home

HIGH THREAT

HEADQUARTERS Multi-country (China, KSA, Indonesia)	FOUNDED Est. 2006	EST. REVENUE \$80-120M
HOTEL PROJECTS 42,000+ projects in 80+ countries	CERTIFICATIONS Not publicly listed	GEOGRAPHIC COVERAGE Global (80+ countries)

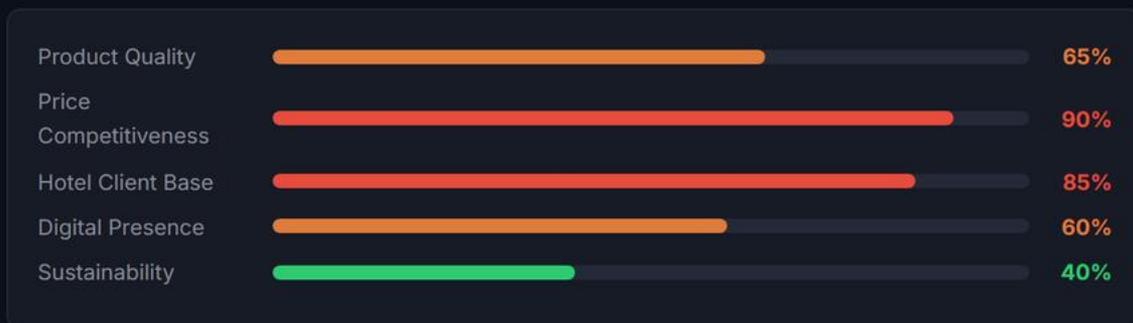
PRODUCT RANGE

- Custom-designed hotel guestroom furniture packages
- Lobby, restaurant, and public area furnishings
- FF&E procurement and global logistics
- Hotel renovation furniture packages

PRICING MODEL

- Low-cost manufacturing in China/Indonesia for price advantage
- Turnkey procurement pricing including shipping and customs
- Aggressive volume pricing on large-scale global chain rollouts

COMPETITIVE SCORING VS. MOBICA



THEIR STRENGTHS

- Massive global scale with 42,000+ completed projects
- Multi-country manufacturing keeps costs extremely competitive
- Established in 80+ countries with global logistics capability

THEIR WEAKNESSES

- Longer lead times to MENA due to Asian manufacturing base
- Limited local customization and on-site installation capability
- No published sustainability certifications or FSC compliance

Feature Comparison Matrix

Side-by-side evaluation of Mobica against primary competitors across procurement decision criteria.

CRITERIA	MOBICA	ROYSE	CENSO HOME	MOHM
Product Range Breadth	Full interior + exterior + automotive	Hotel joinery & furniture only	Hotel furniture & procurement	Office & contract furniture
Certifications	ISO certified	ISO 9001:2015, FSC-COC	Not published	ISO certified
Manufacturing Scale	15 factories, 280K m2, 87K units/mo	1M sq ft, 1K room sets/mo	Multi-country plants	Single facility, Egypt
Min. Order Quantity	Flexible (project-based)	50+ room sets	100+ rooms	Flexible (local)
Lead Time (MENA)	45-60 days (local mfg)	60-90 days	90-120 days	30-60 days (local)
Sustainability	Sustainably-forested wood	FSC-COC certified	Limited documentation	Basic compliance
Turnkey Installation	Full delivery & installation	On-site installation available	Shipping only; local install	Limited installation
3D/VR Visualization	VR showroom + 3D rendering	3D rendering only	Basic 3D renders	2D proposals only

Competitive Advantages Map

✔ YOUR STRENGTHS

- Largest vertically-integrated manufacturer in Egypt with 15 factories and 280,000 m2 capacity

⚠ GAPS TO ADDRESS

- No published FSC-COC or OEKO-TEX certifications — gap vs. Royse for chain procurement

Strategic Gaps & Counter-Strategies

Actionable strategies to exploit competitor weaknesses and defend against their strengths.

<p>⊕ OPPORTUNITY: SAUDI VISION 2030 HOTEL PIPELINE</p> <p>Saudi Arabia plans 300,000+ new hotel rooms by 2030. BAS Hospitality is the only Saudi-based competitor but lacks manufacturing. Mobica can leverage its Qatar office and production scale to win Saudi contracts that require local-like turnaround.</p>	<p>⊕ OPPORTUNITY: TURNKEY ADVANTAGE OVER PROCUREMENT-ONLY PLAYERS</p> <p>BAS Hospitality and CenSo Home are procurement/supply companies, not manufacturers. Hotels increasingly prefer single-source turnkey partners to reduce coordination risk. Mobica's end-to-end capability is a decisive differentiator.</p>
<p>⚠ THREAT: ROYSE'S HOTEL-SPECIFIC TRACK RECORD</p> <p>Royse has 230+ hotel projects and FSC-COC certification — both critical for major chain procurement processes. Their dedicated hotel focus and sustainability credentials make them the default choice for GCC hotel developers.</p>	<p>⚠ THREAT: CENSO'S GLOBAL PRICE PRESSURE</p> <p>CenSo's Asian manufacturing base enables aggressive pricing that undercuts MENA manufacturers by 20-30%. As hotel chains increasingly centralize procurement globally, CenSo's pricing advantage could displace regional manufacturers.</p>

Counter-Strategy Playbook

COMPETITOR MOVE	YOUR COUNTER-STRATEGY	TIMELINE	PRIORITY
Royse wins GCC hotel deals via FSC cert	Pursue FSC-COC and OEKO-TEX certifications. Include sustainability metrics in all hotel proposals. Highlight sustainably-forested wood sourcing.	0-6 months	CRITICAL
CenSo undercuts on price via China mfg	Emphasize total cost of ownership: zero import duties to Egypt, shorter lead times, on-site installation, and warranty service. Position on quality and TCO, not unit price.	Immediate	CRITICAL
Mohm competes on Egypt hotel projects	Leverage scale advantage (15 factories vs. 1), broader product range, and international presence in Dubai/Qatar/Germany. Target	Ongoing	IMPORTANT

projects Mohm cannot serve at scale.

BAS expands beyond Saudi market

Monitor BAS expansion plans. Strengthen direct relationships with Saudi hotel developers through Doha office. Offer manufacturing advantage BAS cannot match.

3-12 months

MONITOR

KEY TAKEAWAY

Mobica's greatest competitive advantage is being the only MENA-based manufacturer with both the production scale (87,000 units/month) and the breadth of services (design through installation) to serve as a true one-stop-shop for hotel FF&E. The priority gap to close is obtaining internationally recognized sustainability certifications (FSC-COC, OEKO-TEX) which are increasingly mandatory in chain hotel procurement. Addressing this single gap would neutralize Royse's primary advantage and position Mobica as the strongest regional contender for the massive Saudi Vision 2030 hotel pipeline.