

B2B PLAYBOOK



PREPARED FOR

MOBICA

Google Business Profile Playbook

Step-by-step guide to optimizing Mobica for Integrated Industries's Google Business Profile for maximum B2B visibility with hotel procurement buyers.

COMPANY

Mobica for Integrated Industries

VERTICAL

Furniture & FF&E

DATE

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POWERED BY

Innlead.ai

B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

SECTION 01

Current Profile Audit

Assessment of Mobica for Integrated Industries's existing Google Business Profile completeness and optimization level.

Mobica for Integrated Industries Logo

Mobica for Integrated Industries

No verified reviews

Furniture Manufacturer · 37 Ahrar Street, Mohandeseen, Giza, Egypt

Website
Directions
Call

35%

PROFILE COMPLETE

0

REVIEWS

0

PHOTOS

ELEMENT	STATUS	ACTION NEEDED
Business Name	Unverified	Claim and verify "Mobica for Integrated Industries" on Google Business Profile
Primary Category	Not set	Set to "Furniture Manufacturer" - reflects 15 factories and 280,000 m2 capacity
Description	Missing	Write 750-char description highlighting 45+ years, 5 divisions, turnkey FF&E
Business Hours	Not set	Add HQ hours for 37 Ahrar Street, Mohandeseen and all showroom locations
Service Areas	Not set	Add Egypt, UAE, Qatar, Saudi Arabia, Germany, and MENA region
Products/Services	Empty	Add office, hotel, healthcare, educational furniture, interior & exterior solutions
Photos	None	Upload 30+ photos: 15 factories, showrooms, VR lab, installation projects
Posts	None	Begin weekly posting: product spotlights, hotel installations, trade shows

SECTION 02

Profile Optimization Checklist

Complete every item to maximize your Google Business Profile visibility for B2B hotel supply searches.

- 1 Verify Business Ownership**
Complete Google's verification process (postcard, phone, or instant verification). Essential for all features.
- 2 Select Optimal Categories**
Primary: "Furniture Manufacturer". Secondary: "Office Furniture Store", "Interior Designer", "Building Materials Supplier", "Door Supplier".
- 3 Write Keyword-Rich Description**
750 characters max. Include: hotel FF&E manufacturer, turnkey interior solutions, 15 factories, 280,000 m2, MENA, ISO certified.
- 4 Add All Products & Services**
List all 5 divisions: WORK (office furniture), LIVE (hotel & residential FF&E), HEAL (healthcare), LEARN (educational), MOVE (automotive interiors).
- 5 Upload 30+ Professional Photos**
See photo strategy on Page 5. Include factory floors, VR showroom, CNC lines, executive/operative furniture, hotel project installations.
- 6 Set Service Areas**
Add Egypt (Greater Cairo, Alexandria), UAE, Qatar, Saudi Arabia, Germany, and broader Middle East & Africa region.
- 7 Add Business Attributes**
Languages: Arabic, English, German. Payment: bank transfer, corporate accounts. Accessibility: wheelchair accessible showrooms.
- 8 Enable Messaging & Booking**
Turn on messaging for direct inquiries. Add appointment/consultation booking if available.

SECTION 03

Category & Description

Selecting the right categories and crafting a description that drives B2B discovery.

✦ Recommended Categories for B2B Suppliers

PRIMARY CATEGORY

"Furniture Manufacturer" -- directly reflects Mobica's 15 factories and 280,000 m2 of production space. This category captures searches from hotel procurement teams looking for direct manufacturers rather than resellers.

SECONDARY CATEGORIES (ADD ALL THAT APPLY)

- Office Furniture Store (covers WORK division: executive, operative, seating, storage, partitions)
- Interior Designer (covers turnkey design, 2D/3D visualization, VR showroom services)
- Building Materials Supplier (covers cladding, flooring, ceilings, curtain walls, space trusses)
- Door Supplier (covers fire-rated and non-fire-rated door manufacturing)

📝 Optimized Description Template

DESCRIPTION TEMPLATE (750 CHARACTERS MAX)

Mobica for Integrated Industries is Egypt's largest furniture manufacturer and one-stop shop for interior and exterior solutions, serving hotels, offices, hospitals, and educational institutions since 1979. With 15 ISO-certified factories spanning 280,000 m2 and 87,000 units/month capacity, we deliver turnkey FF&E packages across five divisions: WORK, LIVE, HEAL, LEARN, and MOVE. Our hotel solutions include custom room furniture, lobby fixtures, restaurant seating, conference halls, and full interior fit-out with fire-rated doors, ceilings, flooring, and cladding. We serve the entire MENA region from offices in Cairo, Dubai Design District, Doha, and Eckental (Germany). Request a VR showroom tour, product samples, or a project consultation at mobica.net.

B2B Description Tips: Mobica's description should emphasize: "furniture manufacturer" (not just supplier), "hotel FF&E," "turnkey interior solutions," ISO certification, 45+ years in operation, and MENA coverage. Hotel procurement managers specifically search for direct manufacturers with proven capacity and regional presence.

SECTION 04

Photo Strategy for B2B

B2B photo strategy focused on showroom, warehouse, products, and team - the images hotel buyers want to see.



Showrooms / Offices

Target: 8-12 photos (6 locations: Giza HQ, Alexandria, Heliopolis, Dubai, Doha, Eckental)



Factories / Production

Target: 10-15 photos (15 factories, CNC lines, woodworking, upholstery, metal, finishing)



Product Displays

Target: 12-16 photos (executive desks, hotel beds, healthcare stations, acoustic panels, doors)



Team / Leadership

Target: 4-6 photos (CEO, design team, factory technicians, installation crews)



Hotel / Project Installations

Target: 8-10 photos (hotel rooms, lobbies, offices, hospitals, university lecture halls)



Trade Shows / VR Tours

Target: 4-6 photos (exhibition booths, VR showroom sessions, client meetings)

B2B Photo Priority: With 15 factories and 280,000 m2 of production space, Mobica has a major visual advantage over competitors. Lead with factory floor photos showing CNC machining, Italian leather upholstery, and steel fabrication -- this demonstrates manufacturing capability that pure suppliers cannot match. VR showroom screenshots and completed hotel room installations are equally powerful trust signals for procurement buyers.

PHOTO SPECIFICATIONS

- Minimum resolution: 720px wide (2048px+ recommended)
- Format: JPG or PNG, under 5MB
- Lighting: Professional or well-lit natural light
- No stock photos, watermarks, or heavy editing
- Geo-tag photos with your business location when possible
- Add new photos monthly to signal active business

SECTION 05

Post Strategy & Content Calendar

Weekly posting schedule to keep your profile active and visible to hotel procurement managers.

B2B Post Types

PRODUCT HIGHLIGHTS

Feature a specific product line with project-focused benefits. "Our custom hotel room furniture packages include beds, desks, wardrobes, and vanities -- all manufactured and installed by Mobica's in-house teams."

Weekly

INDUSTRY INSIGHTS

Share hospitality FF&E trends: Saudi Vision 2030 hotel pipeline, sustainable forestry certifications, smart room integration, or renovation cycle best practices.

Bi-weekly

TRADE SHOW ANNOUNCEMENTS

Announce trade show attendance, booth locations, and special offers for visitors.

As needed

PROJECT COMPLETIONS

Share photos from completed turnkey projects. "Mobica just delivered a full FF&E package for a 250-room resort -- from design through manufacturing to on-site installation."

Monthly

Sample Monthly Schedule

WEEK	POST TYPE	CONTENT IDEA
Week 1	Product Highlight	Feature a division (WORK, LIVE, HEAL, LEARN, or MOVE) with factory and finished product photos
Week 2	Industry Insight	Hotel FF&E trend: sustainable materials, renovation cycles, Saudi Vision 2030 pipeline, smart rooms
Week 3	Project Completion	Before/after photos from a hotel, hospital, or office turnkey installation project
Week 4	Company Update	Factory expansion, new material sourcing (Italian leather, FSC wood), VR showroom feature, or trade show

SECTION 06

Review Management & Response Templates

Building and managing reviews from hotel clients, with professional B2B response templates.

☆ How to Request B2B Reviews

- Ask after successful turnkey installations and project handovers
- Send personalized email with direct review link from each office's GBP listing
- Request from procurement managers, project managers, and facilities directors
- Mention specific Mobic products or divisions (WORK, LIVE, HEAL) in your request
- Follow up once after 7 days if no response; align with post-delivery support visits
- Target: 3-4 new reviews per month across all 6 office locations

💬 Response Templates

POSITIVE REVIEW RESPONSE

Thank you, [Name]! We are delighted that Mobic's furniture and interior solutions have met [Hotel/Company Name]'s standards. It has been a pleasure working with your team from design through manufacturing and installation. We are always here for additional projects, maintenance support, or if you would like to explore our other divisions -- WORK, LIVE, HEAL, LEARN, or MOVE. Looking forward to our continued partnership!

NEUTRAL REVIEW RESPONSE

Thank you for sharing your feedback, [Name]. We appreciate your honest assessment and would love to discuss how we can better serve [Hotel/Company Name]'s needs. Please reach out to your Mobic account manager or contact us at +202 33336500 so we can address any concerns and ensure your next project exceeds expectations.

NEGATIVE REVIEW RESPONSE

We sincerely apologize for your experience, [Name]. This falls below Mobic's standards -- with over 45 years of serving the industry, we take every project personally. Your dedicated Mobic account manager will contact you within 24 hours to resolve this. We value [Hotel/Company Name] as a client and are committed to making this right through our post-delivery support team.

SECTION 07

Q&A Management & Local SEO

Proactively seed Q&A content and integrate your GBP with broader local SEO strategy.

🔗 Pre-Seed These B2B Questions

- **Q: Do you manufacture custom hotel furniture?** A: Yes, Mobica is a direct manufacturer with 15 factories and 280,000 m2 of production capacity. We design, manufacture, and install custom FF&E packages for hotels, including room furniture, lobby fixtures, and restaurant seating.
- **Q: What is your production capacity and lead time?** A: Our facilities produce 87,000 units per month. Standard lead times are 60-90 days; custom projects run 90-120 days. We handle turnkey delivery and installation with our own technician teams.
- **Q: Can we visit your showroom or see a virtual tour?** A: Absolutely. We offer VR showroom tours and 3D visualization, plus physical showrooms at our Giza headquarters, Dubai Design District office, and other locations. Contact us to schedule a visit.
- **Q: What materials do you use?** A: We use sustainably-forested wood, strengthened steel, top-grain Italian leather, premium upholstery fabrics, and engineered metals. All materials meet ISO quality standards.
- **Q: Do you serve projects outside Egypt?** A: Yes. We have offices in Dubai (Design District), Doha (Qatar), and Eckental (Germany), and serve projects across the entire Middle East and Africa region. We handle international shipping, logistics, and on-site installation.
- **Q: What types of projects does Mobica handle?** A: We serve five sectors through dedicated divisions: WORK (offices), LIVE (hotels and residential), HEAL (healthcare), LEARN (educational), and MOVE (automotive interiors). We provide turnkey solutions from initial design through manufacturing and installation.

📍 Local SEO Integration Checklist

NAP CONSISTENCY (6 LOCATIONS)

- HQ: "Mobica" / 37 Ahrar St, Mohandeseen, Giza / +202 33336500
- Alexandria: Antoniadis City Compound, Smouha / +203 5405050
- Heliopolis: 3 El-Montazah St / +202 26351259
- Dubai: Design District Bldg 7, Unit A-103 / +97143908144
- Doha: C-ring road, Bldg 245 / +974 44568073
- Eckental: Dahlienstrasse 27, 90542 / +49 9126 274850

PRIORITY DIRECTORIES

- Bing Places for Business (all 6 locations)
- Apple Maps Connect (all 6 locations)
- LinkedIn Company Page (mobicaegypt -- already active)
- Hotel FF&E directories: Hotel Supplier Network, HOSPA, NEWH
- Regional: Dubai Chamber, Egypt Chamber of Commerce

SECTION 08

Monthly Maintenance Calendar

Ongoing tasks to keep your Google Business Profile optimized and ranking above competitors.

TASK	FREQUENCY	DETAILS
Publish GBP Posts	Weekly	1 post per week minimum across all 6 locations. Rotate: WORK, LIVE, HEAL, LEARN divisions and project completions.
Upload New Photos	Monthly	Add 5-8 new photos. Prioritize factory production, completed installations, and VR showroom captures.
Request Reviews	Ongoing	After every turnkey project handover. Target: 3-4 per month across all locations.
Respond to Reviews	Within 24hrs	Reply to every review, positive or negative, using templates from Page 7.
Answer Q&A	Within 24hrs	Monitor across all 6 location profiles. Assign regional office managers as responders.
Update Products/Services	Quarterly	Add new furniture lines, Poliform/Varschin collections, and new partner brand additions.
Review Insights	Monthly	Track search queries per location. Compare Cairo HQ vs Dubai vs Doha for procurement-intent keywords.
Competitor Check	Monthly	Monitor Royse Furniture, Mohm Furniture, and BAS Hospitality GBP activity and reviews.
Update Business Info	As Needed	Update hours for Ramadan, national holidays (Egypt, UAE, Qatar, Germany), and trade show schedules.
Photo Refresh	Quarterly	Replace older factory/showroom photos with current imagery. Add photos from new project completions.

First 7 Days Quick Start

- 1 Claim and verify all 6 Mobica office locations on Google Business Profile**
 Foundation -- start with Giza HQ, then Dubai, Doha, Alexandria, Heliopolis, Eckental
- 2 Complete all basic info: name, address, phone, hours, website (mobica.net)**
 Enables search visibility for "furniture manufacturer near me" queries
- 3 Set primary category to "Furniture Manufacturer" with 4 secondary categories**
 Determines which procurement searches you appear in
- 4 Write keyword-rich 750-character description highlighting 15 factories and 5 divisions**
 Improves relevance for hotel FF&E and B2B furniture queries
- 5 Upload 15+ professional photos: factories, showrooms, VR lab, product lines**
 Profiles with photos get 42% more direction requests
- 6 Add all 5 division product lines with descriptions (WORK, LIVE, HEAL, LEARN, MOVE)**
 Helps Google match Mobica to specific furniture and FF&E queries
- 7 Pre-seed 6 Q&A items and publish first GBP post featuring a completed project**
 Shows active, engaged business with real manufacturing capabilities