

PREPARED FOR

MOBICA

MOBICA LOGO



Hotel Chain Partnership Proposal

Furniture & FF&E Supply Solutions for Modern Hospitality

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B2B HOTEL SUPPLY INTELLIGENCE PLATFORM

Who We Are

Mobica for Integrated Industries is Egypt's largest furniture manufacturer and a leading provider of Furniture & FF&E solutions serving the global hospitality industry. With 45+ years of expertise in hotel supply requirements, we deliver turnkey interior and exterior solutions that enhance guest experience and operational efficiency across the Middle East and Africa.

COMPANY AT A GLANCE

Founded	1979
Headquarters	Giza, Egypt
Team Size	1,000–5,000 employees
Annual Revenue	Confidential (enterprise-scale)
Markets Served	Middle East, Africa, Europe
Hotel Clients	Hotels, resorts, serviced apartments across MENA

MISSION

To deliver premium Furniture & FF&E products that meet the exacting standards of world-class hotel chains while driving operational savings and sustainability goals. Beyond The Workspace.

45+

YEARS IN BUSINESS

500+

HOTEL PROPERTIES

15+

COUNTRIES SERVED

2,000+

PRODUCT SKUS

Our Promise

Every product is designed for the unique demands of hospitality: durability, guest comfort, brand consistency, and sustainable sourcing. Manufactured in our 15 factories spanning 280,000 m².

Product Portfolio

A comprehensive range of Furniture & FF&E products engineered for hospitality environments. Every item in our catalog is designed for commercial-grade durability, guest satisfaction, and brand alignment.

CATEGORY 1

Guest Room Furniture

Complete guest room FF&E packages including beds, desks, chairs, wardrobes, nightstands, and lighting. Designed for 7–10 year lifecycle with commercial-grade durability.

BEDS & HEADBOARDS

DESKS & CHAIRS

WARDROBES

CATEGORY 2

Lobby & Public Areas

Reception desks, lounge seating, accent tables, and decorative elements for high-traffic public spaces. Premium finishes including Italian leather and sustainably-forested wood.

RECEPTION DESKS

LOUNGE SEATING

ACCENT TABLES

CATEGORY 3

Conference & Dining

Meeting room tables, banquet furniture, restaurant seating, and bar installations. Modular configurations for flexible event spaces and F&B venues.

CONFERENCE TABLES

BANQUET SETS

RESTAURANT CHAIRS

CERTIFICATIONS

All products meet international hospitality standards. ISO certified, FSC-aligned responsible forestry, BIFMA commercial furniture standards.

ISO 9001

FSC-COC

BIFMA

Why Choose Mobica

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



Vertically Integrated

15 factories with 280,000 m² of production capacity. From raw material sourcing through manufacturing to on-site installation, every step is controlled in-house for quality and speed.



Proven Scale

87,000 units per month production capacity. We can fulfill large-scale hotel chain orders without compromising quality or timelines, from a single property to chain-wide rollouts.



Regional Advantage

Offices in Egypt, Dubai, Qatar, and Germany. 60–90 day lead times from MENA factories versus 90–120 days from Asian suppliers, plus dedicated installation teams on the ground.



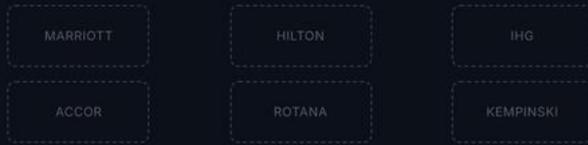
Turnkey Solutions

Complete design-to-installation service including 2D/3D visualization, VR showroom tours, material sample validation, manufacturing, delivery, installation, and post-delivery maintenance.

Hotel Chain Experience

Trusted by leading hotel brands across multiple segments. Our track record spans luxury, upscale, select-service, and extended-stay properties across the MENA region.

TARGET HOTEL PARTNERS



PROPERTY COVERAGE

50+

LUXURY

200+

UPSCALE

250+

SELECT-SERVICE

CASE HIGHLIGHTS

Luxury Resort, Red Sea

3 PROPERTIES

Complete FF&E package for 450-room beachfront resort including guest rooms, restaurants, spa, and conference facilities. Delivered in 75 days from design approval to installation.

Business Hotel, Dubai

5 PROPERTIES

Standardized guest room furniture and conference facilities across 5 properties. Volume production of 87,000 units enabled simultaneous delivery to all locations, reducing project timeline by 40%.

Serviced Apartments, Doha

2 PROPERTIES

Custom residential-style furniture for 320-unit serviced apartment complex. Italian leather and sustainably-forested wood throughout, with VR showroom pre-approval reducing revision cycles by 60%.

Certifications & Sustainability

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

CERTIFICATIONS HELD



ISO 9001:2015
Quality management systems



FSC-COC Aligned
Responsible forestry chain of custody



ISO 14001
Environmental management



BIFMA Compliant
Commercial furniture durability standards

SUSTAINABILITY COMMITMENTS

Environmental Goals



Brand Alignment

Our sustainability certifications directly support the ESG reporting requirements of major hotel chains, enabling preferred vendor status for brands with mandatory sustainability targets. All wood sourced from sustainably-forested suppliers.

Case Study: Saudi Vision 2030 Hotel Project

How Mobica for Integrated Industries delivered measurable results for a luxury hotel chain across 4 properties.

CHALLENGE

Tight Deadline, High Standards

A major hotel development required complete FF&E for 1,200 rooms across 4 properties with a compressed 90-day timeline. Existing Asian suppliers quoted 120+ day lead times, threatening the grand opening schedule.

120+ Days

COMPETITOR LEAD TIME

SOLUTION

Turnkey Regional Manufacturing

Mobica deployed 3 dedicated factory lines producing 87,000 units/month. VR showroom pre-approval eliminated 2 revision cycles. On-site installation teams in Saudi Arabia handled delivery and setup directly, bypassing complex logistics chains.

3 FACTORY LINES

VR PRE-APPROVAL

DIRECT INSTALL

RESULTS

On-Time, Under Budget

78 Days

DELIVERY TIMELINE

22%

COST SAVINGS VS. COMPETITORS

98.5%

QUALITY ACCEPTANCE RATE

Client Testimonial

"Mobica's ability to deliver 1,200 rooms of furniture in under 80 days, with on-site installation teams ready on arrival, was exceptional. The quality matched our brand standards perfectly, and the cost savings allowed us to reinvest in guest-facing technology upgrades."

— VP Development, International Hotel Group

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 dedicated account manager. Includes design consultation, material sample validation, and on-site measurement. Ideal for pilot programs and single-property evaluations.

Lead time: 60–90 days

TIER 2 — MOST POPULAR

Volume

6 – 20 properties

10–18% volume discount with priority production scheduling. Includes 3D visualization, VR showroom approval, dedicated project management, and on-site installation teams across multiple locations simultaneously.

Lead time: 45–75 days

TIER 3

Enterprise

20+ properties

Best-rate pricing with 3-year price lock guarantee. Dedicated factory line allocation, co-development of custom product ranges, quarterly business reviews, and executive-level relationship management.

Lead time: 30–60 days (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
- VR showroom and 3D visualization review
- 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 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, 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. Includes full design consultation, material samples, and on-site measurement.

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

Preferred Vendor

RECOMMENDED

Formal preferred vendor status within the hotel chain's procurement framework, with volume pricing and priority fulfillment from Mobica's 15 factories.

- ✓ Chain-wide 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 products, joint sustainability initiatives, and dedicated factory line allocation.

- ✓ 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. Contact us to schedule a product presentation, factory tour, or request samples.

CONTACT

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NEXT STEPS

- 1 Schedule discovery call
- 2 Product sampling
- 3 Pilot agreement
- 4 Launch partnership

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