



# العربية للعود Arabian Oud

Since  
1982

*Arabian Oud*

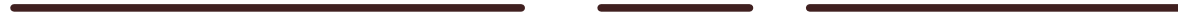
— FRANCHISE BROCHURE —





We, Arabian Oud, believe that leading and pioneering has price not easily come, story of our success was written by our attention to exact details, commitment to highest quality standards and continuous development, to show the whole world that we deserve this leadership.

We are proud to be the first to create the aromatic product with the smell of oud, our effect on the universal taste, we succeeded in changing the aromatic culture by mixing the Orient/West in one perfume bottle.

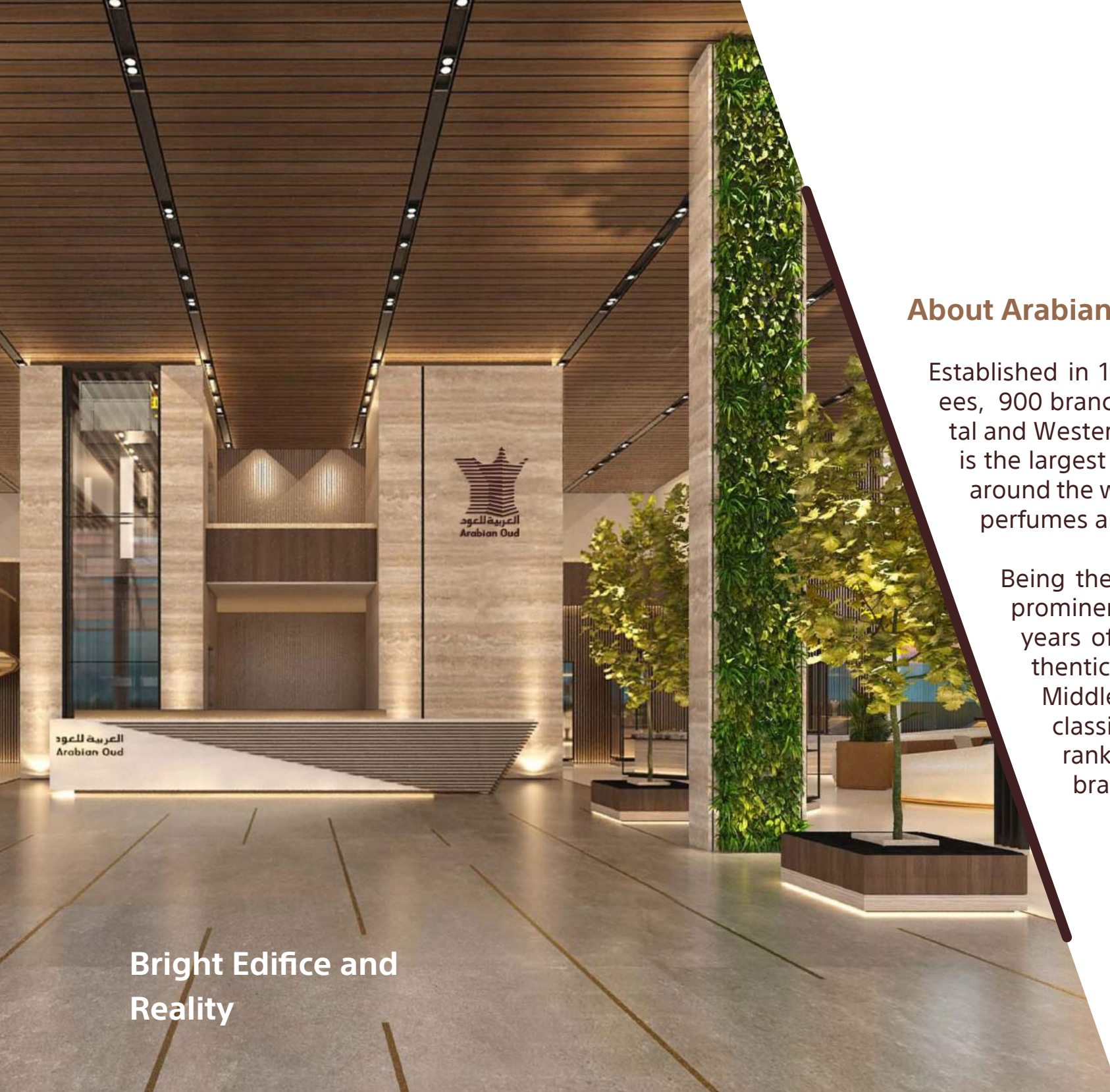




## Table of Content

About Arabian Oud	05	Arabian Oud Franchise	13
Our Success	06	Who We Look For	14
Spread	07	What You Get	15
International Certificates	08	Training Program	16
Our Methodology	09	Support Program	17
Our Experience	10	Franchise Facts	18
Guinness Crowns Arabian Oud	11	Next Steps	19





## About Arabian Oud

Established in 1982, with more than 3700 employees, 900 branch and more than 400 unique Oriental and Western luxurious fragrances, Arabian Oud is the largest fragrance manufacturer and retailer around the world specializing in incense, oriental perfumes and oil perfumes.

Being the Scent of Luxury, Arabian Oud is a prominent and trusted name with over 30 years of expertise in the production of authentic scents. Winning first place in the Middle East, Africa and the 11th globally as classified by Euromonitor in 2013, and ranked as one of the strongest hundred brands in Saudi Arabia in 2013.

Bright Edifice and  
Reality

## Our position is our success

Over the few past decades, the company has achieved a noticeable presence in Arabian, Regional and International markets, to become one of the major specialized companies in Oriental perfumes based on the finest types of Oud, incense and natural oils in the world. The company set out globally on 2000, to occupy a leading position among the most prominent international specialized companies in perfume products manufacturing.

The work wheel in Arabian Oud factories revolves around the latest technical means used in producing perfumes in the world, in order to ensure the provision of luxury products with high quality standards and very balanced concentration percentages, where accurate systems, which contributes to achieving the highest quality standards and reducing the percentage of errors to be nil.





**Perfect spread out policy distinguishes us**

Arabian Oud has over 1000 stores worldwide, and their unique, luxurious perfumes are worn by customers from more than 36 countries worldwide selling over 400 luxurious and unique fragrances.

Arabian Oud has more than 3,700 employees serving customers across over 150 cities and 36 countries worldwide, from London to Paris and all across the Middle East with a dedication to quality and perfection in the art of perfumery.

With more than thirty years of experience, success and confidence in the production of the finest unique Oriental perfumes and distinctive Western fragrances, a wide range of its products has been awarded worldwide.

We sustained international standards  
and obtained international certificates

ifra certificate



ISO 200414001-



ISO 200722716-



GMP

ISO 20089001-





## We who created our taste to setup our methodology

Since Arabian Oud established until now, the spirit of pride in our Arab heritage has inhabited in our soul, which ensure quality, and creative of new products keeping up with the global perfume taste.

Each perfume carries a piece of our heritage and ancient culture, therefore, we are keen to present it a manner befitting of luxury and exclusivity.





## Large entity and highly experienced

Quality and perfection in perfumes creativity, Oud manufacturing, incense, Orient perfumes, aromatic oils together with an experience of more than 39 years leads to make Arabian Oud reliable bold name in production of luxury and original perfumes. The Arabian Oud company is the top of trade of perfumes, Oud and aromatic oils by ranking first in the Middle East region and Africa and eleven globally as per Euro monitor international classification for the year 2013. It also ranks eighth globally at the level of luxury perfumes and is classified as one of the hundred strongest brands in the Kingdom of Saudi Arabia and many of its products received international and local awards amid intense competition from the most prestigious international companies and entities in perfumes sector.

## Guinness Crowns Arabian Oud

Reaching global achievement and raising the highest international awards for excellence was not an easy matter, as long as walking along the path of achievement was an effective strategic process in which the achievements and successes of Al Arabia Oud were transferred to every level it reached as a result of its commitment to a solid action plan, and the natural result of adopting this strategy was quality in its products have an effective spread and effective access to the achievement centers in the world, and the latest thing the company has reached is that it has obtained the Guinness Book of Certification as the largest company for the sale of luxury perfumes in the world. Omar Al-Jasser, Deputy CEO of the Arab Oud Company, received the certificate in the British capital "London" at the encyclopedia's headquarters. The Guinness Prize Committee confirmed that Arabia deserves this certificate as a result of its commitment to the standards of permanent development of its products and the strength of its brand, which led to its sales figures. Alia achieved this milestone.





*Arabian Oud*  
**FRANCHISE**



## Who we look for

We are seeking candidates that fit the following criteria:

### Access to Prime Location

- The potential franchisee must have access to prime locations in their respective region.
- The location can be of leased, rented, free-hold etc. as long a clear picture of the contract is made possible.

### Common Value System

- Having a value system in accordance with the franchisor will ensure proper assimilation into the parent organizational culture.
- Ability to replicate and maintain the same or similar consistency in the entire cycle of outlet management as the franchisor.

### Business Capital

- Having the necessary capital for setting up the franchise outlet.
- Good credit history that will be evaluated by a third party.

### Business Experience

- Should have previous business experience of a minimum period of 3 years.
- They have a solid foundation to understand all the legalities and fundamental skills needed to operate a franchise business.

### What you get



Trademark License



License to Operate



Operations Manual



Marketing Support



Training Program



Ongoing Support



# MUSK ROSE

EAU DE PARFUM



## Training program

### **Phase I - Training provided at a location designated by Franchisor:**

Arabian Oud's management will provide franchisees with approximately Seven (7) days to Fourteen (14) days of initial training at headquarters or at a location designated by Arabian Oud's management, beginning approximately 4 to 6 weeks before the franchisee is scheduled to open for business. Phase I Instruction will pertain to administrative, operational, and sales/marketing matters; it will also include a liberal amount of on-the-job training. This training will be provided for the franchisee and upto one (1) designated attendee.

### **Phase II - Training provided at the franchisee's location:**

On-site training typically takes place when the franchisee commences operations. Experienced trainers from Arabian Oud will provide on-site training for a period of Seven (7) days to Ten (10) days to assist the franchisee in the commencement of operations.



## Support program

- Operational Support
- Site Selection
- Marketing Support
- Purchasing
- Internal Support
- Ongoing Research and Development
- Online Platform
- Overall Program Oversight



EAU DE PARFUM



ARABIAN  
LEATHER  
أريبيان ليذر



## Franchise facts

The initial franchise fee for an Individual franchise unit is SAR 100,000.

The Area Development franchise fee (5 outlets and above the franchise fee per outlet will be SAR 80,000 (instead of SAR 500,000 for 5 outlets, the discounted amount is SAR 400,000).

EVENT	FRANCHISE FEE	REMARKS
Upon Signing	SAR 240,000	Includes Franchise Fee for the 1 <sup>st</sup> unit & 50% of next 4 units
Upon Opening 2 <sup>nd</sup> Unit	SAR 40,000	50% balance of the Franchise Fee
Upon Opening 3 <sup>rd</sup> Unit	SAR 40,000	50% balance of the Franchise Fee
Upon Opening 4 <sup>th</sup> Unit	SAR 40,000	50% balance of the Franchise Fee
Upon Opening 5 <sup>th</sup> Unit	SAR 40,000	50% balance of the Franchise Fee
<b>TOTAL</b>	<b>SAR 400,000</b>	

**Royalty Fee** - 10% of of monthly gross sales.

**Advertising Fee** - 3% of monthly gross sales.

**Marketing Fund** - 2% of monthly gross sales.

## Next steps

- 1 Franchise Evaluation Form:**  
Complete the application included with this brochure and submit it to us. We will review the information and contact you to schedule a meeting.
- 2 Research and Due Diligence:**  
Learn more about the business by meeting with us in person, visiting a location and reviewing the details of the business.
- 3 Join the Team:**  
Once you have completed your research and have been approved as a franchisee, we are pleased to welcome you to the team!
- 4 Launch Your Business:**  
Set your training dates and opening timeline to officially launch your business.





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