

Country: Saudi Arabia.

Industry: Prestige Cosmetics and Fragrances.

Nature: Privately owned.

Industry Overview

Saudi Arabia is a prominent market for the cosmetics and fragrance product in the MENA region where it serves 19 countries in the Middle East and North Africa. The Saudi market is growing rapidly and is going to reach its highest peak within the next five to ten years following the Saudi vision of 2030 where. The industry of prestigious fragrances and cosmetics in Saudi Arabia has registered a positive annual growth and increase over the last decade as the increase from the period of 2014 until 2019 registered an annual growth rate of 5% increase in sales.

The segment Prestige Cosmetics & Fragrances accounted for 24% of the Luxury Goods revenue in 2019. The worldwide revenue of US\$76 billion in 2019 is expected to increase to US\$101 billion by 2025. This report from the series of segment reports gives an overview of the Prestige Cosmetics & Fragrances market from an international perspective.

The consumers in this region are self-conscious about their appearance so they tend to spend substantial amounts on their personal care products which is the drive of the growth of this market in this region. The higher economic groups of the country mostly purchase a new bottle of perfume in every two months, compared to average Westerner, who purchase one every six months.

The business headquarter is located in Jeddah, Saudi Arabia where its operations covers all of Saudi and the mentioned markets. Jeddah is considered a major city in Saudi Arabia and has the major share of youth population and consumers from different segments of society. Individual purchase power is strong as the economic is driven by multiple factors in this city.

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Business Description

The corporation was established in 1985 and it is famous for very competitive prices compared to the market and authentic products far from imitation and registered with the Saudi Food and Drug Authority. The organization is well-established, connected and owns trademarks, patents, as well as copyrights that will protect its profitability and brand name. The company's positions between the leaders in the beauty sector in the Kingdom.

- It holds a gold certificate from the "Maarouf" website affiliated with the Saudi Ministry of Commerce (which means that the organization is a legally approved company and has its own commercial registry).
- All of the products are certified by the regulatory authorities like the FDA and FTC in the Saudi Arabian market and worldwide, as well as various other federal, state, local, and international regulatory authorities.
- The organization is functional, competing and is doing great in the market. With a strong distribution channels and loyalty from its customers and business partners. As it has a solid reputation of delivering with the highest quality and outmost respect.

The corporation includes stores, warehouses, and a state-of-the-art perfume factory.

Its principle business is selling throughout distribution channels to businesses and customers, the size of this corporation helped it grow in size and it has a huge share in the marketplace. Selling to department stores, specialty multi-brand retailers, upscale perfumeries and many different stores and businesses along with its strong customer base.

Customers trust the corporation due to its strong focus on delivering high quality, great customer service and high demand products service which are the attributes to its pivotal role in its brand positioning.

Strong reputation

Guarantee requested products are always stocked. Original line of perfumes made with tripe and high-grade raw materials coming from France. Customers are treated in a professional manners and staff are trained to turn new customers into loyal ones.

Why would this deal be beneficial for your organization? You are going to have a reliable stock. It has a state-of-the-art perfume factory within the region that supplies nationally and internationally. The brand name has been linked with only original authentic perfumes in Saudi Arabia. More importantly the return of investment is safe because the business is successfully operated with minimum losses.

Reason for sale – The owner wants to retire due to health issues. (THE BUSINESS IS RUNNING AND IT IS SUCCESSFUL)

Private and Confidential

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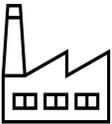
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- Financials:
USD \$20 Million average yearly sales in the past six years.
USD \$7.5 Million in sales since the COVID-19 outbreak until last October.
Owner will disclose all financial statements and provide prospective buyers with all the details.



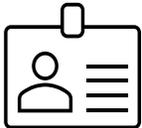
- Two Main Warehouses:
The Main warehouse stores products in the amount of USD \$8 Million.
The Second warehouse is enormous and used as a chain of distribution point.



- Factory:
State of the art factory built in the Industrial city.
The property is rented for 20 years and only three year passed (17 more years and extendable) Space is 8,500 sqm.
New and high-tech machinery and the ingredients used are of high quality only!
The factory price is USD \$6.6 Million.



- Headquarter and Main Stores: Main store in business district and high foot-traffic shopping mall.
Headquarter office is the executive department side.
Another store is located in another high foot-traffic shopping mall.
Besides an e-commerce (an Upscale website) to facilitate a larger targeted audience.



- Staff and management team:
Experienced management team.
Staff are well trained and experts in their fields.
Full Management Team and organized departments.

The current owner of the business (CEO) has agreed to help teach the new management for two to three months and show how things operate and the business ins and outs. Inventory never stops and is always replenished. Marketing is a strength to the corporation, as the owner emphasized on it.



- The requested amount for this business is USD \$30,700,000

End.