



HOUSE OF PERFUMES®

*Awakening your Senses*



[www.houseofperfumes.com](http://www.houseofperfumes.com)

## Introduction

HOUSE OF PERFUMES LLC is one of the leading perfume manufacturing, wholesale & distribution company for renowned brands in the UAE.

At House of Perfumes we provide Oriental, French Perfumes & Agarwood. We also make Incense Bukhooor / Oud Muattar.

**Manufacturing:** The factory to manufacture perfumes and cosmetics products in Dubai, UAE with new and state-of-the-art machinery & equipment. Commercial production of quality products soon commenced and over time the company has made significant investments in its facility for capacity enhancement and technology upgrading.

**Trading/Agency Representation:** House of Perfumes is a leading and prestigious marketing & distribution house for perfumes, cosmetics and toiletry products in the UAE.

Having invested in a well-knit sales and merchandizing team that covers all the major markets in the UAE & the Middle-East together with a well-developed warehousing and logistics infrastructure, we have set up a successful distribution chain in the country.



## About house of perfumes (PRODUCTS)

Value for money products - Our philosophy is simple, provide the end consumer a designer quality perfume at affordable price. Lasting fragrances - high quality and concentration of fragrances ensures long lasting effect on skin and clothes. House of perfumes products are ideal for personal use and for gifts. Our product Range Consists of : Oriental Range, French Range deodrants. Agarwood, Bakhoor.

## Our Sales and Marketing Activities includes:

1. ATL : Advertisement (Print, Audio, Vedio)
  2. BTL : Posters, Display racks, Bags, Smelling Strips, catalogues.
  3. Display : Window displays, Gandolas, Merchandising Support.
  4. Co-op Advertising : Joint promotions with channel partners.
- Exhibitions

We will also be participate in major international exhibitions and trade event such as, Kuwait Trade Fair, Ramadan Fair at Dubai Trade Center and Sharjah Exo Center and will also be participating at Cosmoprof, the most prestigious international exhibition for Perfumery and Cosmetics held in Bologna-Italy.



## Sales & Marketing

Our sales and marketing strategy is focused on a simple concept 'Creating Value' for all the stakeholders viz, The brand, Channel, Partners, Distributors and end Consumers.

## Target Consumer Profile

18-50 years old male and female in middle income bracket, who have high aspirations in life and value quality products but at a reasonable cost. They are not brand freaks but look for 'Value for money' products which can fulfill their needs and also address their desire to become big in life.

## Distribution

We have a direct Brand Representation in Manchester, United Kingdom under the name of TRENDZ,

Our distributions are available in all leading Arab/Oriental Traditional stores and Gas Station Marts throughout England.

We are also launching a new store in Bradford, United Kingdom in December 2015.



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## Distribution

House of Perfumes is well established across 26 countries around the world (GCC, Africa, Asia, CIS, Etc.,) with exclusive distribution arrangement. Distribution channels include prestigious A and B class retail chains / outlets in United Arab Emirates such as Delhi Int'l Airport Duty Free, Mumbai Int'l Airport Duty Free, London Int'l Airport Duty Free, Manchester Int'l Airport Duty Free, Geant Hypermarkets, Carrefour Hypermarkets, Lulu Hypermarket, Etc....

Our Showcase Outlet  
is Available  
in Wasl District Mall,  
Al Maktoum Hospital  
Road, Dubai





بيت العطور®

دلل حواسك

