



STYLO OPTICALS

- FUTURE CLEAR -





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THE FOUNDATION UPON WHICH STYLO
OPTICALS HAS SUCCESSFULLY SPREAD
IT'S PRESENCE ACROSS THE UAE.

STYLO Optical LLC established in the beginning of 2018 having multiple Wholesale & Retail outlets with professionally managed by licensed optometrist in all counters.

Our mission is to provide the ultimate experience in quality eye care at affordable prices which providing good service that exceeds our client's expectation.

Choosing the right glasses and contact Lenses is important. It's as important to your vision health as it is to your lifestyle. That's why we're here — to help you make the perfect choice. A choice that fits your vision needs and lifestyle.



RAFIYIN THULLATH
CHAIRMAN



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With over 20 years of experience in the optical industry, have been providing premium eyewear products and services to customers worldwide. We have built a reputation for ourselves as a trusted brand that offers high-quality, stylish and durable eyewear.

Our association with major leading brands in the industry has allowed us to offer a wide range of eyewear options to our customers. We have a strong partnership with renowned brands like Ray-Ban, Oakley, Burberry, Police, Maui Jim, and many others. Our commitment to providing customers with the latest trends and styles in eyewear has helped us to maintain our position as a leader in the industry.



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A profitable evolution

Rafiyin's decision to shift his focus solely to branded eyewear marked a turning point in his business. It was a move that not only resonated with his passion but also yielded substantial profits. Today, his multiple retail outlets proudly showcase a wide array of branded eyewear products, professionally managed by licensed optometrists at every counter. He also runs a wholesale section with a range of home brands such as Roberto Smith and Italiano Exchange.

A vision for the future

With a vision to open 100 showrooms in the UAE by 2030, Rafiyin is poised to redefine eye care in the country. His journey, marked by resilience and innovation, is an inspiring testament to what can be achieved through perseverance and ingenuity.

Established with a mission to provide the ultimate eye care experience at affordable prices, Stylo Opticals sets a benchmark for quality and service. Their commitment to offering genuine, affordable, and guaranteed products is a testament to their expertise, built over a decade. Beyond regular glasses, shades and contact lenses, they offer bespoke eyewear products, ensuring that customers find their perfect fit.

What sets Stylo Opticals apart is its unique warranty policy, ensuring that customers make decisions without pressure. Moreover, they are not just about business but also about giving back to society. Irrespective of age, they care deeply about improving vision health for all, embodying a socially conscious entity with a heart.

Rafiyin is also one of the directors of Nishka Momentous Jewellery, a new brand created under the management of Morickap Resort. Their first showroom has opened in Karama Centre, Dubai, and the vision is to open 100 stores in 20 years.

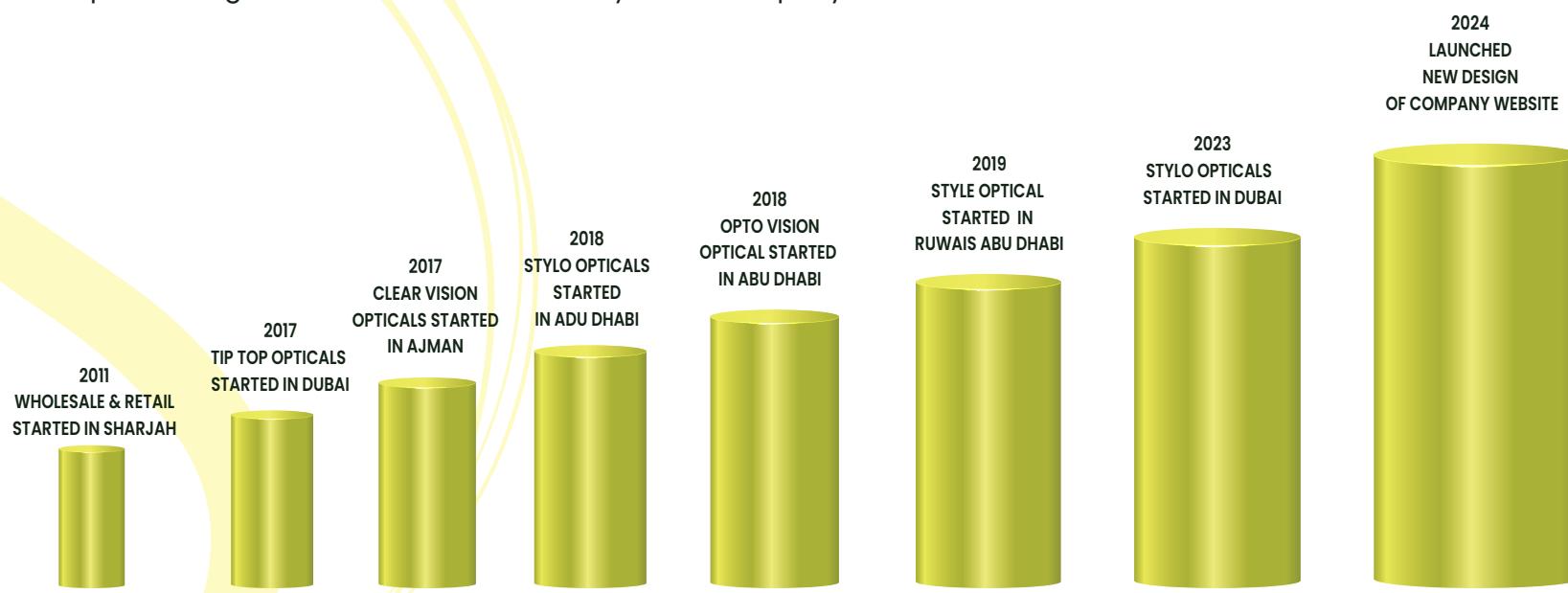
Professional Journey



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- Develop high quality business strategies and plans ensuring their alignment with short-term and long-term objectives.
- Lead and motivate subordinates to advance employee engagement develop a high performing managerial team.
- Oversee all operations and business activities to ensure they produce the desired results and are consistent with the overall strategy and mission.
- Make high-quality investing decisions to advance the business and increase profits.
- Enforce adherence to legal guidelines and in-house policies to maintain the company's legality and business ethics.
- Review financial and non-financial reports to devise solutions or improvements.
- Analyze problematic situations and occurrences and provide solutions to ensure company survival and growth.
- Maintain a deep knowledge of the markets and industry of the company.





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Value:

- Customer-Centricity : Prioritize personalized care and attention to ensure every customer's unique eye care needs are met with precision and care.
- Quality and Excellence : Commit to providing top-tier products and services, ensuring high standards in eye care, eyewear, and customer experience.
- Innovation : Stay at the forefront of optical technology and advancements, offering cutting-edge solutions for better vision and eye health.
- Integrity : Maintain honesty and transparency in all interactions, from product recommendations to service delivery.
- Compassion : Approach every customer with empathy, ensuring that eye care is not just about vision correction but also enhancing overall well-being.
- Sustainability : Strive for environmentally conscious practices, from product sourcing to packaging, contributing positively to global well-being.
- Accessibility : Ensure that high-quality eye care and eyewear solutions are available to all, regardless of socioeconomic status.

These values build a strong foundation for trust, innovation, and customer satisfaction.



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Mission:

To provide superior eye care solutions through innovation, precision, and personalized service, ensuring clear vision and optimal eye health for every customer.



Vision:

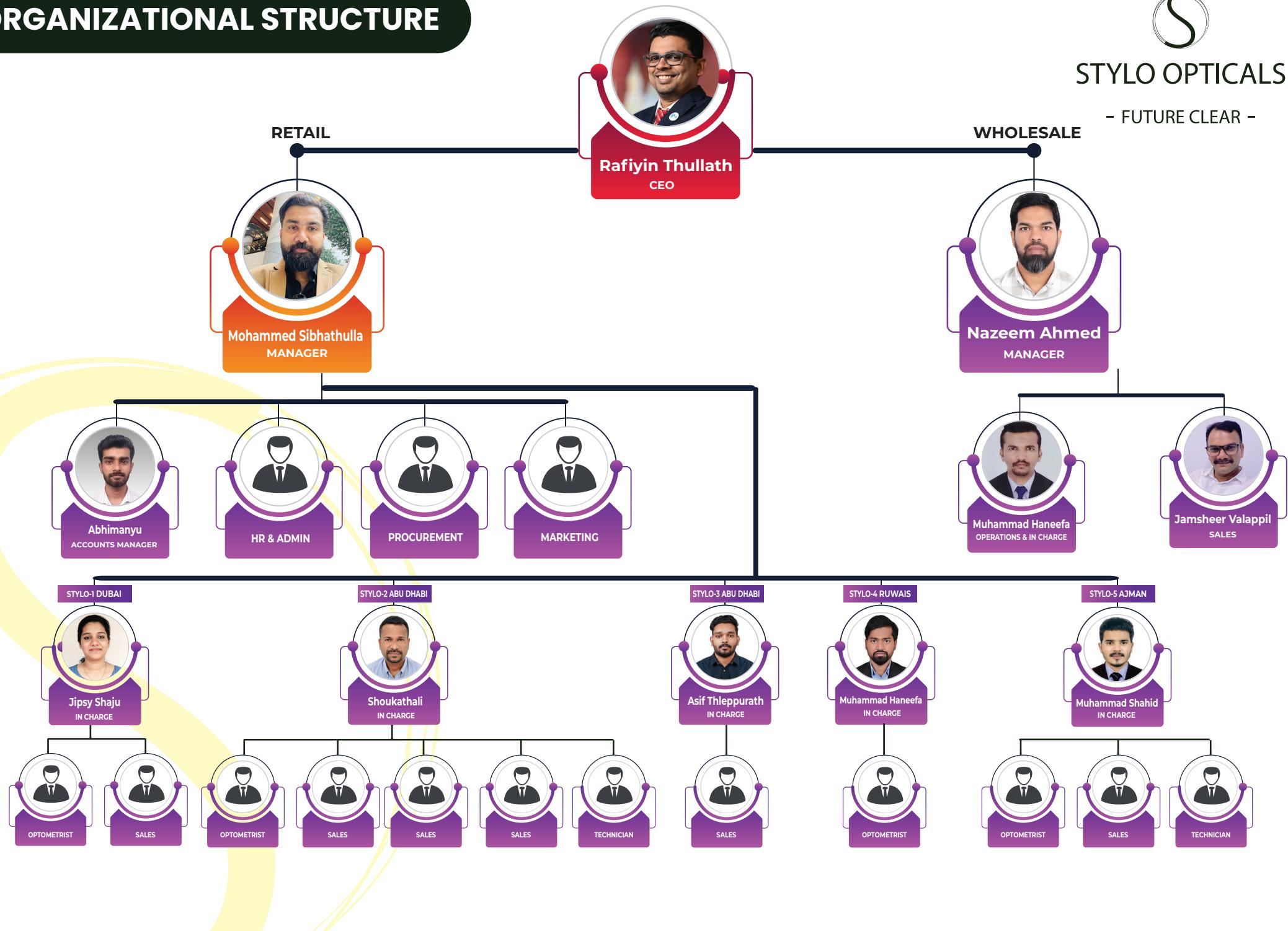
To be a global leader in eye care, advancing technology and accessibility to ensure that every individual enjoys the best possible vision and eye health, with style and confidence

ORGANIZATIONAL STRUCTURE



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Purpose

The main purpose of an SOP is to provide detailed instructions on how to perform specific tasks within the optical organization efficiently and accurately. It ensures that all processes are executed in a standardized way, minimizing errors and promoting consistency in operations such as customer service, lens grinding, eye tests, and product handling.



Scope

- Sales and Customer Service: How staff should interact with customers, assist with frame selection, handle complaints, and maintain customer records.
- Clinical Operations: Steps for conducting eye examinations, using optical instruments, and ensuring accurate prescriptions.
- Laboratory Procedures: Guidelines for lens cutting, fitting, quality checks, and maintenance of equipment.
- Inventory Management: How to order, store, and manage frames, lenses, and other optical supplies.
- Health and Safety: Ensuring proper hygiene, sterilization of equipment, and safety protocols for staff and customers.
- Billing and Financials: Standard procedures for customer billing, insurance claims, and payment handling.



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Importance

- **Consistency:** SOPs ensure that all staff follow the same process, which leads to consistent quality in products and services.
- **Training and Onboarding:** New employees can be trained quickly and efficiently using clear, established guidelines, reducing the learning curve.
- **Compliance and Safety:** SOPs help maintain compliance with industry regulations and ensure that all health and safety standards are met.
- **Efficiency:** Clear procedures minimize confusion and errors, leading to smoother operations and higher productivity.
- **Customer Satisfaction:** When staff follow SOPs, the customer experience becomes more reliable and professional, enhancing customer trust and loyalty.
- **Accountability:** SOPs outline responsibilities for tasks, making it easier to identify and correct any operational issues or errors.

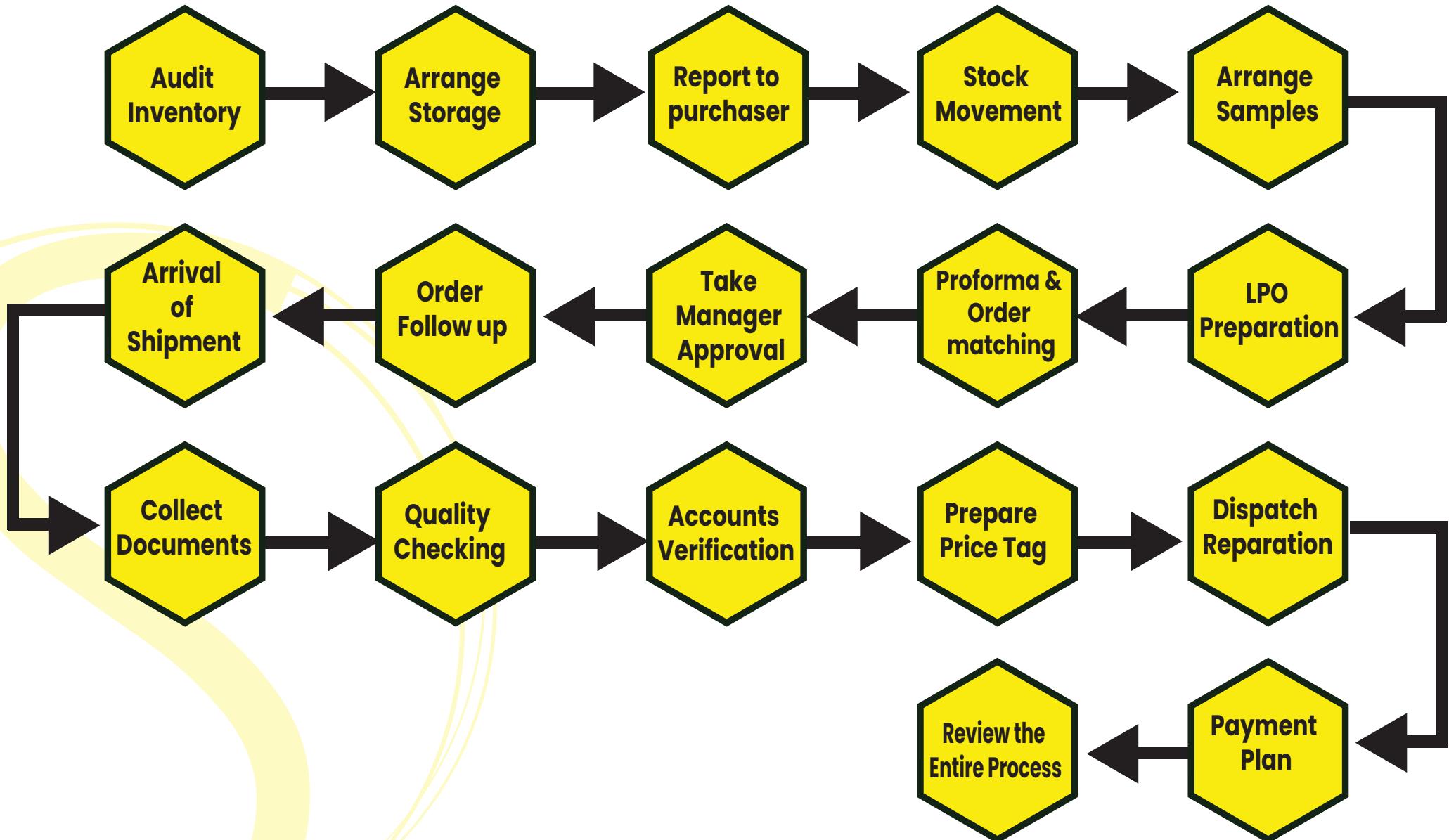
In summary, SOPs in an optical organization are crucial for ensuring high standards in both clinical and retail aspects, while fostering a culture of efficiency, safety, and quality service.

PURCHASE PROCESS



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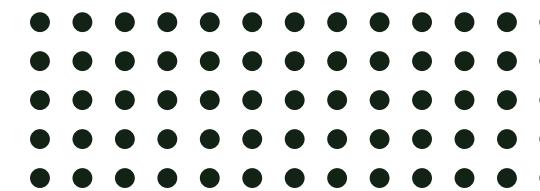
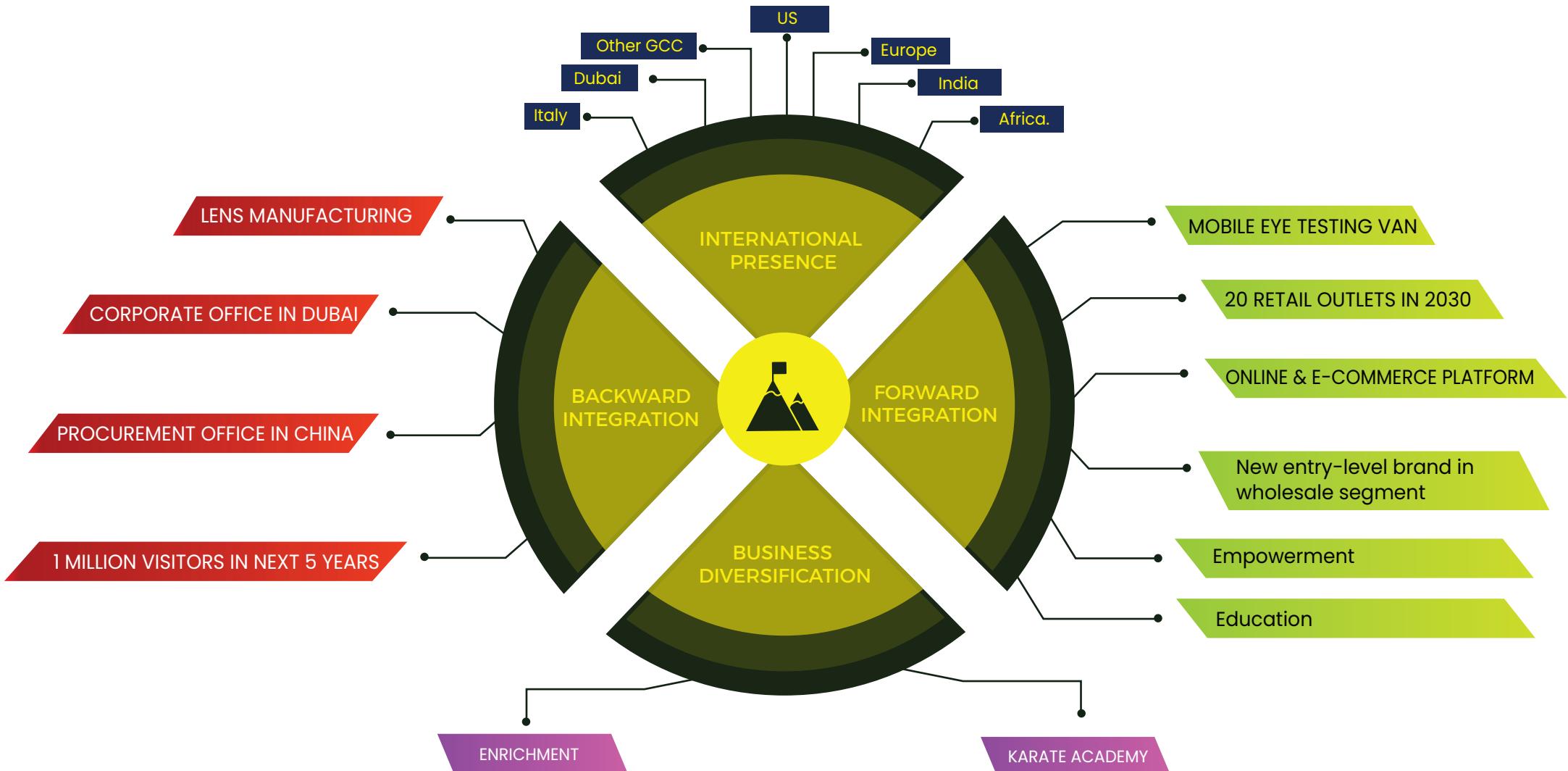


VISION 2030



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International Presence:

EXPANSION

- In 2025, a globally recognized premium eyewear brand will be launching its showrooms worldwide. Like, Italy, Dubai, Other GCC, US, Europe, India & Africa.

COMMITMENT

- Promised to create by 2035 10,000 job opportunities for employees worldwide.

Forward Integration:

OPTIVAN

- A mobile eye testing van is a specialized vehicle equipped with advanced optical technology, designed to provide convenient and accessible eye examinations and vision screenings directly to communities.

VISIONARY

- Looking ahead to 2030, we envision the STYLO group expanding by 20 retail outlets, driving innovation and enhancing customer experiences.

TRANSFORMATIVE

- Launching an online & E-commerce platform that will revolutionize retail and wholesale business operations. Our commitment to this project underscores our vision for embracing the digital era and driving sustainable growth in the global marketplace.

COLLABORATIVE

- In response to the challenges faced by local eyewear retailers, we are excited to announce a new entry-level brand wholesale segment collaboration with our partners.

EMPOWERMENT

- Initiative aims to provide support to the local market and address the current struggles within the eyewear retail sector. Education



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Business Diversification:

UNITY

- Karate Academy, it fosters a sense of camaraderie among members while promoting the principles of non-violence and conflict resolution.

ENRICHMENT

- As a result, the positive impact of a karate academy extends beyond its walls, contributing to the overall well-being and harmony of society.

Backward Integration:

LAUNCH

- In the near future, my goal is to launch a brand that specializes in manufacturing and distributing high-quality prescription lenses.

HEADQUARTERS

- Establishment of a corporate office in Dubai, a strategic move that will position my company at the heart of a dynamic and global business hub.

OUTPOST

- Establishing a strategic office in China to facilitate procurement and production processes.

ATTRACTION

- Committed to transforming our premium brand showrooms into a destination of choice for customers, aiming to welcome one million visitors within the next five years.

STYLO INTRODUCING A NEW EYE EXERCISE FOR YOUR HEALTHY EYES

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MY EYE GYM “WE CALL MYIGM,,

How To Perform	How To Perform	Benefits	How To Perform	How To Perform	Benefits
Blinking	Blink rapidly 30 seconds	Reduces eye strain & dryness	Palming	Cover eye with palms, breathe deeply for a few minutes	Calms and relaxes eyes
Zooming	Focus on a distant object, then a nearby object	Strengthens eye muscles	Zooming	Hold a card with small print, gradually move it away from your face	Improves near vision
Figure of Eight	Imagine a figure of eight, trace it with your eyes	Improves eye coordination	Eye Rolls	Roll your eyes clockwise and counter clockwise	Relieves eye strain and improves flexibility
Near & Far Focus	Hold a small object, then focus on a distance	Increases eye flexibility	Trataka	Gaze at a candle flame for a few minutes	Improves focus and concentration
Gently massage your eyelids & temples		Relieves eye tension	Close eyes, face sun with eyelids closed, move head from side to side		Improves overall eye health

STYLO OUTLETS

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THANK YOU

*We look forward to working
with you*



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