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Faizal C P, the founder of V Group, has turned his lifelong passion for fragrances into a successful business. Born and raised in a small town in Kerala, India, Faizal moved to the Arabian Gulf at 18, where he began his career at his cousin's perfume shop. Over a decade, he honed his understanding of the fragrance industry before furthering his education in perfumery in France. In 2010, with the support of close friends, he established V Perfumes, driven by a desire to create unique scents that reflect individual personalities. Under his leadership, V Perfumes has become known for its innovative fragrances, celebrating the art of perfumery and making a significant mark in the industry.

## Expertise

"Constantly innovating with fragrances, along with fulfilling a passion for starting a personal brand, has led to a strong focus on designing and making perfumes."

**# Brand Development**

**# Product Development**

**# Private labeling**

# THE MAN BEHIND THE BRANDS



- ✓ **2008 - Graduation** : Completed graduation before deciding to live a life in the world of perfumes.
- ✓ **2008 - Career Started** : The ultimate dream to become a perfumer led to a career in the field.
- ✓ **2010 - V Brand Gallery** : Turned the dreams into reality; Opened first store in a small counter beside of another cloth store.
- ✓ **2010 - V Group** : Established with the objective of launching a perfume retail chain in the UAE.
- ✓ **2010 - V Perfumes** : Launched the first store of V Perfumes, the largest perfume retailer, in the UAE.
- ✓ **2010 - BFF** : Established “BFF International trading” for the product distribution all over the GCC.
- ✓ **2015 - Exclusive Brands** : Began developing Own products and brands, launching them into the perfume industry.
- ✓ **2017 - I Fix** : Launched the first “Ifix Store,” to entering the mobile accessories and repair industry.
- ✓ **2018 - Magnify** : Established our Interior Designing company in the end of 2018.
- ✓ **2019 - E-Commerce** : Initiated the e-commerce sector under “Vperfumes”, establishing it as the leading perfume e-commerce platform in the UAE.
- ✓ **2021 - Fys Flowers** : Launched our first fresh flower shop, marking the beginning of the largest fresh flower retail chain in the UAE.
- ✓ **2023 - Notino Gallery** : Launched our first Niche perfume retail store.
- ✓ **2023 - Optiplus** : Launched the first “Optiplus Store,” marking our entry into the optical industry and providing a range of optical solutions.



Established in 2010, V Group operates with a unique business model that facilitates decentralized, active management, focusing on supporting and collaborating with brands in a complex marketplace. To enhance brand positioning and effectively serve its guests, V Group employs a retail-led A-Z of Solutions & Planning.

Understanding the rapidly changing retail environment, V Group adapts to increasing competition and technological advancements with an agile strategy. New portfolio additions, including Vperfumes, Ifix, Vbrand Gallery, Notino Gallery, Optiplus, and Magnify, along with a complete line of original beauty products, are driving a revolution in the retail market.

This innovative approach ensures V Group remains at the forefront of industry trends, meeting the evolving needs of modern consumers.

## Our Promise

V Group's constant strive is to transform our promises into reality. The result of our commitment is excellence, which is the backbone of our relationship with our partners, colleagues and guests. Our mission is to make a positive difference in the retail, Wholesale and E-Commerce industry through best possible customer service and best quality products at competitive prices.

## Our Mission

V Group's vision is to serve the world's leading brands and its sophisticated, international guests with the best luxury outlet experience.

## Our Values

V Group's core values are the foundation of everything that we do. We deliver on that promise, with a framework that enhances customer satisfaction and loyalty with every contact.





MAISON OUD

JOHN LOEWE  
PERFUMES

DAISY LA BLANC  
PERFUMES

HS SERGIO

ARABIAN EAGLE  
PERFUMES  
اربيان إجل  
الخطوط

ESSENZA

HolyOud

Scent  
Nostalgia

Qissati

ROGER MULLER  
PERFUMES

PEARAC

SECRET WATER  
PERFUMES

VICTOR HILLS  
COLLECTION

nje

NON

mon destin

Our Major Brands

SEWELÔ  
PARIS

Signature  
Collection

Bottega & Essenza  
PERFUMES

Rolf Taylor  
PERFUMES

LOUIS BRETON  
PERFUMES

F A I Z  
NICHE

olive  
PERFUMES

Public affair  
PERFUMES

LEON HECTOR  
PERFUMES

MARK DES VINCE  
PERFUMES

MARK ALFRED  
PERFUMES

DE  
Lillis

MARKS BLAND  
PERFUMES

MARC REPUBLIC  
PERFUMES

monzana  
PARIS

IRIS DE PERLA  
PERFUMES

FEX  
COLLECTION

Jellah  
PARIS

Vgroup



Perfumes Retail

Established : 2010

No Of Stores : 49



Perfumes Retail & Exporter

Established : 2010

No Of Stores : 1



Distributor  
&  
Wholesaler

Established : 2010



Mobile & Accessories

Established : 2017

No Of Stores : 4



Interior Designing

Established : 2018



Fresh Flower Store

Established : 2021

No Of Stores : 3



Niche Perfume Retail

Established : 2023

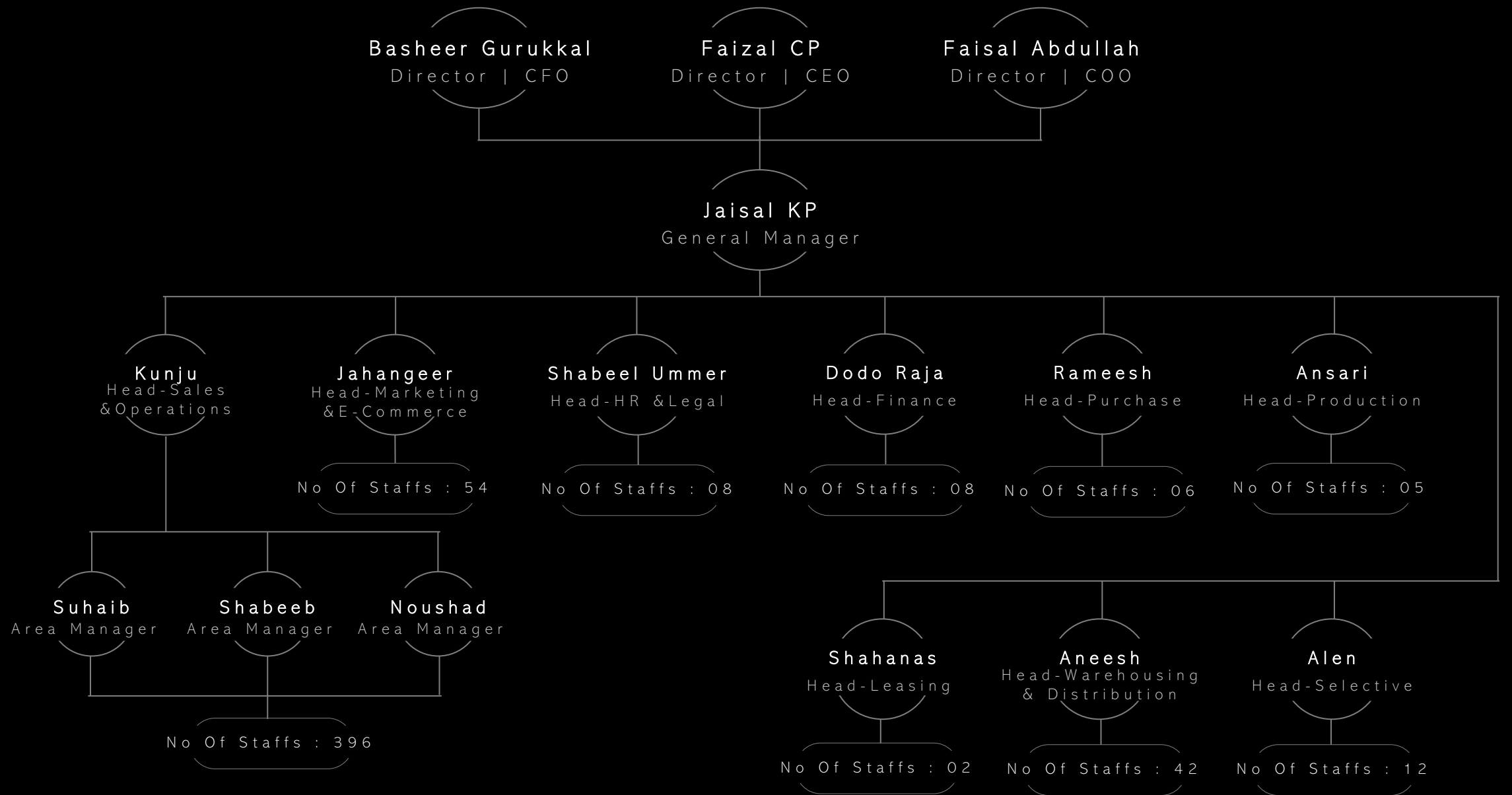
No Of Stores : 1



Optical Solutions

Established : 2023

No Of Stores : 1



### Retail Presence

- ✓ United Arab Emirates
- ✓ Oman
- ✓ Saudi Arabia
- ✓ Qatar
- ✓ Bahrain

### Brand Presence

- |           |            |               |
|-----------|------------|---------------|
| ✓ U.A.E   | ✓ Egypt    | ✓ Ghana       |
| ✓ Oman    | ✓ Kenya    | ✓ Laos        |
| ✓ K.S.A   | ✓ Uganda   | ✓ Mongolia    |
| ✓ Qatar   | ✓ Tanzania | ✓ Philippines |
| ✓ Bahrain | ✓ Zambia   | ✓ Seychelles  |
| ✓ Kuwait  | ✓ Namibia  | ✓ Martinique  |
| ✓ U.S.A   | ✓ Congo    | ✓ Guadeloupe  |
| ✓ Nigeria | ✓ Gambia   | ✓ Niger       |

### E-Commerce Presence

- ✓ United Arab Emirates
- ✓ Oman
- ✓ Saudi Arabia
- ✓ Qatar
- ✓ Bahrain
- ✓ Kuwait

# Awards & Recognitions



Best Distributor

2016



Beauty World best Retailer – Top 5

2023



Beauty World Fragrance Of The Year – Top 5

2023



Internet Commerce Summit Best E-Commerce - Finalist

2024



Etisalat Best Retailer

2024

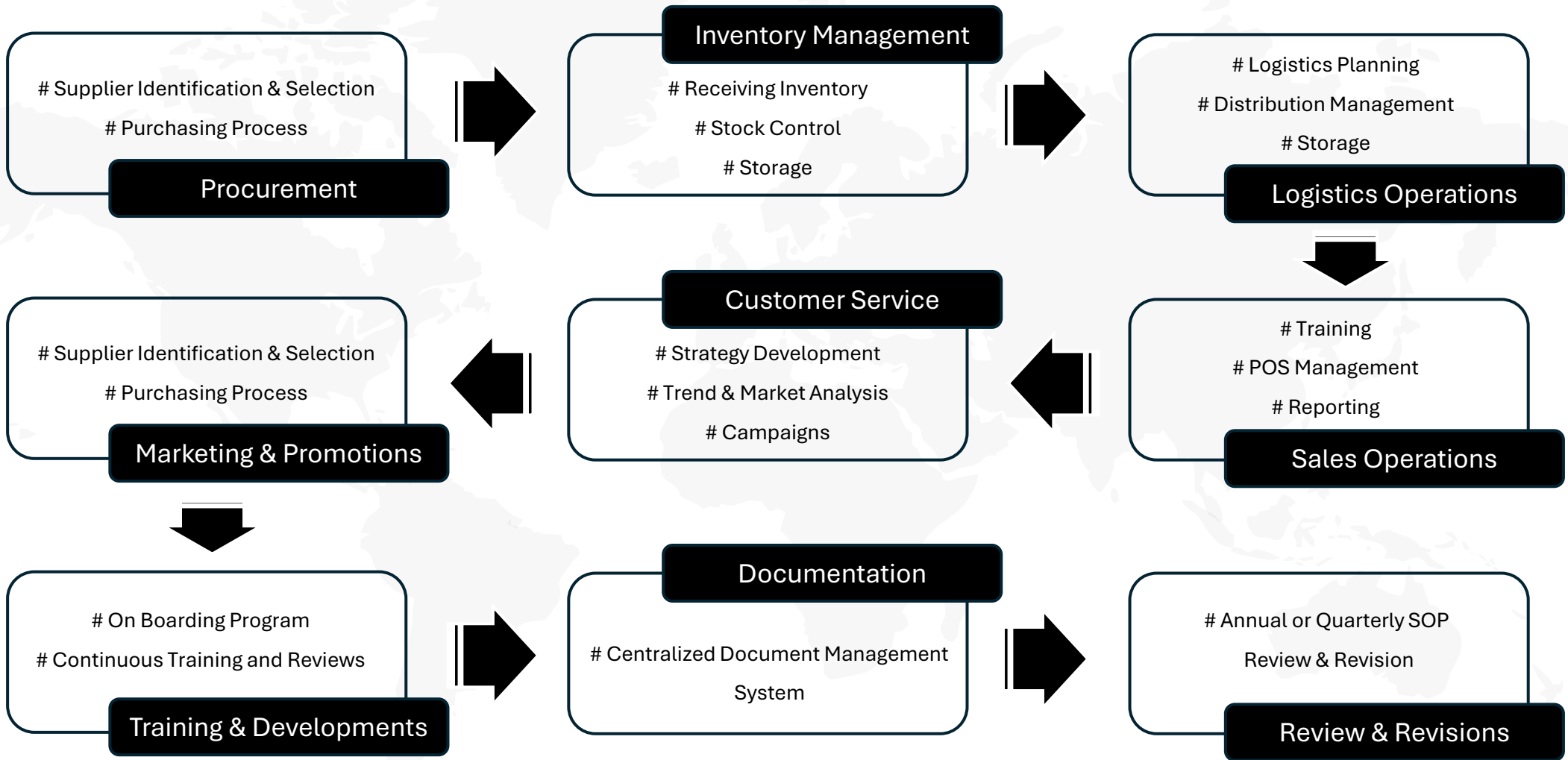


Product / Brand Availability in Saudi Domestic Airlines



Product / Brand Availability in Burj Al Arab

# Blueprint - SOP



# Standard Operating Procedure

This Standard Operating Procedure (SOP) has been in place for several years to maintain consistent and efficient operations across our perfume retail chain. With over 50 outlets in the GCC, a central warehouse in the UAE, and a diverse product range, this SOP outlines our processes in procurement, inventory management, logistics, sales, customer service, quality control, and marketing.

## 1. Procurement

### # Supplier Identification and Selection:

- Evaluate potential suppliers based on quality, reliability, pricing and Market Demand.
- Establish relationships with both direct suppliers and market vendors.

### # Purchasing Process:

- Forecast demand using historical sales data and market trends.
- Use standardized purchase order forms to place orders.
- Confirm delivery schedules and quantities with suppliers.

## 2. Inventory Management

To optimize stock levels and maintain product quality.

### # Receiving Inventory:

- Verify shipment contents against purchase orders.
- Inspect products for damage and quality.
- Update inventory management system with received items.

### # Stock Control:

- Conduct monthly inventory audits to reconcile stock levels.
- Set minimum reorder levels for high-demand products.
- Implement a first-in, first-out (FIFO) method for product rotation.

### # Storage:

- Store perfumes in a climate-controlled environment, away from direct sunlight.
- Organize products by brand and category for easy access.
- Finalize the stock location using Location Tracking System



### **3. Logistics Operations**

#### **# Logistics Planning:**

- Develop a logistics strategy that includes transportation methods, delivery schedules, and route optimization.
- Collaborate with Customers/ suppliers and In-house Logistics Department /logistics partners for efficient transport.
- Select transportation methods based on cost-effectiveness and product type.
- Schedule and coordinate pickups and deliveries to ensure timely distribution.

#### **# Distribution Management:**

- Oversee the distribution of products to retail outlets and wholesale clients.
- Maintain a tracking system to monitor shipment status and resolve any issues.

### **4. Sales Operations**

#### **# Sales Training:**

- Conduct regular training sessions for staff on product knowledge and sales techniques.
- Implement a mystery shopping program to ensure service quality.

### **# Point of Sale (POS) Management:**

- Maintain an effective POS system to facilitate transactions and manage inventory updates.

### **# Sales Reporting:**

- Analyze sales data weekly and monthly to evaluate performance and adjust strategies accordingly.

## **5. Customer Service**

### **# Service Standards:**

- Establish clear protocols for staff interactions with customers to ensure a consistent and high-quality experience.

### **# Feedback Mechanism:**

- Implement systems for collecting customer feedback through surveys, reviews, and comment cards.

### **# Complaint Resolution:**

- Train staff to efficiently handle and resolve customer complaints, ensuring satisfaction..

## **6. Marketing and Promotions**

### **# Marketing Strategy Development:**

- Create annual marketing plans that leverage digital and traditional marketing channels.

### **# Promotional Campaigns:**

- Plan and execute seasonal promotions to boost sales and customer engagement.

### **# Market Analysis:**

- Continuously assess market trends and competitor strategies to refine marketing efforts.

## **7. Training and Developments**

### **# Onboarding Program:**

- Implement a structured onboarding program for new hires, covering company policies and procedures.

### **# Continuous Training and Reviews:**

- Regular training sessions to keep staff updated on products and best practices.
- Conduct evaluations to assess employee performance and offer constructive feedback.

## **8. Documentation**

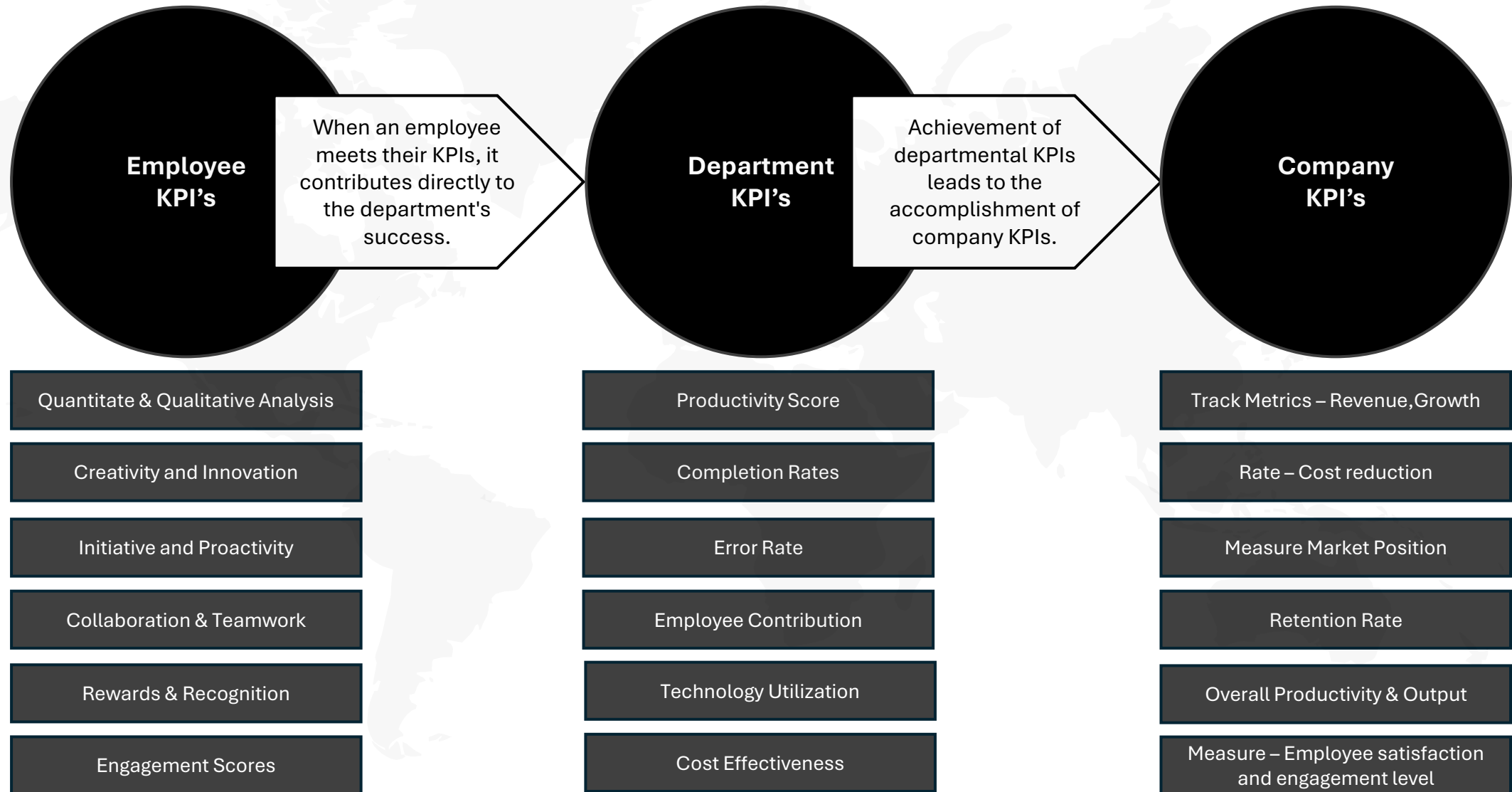
- Maintain accurate records of all procedures, training sessions, inventory levels, quality checks, and logistics operations.
- Utilize a centralized document management system for easy access and updates.

## **7. Review and Revision**

- Review this SOP annually or as necessary due to operational changes.
- Encourage employee feedback to facilitate continuous improvement.

This SOP has been an integral part of our company for several years, ensuring that all operations align with our commitment to quality, efficiency, and customer satisfaction. By adhering to these established procedures, we maintain a consistent and high-performing organization across all outlets and operations.

# Our KPI Journey



HOSPITALITY FRAGRANCE SOLUTIONS CHOCOLATE GIFTS PERFUME GIFTS  
EXCLUSIVE BRAND STORES PERSONALIZED PERFUME FRAGRANCE RESEARCH CENTER  
IN TO PERSONAL CARE CATEGORY PERFUME RETAIL CHAIN IN USA PACKING SOLUTION  
FLOWER & PERFUMES TECHNOLOGY DRIVEN RETAIL STORES BASIC FRAGRANCE SUPPLY  
FRAGRANCE INSTITUTE TRAINING SOLUTIONS FLOWER IMPORT  
ORGANIC BRANDS REGIONAL FRAGRANCE STORES  
FASHION STORE CROSS SELLING STORES  
E-COMMERCE SOLUTIONS B2B MARKETPLACE  
BEAUTY AND WELLNESS HYPERMARKET COSMETICS PRODUCTION  
THEME BASED PERFUMES  
MORE IN TO CSR DRIVEN STORES BRAND PRESENCE ALL OVER THE WORLD  
CELEBRETY FRAGRANCE B2B ONLINE STORE BASIC FRAGRANCE PRODUCTION  
PERFUME RETAIL CHAIN IN EUROPE MARKETING SOLUTIONS FRANCHISEE MODE  
PRINTING UNIT ELECTRONIC BRAND PRODUCTION

# Thank You

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*Faizal C.P.*