

## Company Introduction

Since its Inception in 2012 at Dubai, Coral Perfume Industry LLC has swiftly created an exclusive territory for its brand and exquisite perfume products in the ever-growing market of the Middle East, and beyond as an excellent manufacturer in the market. We are a comprehensive perfume manufacturing company with extensive experience in all things related to perfume. What makes Coral Perfumes one of the most respected perfume brands, undoubtedly, is the long range of products it offers. Presenting a number of highly sought-after perfumes from French and Oriental oils, available in diverse versions such as alcoholic and non-alcoholic, to the fine and exotic French fragrances, Coral Perfumes has become a brand to look for in the perfumes industry through its signature offerings and unique products line. Coral Perfumes also offers an enthralling premium products line for Oudh ma attar and Oudh Dehn Al Oudh (agar wood), which makes it all the more an enticing brand in the market.

Coral Perfume takes all the requirements of the clients with utmost care and responsibility and as such, we also offer customized bottle and package designing services as well. As required by the clients, befitting their ultimate objectives, we are also capable of offering bottle decoration support such as coating, coloring and printing of the bottles. Our team, with years of experience in the perfume industry also offers excellent blending, filling and packaging services as and when required. In order to meet the ever widening and dynamic needs of our clients, we have an R & D Department of exceptionally talented and trained professionals to assist the client with product development and formula composition. For clients that want to get uniquely branded perfumes, we can assist them design and develop products as per their unique requirements from the early stages of conceptualization to the final stage.

Ever since the inception of the brand, it has toiled relentlessly to create exceptional perfumes and fragrances suiting the preferences of a wide horde of clients all the while offering unmatched customer service for their clients. As a client-centric business that wants to appeal to the varying senses of the clients, Coral Perfumes never backs away from

taking the less-traveled path to offer the clients with the most innovative, unique and remarkable perfume products, always.

Over the years, we also have established ourselves as one of the most preferred private label or contract manufactures in the industry who can easily manage even the most challenging and intricate specifications of the clients, when it comes to private label manufacturing.

Our business is built on firm values of customer satisfaction, value for money and matchless quality, and these values drive every effort that transpires in our organization. The keen affinity towards making top-notch, excellent products has been emphasized when our production units were conferred with the 9001:2015 ISO and GMP Certification. With a capacity to produce a whopping 10,000 bottles of perfume every day, we are appropriately fortified with the right human resource and technological infrastructure to meet the import requirements of the clients from the Middle East, USA, Europe, India and Africa. With a retail chain of perfume showrooms in the UAE, 6 unique perfume brands and over 140 products along with a comprehensive range of fragrances, Coral Perfume Industry LLC is here to stay.

## **Our Strategic approach for Product Development**

**Planning and Discussions:** The first stride of the product development process in Coral Perfumes is planning and discussion. Understanding the requirements of the clients from diverse sections of the society and their aesthetic preferences, we plan a new perfume product after thorough discussions.

**The Creative Process:** We then employ various creative processes to ensure that the product to be produced is unique and appeal to the target audience we are developing it for. A lot of research and efforts go into the creative process to make the product the best.

**Product Development:** This is where the product gets finally manufactured. Using carefully selected ingredients, the perfume is made with the help of proven methods and under the supervision of expert perfume makers of Coral Perfumes.

**Product Promotion:** Once the perfume is manufactured, the next step is the process of promotion. The promotion is carried out through several methods including traditional marketing methods along with digital marketing and promotional campaigns.

### **Subsidiary Companies:**

#### **Rose Oasis Trading LLC:**

Founded as a wholesalers and exporters of perfumes and oils, Rose Oasis Trading LLC operates to meet the escalating requirements of various retailers and clients from across the world. It deals especially with a league of retailers in the UAE and from across the world offering the best perfume products and fragrances.

It brings a league of most sought-after and preferred perfumes for the clients from the manufacturing units directly guaranteeing affordable price ranges and impeccable quality. There is no doubt that the clients getting perfumes from Rose Oasis Trading LLC will come back to it for more.

With a keen eye to offer the best, unique and original perfume products created with great care from cautiously selected and procured raw materials, Rose Oasis Trading LLC knows what they are offering and how they need to offer them. The company also deals with a range of importers from several nations around the world offering the finest and top-notch perfume products at rates like nowhere else.

With its ability to offer the clients with exactly what they need meeting their preferences and quality expectations and a dedication to offer the best after-sales and customer service. Rose Oasis Trading LLC is here to stay offering the best wholesale and export services of perfumes and oils

#### **Bonfire Advertising LLC:**

Even though you have a great brand or product or service, if your marketing efforts are less-than-stellar, there is no doubt that your offerings are destined to fall short of the greatness it might have reached with the help of a well-conceived marketing effort. If you are a business needing the support of a professional marketing agency, Bonfire Advertising LLC is the place where you should be.

With years of experience in offering the most effective and affordable advertisement campaigns in traditional and digital marketing spheres, we have swiftly become a flawless advertisement agency to reckon with in the ever evolving advertisement industry. One of the most appealing aspects about us, apart from our exceptionally flexible pricing policy, is our ability to conceive campaigns that match the nature of the product/service, the target audience and the business philosophies of the client. With intelligently placed advertisements and proficiently run campaigns, the success of your product/service is nothing but certain our hands.

Whether you need to advertise your products on the local TV and newspapers or go wide on public awareness using flyers and brochures, or run successful digital campaigns, our certified and experienced professionals are always ready to support you till you find success.

**Bin Kamal Perfumes LLC:** Bin Kamal Perfumes LLC is one of the renowned perfume retailer lauded for its exceptional range of perfumes and scents matching the sensibilities of clients from all age groups. Though there are several perfume retailer in the already crowded marketplace, what makes our offerings unique and widely preferred is its ability to craft innovative and sublime perfumes that go well with the changing preferences of clients around the world.

We continuously work hard to deliver a diverse range of perfumes from all international brands carefully chosen which is market needs and high money-value to the clients who buy them. In a world the perfumes used can instantly talk about your personality and attitude, it is always important that one carefully select the best fragrance for various occasions in life binkamal perfumes helps you to choose the best..

### **Private Label Manufacturing**

As a responsible and experienced perfume manufacturer, we are also endowed with all the necessary infrastructural and process capabilities to offer the best and most comprehensive private label manufacturing services. You can communicate your specifications, the quality standards and the quantity you need to us and we will do the rest.

We have a range of fragrance manufacturing units and facilities integrated effectively with state-of-the-art equipment to carefully create the scents you need irrespective of the size and scope you need it for. We have exceptionally trained and experienced professionals who can make possible even the most demanding and complex requirements you have.

In order to ensure that the clients always get the best products from us, we have incorporated several international and industry standardizations. With the help of such quality standards and a team of remarkably talented quality analysts, we always meet the expectations of the clients all the time.

Though we make use of several advanced processes, equipment and quality standards, we always made our products affordable to all our clients. We are always on the look out to create the best service propositions for our clients in order to make them happy and long cherished customer of our products.

**Develop Scent:** As per the requirements and sensibilities of the clients, our manufacturing experts will create scents just the way you would love to have them. In order to help our clients create the best scents, we will also act as a consult on the latest trends.

**Choose Bottle:** We also offer a range of exceptional bottles that can match the exact nature of your business and the purpose you are looking for them to use. You will have complete freedom to choose the bottle, the atomizer and the cap from the myriad of choices we present for you.

**Design Packaging:** We are also endowed with the most creative and excellent package designers who can help you get the best aesthetical feel that stays close with your brand and products. We have a deluge of customizable designs available with us. If you may, you can also prefer stamp or gold stamping.

**Promotion:** In order to ensure that your corporate perfume gets the footing it deserves, you may also select from the long range of optional additional promotional materials carefully created to promote your corporate scents. You can also select samples for the same to create exceptional buying experience for the audience.

## **Benefits:**

**Best Quality:** We ceaselessly strive to blend exceptional levels of quality for the fragrances we make. With the keen eyes to select the best raw material and approved process, quality is considered prime.

**Individual Services:** Being a client-centric service provider, we are always eager to attend to your personalized, unique and ever-evolving needs of the clients and this makes us one of the best in the business.

**Customizable Production Capacity:** We are fortified to customize our production capacity as per the dynamic requirements of the clients. With excellent manufacturing units and processes, no client requirement is too demanding for us.

**Custom Made Solutions:** All the scents we provide are highly customizable as per the requirements of the clients. As per the demands, objectives and specifications of the client, we are ready to service you.

**Experienced Team:** Making certain that all our clients get the best products and customized service support, we have the most comprehensively experienced and expert team making scents.

**Best Pricing:** In order to offer the best value-for-money for the clients and their investments, we strive all the time to offer the best affordable and pricing plans for our clients.

## **Our Process**

We have a clearly defined and realized manufacturing process as given below;

Get in touch with our support team through any means such as contact-form, email or telephone. Further, we will discuss about your requirements, specification and create your personal non-binding offer.

As per your specifications, our manufacturing experts will create three unique samples for you. You can either select any of these or we will try to offer more samples.

You can select your bottle, the atomizer, the cap and the design and packaging for your scent. If you may chose, we will also design the same as per your needs.

If you are completely satisfied with everything we have delivered, happy and good to go, we will go ahead and begin the production of your unique corporate scent.

### **Our Quality Policy**

As a reliable and responsible, perfume manufacturer in the UAE, Coral Perfume Industry LLC mobilized a wide range of international quality standards to ensure maximum value for the clients at all times. We toil extremely hard to make certain that the clients are always surprised at the quality of the services we offer as we meet, and exceed, the expectations of the clients, without fail.

In our effort to constantly ensure maximum quality, we have integrated multiple quality techniques, assessment systems and monitoring infrastructures. Our R&D Department constantly strives to warrant impeccable quality levels to the services we offer by adhering to the following guidelines;

- High quality raw materials are constantly sourced from reliable suppliers from Europe.
- We procure the packaging materials from across the world as per the quality standards we maintain.
- Department of research and development for continuous quality improvement initiatives.
- Impeccably equipped laboratories with state-of-the-art machineries and systems.
- Constant and continuous cycle for quality assurance by routine monitoring, compliance and release.