



# Intercoil

Healthy Sleep. Healthy Life.

Intercoil International Company LLC  
Head Office. PO.Box 10310, Dubai, United Arab Emirates.

Tel: +9714-3474474; Fax: +9714-3478844

Email : [partner@intercoil.com](mailto:partner@intercoil.com)

Website : [www.intercoil.com](http://www.intercoil.com)

INTERCOIL *Licence* PROSPECTUS

DO YOU HAVE THE  
**VISION?**



**Intercoil**  
Healthy Sleep. Healthy Life.





# SHAPE YOUR DREAMS

Everyone appreciates the perfect night's sleep. You awake happier, healthier and fully prepared to embrace the coming day both at work and at home.

For forty years Intercoil's sole mission has been to manufacture beds of the absolute highest quality to successfully deliver this most basic of human needs.

Proud to be based in the UAE the Intercoil brand has gained an enviable reputation throughout the Middle Eastern region as the market leader in orthopaedic sleep products. This strong presence right across the area is underlined in becoming the major bed manufacturer and supplier of choice to a notable selection of the pre-eminent hotel groups in the MENA and Levant.

The very latest step in our continual expansion programme is to establish strategic partnerships by offering unprecedented commercial opportunities through new and unique local manufacturing licences enabling you to manufacture and distribute our Polyurethane Foam, Sleep Products (Beds & Mattresses) as well as our Furniture - a very exciting and comprehensive portfolio.

Our partners will immediately enjoy the security and confidence of an established business formula that not only includes innovative products, state-of-the-art manufacturing technology, links to third party approved suppliers, as well as a very successful business template encompassing a full sales and marketing programme enhanced by details of how to establish a highly efficient distribution system.

Recognition of national preferences and cultural differences means that we will always work hand in hand with our strategic partners to guarantee a successful and professional business alliance.

Above all the promise to our licence partners is to fully assist in delivering the best Return on Investment in their marketplace.

*The Bedroom by Intercoil -  
market leading orthopaedic sleep products.*



# HEALTHY SLEEP ~ HEALTHY

Steeped in both family tradition and time honoured practices Intercoil was founded in 1974 by the late Mr. Abbas Ali Al-Hazeem. He understood that in any specialist industry nothing compares to experience and tradition; but true market leaders also strive for perfection and continuously evolve through innovation.

Following his original inspirational vision the company has gained global brand awareness, achieved sustainable growth and attained market leadership in orthopaedic sleep systems in the region.

Intercoil's core strength lies in an ability to manufacture its own range of products utilising the very latest technology. This allows the company to react instantly to all customer feedback - both corporate and retail - adapt to global trends and to incorporate the use of the very latest technologies - so driving the industry forward and outpacing the competition.

Similarly Intercoil has unrivalled links with a number of leading international bed manufacturers that not only complement and expand the overall product range but aid in a continuous R&D programme; so providing all of our future licenced partners with access to the most comprehensive and advanced selection of personalised "sleep solutions".

These international links also bring the added values in implementing best practices in quality control and customer service plus the latest state of the art QC labs for mattress and PU Foam.

We also have our own R&D initiatives fuelled by feedback from our corporate as well as retail customers, and adapting to global trends and incorporating the use of latest technologies.

Our passion for innovation has not only produced a ground breaking eco-friendly mattress called the 'Green Mattress' but it has given us the opportunity to implement environmental-friendly initiatives such as using recyclable materials, converting to water-based glues and adopting many other waste management processes; the very processes that will give all our Licence Holders a marked advantage in their own local markets.

We know that continued success also comes from expanding the product range. So utilising the strengths of the international 'The Bedroom by Intercoil' brand we are now offering customised bedroom furniture - the colour of wood, the choice of fabrics, the number of drawers in base and so many more features.

By sharing our knowledge and experience of this development to our Licence Holders this will enable them to support a network of Intercoil Franchisees in their area or provide fabulous benefits to their own trade business.

Intercoil's success has been widely recognised with numerous industry and environmental awards including the 2014 we were awarded the Dubai Human Development Award. Most notably we were delighted to receive the most prestigious Mohammed bin Rashid Al Maktoum Business Award in 2013 for business excellence.

To complement these serious accolades and to clearly demonstrate our diverse capabilities we also hold several Guinness world records including largest mattress, the largest bed sets and the record for the human mattress dominoes!

Growth and expansion means constantly looking to the future and always being pro-active. The concept of enhancing our customers' lives is paramount in the company's future planning. So Intercoil is not only heavily committed to all related seminars, conferences and exhibitions but is heavily investing in its own programme of promoting and studying healthy sleep.

*Intercoil - a proven business formula,  
producing top name brand mattresses and  
beds.*



# LIFE



# INNOVATE

Intercoil thrives on a friendly, family culture and we now wish to expand our family through new mutually beneficial strategic partnerships based on local territorial manufacturing licences.

This is unquestionably a rare and outstanding business opportunity. As such all potential partners must clearly be able to demonstrate a proven history of manufacturing and trading success and the personal attributes to dynamically drive forward business growth across their own individual marketplace.

By becoming an Intercoil licence holder you will be in an extremely enviable position. Primarily you will be able to satisfy an increasing customer base with a full selection of top brand mattresses, beds and furniture. More importantly you will operate with confidence; secure in the knowledge that you are fully supported by our established business formula that includes innovative products and state-of-the-art manufacturing technology. We will also link you with proven third party approved suppliers whose track records with Intercoil ensures consistent provision

of high quality raw materials and through the economies of scale you will benefit from a very attractive price structure. Ultimately you will have access to a very successful business template that includes a comprehensive sales and marketing programme enhanced by details of how to establish a highly efficient distribution system.



# & EXPAND

## THE BENEFITS

This fabulous opportunity is open to all entrepreneurs with a strong manufacturing background. If accepted every successful Licence Holders will immediately benefit from a complete support package right from your business launch, to establishing your entire manufacturing and management programme right through to the development of your own INTERCOIL territory.

- A complete commitment to you from Intercoil
- A very successful and proven business formula with the full provision of a complete specialist sales, marketing, distribution and operational system
- Full protected Industrial and Intellectual property rights
- Access to specialist manufacturing and engineering suppliers
- Access to an experienced support team based in our HQ in Dubai. Committed to your assistance they will guide you through the initial manufacturing requirements of the buildings and machinery set up, a service portfolio, a pricing strategy, full Corporate uniforms and all the necessary business know how plus promotional marketing material.
- Secure and protected access allowing you to produce our high quality bedroom and mattress product lines
- Provision to fully utilise and replicate the successful Intercoil template modified to suit your region using our perfected policies and procedures, so foreseeing problematical situations and hence reducing the risk of set-backs.
- The assurance that you have a professional, knowledgeable and extremely dedicated supplier who will provide you with full training and support in the key preparatory and operational aspects of your business
- On-going Research and Development of cutting edge and "green" products for both product development and new sector entry
- International manufacturing and sourcing links
- Management Information systems and an integrated accounting package
- A proven business system that has shown continuous growth and unprecedented return-on-investment
- Ongoing motivation, training and inspiration
- Innovative products right across the bedding, furniture and linen ranges to provide your clientele with the Complete Bedroom Shopping Experience
- Licensees will have the choice to either manufacture their own PU foam, and springs, buy from us, or a third party that meets our specifications and standards.
- Licensees will gain from their own B2B trade, wholesale business as well as supplying bedroom furniture to retailers, hotels, government institutions and other allied organisations within their territories.

*Intercoil's core strength lies in its ability to manufacture its own range of products utilising the very latest technology.*



# A UNIQUE BUSINESS MARKET FOR LEADERS

As long as we all need sleep then the necessity to provide beds will never diminish. However the demand for high quality beds supported by the wider acknowledgement of the importance of a great night's sleep is limitless.

So a manufacturing licence from Intercoil should require the minimum of time to consider.

Partnering with the market leader who is fully committed to future investment, technological advancement and expansion is surely self-evident.

You will be producing a very well-known and respected brand whose global awareness levels are continuously expanding via the full spectrum of marketing and advertising campaigns. This can only increase the demand from your own clientele. Satisfied customers become repeat customers right across your product and service ranges further improving and enhancing your own business.

Intercoil already has a strong business presence in 23 countries, with over 50 distributors, retailers and agents reassuring you that our business model is not only successful but very lucrative.

External accreditation firmly supports this winning business template; we are the first in our industry to achieve the ISO9001:2000, ISO14001, and OHSAS18001 quality management certificates. Furthermore Intercoil was ranked fourth in the Dubai SME 100 in 2012 and has been consecutively awarded the Dubai CSR label for the last two years.

Returning to the goals of our founder we are continually seeking excellence. Notably as the first manufacturer in the region to have set up a dedicated lab for the testing facility for mattresses as well as recently opening a new state of the art manufacturing facility in Ras Al Khaimah, that includes the latest technology never seen before in the region.

With nearly 400 employees spread across the business we firmly believe that people are the single most valuable asset of the company, and continuously nurture a healthy workplace culture based on transparency, passion and teamwork.

This ethos will now extend to the long term partnerships of the Licence Holders. This two way agreement can only ensure considerable mutual benefits for all concerned.

*Superior mattresses manufactured by Intercoil.*



# THE ROLE AND ITS RESPO





# RESPONSIBILITIES

For all manufacturing licences the long term success is entirely dependent on business acumen combined with the passion and the drive to succeed.

So we are keen to recruit successful individuals or existing companies whose ambition, energy and motivation matches our own. The enterprising nature of licencing demands candidates who are comfortable in devising and surpassing challenging goals not only for themselves but for all their own future production and sales teams as the business thrives and expands.

Equally as important is to possess the personality to be an excellent ambassador for Intercoil and to fully embrace this concept.

**Our standards are high to protect all of our licensees within our network, so inevitably our selection process is rigorous and thorough. The qualities that are required include:**

- A strong knowledge of the local market enabling you to fully capitalise on all manufacturing, wholesaling and wider commercial opportunities in your appointed territory
- Access to sufficient financial resources to fulfil all the initial requirements of the licence and to continuously develop and support that licence
- Business insight and the knowledge of all the associated banking, taxation and legal requirements covering your area of operation
- Strong leadership qualities allied to high standards of people management, motivation and communication
- An astute business brain including high personal integrity
- Proven experience in large scale manufacturing and customer service, ideally in the bedroom sector, with a focus to building the brand and to firmly establish its leading presence in your marketplace

**Ideal candidates for a licence should clearly demonstrate:**

- A track record of successfully running a businesses, ideally within a commercial manufacturing sector
- Commitment to deliver a fast-track return on investment via the rapid development of the licence
- Excellent communication skills
- Access to prime locations within the licence territory
- An ability to manage and handle the pressures of the constantly changing needs of production, your staff and your clients to satisfy all their expectations and demands
- Good health so able to cope with the physical demand of the work.

**But above all we will insist that all our licensees will share our passion for our brand**

*The complete Licence - Top quality products, support and full protected Industrial and Intellectual property rights.*

# A FORMIDABLE PARTNER

The future for Intercoil both is exciting and prosperous.

The launch of the manufacturing licence initiative can only multiply that success through active co-operation and a strong team ethic; matching the combination of your local knowledge backed by your industrial and commercial strengths allied to our leading brand names, high quality products, manufacturing capabilities and proven business methods.

A strong, strategic partnership is definitely the way forward for our industry, creating a winning formula for you and your business. Together we can we will reap the rewards as the business continues to grow from strength to strength.

Share in our wealth of experience that has gained us an enviable reputation right across the Middle East; Experience that has given us a deserved competitive edge with leading brands that enjoy unrivalled exposure throughout all our current market sectors.

Capitalise on not only our expanding manufacturing capabilities, ever advancing technology but also our existing ties with other well-known major international brands.

Together this experience will aid us to support all of your hard work, help you achieve a high level of business success and ensure you see profitable returns on your investment in the shortest time possible.

## SIDE BY SIDE...

As your fully committed strategic partner it will be our sole mission to always provide you with unbeatable support, so enabling you and your business to excel in your designated territory.

### Right from day one you will enjoy and benefit from:

- A proven and tested concept in manufacturing mattresses and bedroom furniture
- Fully protected Industrial and Intellectual property rights
- Necessary support and guidance in setting up your factory, office and warehouse
- Shared experience of how to develop an efficient commercial industrial plant
- Advice on appropriate levels of staffing and support systems
- Guidance on preparing a profitable pricing strategy
- A fully developed set of manufacturing and wholesaling policies so reducing the risk of failure
- A fully integrated management CRM systems
- A development agreement of sufficient length to establish your business with an automatic renewal (subject to fulfilling set criteria)
- A system that has generated continuous positive results and unique consistent return-on-investment
- Continuous system and product development
- Links into approved suppliers so at times benefiting from economies of scale

*Enjoy a competitive edge - Complete support and guidance to develop an attractive and profitable business.*







MANUFACTURED BY

**Intercoil**  
INTERNATIONAL L.L.C.

Tel: +971 4 3474474  
Fax: +971 4 3478844

MADE IN U.A.E.

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Batch No. 63683

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# INVESTING IN YOUR FUTURE

Experience proves that no two Licence Holder's territories can be alike; so each territory will require a varying level of investment to fulfil the potential for a high return.

Similarly the required set-up costs will also vary depending on several local factors. So as the licence process unfolds we can in full confidence develop a more detailed and exact estimate of the financial commitment required and devise a workable business plan.

## **Each Licence Holder must consider:**

- An industrial plant, a site lease and planning application if required and all related approximate costs. Similarly any costs needed for a factory conversion
- Factory, warehouse and office fit out based on a per square meter figure
- Initial machinery
- Initial stock of raw material
- Professional fees
- Franchise fee paid to licensor
- Office equipment and fixtures
- Vehicles
- IT hardware and related CRM software and accounting package
- Staff levels and training requirements
- Adequate working capital to successfully establish and maintain the business

Naturally all of the upfront licence fees will be discussed and decided upon through a case by case basis. Similarly the ongoing licence royalty fee and management services fees will be devised as an individual percentage.

*The Bedroom by Intercoil - the International winning formula.*

# FREQUENTLY ASKED QU

**I already have industrial capacity, is this ok?**

This would be a great advantage, but initially it is not necessary. Primarily our aim is to award licences to partners who can clearly demonstrate a history of operating a successful business. We firmly believe that our licensing offer is both fair and comprehensive to equally enable anyone without prior manufacturing experience acquire the location and to develop a profitable plant. However, already possessing some industrial capacity and an established manufacturing infrastructure will naturally be of benefit.

**What do I initially get for my investment?**

Firstly you purchase the rights to a really exciting business to manufacture our products within your country for a set term; you therefore in effect buy the profitability of a business. Secondly you get unbeatable support from Intercoil at every step - comprehensive training, full use of our IIPR, our support team will be continually on hand, access to our industrial suppliers and engineering expertise to get you started in your own dedicated territory, full licence documentation and all the ongoing support you could ever require to assist you in developing a very profitable manufacturing operation. The challenge is to instantly become efficient to maximise the production and the profitability of the business over the agreed term.

**How is Intercoil different from your competitors?**

The proposed licence encompasses a complete bedroom package, so satisfying your most discerning customers. Not only are we the leading brand of orthopaedic sleep products in the Middle East as we manufacture our own products you will always have access to the very latest developments in mattress manufacturing technology. The manufacturing licence will cover all three of our manufacturing divisions - Polyurethane Foam, Sleep Products (Beds & Mattresses), and Furniture, so a very comprehensive portfolio. But more importantly through our own R&D you will always be able to offer your customers the latest in sleep products. However at Intercoil we always go that extra mile through our initiatives such as our "Sleep Matters" programme that is a scientific study of human sleep which greatly aids the development of all our products and services.

**Do I get assistance with promotional material?**

All of our Licence Holders will benefit from our tried and tested full support system which includes access to the creative artwork for promotional material for you to adapt. Intercoil itself invests heavily in its own marketing and advertising campaigns which are aimed to raise brand awareness and increase all our sales. Naturally by association this will also greatly benefit your business.

**I would like to have a licence in more than one country, is this possible?**

As part of our expansion plans we are always seeking to have a presence in as many countries as possible. However we would investigate this possibility on a case by case basis to avoid any conflict of interest between other licence holders and any potential international legal restrictions. Similarly granting extra licences will also take into account your performance in your original territory, having manufacturing infrastructure in the new, requested territory or at least a sales, logistics, and distribution network - the same criteria for your initial licence.

**Can I have more than one factory?**

Your individual manufacturing capabilities and capacities will be part of the initial negotiations. We envisage that most Licence Holders will commence with one plant however the licences will be granted on a per country or territory basis. As we are so confident in our products and manufacturing methods we are sure that you will rapidly attain consistently high quality production so that Intercoil will consider granting you the right to develop additional plants or regional warehousing capacity which may incur separate consultancy set up fees. One of our long term plans is to offer multiple manufacturing licence agreements to the most successful of our partners which we see is a greater incentive than a unit by unit licence agreement.



# QUESTIONS

## **For how long will Intercoil support my business?**

Our expansion programme is only as successful as our Licence Holders. We believe in our selection process in partnering only with proven business people. The terms of the licence will be continuously reviewed. The renewal of the agreements and the duration of the renewed licence is naturally dependant on your company being profitable, showing consistent growth whilst continually adhering strictly to all of the terms and conditions of the licence agreements whilst maintaining the good reputation of the brand which allows us both to keep growing.

## **If I am accepted for an Intercoil Licence Holder it is my own business?**

Even though we will ask you to operate in a way very similar to the way we do things (because we have proven that to be the best way for you to be just as successful as us) it is your business. You serve your own customers, own the business and make the profit for yourself following our proven format.

## **Do I get any assistance with my IT needs?**

Yes, as part of the licence package you will receive fully integrated management CRM systems linked to our own systems. We will also be happy to share our experience in implementing an ERP system with an option to install the exact same ERP. You will be part of the Intercoil family after all.

## **If I buy a licence I am guaranteed success?**

No. We will give you access to everything required to help you to be successful but remember that it is your business and it will only be successful if you manage it well, work hard at it, commit yourself to it and get the results for yourself.

## **Sustainability is important to me, what are Intercoil's policies?**

Through our passion for innovation it has not only produced a ground breaking eco-friendly mattress called the 'Green Mattress' but has given us the opportunity to implement environmental-friendly initiatives such as using recyclable materials, converting to water-based glues and adopting many other waste management processes. Intercoil embraces all Corporate Social Responsibility initiatives and strategies, to such an extent that we are able to provide more than enough evidence to this commitment to have been awarded with the Dubai Chamber CSR Label for the fourth year in a row. An award highly prized as it matches all international standards and best practices. Intercoil's success has been widely recognised with numerous other industry and environmental awards culminating in receiving the most prestigious Mohammed bin Rashid Al Maktoum Business Award in 2013 for business excellence. We never lose sight of the company's Mission Statement "To enhance customer's lives and add value to all our stakeholders as an organization that is innovative, sustainable and proactive in its product and service development.

## **Will I be able to sell my business in the future?**

Yes, if your personal circumstances change then you may sell your business however we would naturally have to approve the transfer. As such part of the licence agreement is that Intercoil will be given the first right of refusal to purchase your business at the going market value. Alternatively you or jointly we can identify a suitable buyer. Please note that the licence is not transferable. The new owner will have to apply for a completely new licence and also meet the required criteria of that date.

## **How do you select your Licensees?**

By becoming an Intercoil licensee you will be in an extremely enviable position. The rewards we firmly believe are self-evident, so please browse this prospectus to see if you match the high standard of partners that we seek. If you do then we will be delighted to hear from you. Discover more about this unequalled opportunity by visiting us on [www.intercoil.com](http://www.intercoil.com) Then simply register your interest and you will immediately receive our standard application form along with a copy of a confidentiality agreement for completion. All successful applicants will be contacted directly to arrange an in-depth presentation and formal discovery meeting. We look forward to hearing from you very soon.

[More >](#)

**Why have you selected my market?**

**Do you have any research to ensure that a manufacturing plant would be viable?**

Renowned as a very professional corporation Intercoil continuously researches each and every market that holds potential growth. So you can be assured that wherever a licence is offered then we are confident to see a profitable and sustainable business. Just as we expect you as the Licence Holder and experienced entrepreneur to have also spotted this opportunity in your market-place by conducting your own in-depth market research and preparing a business plan.

**Who is responsible to cater for noting changes in trends, legal regulations affecting my market?**

A licence is a complete strategic partnership. As a large established corporation obviously part of our organisation monitors and oversees such developments and any advances in technology. Equally our R&D practices frequently create the trends rather than simply following the lead of others. But as the person on the ground within the agreement we would also expect feedback from you to ensure that we both keep one step ahead in all aspects of the business to maintain mutual profitability, growth as well as remaining legal within your dedicated territory.

**As Intercoil is not based in my local market how can I be sure that I will get timely support if I need immediate assistance?**

This is not a problem. Even though it will be your own business all Licence Holders are naturally an extension of the Intercoil family. As such your request for support will always be treated and resolved with exactly the same priority as one of our own plants. Our support team is continuously on hand to field and handle every situation the moment that it arises.

**As part of the licence agreement am I allowed to manufacture non-Intercoil branded products in my factory?**

From time to time Intercoil may offer you the right to manufacture non-Intercoil products under a separate sub licence agreement; according to and with support of a full back up and operational methodologies.

**Concerning my factory, who is responsible for the design and layout of the machinery and how is it initially fitted out?**

As part of the licence agreement Intercoil will visit your site during the initial setting up period. Intercoil will not take responsibility for the actual design and layout of your factory. We will share with the licensee best practices, our experience, contacts and to be on hand to offer you our full know how and training.

**Who are my key customers?**

There will be wide selection of customers for you to capitalise on. Intercoil is also seeking to appoint local franchisees who will naturally seek to source our products from the local manufacturers. Most countries have an established range of home, furniture and departmental stores. There is the wholesale market - concentrating on major clients such as hotels, property developers and other similar large quantity buyers. There is also potential for ex-factory exports to your neighbouring countries, this option will be subject to approval from Intercoil.

**May I speak to other existing licence holders?**

Once you have fulfilled our selection process then we will support every aspect of your business through our due diligence programme. We appreciate that we all learn by networking and gaining from other company's experiences so ensuring that you see as quick a return on your investment as possible. So we are happy to facilitate the exchange of good practice experiences between our licence holders but not until you have reached the outline agreement stage.

*Intercoil has unrivalled links with leading international manufacturers to aid in a continuous R&D programme providing licenced partners with access to the most comprehensive and advanced selection of personalised "sleep solutions".*





# WHAT DO PEOPLE SAY?... TEST



For more than fifteen years Home Centre has enjoyed a continuous and mutually beneficial relationship with Intercoil, who we regard as a key supplier for all our mattress requirements.

As one of our most successful suppliers I am delighted to state that their growth in production capacity has been perfectly managed. Ensuring that they meet near perfect levels on delivery schedules and consistently provide us with new products; that amazingly are launched in record times following the initial concept presentations.

Home Centre operates in all nine Middle Eastern markets and we enjoy a very high level of service from Intercoil. They supply on time to all of our 60+ retail outlets, backed by an excellent after sales support. Notably, with the volume of mattresses that we retail, it has been reassuring that quality issues are always negligible.

We strongly feel that their goals are strongly aligned with our own, based on a model of low costs, high and consistent quality whilst always remain very customer-centric .

As we continue to expand through strong like for like sales, allied to an aggressive expansion programme, we are sure that Intercoil will continue to grow with us. We trust in their support for all future developments into new markets.

**Jonathan Jagtiani**

CEO of Home Centre (Landmark Group)



Having recently introduced the Intercoil products into our marketplace, we have been very pleased that many of our prospective customers already know the brand from their travels to Dubai. They recognize and appreciate the high quality materials used in manufacturing Intercoil mattresses as well as the wide range of products on offer. Intercoil has brought us closer to more potential customers through its quality offering and expanded our own customer base.

Through regular delivery of excellent quality and service, these relationships will only strengthen further. We are very pleased to be associated with Intercoil.

**Milan Shah**

CEO, Bobmil Industries, Kenya - Manufacturing Licensee



*Intercoil - A licence system that has generated continuous positive results and unique consistent return-on-investment.*

# TESTIMONIALS



# MOVING FORWARD

Thank you for your interest in becoming an Intercoil Licence Holder.

This prospectus is simply a brief overview of the company, the business concept and the attributes necessary to become a successful strategic partner.

The rewards we firmly believe are self-evident, so if you wish to discover more about this unequalled opportunity then please visit us on [www.intercoil.com](http://www.intercoil.com)

Simply register your interest and you will immediately receive a full application form along with a copy of a confidentiality agreement for completion.

All successful applicants will be contacted directly to arrange an in-depth presentation and formal discovery meeting.

Alternatively for an informal discussion in the first instance please telephone: +9714-3474474

**We look forward to hearing from you very soon.**

*Your Future -  
become part of the Intercoil family.*



