



## SAFIA PERFUMES & COSMETICS CO L.L.C

— ONE STOP DESTINATION OF BRANDED PERFUMES —

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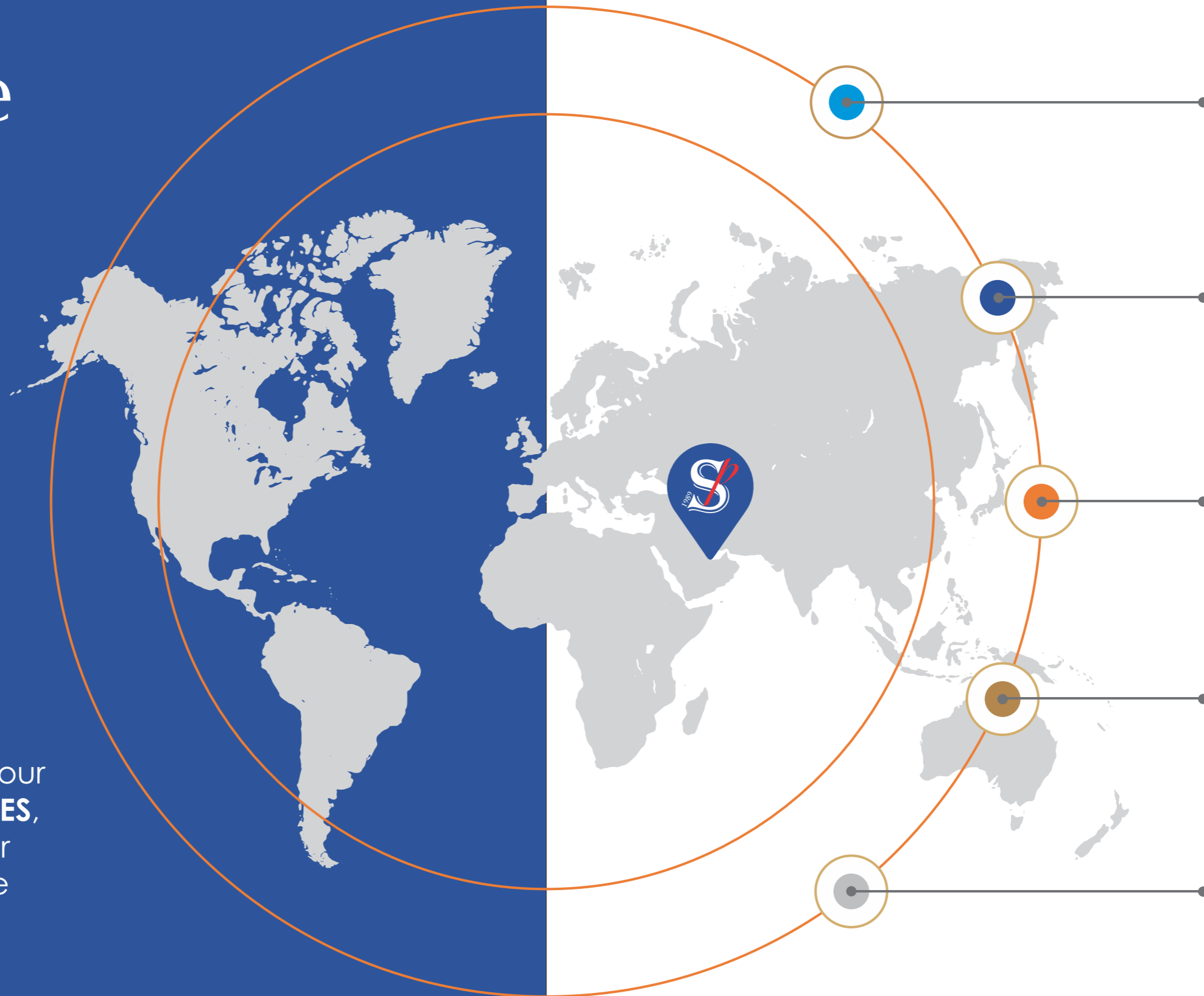
# Welcome

Our Portfolio includes an unparalleled brand assortment with an emphasis on exceptional service.

Our Group and people are bound by an intrinsic sense of values and we take pride in all our achievements. All our brands work together to create new, personalized experiences for clients, based on their tastes and requirements.

With experience in Retail, Export, Import, Wholesale & chain store supplies of perfumery products since 1989, we lead the industry with Selection, Pricing, Quality, Customer Satisfaction and order fulfilment.

If you are a brand or a retailer keen to grow your business **SAFIA PERFUMES**, a leading enterprise for perfumes, is the choice for **YOU!**



# Company Profile

Serving our consumers since 1989!

Safia Perfumes has been serving their loyal customers, providing them with value for their money and giving them the confidence to shop extensively since 1989. Headed by the vision of CEO and owner Mr. Dilip Kumar Tahiliani, who realized the value of his customers, as he strongly believed in continuous customer satisfaction.

It has always been an essential of part of SAFIA's business ethics to ensure consumers receive products worth their time and money. The company strives to maintain their extensive range in perfumery. With four locations to serve in the UAE and the capacity to cater globally, SAFIA is a trusted name in the world of original designer fragrances.

**SAFIA PERFUMES** always offers the latest and widest brands and product selection for its customers to experience the best.



“A company is as good as it's employees. Therefore, we thank all our employees who continuously aim towards satisfying our valued customers providing them with impeccable service and hospitality.”



## Vision

To become a trusted provider of quality perfumes globally.



## Mission

To combine and maintain the strength of our company through exceptional service, extensive variety, remarkable quality and unbeatable price.



## Values

**Quality :** a very important pillar to our success, quality products in all the various brands we offer.

**Service :** We are here today because of our customers and we aspire to provide with nothing but great service on every visit.

**Price :** Reasonable and affordable prices for whichever brand you choose. We do not believe in sky-high markups and always wish to provide our customers with value for their money.

**Variety :** You could provide good prices, quality and service yet without a full range of variety in your products, customers have less to choose from. Our promise is to give our customers a galaxy of different brands to select for their satisfaction.

# Our Products

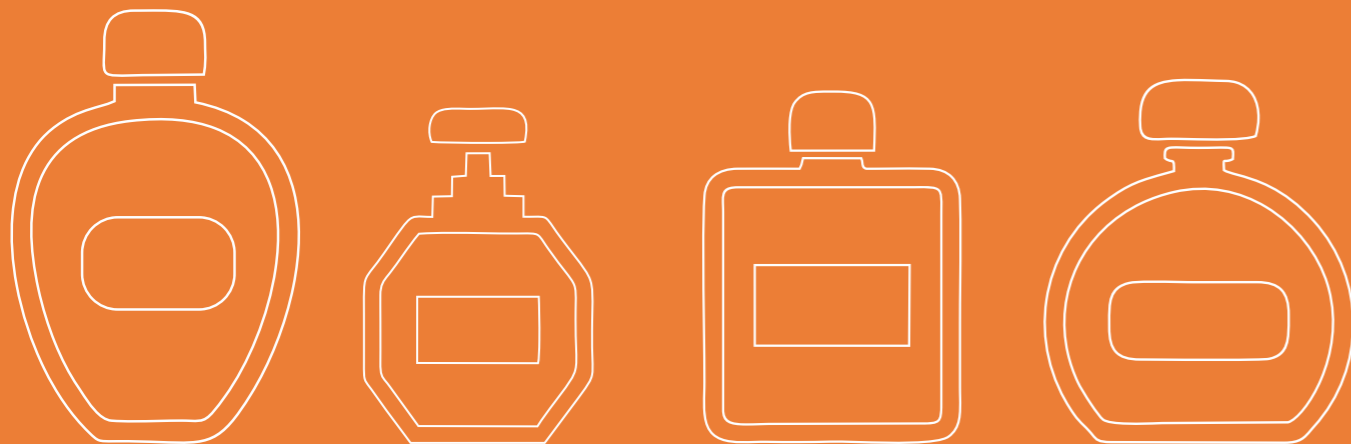
Offering a full range of authentic quality fragrances.

We realize the essence of product variety, therefore we continuously aim at providing our consumers the opportunity to choose from world-renowned brands or personalized fragrances. We offer everything from international and local brands names, always catering to consumer demands.

Exclusively high-class brands such as Bvlgari, Guess, Burberry, Ralph Lauren, Christian Dior, and more, we have it all!

We purposely maintain a large inventory to ensure prompt delivery of quality products to our clients around the world at discounted wholesale prices. We procure a large quantity of merchandise so that every order may be fulfilled as per customer requirement within desired timeframes. Our consumers are highly important to us; therefore we aim to satisfy them with every order.

Trust **SAFIA PERFUMES** to deliver quality products you want efficiently with authenticity.



TOMMY HILFIGER  
BVLGARI GUESS

ESTÉE LAUDER FENDI CK

RALPH LAUREN CLINIQUE GIORGIO ARMANI





# Product Distribution

- Service you can always count on
- Reliable product distribution
- 100% Satisfaction guaranteed

SAFIA has made the effort to build solid, lasting relationships with name brand manufacturers, and reputed suppliers in the UAE and abroad. This vast network of sophisticated and professionalism allows us to maintain an unrivaled assortment of fine fragrance brands on a continuous and regular basis. We take great pride in our extensive inventory of brand name perfumes, colognes and fragrance related products.

While a range of international brands that are the pride of any luxury retail operation is at the forefront of the SAFIA Group of Companies, a strong and specialized distribution network form the back-end of its remarkable success.

Every day we continue to grow and evolve our expertise, with a focus on the UAE and beyond.



## KARAMA

Focus on making categories easy to shop, easy to understand and easy to buy



## SATWA

Range and space optimisation





# Our Locations

You can always purchase our full line of products right here.

**AI KARAMA**  
Opp Post Office

**AL SATWA**  
Near Ravi Restaurant

**DEIRA**  
Near Clock Tower

**D-CLUSTER (JLT)**  
Near Metro Station

**DEIRA**  
Creating amazing relationship between brands and shoppers



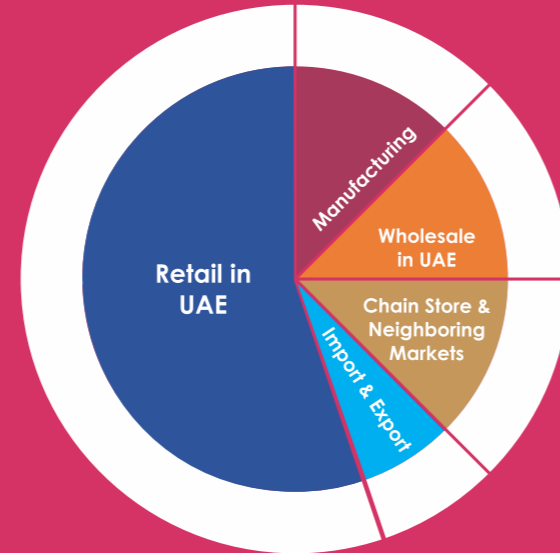
**JUMEIRAH LAKE TOWERS**  
Enhancing opportunities for brands and retailers





## We guarantee in stock inventory to ensure prompt delivery.

**SAFIA** only display products that are currently in stock. This ensures the orders be shipped directly from our warehouse faster than any other wholesalers. In the rare instance that our customers require a product that is not currently in stock, we will procure the merchandise within no time to satisfy any extra ordinary needs. we deal directly with manufacturers and authorised distributors, even the most difficult to find fragrances can be obtained on an ongoing and continuous basis.



**SAFIA GROUP** of Companies has been the leading player for luxury and branded fragrances in the Emirate of Dubai since 1989. Our flagship store is located in the heart of Karama and there after we have expanded into other popular areas like Satwa, Deira and D Cluster of Jumeirah Lake Towers.

By blending its expertise and extensive knowledge of luxury, the **SAFIA GROUP** is building reputation in the region, by offering quality service to all its partners and an unforgettable experience to its customers. Through its passionate and dedicated team.

A rapidly growing work force implemented in four shops and warehouse, the group success is attributed to its most valued and highly skilled staff. Wide range, Quality product and unmatched customer care, are what fuels the **SAFIA GROUP** competitive edge in today's market.

We are true to self  
and others.  
We are honest in  
our dealings

We have a fully functional  
5000 sq feet warehouse  
facility for our distribution  
network.





# Customer Satisfaction

The customer's perception is your reality.

To continue serving our loyal customers, providing them with value for their money, giving them confidence in shopping with us. Therefore, when people think of Perfumes, they think of SAFIA as a one-stop shop for trusted quality, exceptional service, reasonable prices and complete variety. We realize the value of our customers because we strongly believe that one satisfied customer may tell a few people about good service but one dissatisfied customer will surely tell many more. Therefore we aim to make all our customers happy and satisfied not just on their first visit but every time they visit us and therefore keeping this in mind, we have in place a loyalty programme which enables us to give back and show our gratitude to our valued customers.

“There is no substitute for Quality ingredients. It is our prime goal to use the highest quality ingredients for our house brands like Elario and Vinisia. As taste demands and season changes, we continue to craft stunning new products that will delight and inspire our customers.”

- Note from CEO

**Our outstanding customer service team is comprised of:**

Customers service representatives specially trained to provide our customers with expert service.

Experienced fragrance consultants able to give professional advice on all the newest and most popular, classic, and rare fragrance related products.

Our ongoing growth is highly dependant on positive word of mouth from our satisfied customers.

If you make a sale,  
you can make a living.  
If you make an investment  
of time and good service  
in a customer, you can  
make a fortune.



# Customer Service

Good customer service begins at the top

SAFIA Perfumes was founded in 1989, and has since achieved recognition as one of the largest fragrance and perfume related product wholesaler in the UAE and neighboring markets.

Boasting an incredible selection, competitive pricing and exceptional customer service, SAFIA has secured its well deserved position as a regional leader in the wholesalers and retail perfume industry.

**SAFIA has earned an impeccable reputation for excellence due to :**

**A customer - oriented philosophy:**  
We understand the needs and wants of our customers and strive to meet and exceed their expectations, regardless of what they spend

**Experience and Integrity:**  
With 3 decades of experience, coupled with strong business integrity, SAFIA had proven to its customers and its competitor that our strong sense of professionalism and business savvy is unmatched.

