





4A & ENO

JEWELLERY AND WATCHES

WWW.4AENO.COM

4A&ENO HAS BEEN ESTABLISHED AS A
PREMIER TRADER OF WATCHES FOR
OVER 10 YEARS IN THE UAE. A HIGHLY
PROFESSIONAL BOARD OF DIRECTORS
WITH A WEALTH OF EXPERIENCE
MANAGES 4A&ENO FROM THE HEAD
OFFICE IN 505, SAEED TOWER II, SHEIKH
ZAYED ROAD - DUBAI.



COMPANY NAME

4A&ENO JEWELLERY AND WATCHES

TEL.

+9715 - 58010500

TEL

+9715 - 27744201

EMAIL

INFO@4AENO.COM

Over the years due to our expertise and professionalism 4A&ENO have become the Sole distributors for internationally respected brands such as EDOX, CLAUDE BERNARD, LUMINOX & WINTEX MILANO WATCHES for the UAE.

4A&ENO are also the Authorized dealers for CERRUTI, ROAMER, INGERSOL.

Our product range is targeted at high end clientele and extensive marketing campaigns have been launched to spread brand awareness locally, As a result of our marketing strategies LUMINOX has Been accepted as the official watch of AL AHLI CLUB and AL WASL CLUB, Two of the foremost football teams based out of the U.A.E.

4A&ENO also has the prestige of establishing Special watches for the U.A.E armed forces presidential Guard, Abu Dhabi & U.A.E Land Forces, Abu Dhabi

4A&ENO is currently gearing up for expansions in the MENA region as well launching its home grown exclusive brands.



**TO BECOME
THE PREMIER
WATCH
STORE IN
THE UAE.**

VISION



**HIGH RETURN VALUE
FOR EACH
CUSTOMER, WITH
THE BEST CUSTOMER
SERVICE AND BRAND
DEVELOPMENT.**

MISSION





BUSINESS **DEVELOPMENT PLAN**

Goal: Introduce our product range to the entire UAE market. Government policy of UAE is business friendly both the private sector and the government are in close participation.

We will be accessing the market via business to customer due to the multicultural nature of the environment and by We expanding the number of our outlets.

We will be working with our existing local distribution expertise .

EXPANSION PLAN

Opening more branches in UAE.

3

branches

Dubai

3

branches

**Abu
Dhabi**

1

branches

Sharjah

1

branches

Ajman

1

branches

Fujairah



**IDENTIFYING & PROCUREMENT
OF SHOPS IN UP-MARKET AREAS.**





**PROCUREMENT OF LICENSE AND OTHER
GOVERNMENTAL REQUIREMENTS.**



HIRING AND TRAINING NEW STAFF .



**PROCUREMENT OF ADDED REQUIREMENT
OF BRANDS IN WATCHES.**



**MARKETING AND ADVERTISING OF THE BRANCH,
PRODUCT AND THE BRAND "LE TEMPS".**



SWOT ANALYSIS

STRENGTH

- * Prestigious product portfolio.
- * Prestigious store location.
- * Local brand awareness and loyalty.
- * Individual attention to each brand.
- * Expert and experienced Management.

WEAKNESS

- * New Entrant to Sharjah, Ajman .
- * Current number of company outlets .

OPPORTUNITIES

- * Existing economic Boom .
- * Development and expansion of UAE Cities .
- * Population with a taste for high end products .

THREATS

- * Competition from new players.
- * Competition from existing companies .
- * Threat from unauthorized dealers .



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