

Beach Park Plaza **Centre**

LEASING ENQUIRY FORM

DATE _____

COMPANY _____

CONTACT PERSON _____

TELEPHONE NO. _____

EMAIL ADDRESS _____

FAX NO _____

MOBILE NO _____

TYPE OF SPACE REQUIRED Retail Food Outlet Kiosk

TYPE OF BUSINESS _____

SHOP NAME _____

BRAND NAME/S (if applicable) _____

SPACE REQUIRED (sqft) _____

Do you have any other shops within the U.A.E.? Yes No

If YES, please provide details _____

COUNTRY OF ORIGIN OF PRODUCTS _____

Any other relevant information: _____

The submittal of a Business and Marketing plan is a compulsory requirement.

Please refer to the Business and Marketing Details (Section 1 - Leasing) and answer all questions. Your business and marketing plan must be submitted to the management office in a form of Power Point Presentation or PDF file. We wish to advise that should we not receive your business and marketing plan answering all enumerated questions in proforma titled Business and Marketing Details (Section 1 - Leasing) your leasing application will not be registered on our leasing database. Without prejudice, there is no obligation for the Landlord to accept this application.

Telephone +971 4 342 8060, Fax: +971 4 342 8070
Jumeirah Beach Road, P.O. Box: 32574, Dubai, United Arab Emirates

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Business and Marketing Details (Section 1 - Leasing)

1. Type of business; Commercial, Industrial or Professional
2. Type of ownership; Partnership, Proprietorship, Corporation
3. What operations do you currently own in the UAE, how many and where are they located?
4. What is the name of your company?
5. What is the name of the shop you wish to open?
6. Is the business operation any of the following; A well known distributor, A well-known franchise, A internationally established brand, A regionally established brand or A locally established brand?
7. How many of this particular shop do you intend to open in Dubai and GCC? Please specify the time frame for the same.
8. What is your minimum and maximum space requirement and do you operate as any of the following; Anchor Outlet, Shop In Shop or Kiosk?
9. Please specify the product price range (in AED) for the merchandise items; High, Medium or Low and please detail the most expensive item and the least expensive items.
10. Under which category would the merchandise or product offerings fall under?
 - I. Furniture, Home Wear or Home Accessories
 - II. Bedding, Linen and Towels
 - III. Crystal, Cutlery, Silver & Glass
 - IV. Kitchen Wear and Utensils
 - V. Antiques & Souvenirs
 - VI. Haberdashery, Tailoring, Textiles & Crafts
 - VII. Carpets
 - VIII. Picture Gallery
 - IX. Lighting
 - X. Electronics & Mobile Phones
 - XI. Service Outlet such as; Key Cutting Shoe Mending, Laundry, Photography, Picture Framing, Film Development, Hair Salon, Travel Shop, News Agents, Nail Bar, Etc.

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- XII. Bank & Money Exchange
- XIII. Jewellery
- XIV. Watches
- XV. Optical /Sunglasses
- XVI. Health, Beauty & Healing
- XVII. Pharmacy
- XVIII. Perfume & Cosmetics
- XIX. Books, Music, Videos
- XX. Entertainment
- XXI. Toys, Novelties and Games
- XXII. Greetings, Stationary & Gift Wrapping
- XXIII. Supermarket/Hypermarket
- XXIV. Lifestyle /Department Store
- XXV. Ladies Fashion + Local Entire, Sports Wear, Casual & Day Wear, Evening Wear, Young Wear, Designer Wear
- XXVI. Lingerie, Comfort Wear & Swimwear
- XXVII. Men's Fashion + Local Entire Sports Wear, Casual & Day Wear, Evening Wear, Young Wear, Designer Wear
- XXVIII. Unisex Fashion + Sports Wear, Casual & Day Wear, Evening Wear, Young Wear, Designer Wear
- XXIX. Children's Fashion + Sports Wear, Casual & Day Wear, Evening Wear, Trendy Wear, Designer Couture
- XXX. Fashion Jewellery & Accessories
- XXXI. Shoes, Handbags & Accessories
- XXXII. Suitcases and Leather Goods
- XXXIII. Restaurants
- XXXIV. Food courts
- XXXV. Specialty Stores
- XXXVI. Snacks, Confectionary and Sweets

11. Please provide a brief description of your business concept and the brand.
12. What is the unique selling proposition of the brand?
13. Describe your target customer by demographic breakdown i.e. nationality, gender and age.

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14. Please detail the merchandise mix by percentage.
15. Do you have a separate reserve for marketing?
16. Please submit a business/marketing plan for your proposed shop/kiosk. This should include details pertaining to on going and sustained advertising and promotions for a 12 month calendar period. An example media plan highlighting your proposed external communications over a 12 month period should also be attached.
17. Detail any special launch plans for the opening of a new shop/kiosk.
18. If possible, please provide the following; photographs/visuals of existing stores or proposed store design and products for sale, clippings of past marketing communications and samples of products.
19. What criteria do you have for selecting staff and do they have any special training which provides them with product knowledge?
20. Please detail the way you manage stock movement, store aesthetics and visual merchandising.

PLEASE PRINT THIS OUT AND COMPLETE. ONCE FILLED IN, IT CAN BE HAND DELIVERED TO THE BEACH PARK PLAZA CENTRE OFFICE OR SEND VIA EMAILOR FAX.

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Fax: +971 4 342 8070