



GLOBAL PIONEER GENERAL TRADING FZE



Global Pioneer

Your Success Partner in Middle East

ABOUT US

AN OUTLINE

We provide complete solution for your business growth, expansion & exposure through out GCC

One Stop Destination for
Your Business Growth

FRANCHISE PARTNERS

YOYOSO
— يويوسو —


MINOTI
DESIGNED IN THE U.K.

Dirkje®

DJDUTCHJEANS®

تومي و بونني
tommie & bonnie

JR
JANE ROCHELLE

Babaluno 

koko  noko®

Charlie Choe
TAILOR OF HAPPY MOMENTS


zane
زين

JEAN
ROSS



Business Development

We are your one-stop business platform if you want to enter Middle East and nearby regions

Retail

We represent some of the most modern fashion brands in the middle east

B2B Sourcing

We provide project roll out services from concept design to meeting your product requirements.

Franchising

We provide services to franchisors looking to expand their brands internationally

OUR SECTORS

WHAT WE DO



One Stop Destination for Your Business Growth

BUSINESS DEVELOPMENT

WHAT WE DO?

We are your one-stop business platform if you want to enter Middle East and nearby regions. We help your business to establish and grow in the region. Our focus is finding the most appropriate solution that fits your requirements. Our local know-how and support helps you to firm up your grounds in the region. We are with you through out the entire project life-cycle from concept to strategy implementation to get you firmly established.





▶ FEASIBILITY
STUDIES

▶ STRATEGY &
PLANNING

▶ REGIONAL
ENTRIES ME

▶ GLOBAL
EXPANSION

▶ MARKET
RESEARCH

▶ MARKET
POSITIONING

▶ BUSINESS
SETUP

▶ OPPORTUNITY
MAPPING

▶ COMPETITOR
ANALYSIS

▶ FINANCIAL
MODEL



▶ RESOURCE
PLANNING

▶ FINDING
OPPORTUNITIES

▶ BUSINESS
EVALUATION

▶ BUSINESS
PLAN

▶ OPERATIONAL
SETUP

▶ BUSINESS
REMODELLING

▶ GAP
ANALYSIS

▶ STRATEGY
DOCUMENT

▶ LOGISTIC
SETUP

▶ BUSINESS
ROLLOUT





We have multiple retail outlets across GCC

RETAIL SHOWROOMS

WHAT WE DO?

We represent some of the most modern fashion brands in the middle east. Partner with us to use these brands to grow your business. We will assist you from providing legal rights to use these brands to setting up your store and more.



KSA . OMAN . UAE

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FRANCHISE PARTNERS &
DISTRIBUTORS



We make your business & life easier

B2B SOURCING

WHAT WE DO?

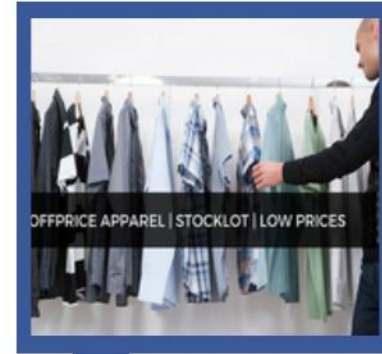
We provide project roll out services from concept design to meeting your product requirements.



OUR SERVICES



Wholesale



Stocklot



Store Interior



Concept Design

LE PEARL
F A S H I O N

هـابـيـتـس
لتجارة الملابس الجاهزة ذ.م.م
Habits
READYMADE GARMENTS TRADING L.L.C


OUR WHOLESALE SHOWROOMS



Store Interiors




Store Interiors

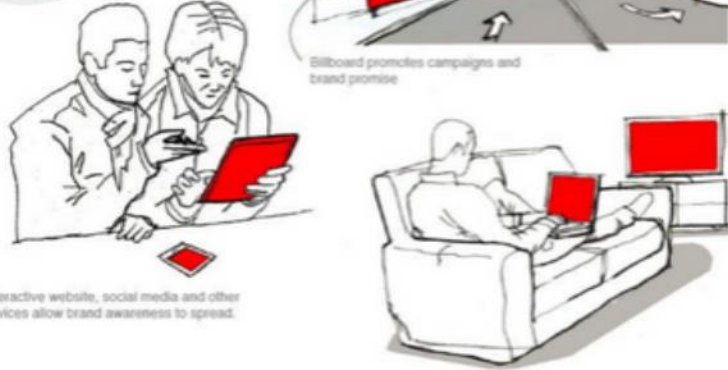


Inform


Word of Mouth / Advertising / Search



Billboard promotes campaigns and brand promise

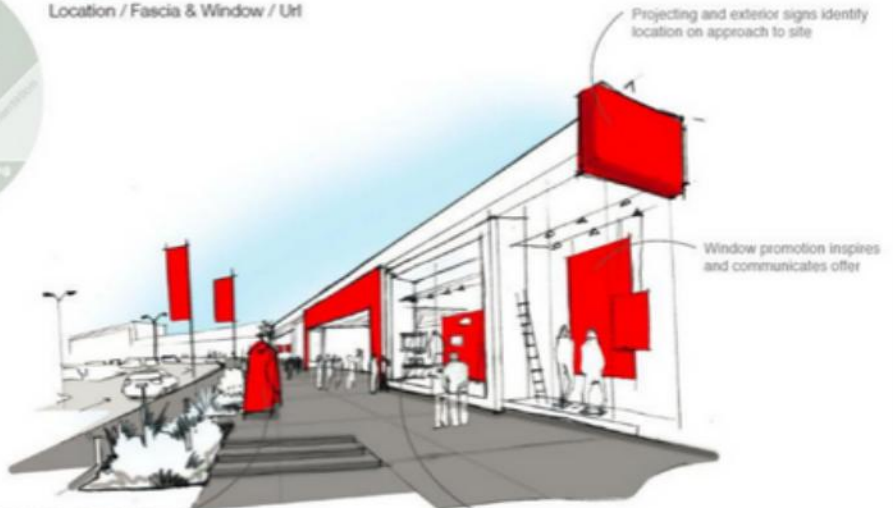


Interactive website, social media and other devices allow brand awareness to spread



Attract

Location / Fascia & Window / UI




Projecting and exterior signs identify location on approach to site

Window promotion inspires and communicates offer


Themed street furniture brings the theatre of the brand into the public realm

Window display set creates a themed installation to inspire and highlight product in the context of the customers home



Threshold

Welcome / Opening Hours / Hero display / Landing strip / Home Page




Brand reinforcement message talks directly to customers

Hero display and promotion inspires and reveals

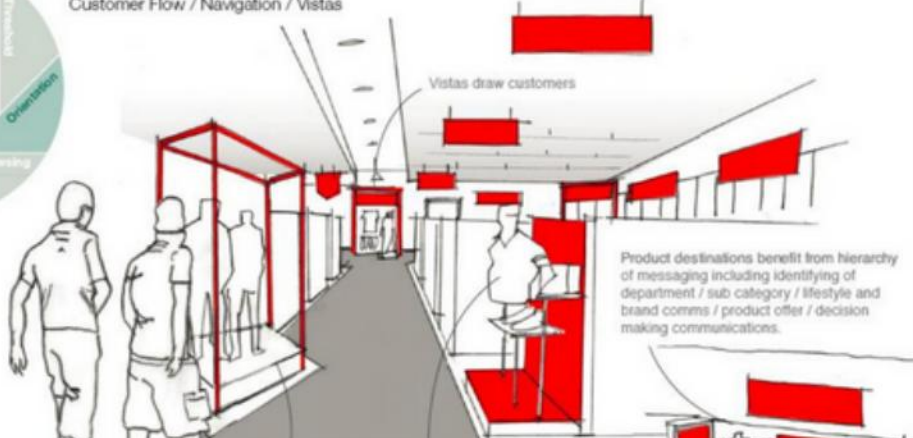
Welcome message lets customer know they have arrived and builds anticipation

Landing strip and clear customer journey circuit orientate customer and journey



Orientation

Customer Flow / Navigation / Vistas



Vistas draw customers

Product destinations benefit from hierarchy of messaging including identifying of department / sub category / lifestyle and brand comms / product offer / decision making communications.

Browsing

Merchandising / Search / Adjacencies & Prompts

Search and identify sub categories

Browse by offer

Hierarchy of navigational signage

Define product category areas

Product adjacencies work on an intuitive and rational logic

LE PEAK

Interaction

Inspiration / Product Information / Promotional

Promotional lifestyle graphic

Product sets and focal points inspire and showcase product in situ.

Graphic communication and signage identify an interactive focal point

Product information used to identify features and points of difference

Product sets create an opportunity to cross sell

Purchase

Purchase Process / Engagement / Good Bye Message

Promotional graphic packaging reiterates brand message and level of service.

Interactive touch screen enables customers to join a customer loyalty program.

Wayfinding graphic signage and furniture direct customers through the purchase process.

Loyalty

Unwrapping / Reassurance / Follow-Up / Advocacy

FRANCHISE

WHAT WE DO?

Our focus is clear on both inbound and outbound front. We provide services to franchisors looking to expand their brands internationally. We also support investors who wish to acquire master franchises. We offer our unique expertise and local knowledge, including brand development, franchise preparation and investor networks.





Inbound (Own A Franchise)



Outbound (Franchise Your Business)

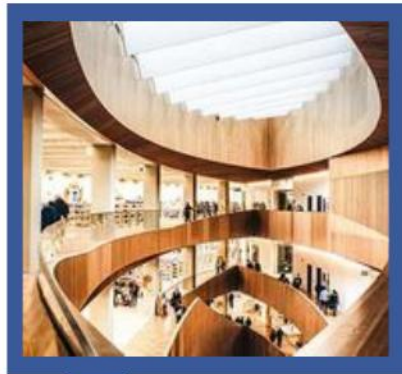
OUR SUPPORT



**Understanding your
business needs**



Market Study



**Finding The Right
Franchise**



Concept Design

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