

Tanweer Arabia Trading Establishment signs exclusive franchise development deal with the leading 5aSec brand for the Kingdom of Saudi Arabia (KSA)

Tanweer Arabia Trading Establishment (Tanweer), a service oriented company based originally in Jeddah, KSA, have recently signed an exclusive franchise development agreement for the promising Saudi Arabian market. This comes as a second stage of expansion of 5aSec in the Gulf peninsula, as the brand already operates 16 (sixteen) successful outlets in Kuwait, where it is considered to be the largest franchise chain in the country.

Created in 1968, the 5aSec group (www.5asec.com) has developed a unique concept of textile cares shops which guarantee quick service and remarkable quality. World leader in its activity and growth, 5aSec is present today in more than 35 (thirty five) countries worldwide, with 1,700 (one thousand seven hundred) shops already opened so far, a number that increases currently by one store each 3 (three) days. In 2005, total turnover of the 5aSec Group has exceeded 235 (two hundred thirty five) million Euros.

The franchise development agreement was signed in presence of Hussain Al-Hamdan, Chairman of Al Bareeq Holding, the master franchisee of 5aSec within GCC and Iran, between Mr. Mohammed Jamjoom, Managing Director of Tanweer, and Mr. Ahmad Saadun Al Yaqub, Chairman and Managing Director of Gulf Franchising Company (GFC) in Kuwait. GFC (www.gfc.com.kw) readily acts as an operator, marketer and developer of 5aSec within the Gulf region under a commercial agreement with Al-Bareeq Holding.

'We are very delighted to announce our agreement with an International Fabric Care Leader like 5aSec,' said Mr. Mohammed Jamjoom, MD of Tanweer. 'We see huge potential for such kind of service-oriented concepts in KSA as the professionalism that is reflected in several aspects of the brand itself, whether in the modern look of the stores, the fully automated machines and POS system, or the imported products used by a well trained staff, will surely be making a positive impact on clients''

Tanweer plans to open a minimum of 28 (twenty eight) stores in the coming 10 (ten) years in KSA, and its first pilot store is scheduled to open in Jeddah by the 2nd quarter of 2011, and a second outlet will follow the same year.

-The End-