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The company's expansion plans, expected to cost around Dh 10 million (\$2.7 million), will include additional machinery to increase production capacity and more storage space.

Some of its other plans include making Ajmal available internationally, partly by forging strategic alliances and developing distribution channels around the world.

Started in 1951, the family business is managed by members of the Ajmal family spanning three generations. Since moving operations in Dubai and opening the first Ajmal outlet in 1976, the company has seen significant financial investment and an ambitious management strategy that has made Ajmal a leading brand, a title endorsed by its award as a top Arab brand by Forbes Arabia recently.

"Ajmal invests significantly in its people, products and markets," says a company official.

"Our experts in residence at our Dubai-based high-tech perfume research and development facility, in which investment currently stands at \$10 million, enable Ajmal to innovate. Keeping one step ahead and anticipating and fulfilling customers needs has created a demand for our perfumes that today reaches across the Middle East and into Europe. We persist with our strategy for growth to become a global business and a globally recognised brand."

With an emphasis on retail expansion, Ajmal forecasts a 100

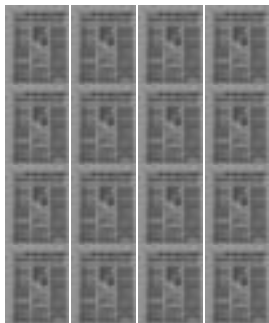
per cent growth in the number of retail outlets in the GCC in the next three to five years. Export has been an area that Ajmal has also continued to grow, reaching 14 countries at the moment with plans to reach 20 by the end of the year. Ajmal has outlets across the UAE, Kuwait, Oman, Saudi Arabia, Bahrain and Qatar. With an offering of more than 100 fragrances as well as providing customers in-store customisation and personalised perfumes, Ajmal promises to impress and entice. Ajmal is the first perfume manufacturer in the region to sell perfume online through the Internet and has moved into Dubai Free outlets in Dubai, Abu Dhabi, Kuwait and Bahrain.

Ajmal set up its factory and R&D facility in 1984 in Dubai. In 2004 it opened a new state-of-the-art manufacturing plant in the Al Quoz industrial area to keep up with the region's increasing demand for fragrances.

By employing the latest technology, the company produces an expansive product range to cater to the varying demands of its regional and international clientele. Through decades of continuous research and experience in the art and technique of extracting pure oils from natural substances, Ajmal has developed a wide range of fragrances. Combining tradition with modernity, the company continues to introduce new age products in attractive packaging that keep pace with ever changing trends in international markets.

Its facility comprises two sheds. The first has the R&D wing with perfume production also taking place on the premises. The second shed has the quality control division, the packaging division and offices.

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