

**KEY FACT:** Rikan General Trading's first major hotel project was in **2001**

# RIKAN GENERAL TRADING

## GET IN TOUCH

+971 4 3252500  
WWW.RIKANDUBAI.COM

RIKAN DIRECTOR RIAZ KHIMANI ADVISES HOTELIERS TO KEEP RELATIONSHIPS LOCAL

### HOW DID THE BUSINESS PERFORM IN 2015?

Very well. It was as good as 2014. There was no significant rise but no drop at all, which is a healthy sign.

### WHAT DROVE THIS PERFORMANCE?

New projects and the growth in current hotels.

### WHAT WERE THE DRIVING TRENDS IN YOUR SECTOR THIS YEAR?

Emerging overseas markets and steady growth in the local business due to the buildup for the EXPO 2020.

### HOW WILL THESE SHAPE BUSINESS OPERATIONS IN 2016?

With current speculation of markets showing potential in 2016 in the GCC and other regions, business prospects in the hospitality industry are lucrative.



Riaz Khimani

## ABOUT RIKAN GENERAL TRADING

A family business, Rikan made its name with its first major hotel project in 2001. Since then the company has increased its operations to serve almost every major hospitality project and today holds a majority market share, with close to 800 hotels in the ever growing portfolio. The firm's supplies meet the needs of guest rooms, FoH, conference and banqueting and F&B.

**YEARS IN OPERATION:**  
SINCE 2001

**HOME MARKET:** UAE

### WHICH REGIONAL COUNTRY MARKETS ARE YOU PAYING THE MOST ATTENTION TO IN 2016?

The GCC and Africa are our focus areas, though we are also concentrating simultaneously on other APAC countries as well.

### WHICH MARKETS DOES THE BULK OF YOUR BUSINESS COME FROM AND HOW DO YOU EXPECT THAT TO DEVELOP?

The UAE and other regions in the GCC like Qatar and Saudi Arabia constitute a major portion of our business, predominantly due to the forthcoming global events taking place in the respective markets and emerging trends.

### WHAT ARE YOUR BUSINESS OBJECTIVES FOR 2016 AND HOW WILL THESE BE ACHIEVED?

A key business objective is to increase market share in other GCC and African countries on a revenue potential basis. Secondly, to expand the Rikan team in areas of production sales and support and develop a more aggressive and focused marketing approach vis-à-vis social networking sites and events sponsorship.

### FROM YOUR PERSPECTIVE AS AN INDUSTRY SUPPLIER, WHAT ONE PIECE OF ADVICE WOULD YOU GIVE YOUR HOTEL/ HOSPITALITY CLIENTS FOR THE YEAR AHEAD?

To keep business with established suppliers based locally; saving initially by going to cheaper supplier overseas will not help in the long run. Replenishing stocks and after sales service are very important and services which only local established companies, like ourselves, can offer. This eventually leads to big savings and is cost effective in the long run.



Rikan supplies products for the entire guest room including bathroom