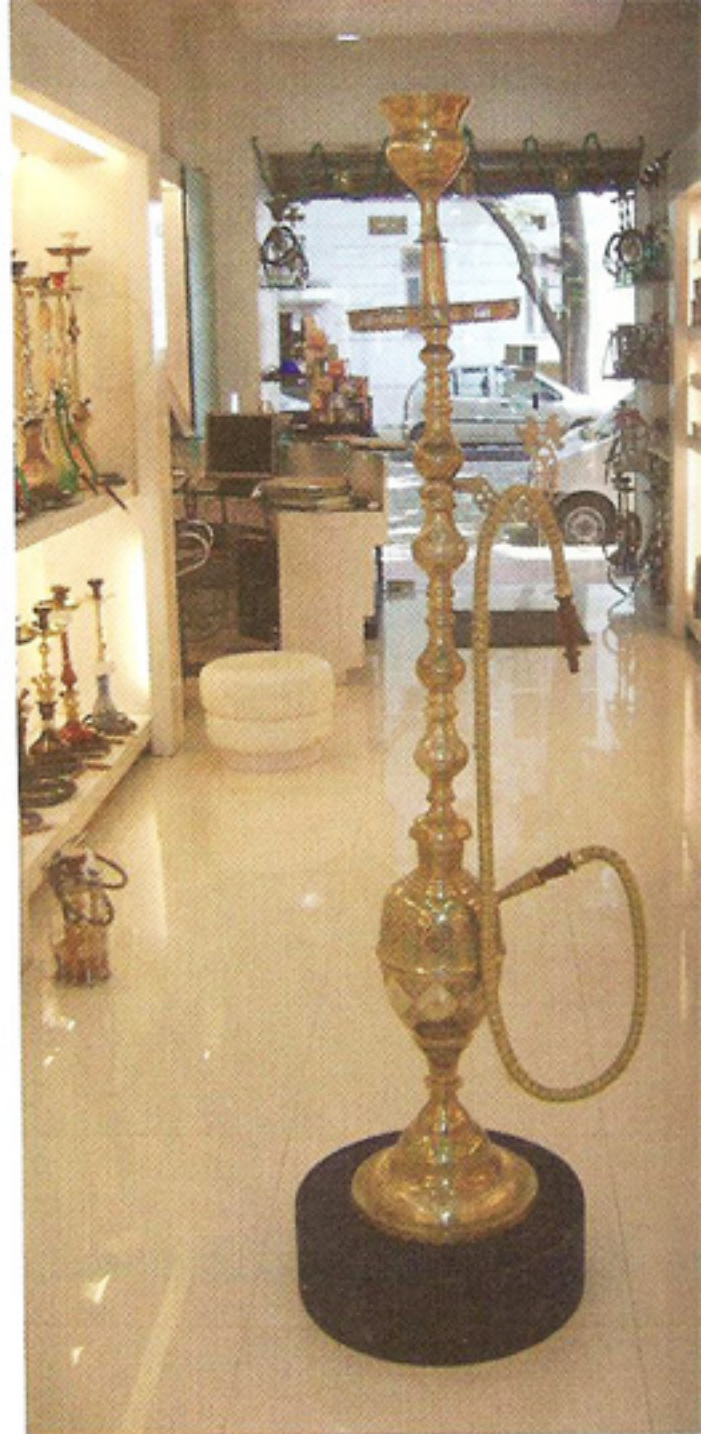


retail innovation
arabian nights



Get hooked on Hookah

Product & store overview

The notion of Arabian Nights is to revive the traditional *hookah* (water-piped *hookah*) that was initiated during the Mughal period and later the concept also spread to the Arabian countries. After making foray in this unique retail venture and getting inspiring customer response, Arabian Nights is presently running stores in Goa, Ahmedabad, Mangalore, Lonavla and Pune besides five outlets in Mumbai. Arabian Nights, whose store sprawls over an area of 400-500 sq. ft, provides a unique line of merchandise to establish the stylish and most accomplished way of hookah smoking. Some of its products are top-notch designed *shisha* and *hookah* accessories like quicklite charcoal, aluminum foil, chillum, hose pipes, filter pipes, and many others. Normally, the price range of the *hookahs* varies from Rs. 1,200 to Rs. 6,000. The merchandise are displayed on the racks made of glass and the whole store dazzles with the white fluorescent light directly falling on the splendidly designed products and the white walls.

Business facts

According to Mr. Asif Faslani, Director, Arabian Nights, the brand is poised to have an exponential growth in the months ahead. Having around 10 EBOs in India, the brand is looking to expand in cities like Delhi, Kolkata, Bangalore, Hyderabad, Lucknow, Jaipur, Nashik, Bhopal, Kanpur, Surat, Udaipur, Shillong and other areas. Besides high-end malls, multiplexes, high streets, Arabian Nights wants to expand its footprints in tier II cities to consolidate national presence and is planning to launch around five stores every month. As far as the overseas venture is concerned, Mr. Asif said that Malaysia would be the first preference.

Recently Arabian Nights has taken the franchise model for rapid expansion. An Arabian Nights outlet typically requires an investment of Rs. 2-10 lakh depending on the area requirement which varies from 200 to 500 sq. ft. The company is also planning to launch the perfume products by 2009 end, which will be housed in the same stores. The aim is to provide complete experience to hookah lovers.

Arabian Nights is the ultimate retail destination for the shisha/ hookah lovers for its assortment of products sourced from all over the world. Subhro Prakash Ghosh sheds light on its extraordinary product categories and mind blowing consumer experience.