

Request for Expression of Interest (EOI)

Ref No.	CBC-EOI-19-02
Title:	Expression of Interest for Purchasing of Central Beauty Collection Project (CBC-P)
Date:	October 03, 2019
Deadline:	October 30, 2019

1. CBC-P Selling Facilitator

Raymond Radeen Consulting Company (RRCC) is a private business consulting firm headquartered in Kabul, incorporated under the laws of Afghanistan and holding Afghanistan Ministry of Commerce and Industries license #: 58560 dedicated to providing corporate content writing, professional trainings, business consulting, translation and interpreting, survey & research, and staff outsourcing services to individuals, small and medium enterprises as well as large corporations in Afghanistan. RRCC is dedicated to mastering the latest trends in business support and ensure that our clients' needs, for today and tomorrow, are met. The idea behind formation of RRCC is to create a world of quality and completeness in service delivery.

At RRCC, we believe in delivering quality services aimed at success of our clients through proficiently utilizing the expertise of our national and international associates and experts with years of experience in various areas. In an ever-changing business environment of Afghanistan, we constantly discover newer and better approaches to helping you invest and benefit from your organization's true potential and spot new and better growth opportunities.

We are different and unique in many ways. We have a team of national and international experts who serve you in your industry bringing both local and international education and experience combined with a large network of on-demand consultants ready to help you achieve your business objectives. We also have access to hundreds of local and international organizations, companies and service providers who can partner with you and make your business a success. We have significant experience working with the government of Afghanistan and have access to a large pool of professionals who can give you and your business best advice in dealing with the government.

RRCC on behalf of and in contract with CBC is responsible for rendering the CBC-P selling services and is deemed the sole point of contact (POC) with regards to this project.

2. Purpose of the EOI

Raymond Radeen Consulting Company (RRCC) on behalf of Central Beauty Collection Project (CBC-P) invites eligible companies and potential individuals to express their interest in purchasing substantially all of the assets associated with the CBC-P business, including all inventories, all intellectual property, all accounts and notes receivable, all contracts and agreements, all equipment, all legally assignable government permits and business license, media and Facebook page, documents, files, and records containing technical support, software and other information pertaining to the operation of the CBC-P business.

3. CBC-P Industry Background

CBC-P is a developed concept which is brought from outside to Afghanistan for the purpose of provision of standard beauty services for both male and female located in 10th district, Shirkpur 1st Street of Kabul Afghanistan. CBC-P provides various beauty services for both males and females in V-VIP, VIP, Special, Medium and Regular classes under one collection in separate salons.

3.1. CBC-P Location

CBC-P is more than just a full-service salon providing excellent A-Z beauty services and quality products, in a peaceful, relaxed atmosphere. It also provides a friendly work environment, respecting diversity, creativity, and hard work through talented cosmetologists, that give our customers the dignity and self-respect needed to be successful in the world today committed to offering a range of complementary services for A-Z beauty services in the same location, to give our customers the convenience of a single location for all their beauty needs.

3.2. CBC-P Male Salon

This salon is a wide area with two entries and separate V-VIP Room, VIP Rooms and an open area for Special, Regular and Kids services with a smoking room, cloth change room, material storage room, bathroom and a wide amusement area. In this salon all types of beauty services will be provided for men at all levels which is unique at all in Afghanistan. Totally the salon has the capacity of 24 persons at one time. All types of working equipment and consumables are ready for operation and apart from that salon is equipped with cooling system, air exhaust system, two big chillers (refrigerators) for refreshments, cashier table, manager table, 60" TV, WiFi internet, carpets, coffee makers, water boiler and pressure tank, curtains, furniture, stand coat racks, steamers, sinks at each room and salon, hair washing units at all rooms and salon, product storage cabinet and etc.

3.3. CBC-P Ladies Salon

This salon is a wide area with one main entry and one emergency entry. A two-seat bridal makeup and VIP Services room, two special seats, regular seats, kids' seat, pedicure, manicure, massage room, waxing room, clothes change room, kitchen, bathroom, two additional rooms for other purposes and a wide amusement area. In this salon all types of beauty services are provided for females at all levels which is unique at all in Afghanistan. Totally the salon has the capacity of 22 persons at one time. Additionally, all types of beautician equipment and consumables are ready for use and operation; and apart from that salon is equipped with cooling system, air exhaust system, one big chillers (refrigerators) for refreshments, cashier table, manager table, TV, WiFi internet, carpets, coffee makers, water boiler and pressure tank, curtains, furniture, stand coat racks, sinks at bride room and salon, hair washing units at bride rooms and salon, product storage cabinet and etc. CBC-P is equipped with CCTV system and has two city power sources and one 8 KVA generator.

3.4. Competitive Edge

CBC-P renders a wide range of beauty services of full-body transformation including hair, skin, nails, massage, and bridal programs through the use of the best products in the industry with a team always advancing their education to bring only the best for CBC-P clients to set CBC-P apart from similar beauty salons with a strong commitment to building relationships with clients outside of the salon. CBC-P offers the following services.

- **Hair:** Haircuts, Styling, Highlights/Foils & Weaving, Hair & Scalp Treatments, Relaxers, perms, and Conditioning & Shampoo.
- **Nails:** Manicures, Pedicures, polish, sculptured nails, nail repair, and hand conditioning treatments.
- **Skin Care:** Facials, body waxing, body steam, body bleaching, body polishing, threading, and make-ups.
- **Sale of Professional Hair/Beauty products:** Selling of top-of-the-line beauty products shampoo, daily and deep treatment conditioners, hair styling products such as mousse, gel, pomades, among others; and other specialty hair and skin products.

3.5. Market Position

CBC-P overall provides more services than any competing business of its kind. It has risen above its competition with the variety of services with a professional care. The trained professionals are always advancing their education and incorporating the latest industry innovations into their clients' presentation. CBC-P has become the top beauty collection establishment in Kabul. The collection offers major convenience of the all-inclusive beauty services located in one central location with an emerging bridal program that unveils a profitable industry for the purchaser.

3.6. Keys to Success

The keys to success in CBC-P business are offering clients a wide range of services in one setting and a one stop shop destination for all beauty services, an easily accessible location for customers, an environment conducive to giving a relaxing and professional service, extended business hours, and having reputation for providing superior personal service.

3.7. Customer Profile

CBC-P customers are government officials, parliament members, businessmen and women, celebrities, grooms, brides, and general public.

4. Correspondence and Submission

RRCC will qualify and shortlist potential companies and individual for the second stage of the bidding and will submit the Request for Proposals (RFP) to potential bidders by email or in person. Hereby, potential bidders requested to fill out the form (Annex 1) of this document, duly sign and stamp and submit it to the emails indicated below.

This is a short version EOI intended for advertisement only. Interested bidders may obtain a copy of the full version of the Request for Proposal (RFP) by submitting Annex 1 to the email address cbc.afg@gmail.com and info@raymondradeen.com during office hours (0800 to 1600 hours).

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Annex 1

Bidder's Information and Interest Form	
Bidder Name:	
Type of Bidder:	Company: Individual:
Business License/Tazkira No.	
Type of Existing Business:	
Address:	
Email	
Phone No.	
Mobile No.	
Explain your main qualifying points for this business.	
Do you have experience of such a service provision?	
Do you know about the nature of this business?	
Explain the impact of beauty services in Afghanistan?	
Do you have enough financial capabilities to purchase this business?	
How did you understand about this EOI?	
Acknowledgement:	Signature: _____ Stamp: _____ Date: _____