

QATAR : دولة قطر

RUBAN HUES



Figure 1: Various scenes in Qatar



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COO: Chief
Operating
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- Presentation
- Editing
- Research



Jesenia Bravo

CCO: Chief
Creative
Officer

- Product
- Final touches
- Image creator



Rhonda Duncan

CEO: Chief
executive officer

- Created Initial
tabs
- Approved final
changes

BACKGROUND INFORMATION

- Qatar is considered the richest country in the world (Costa, 2022).
- Highest GDP per capita
- Islam is the main religion of Qatar (Saakin, 2022).
- The country's origins date back to the early days of Islam
- Qatar weekends are on Friday and Saturday (Luthra, 2021).
- Friday is a holy day and all store and malls are closed

DOMESTIC VS INTERNATIONAL RETAILING

Domestic

- Ruban Hues plans on shipping product domestically by use of the well-established infrastructure such as state of the art road systems, ports, and airports that will be used to facilitate efficient logistics (EIA, 2023).
- To ship packages within Qatar via Usps costs about \$16.75 .Prices vary for faster shipping (see Figure 2).

Weight not over (lbs.)	Parcel Post Rate	Weight not over (lbs.)	Parcel Post Rate	Weight not over (lbs.)	Parcel Post Rate
1	\$16.75	25	\$91.15	49	\$167.05
2	19.50	26	94.35	50	170.20
3	22.65	27	97.50	51	173.40
4	25.30	28	100.65	52	176.55
5	27.95	29	103.80	53	179.70
6	31.10	30	107.00	54	182.85
7	34.25	31	110.15	55	186.05
8	37.40	32	113.30	56	189.20
9	40.60	33	116.45	57	192.35
10	43.75	34	119.65	58	195.50
11	46.90	35	122.80	59	198.70
12	50.05	36	125.95	60	201.85
13	53.25	37	129.10	61	205.00
14	56.40	38	132.30	62	208.15
15	59.55	39	135.45	63	211.35
16	62.70	40	138.60	64	214.50
17	65.90	41	141.75	65	217.65
18	69.05	42	144.95	66	220.80
19	72.20	43	148.10	67	224.00
20	75.35	44	151.25	68	227.15
21	78.50	45	154.40	69	230.30
22	81.70	46	157.55	70	233.45
23	84.85	47	160.75		
24	88.00	48	163.90		

Weight Limit: 70 lbs.

International

Ruban Hues will export product internationally to the US by use of reliable supply chains and distribution networks and joint venture

Shipping Via UPS costs on average about \$9 for 1-pound packages with budget economy.

Prices vary for faster shipping

Weight	Budget Economy 8 - 14 days	FedEx Priority 3 - 6 days
1lbs	9.46 USD	56.90 USD
2lbs	15.67 USD	58.22 USD
3lbs	21.87 USD	59.55 USD
4lbs	28.08 USD	63.39 USD

Figure 2: Domestic

CURRENT EVENT

Meet the Qatari designers breaking into the global fashion scene

- Lauren Michelle's brand was established in 2019 with only her and 1 tailor (Elashi, 2023)
- Qatar is witnessing explosive growth in the fashion sector (Elashi, 2023).
- M7 is an institute that has sponsored many of the designers to. Be histed in the fashion event and in the tail end of the Qatar 2022 world cup (Elashi, 2023)

<https://www.euronews.com/culture/2023/03/06/meet-the-qatari-designers-breaking-into-the-global-fashion-scene>



Figure 4: Lauren Michelle first collection

Qatar Hosts Fashion Events

- This is the most watched high profile event in the Middle East (Upadhyay, 2023).
- The show is reflective of new freedom around public dressing under the Crown Prince Mohammad Bin Salman (Upadhyay, 2023).
- Designer Yousef Akbar that will be featured has designed for (Upadhyay, 2023).

<https://wwd.com/fashion-news/fashion-scoops/saudi-arabia-qatar-fashion-events-shows-october-1235827635/>



Figure 5: Eveningwear by Yousef Akbar

CURRENT EVENT

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