

IN GOOD COMPANY



Fuel Logistics will be in charge of logistics services and supply of petroleum

IPT AND TOTAL LAUNCH LOGISTICS COMPANY

Issa Petrol Trade (IPT) and Total Liban have jointly formed Fuel Logistics, a company specialized in the provision of logistics services and the supply of petroleum products. The new company will import around 900,000 tons of fuel per year, which is one third of the market's demand, according to Total. Previously, IPT and Total Liban intermittently imported fuel on a yearly, contractual basis. *Toni Issa*, Vice-Chairman of IPT said: "We are going to work together to strengthen our capacities. In the future, the company plans to also serve other companies operating in the field." *Daniel Alvarez*, Managing Director of Total Liban said: "We are going to search for the best possible prices in a more organized manner. We are also going to run our facilities, optimize the use of storage spaces, and renovate and share our fleets." Shares in Fuel Logistics are equally held by both companies. Fuel Logistics has a LL30 million capital. "It is the minimum required capital to start with because we do not need to immediately undertake investments. The company's board is formed

of six members, three from each company. It is chaired by *Zakhia Issa*, who is also the Commercial Director at IPT and managed by *Antoine Salameh*. Total Liban has a network of 190 gas stations and a storage capacity of 47,000 cubic meters (m³). IPT's network includes 180 stations and 30,000 m³ in storage capacity. Combined, their storage market share is 14 percent. The two companies will also share their fleets. IPT has 47 trucks. Total has 17 and deals with 129 independent truckers.

▶ [L0619-01](#)

MADAME COCO ENTERS THE MARKET

National Retailers Group (NRG), the franchise operator of LC Waikiki and Devred 1902, has obtained a master franchisee license for the Turkish brand Madame Coco. Madame Coco is a home textile and decoration brand that is manufactured in Turkey as well as other European countries. A new company will be established to manage the new brand, said *Nabil Gebrayel*, Chairman of NRG. Four Madame Coco outlets will open in June. Two standalones will open in Zahle and Tripoli, and the other two outlets will be in City Mall and

City Center. "The brand will offer good quality products at affordable prices," *Gebrayel* said. The average space of each outlet is 300 square meters (m²). Investment in each retail square meter is on average \$15,000, and total investment in the four outlets is \$2 million. The company will eventually employ up to 100 staff, from in-store front of house to the back office. The Madame Coco brand was created in 2011, and rapidly became a leader in the home textiles and decorative products sector. It currently has 300 stores with 75,000 m² of sales area in ten countries.

▶ [L0619-02](#)

HOP-ON HOP-OFF TOURIST BUSES COME TO TOWN

Double decker buses started operating in Beirut last month, taking passengers on a tour of some of the city's most significant destinations. SAVI, founded by *Viviane Nasr*, has signed a franchise agreement with Hop-On Hop-Off buses from City Sightseeing, the world's largest operator of the open top bus tour. Three buses will run daily from 9:00 a.m. to 6:30 p.m. "Each tour provides the chance to explore the main sights and attractions of Beirut within a few hours," *Nasr* said. The tour's duration is 90 minutes. Savi has invested \$1 million in the project, which

created 11 job opportunities. The tour's starting point is Martyr's Square. Tourists will have the opportunity to hop on and hop off at 15 touristic sites, including the National Museum of Beirut, Sursock Museum, Villa Audi Mosaic Museum, the St. George Greek Orthodox Cathedral and Archaeological Crypt Museum, the Archaeological Museum of the American University of Beirut, the Garden of Forgiveness, the Roman Baths, MIM Museum, Zaitunay Bay, Raouche Rocks, Beirut Souks, ABC Ashrafieh and Verdun, and the Cathedral of St. Elias and the St. Gregory the Illuminator. The red double-deck open-top buses hold up to 65 passengers. Informative, historical audio commentary is available about each site in six languages: French, English, Chinese, Spanish, Russian and Arabic. "The buses are GPS triggered, so the historical information will be given about each destination the bus reaches," *Nasr* said. The tickets are available online through the City Sightseeing's official website, and in the Sightseeing Beirut offices in Saifi. Tickets are sold for unlimited use over a period of 24 and 48 hours, for \$33 and \$40 per individual, respectively. The price includes free admittance to the National Museum.



Tourists have opportunity to hop on and hop off at 15 destinations

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