

## Design Brief

### About the company

\*Company Name/أسم الشركة:

الأهليه للصناعة / Appliance

\*Factory Location/عنوان المصنع:

16 Emtedad Abbas El Akkad, Nasr City, Cairo, Egypt

\*About the company/نبذة عن الشركة:

Appliance is specializing in the design, manufacture and installation of bespoke fitted furniture for home.

From begging of production process to customer care we take great care of every step of the way turning customer's dream into realty.

We specialize in bespoke kitchens, bedrooms, doors and living room furniture. All designed and created with customer to give customer the perfect solution into complement customer's home regardless of space or budget.

\*Our product style/طرز المنتجات:

- Classic/كلاسيك  Modern/حديث  Contemporary/معاصر  Ethnic/عريقي  
 Others/اخرى (please specify): \_\_\_\_\_

\*Our product range/نوع المنتجات:

- Residential/سكني  Office/مكتبي  Outdoor/خارجي  Public Area/مناطق عامة  
 Restaurant/مطاعم  Educational/تعليمي  Hotel/فندقي  Kitchens/مطابخ  
 Lighting/إضاءة  Upholstered Chairs & Sofas/تجديد-كنب-كراسي

Others/اخرى: **Doors, wall units, shoe racks, T.V tables, bedrooms and side tables.**

\*Target audience/السوق المستهدف:

Local and forging Market

\*Our main characteristics/الخصائص و الصفات التي تميز الشركة و المنتج:

- High quality

Organized by

In collaboration with

- Low price

- Diversity in products

\*List 4 products that best describe the identity and character of the company (attach photos and description):

\*برجاء إرسال صور لأربع منتجات تعبر عن هوية الشركة مع توصيف لهذه المنتجات:

### About the requested product

\*Product Description/ وصف المنتج:

Bedrooms

Simple design, able to all customers category,

\*Product Function/ وظيفة المنتج:

\*Product Character/ شخصية المنتج: (e.g. Fun, serious, luxurious or minimalistic and so on)

Luxurious

\*Target audience/ العميل المستهدف:

A class and B class

\*Requested materials (If any)/ الخامات المطلوبة إن وجد:

About wood MDF and Cheep board

About accessories Italian or Chines or Germany

\*Preferred colors (If any)/ الألوان المفضلة إن وجد:

Wooden colors

\*Success Criteria/ مقومات النجاح:

\*Additional Inputs/ إضافات:

\*Agree to create a complete family from the product/ هل ترغب في تصنيع مجموعة كاملة من المنتج:

Yes

No

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