

Design Brief

About the company

*Company Name/أسم الشركة:

French Home

*Factory Location/عنوان المصنع:

9,10,11 .New Damietta industrial zone block no

*About the company/نبذة عن الشركة:

French home furniture is a brand steeped in the history of furniture making in the capital of woodwork in Egypt, Damietta.

Launched in 1946 by Abdeelsalam Eleraky the Grandfather of the current generation of owners, a highly skilled craftsman who mastered the arts and techniques of the classic French furniture industry.

From his workshop came our current establishment. A massive 11000 m2 factory housing more than 550 skilled artists and engineers working with ultra modern equipment augmented by hand carved details to produce several lines of the highest grade classic furniture.

Our specialty is classic French furniture and antiques that are fully finished or semi finished to fit into our clients' design plans.

Our products have been an ambassador for Egypt all around the world, 86 % of our products are exports. Europe is our main market as we ship 70% of our exports there, mainly to France,

Russia and Ukraine. Arab countries such as Saudi Arabia, Qatar, Iraq and United Arab of Emirates come in second with 16% of our exports' sales.

French Home Furniture is certified by ISO 9001: 2008 Certificate in quality; OHSAS 18001: 2007 Health and safety Certificate; ISO 14001: 2004 Environmental Certificate and FIRA quality certificate.

*Our product style/طراز المنتجات:

Classic/كلاسيك

Modern/حديث

Contemporary/معاصر

Ethnic/عريقي

Others/اخرى (please specify): We are planning to work on a new

modern line

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*Our product range/نوع المنتجات:

- Residential/سكني Office/مكتبي Outdoor/حدائق-خارجي Public Area/مناطق عامة
 Restaurant/مطاعم Educational/تعليمي Hotel/فندقي Kitchens/مطابخ
 Lighting/إضاءة Upholstered Chairs & Sofas/تنجيد-كئب-كراسي
 Others/اخرى:
-

*Target audience/السوق المستهدف:

Targeted : Local customers A class and B+ within the age range of 30-50

: international we work mostly B2B with furniture stores and large scale companies

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

we do furniture with high quality finishing but the most important is

we have a high end hand carving

also we use brass in wax and sand as well we do high quality marquetry

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

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

you can find through www.frenchhomefurniture.com

About the requested product

*Product Description/وصف المنتج:

we want to do a new modern line with the personality of ours like we want modern dinning set using in it brass models on it or to use marquetry technique in some models

*Product Function/وظيفة المنتج:

to have more applications to be used in modern homes with a luxurious theme (full range of collections) bed room , dinning , living sets

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

modern luxurious products

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*Target audience/ العميل المستهدف:

local customer in age between 20-35

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

natural wood , pdf decoded with HBI , veneer , brass , marble , stainless gold or silver sheets , metal sheets , brass sheets , fabrics

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

*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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