

## Design Brief

### About the company

\*Company Name/أسم الشركة: Smart

Furniture

\*Factory Location/عنوان المصنع:

Industrial area B3 – 10<sup>th</sup> of Ramadan city, Egypt.

\*About the company/نبذة عن الشركة: The Company presents collections of modern furniture designs that are manufactured with the best techniques, advanced technology methods and by using high quality materials. We create and reflect our own life-styles, narrate our design stories into the product.

We give a guarantee 5 years for all bedrooms and kitchens.

\*Our product style/طرز المنتجات:

- Classic/كلاسيك  Modern/حديث  Contemporary/معاصر  Ethnic/عربي  
 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/تنجيد-كنب-كراسي  
 Others/اخرى:

\*Target audience/السوق المستهدف:

B & C Class + Hoteling Furniture

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

The Company aims to implement mass production of high quality products in a very short time.

The Product materials: - Manufacture Wood: (MDF – Particle-board – Plywood)

-Coating: (Melamine – HPL – High Gloss Acrylic)

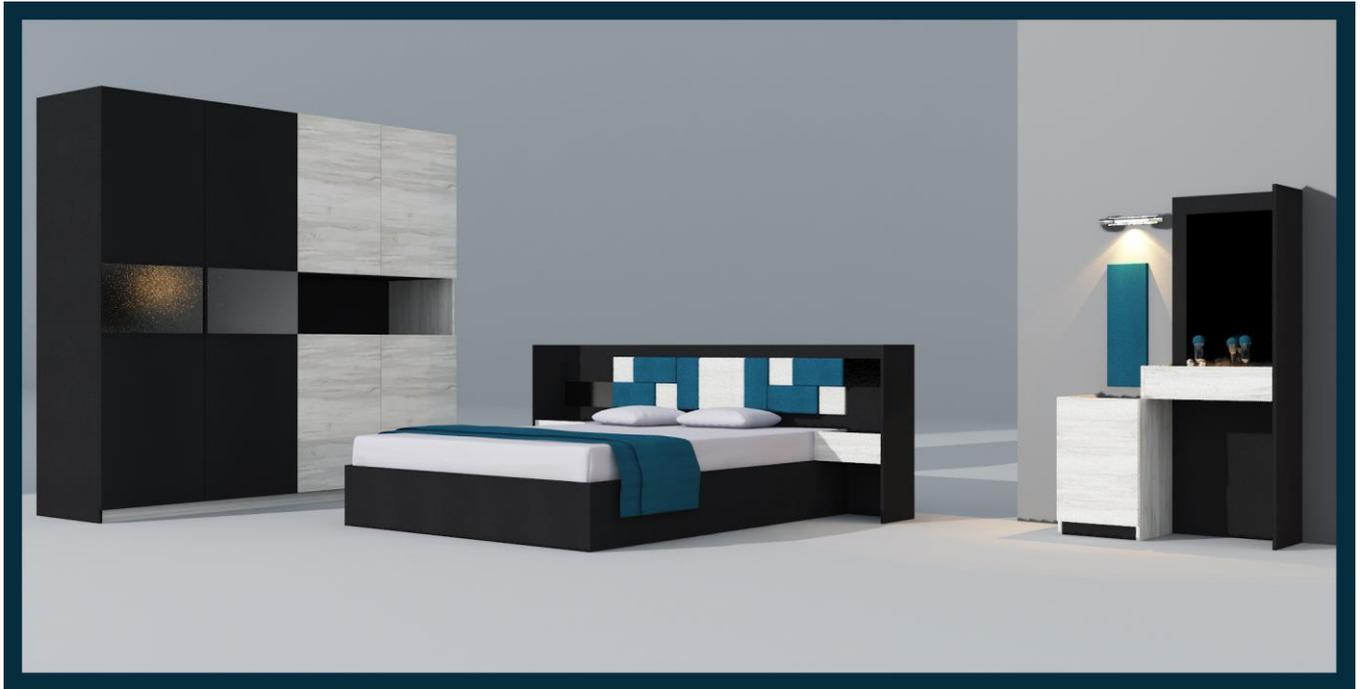
- Edge Banding + Simple Fixation (Mini fix and Dowels)

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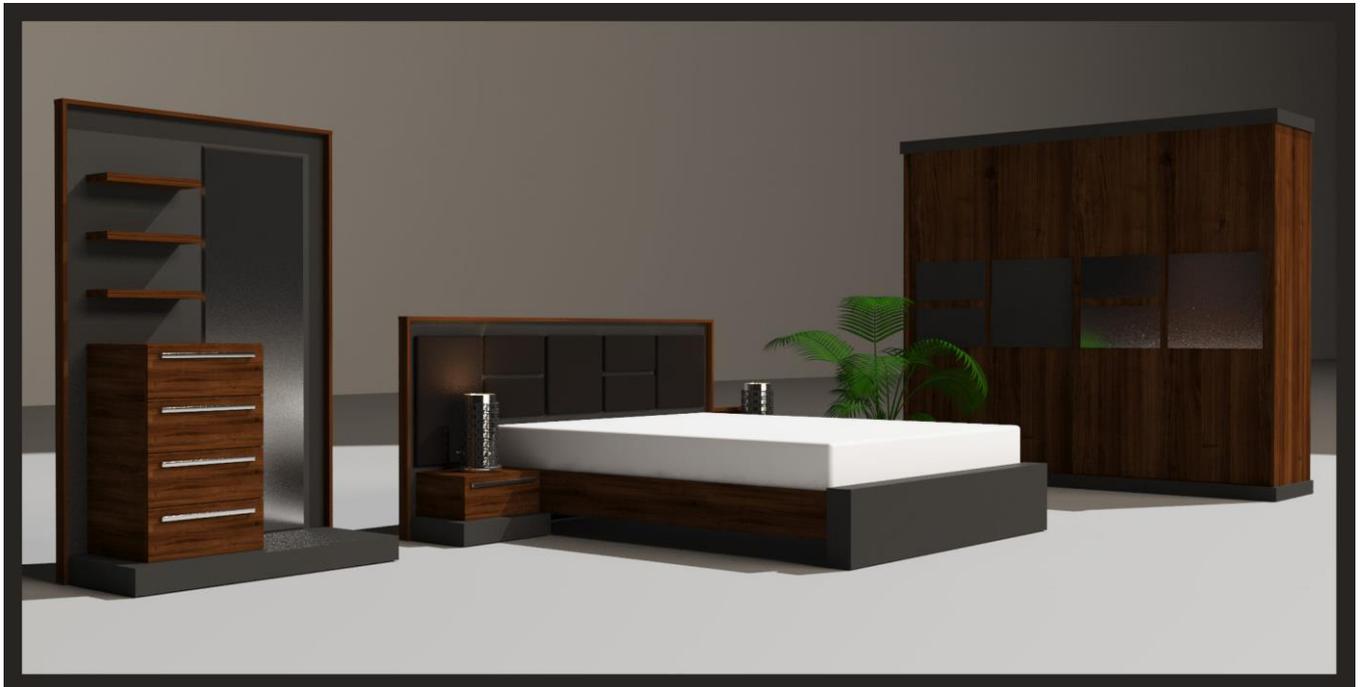
\*List 4 products that best describe the identity and character of the company (attach photos and description):

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



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## About the requested product

\*Product Description/ وصف المنتج:

Bed 160\*110\*200cm (Width \* Height \* Height),

2 Night stands 50\*40\*40 cm (Width\* Height\* Depth),

Dresser 120width + Mirror,

Wardrobe 180cm width.

\*Product Function/ وظيفة المنتج: Master bedroom.

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

\*Target audience/ العميل المستهدف: C - Class Client.

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

MDF – Melamine coating – Edge Banding – Simple fixation (Mini-fix and Dowels).

\*Preferred colors (If any)/ الألوان المفضلة إن وجد: Just Preferable Colors.

\*Success Criteria/ مقومات النجاح: All Needed as a M Bedroom + Target Price (Low Price AS Zero Waste).

\*Additional Inputs/ إضافات: Routing – Paint – Upholstery.

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

Yes

No

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