



*Your Ultimate Furniture Store*

### THE MARKET

Over the last ten years, the retail market, especially the office and home furniture market, has become fiercely competitive. The growth of the country has led to the growth of the building industry. As a result, the demand for furniture and home wares grew steadily. This development brought about an influx of retailers and operators in this industry who came in with their own stores.

There is enormous potential in East Africa. As people travel more, they are demanding similar quality products that they see in the developed world. The brand ensures they provide these clients with the products they desire. Furniture Palace is seeing tremendous growth and the store hopes to be a one - stop shop for anybody who desires beautiful yet, functional and practical homes without compromising on aesthetics.

In today's competitive, networked world, the workplace is more vital than ever. It's where people connect with other people, with information, with the tools they need to do their job, and with the culture of their organization. As an industry leader, Furniture Palace is intent on "providing a better work experience" – which guides the company in everything it does and manufactures. Furniture Palace dedicates itself to understanding what is happening in the ever-changing workplace. By understanding this and paying attention to how people work, Furniture Palace is able to enhance the performance within its work environment and help optimize staff efficiency.

The brands' market is customers who want quality furniture and value for their money.



Products are built to last and ranges are stocked that appeal to all age groups as well as tastes. Furniture Palace firmly believes that people are searching not only for quality items but those that are value for money and strives to provide this. Apart from high end products, excellent quality and fairly priced furniture is also available. There is a product for every customers need. The brands operating strategy is to offer a broad assortment of high quality merchandise and services at competitive prices using knowledgeable, service-oriented sales executives and strong marketing.

### ACHIEVEMENTS

Furniture Palaces' key brand achievements are evident:

- Maintaining its leadership position as the country's largest retailer of furniture and continuously changing and achieving a double-digit revenue growth, year after year, over the last 7 years.
- Awarded the 'Top 100 Small & Medium Size Enterprises in 2008'.
- The first furniture company in Kenya to print & distribute a million catalogues in 2010 as well as the first company to sell some of the world's best furniture brands in the world including ASHLEY from USA and SOFITALIA from Italy.
- Launched the first online e-commerce website in 2009 in Kenya and also invested in new technology and ERP in 2010 to run its stores in the most efficient manner that technology can provide.



### HISTORY

Furniture Palace was launched in October 2002 with the showroom being a modest 2,500 square feet in the Nairobi CBD. In March 2003, the Mombasa branch was opened. The demand for quality furniture led to the opening of a 5,000 square feet branch on Mombasa Road at Vision Plaza in Nairobi. Extensive market research and the need for additional space saw Furniture Palace open a brand new 18,000 square feet showroom in July 2004.

### PRODUCT

Furniture is the vital ingredient that transforms a space; it is an expression of ones style and individuality. That is why at Furniture Palace where furniture is its pride, passion and skill, customers will find innovative trend-setting styles that are a class above the rest. From the start the brand realized that it is their customers who form the foundation of its business, which is why Furniture Palace will constantly endeavor to re-invent their designs, giving customers what you want...if not more

Furniture Palace's products make customers feel at home (or for that matter, at the office!), both literally and figuratively. With over 1000 categorized products in store to choose from covering Living Rooms, Bedrooms, Dining Rooms, Garden & Outdoor Space, and Office in the furniture category to décor items that will spice up your living spaces, the Furniture Palace range appeals to a great variety of clients.

What makes Furniture Palace different is not just its range of products but the way they are presented. To help customers understand the true appeal of products as they appear in the home or office, the furniture is arranged in typical room settings complete with accessories.

The styles range from traditional to modern, from contemporary to fusion. They come detailed with key features and valuable tips on product

**Ergonomic comfort**

Sitting around is not all that unhealthy if you're sitting on our ERGONOMIC chairs. The chair's back and the seat move in tandem, in a ratio of 3:7, mimicking the natural movement of the spine. The depth of the seat suits people of different heights and the back rest tilts with variable resistance.

Headrest Height Adjustment | Arm Pad Angle Adjustment | Armrest Height Adjustment | Backrest Tilt Tension Adjust Button

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FURNITURE PALACE  
Your Ultimate Furniture Store



care. Structured shelves and display units further enhance the retail shopping experience.

Furniture Palace is about differentiation of product offering, and the brand's merchandisers travel overseas on a regular basis to view product innovations. The store offers a range of proprietary and exclusive brands such as ASHLEY, SOFITALIA and ERGOHUMAN to name a few.

Another service Furniture Palace offers is space planning. The visual appearance of the space one occupies, not only has to be aesthetically pleasing, but must also function efficiently. Furniture Palace offers expert advice to customers, enabling them to explore a myriad of options open to them in designing and fitting out the space in which they live, work or play. The design team analyzes what customers require from their surroundings and then offers you a wide range of innovative and creative solutions.

### RECENT DEVELOPMENTS

In 2009, Furniture Palace launched a website that has been instrumental in obtaining new clients. Furniture Palace offers a clean, simple to navigate website that has pictures, detailed descriptions and dimensions (where applicable) of its products. With a fresh, modern attitude and look, it is a whole new way to shop. Furniture Palace is the only furniture company selling 100 percent full Italian leather sofas manufactured in Italy. The Sofitalia collection was introduced in March 2010 in its stores. Ashley USA, a leading American brand, was introduced in June 2009. These are phenomenal achievements and the brand plans to continue to import the best furniture brands from all over the world. In 2011, Furniture Palace unveils a brand new state-of-the-art showroom



show casing top-notch products in a 70,000 square feet space.

### PROMOTION

Marketing and Brand Development exercises are an integral part of Furniture Palace's forward movement. Furniture Palace has effectively been using all the media segments for its' promotional activities. The company's media strategy is based on a consistent presence in the consumer's mind. In an industry that generally sees a long period of time between purchases by customers; the brand ensures that it is constantly present in order to be visible when the consumer makes the decision to purchase.

Key amongst them in above-the-line is a balanced mix of Print, Radio, TV, Cinema and On-line Media where the brand has a strong presence.

Amongst below-the-line activities is a strong outdoor presence across Nairobi and Mombasa.

One of its' strongest brand ambassadors is the classic Furniture Palace delivery van. There is hardly a day when one steps out of the house and does not encounter a Furniture Palace van before returning home.

Furniture Palace also engages in successful promotions. Over the years, there have been successful sale campaigns that were the talk of town. The company believes that if the right product is advertised at the right price, it will always elicit a huge response, as customers always seek value. The Furniture Palace Website is also a very dynamic shopping tool.

### BRAND VALUES

The key value for Furniture Palace is to offer a very wide range of quality office and home in a friendly and easy to shop environment. The pricing has no hidden costs and comes with a peace of mind that the products bought as per the Brand Terms and Conditions will be delivered to their destination with professional installation and after-sales support as required.

Being a mass retailer, the Furniture Palace brand offers value for money across its entire range of products. No matter what the budget

or variance of taste and other expectations it delivers exceptional value in terms of choice and price to ensure that customers go back with their dreams of a beautiful home or efficient workspace fulfilled.

Furniture Palace's mission is to make customers feel inspired with new products, new colors and new themes across its 1000 product range backed by comprehensive standards of service, every time they visit one of the showrooms.

The company's vision is to be one of the biggest and most loved retailers of furniture and home decor across East Africa.

Its obsession with delivering value to its customers has led Furniture Palace to have a fully dedicated customer service desk to handle all customer needs.

The brand tagline 'Your Ultimate Furniture Store' perfectly captures what the brand encompasses and what Furniture Palace wants to offer customers.

The values that ultimately represent the Furniture Palace brand are:

- Quality
- Outstanding customer service
- Innovation
- Variety
- A complete lifestyle solution



### THINGS YOU DIDN'T KNOW ABOUT FURNITURE PALACE

- Furniture Palace stocks the widest range of leather & fabric sofas in Kenya
- Furniture Palace stocks world-renowned brands such as SOFITALIA-ITALY & ASHLEY-USA
- Furniture Palace stocks gorgeous accessories, beautiful fountains, plush rugs and rainbow hued cushions that transform homes from mundane to extraordinary
- Furniture Palace prints and distributes over one Million catalogues a year