

homes r us

MARKET

The home furnishing and interiors market in the UAE has been flourishing since the Real Estate boom which created ample room for all contenders to enjoy a significant share of the pie.

During 2009 - 2010 the retail landscape in the entire region, especially the UAE, underwent a major change due to the recession. However the competitive spirit among retailers and suppliers in the industry has only strengthened over time signifying that, recession or no recession, consumer demand for home furnishings remains healthy and positive

As the market continues to recover and more properties come on stream, home-décor players are making their presence felt across homes and offices. Homes r Us is one of the leaders in this category offering a wide range of home furniture and accessories. It has successfully managed to create its own identity in the market. Known to be a one-stop-shop for all home interior needs, Homes r Us is spread across the UAE and Middle East with eleven outlets, all located in the convenient vicinity of its customers.

In spite of the meltdown, in 2010, Homes r Us surged forward confidently by opening two new stores – at the Ibn Batutta Mall and at Union Coop, Abu Hail Rd. The Ibn Batutta store caters to customers from both Dubai and Abu Dhabi, especially to those residing in the new developments on both sides of the Sheikh Zayed Road and Jebel Ali areas. The Abu Hail Rd branch caters to customers staying in the vicinity of Deira, Ghusais, Al Nahda and Mamzar.

As the fastest growing home furniture and furnishings brand in the Middle East, Homes r Us is a brand that is synonymous with quality, elegance and value. The Homes r Us showrooms in the UAE are located at:

- Ibn Batutta Mall
- Mazaya Centre, Sheikh Zayed Road
- Arabian Centre, Al Khawaneej Road
- Union Coop, Hamriya Shopping Centre, Abu Hail Road
- Abu Dhabi - Madinat Zayed Gold Centre
- Sharjah - Al Qasimia Street
- Al Ain - Near Jebel R/A, Abu Dhabi-Al Ain Road
- Al Ain - Bawadi Mall



ACHIEVEMENTS

One of the major achievements of Homes r Us is its growth story. Starting with just one outlet, Homes r Us stores now proudly occupy retail space of approximately 400,000 square feet in the UAE and 105,000 square feet in the overseas outlets - Bahrain and Qatar.

Homes r Us has actively participated in Dubai Shopping Festival, Dubai Summer Surprises and Sharjah Spring Festival and has received an overwhelming response. The brand has been at the forefront to support the UAE's economic growth.

One of the greatest accolades for Homes r Us is its top-of-mind recall among its customers. Over the years Homes r Us has been active and a popular brand amongst the population.

Being awarded the Superbrands

award by the the Superbrands Council of UAE for the year 2011 is a very prestigious milestone for the brand. Qualifying for the Superbrands award is indeed a clear indication of how far the brand has reached in such a relatively short span of time.

HISTORY

All great ventures have humble beginnings. Since the launch of its first outlet at Madinat Zayed Gold Centre in Abu Dhabi in 2003, the brand has become so much a part of homemakers' lives across the region that it is now perhaps the first name that comes to their mind when they think of home furnishing.

The brand operates nine stores in the UAE including the new flagship store at Ibn Battuta Mall. 2011 will see the opening of the tenth store in the UAE at Ras Al Khaimah. With this addition the brand will have twelve stores in the Gulf.

Before the emergence of Homes r Us, there was a niche among the home-décor names in the region - and the brands were a little too pricy for the mid market segment. Homes r



Us was born with the idea to offer not only premium quality and trendy designs but also at affordable prices. With the brand's launch, fashionable home décor was no longer just an exclusive dream only meant for the elite but was now also accessible to everyone. Hence, quality, variety and affordability continue to be the strong selling points of Homes r Us.

PRODUCT

Homes r Us stores house a wide-ranging collection of modern and eclectic home interior furnishings to suit every lifestyle need. Housed in a modern, purpose-built store with the latest modular Italian fittings, the store caters to the varied needs of the modern-day homemaker. There is a vast collection of sofa sets and bedroom sets in ethnic, classic and modern designs to suit the tastes of the multi-faceted populace of the region.

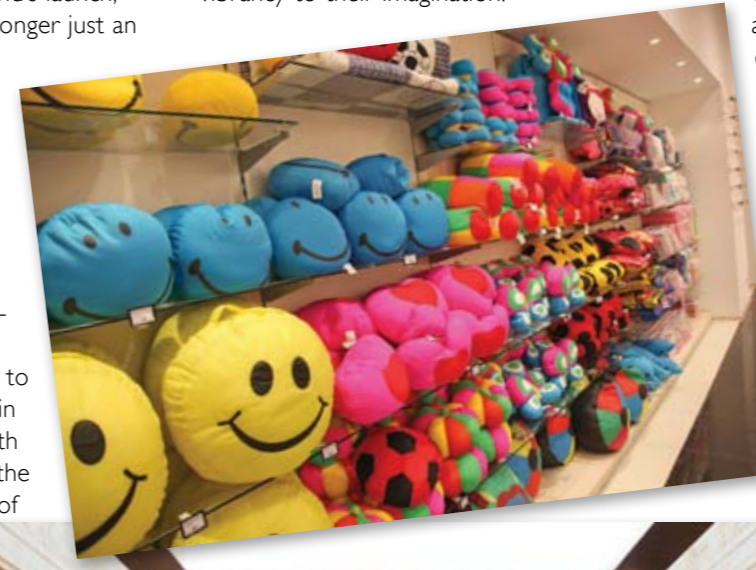
Apart from high-quality furniture, Homes r Us also provides a wide range of home accessories from elegant lamps to artistic rugs, fine bed and bath linen and classy dinner sets. Enough to fulfill the dream of any aspiring homemaker!

With an extensive assortment of stylishly crafted, top-quality ensembles and accessories, Homes r Us offers the perfect blend of functionality and fashionable living. The brand is popular for its chic designs that are a mélange of the classic and the contemporary.

Homes r Us is a complete source for elegant home furniture, furnishings and lifestyle offerings. New collections and styles grace the store on a regular basis, thus ensuring that each visit to the store is an exciting and refreshing experience.

The brand's diverse offering also ensures that not only adults, but the younger generation also is well catered to with its two distinct furniture

sub-categories for kids and young teens under various themes, colours and textures to add vibrancy to their imagination.



Homes r Us has catapulted itself to become the leading pioneer of fine quality products which can be afforded by all classes of the social strata. The brand boasts an impressive 17,500 strong product range (15,000 accessories and 2,500 furniture items) consisting of Living, Dining, Bedroom, Junior home, lighting, picture gallery, home décor, garden and other essentials like bedding, bath, kitchen and tableware.

Having an experienced Visual Merchandising team at all stores ensures that customers will enjoy a comfortable and inspiring shopping experience as well as get expert advice on how to choose the right furniture or matching soft furnishings according to their living styles.

Homes r Us also carries the renowned Silent

Night Mattresses, the UK's number one mattress brand to offer customers the full benefit of a total home-making experience.

PROMOTION

The brand believes in devoting significant resources to create a fun and engaging experience for its customers. Homes r Us is continually credited for launching engaging promotions to meet the needs of the various consumer segments successfully.

A lot of investment was made in Marketing from the very beginning to introduce the brand through Thematic/Tactical efforts, PR, Below-the-line, Outdoor media etc. which has paid off well and have helped brand awareness and recall grow steadily through the years.

From its founding days Homes r Us has captured and inspired its customers through innovative and engaging Marketing campaigns with an aim to allow its customers to invest and enjoy the best in Home Decor and also experience luxury.

Despite being in the midst of high competition, Homes r Us has been able to hold its ground and establish a firm foothold in the market - owing to its studious approach towards understanding the mindset of its consumers.

During its promotion period, Homes r Us offers some of the best deals available in the interiors market.

BRAND VALUES

Homes r Us is a brand that believes in chasing perfection in whatever enterprise it ventures in to. Apart from offering quality home-décor, the enterprise believes in carving a brand-value which would be an example that others can follow.

Homes r Us is an ambitious, energetic and inspiring brand that is empathetic to the needs of the ever changing and demanding consumer. The brand strives to offer homemakers a more enjoyable and stimulating experience through its innovative and progressive approach.

www.homesrusgroup.com

Things you didn't know about homes r us

The total space the brand operates in, including stores and warehousing, is over 720,000 square feet.

There are over ten Nationalities currently employed at Homes r Us.

Homes r Us is the only major furniture store that has two showrooms, on sides of the Sheikh Zayed road catering to traffic going both ways from Dubai to Abu Dhabi and vice versa.

Homes r Us is the only furniture store to conduct a unique 24 hour Bonanza in which time-based discounts are offered and customers enjoy post-midnight shopping.

Superbrands