



furniture for everyone



**MARKET**

Today the home furnishing market, as projected by industry analysts, stands at about one billion dollars in the UAE and four and a half billion dollars across the GCC region.

With the resurgence in the economy, new residential homes and apartments coming online and a steady flow of expatriate families, professionals and business people making their way back to the region, PAN Emirates is confident of market growth potential in the coming years.

In terms of trends, there is a strong demand for quality and designer furniture that is price competitive. This is a stark contrast to the mass produced "furniture in a box" and the "high end, high cost furniture" model that became popular in the 1990s and early 2000.

With PAN Emirates furnishing solutions the company offers great quality, fabulous designs and outstanding service to its customers at UNBEATABLE PRICES.

Being in the furniture business for the past seventeen years PAN Emirates has come to realise that what customers want is not just furniture, but an attitude, and what do they mean by that? To PAN Emirates, attitude in the home furnishing and design business means creating a sense of style, living a unique way of life, creating moments of pleasure, and building up satisfaction with the right ambiance that matches personality. And so when customers ask PAN Emirates staff what they do for a living they reply, "We help you create an attitude that's uniquely you."

What to expect at PAN Emirates:

- Expert advice in home design
- Quality furniture and accessories at unbeatable prices, and
- Satisfaction guaranteed

**ACHIEVEMENTS**

PAN Emirates, Al Barsha Megastore, with 300,000 sq / ft of real-estate is the largest furniture retail destination in the UAE and across the GCC.

The company recently celebrated the megastore's first anniversary and has had a 110% month on month growth both in terms of visitors and sales in 2010, despite the sluggish economy. Under its new leadership this credit goes in part to having the right business model put in place and, needless to say, for earning the loyalty of both local and international customers.

**HISTORY**

PAN Emirates is a wonderful example of a local entrepreneur's success story. With the vision



At PAN Emirates customers are the core focus of attention and the company goes out of its way to make their needs a priority. They are committed to their customers' satisfaction which means team PAN Emirates works closely with customers in meeting expectations.

When you shop at PAN Emirates rest assured their staff are ready to assist.

and leadership of Mr. Abdulrahman Al Shamsi, the company's founder and Chairman, PAN Emirates started its operation in 1994 with a Microsoft like vision in making "furniture available for everyone" in the UAE and now across the Middle East.

Today, after seventeen years of hard work, determination and sharp focus the company has over 800 staff, the largest showroom in the GCC, a warehouse the size of a football field and branches across the UAE, Oman and Qatar with partners across the MENA region and CIS countries.

**PRODUCT**

Since its inception Pan Emirates has been dedicated to furnishing the homes of UAE and GCC nationals and expatriates living in the Middle East.

- With a wide range of products from,
- modern and classic bed rooms,
  - dining rooms,
  - sofa sets,
  - kid's rooms,
  - accessories and home décor



PAN Emirates can meet the needs of its customers.

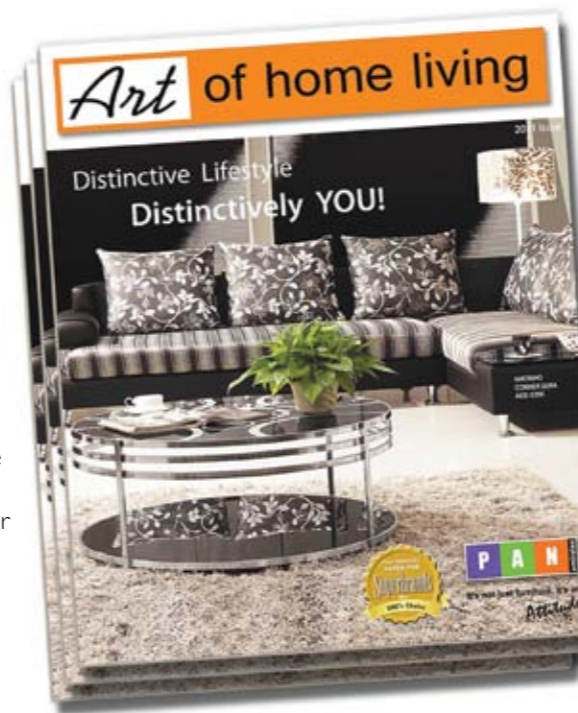
**Deliveries and Installation**

PAN Emirates schedules all deliveries within 96 hours. Now with SMS and GPS tracking system customers will not only receive mobile notification of delivery dates at the point of purchase but on the day of delivery they can also see the truck move to their home over the internet.

**Customer Care**

PAN Emirates is always striving to provide

the highest level of customer service and satisfaction guarantee. With their product knowledge, attentive care, and passion for home decor they have made a name for themselves as a company that cares. Should you have a query or concern please do not hesitate to contact their showrooms for further details on their range of products, location, sale offerings and purchasing, return and exchange policies.



**RECENT DEVELOPMENTS**

In 2010 PAN Emirates launched the first of its kind GPS Navigator. Using the global positioning system



over the web browser customers can monitor the delivery of their furniture by literally seeing the truck move closer and closer to their home.

In 2011, and as part of its CSR strategy, PAN Emirates launched the 'Think It Big' initiative



partnership with Universities across the UAE, PAN Emirates has also launched the Elite Minds Programme (EMP) that aims to unleash creative talent on university campus grounds.

Holding true to its birthright, and not content with standing still, the company has launched the first online digital WebTV called the 'Art of Home Living' that focuses on providing lifestyle centric content to a digitally savvy user base, both locally, regionally and internationally.

**PROMOTION**

As a move to further establish itself as a champion and a leader in the home furnishing industry in the UAE, PAN Emirates has

signed on its first brand ambassador; in January 2011, by sponsoring Najmeddin Haddad, the World Kickboxing Federation Champion.

The company is also the first in the industry to aggressively pursue an online presence using the

latest in social media communication (facebook and twitter) and interactive platforms as a stepping stone to building stronger relationships with its customers.

As a value addition for customers the company has also launched the PAN Emirates loyalty programme where shoppers can expect to redeem product points across stores in the UAE and GCC.

in an effort to help jumpstart the drive towards innovation in the Middle East as a stepping stone to economic growth in a liberalised and digitally connected world.

With its heritage and values towards entrepreneurship, the programme has been developed as a way to give back to the community and inspire young minds as a prime example that anything is possible if you put your mind to it.

Following this initiative, and in



**BRAND VALUES**

What PAN Emirates represents in the home furnishing market is three things, great quality in furniture from fabrics to structure, stylish designs that uniquely match the attributes of their customers personalities, and unbeatable prices that brings their customers back to PAN Emirates over and over again.

The motto at PAN Emirates is "Service with a Smile" and they do it with great pleasure.

[www.panemirates.com](http://www.panemirates.com)



**Things you didn't know about PAN Emirates**

PAN Emirates doesn't have special price sales as they offer special low prices on all their stock the whole year round.

Using GPS technology customers can monitor the delivery of their furniture and literally see the truck move closer and closer to their home.

PAN Emirates runs a loyalty programme where shoppers can redeem product points across stores in the UAE and GCC.

