



# DORSA BRAND BOOK

## BRAND STRATEGY

VERSION 01 / JUNE 2022



Lifestyle

# Dorsa Home



Dorsa Home tries to create a unique atmosphere for its premium customers in order to Home design experience becomes part of their lifestyle.

# Purpose

## Crafted Living Experience

We Craft the Feeling you deserve to Experience while you live or work.  
Integrity is when ambient meets the harmony of your soul and thoughts





# Dorsa Home Strategy

## Business Line

Dorsa Home

- Premium Furniture
- Home Accessories
- Art and Hand craft
- Experience design services

## Purpose

We Craft the Feeling you deserve to Experience while you live or work. Integrity is when ambient meets the harmony of your soul and thoughts

**Crafted Living Experience**

## Product core value proposition

- 1- Personalized for your life
- 2- Customized for Feeling and Character of your home
- 3- Designed for Integrity

## Target Audience

A, A+  
Women, Men

## Customer Characteristics

- 1-Reliable, Predictable
- 2- Opinionated
- 3- Trendy
- 4- Design lover
- 5- Professional

# Product Core Value Proposition

## **Customized for Feeling, Character of your home**

Personalize according to the feeling, Character and lifestyle of the buyer

## **Personalized for your life**

Each product is designed and produced in a personalized format. Being a limited edition makes the audience afraid of losing the product, so it is easier to sell.

## **Designed for Integrity**

Dorsa's customers value the integrity of their lifestyle, so home products aim to fulfill their needs.



With all due respect

