



DORSA BRAND BOOK

BRAND STRATEGY

VERSION 01 / JUNE 2022

A modern lounge chair with a dark, woven leather seat and backrest, and a dark metal frame, is positioned next to a small, round, dark metal side table. The table has a glass of amber liquid on it. The background is a large window with a view of a city skyline. The floor is made of large, light-colored tiles.

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	Purpose	Product core value proposition	Target Audience	Customer Characteristics
<p>Dorsa Home</p> <ul style="list-style-type: none">-Premium Furniture-Home Accessories-Art and hand craft-Experience design services	<p>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</p> <p>Crafted Living Experience</p>	<ul style="list-style-type: none">1- Personalized for your life2- Customized for Feeling and Character of your home3- Designed for Integrity	<p>A, A+ Women, Men</p>	<ul style="list-style-type: none">1-Reliable,Predictable2- Opinionated3- Trendy4- Design lover5- 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 product
aim to fulfill their needs.



With all due respect

