

# FURNITURE BUSINESS IN PANDEMIC ERA

Design as a means of marketing strategy  
and increase added value and use

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# Background

- Business during the pandemic is a consequence that comes after the COVID-19 pandemic lasted from 2020 to 2022.
- This condition makes people have to live a new lifestyle that is different from the previous lifestyle. This new normal pattern has also penetrated into the realm of business.
- The existence of a pandemic makes business people have to adapt to the situation. This includes those who are planning or have started a business during the pandemic.

# Background

- There is no doubt that the COVID-19 pandemic has had a major impact on the business world. Not a few big companies were forced to go out of business. As a result, many workers have to accept the fate of losing their jobs.
- But of course, facing the new normal era, the type of business chosen must run with the main indicators from the pandemic period.
- A number of selected types of businesses during the pandemic can be run only from home and without complicated processes.
- Then what are the types of business during a pandemic? Open an online shop for furniture & craft



## CV.NAFARREL FURNITURE MEMBER HIMKI



vintage\_furniture\_asia

Message

Follow

133 posts

3,187 followers

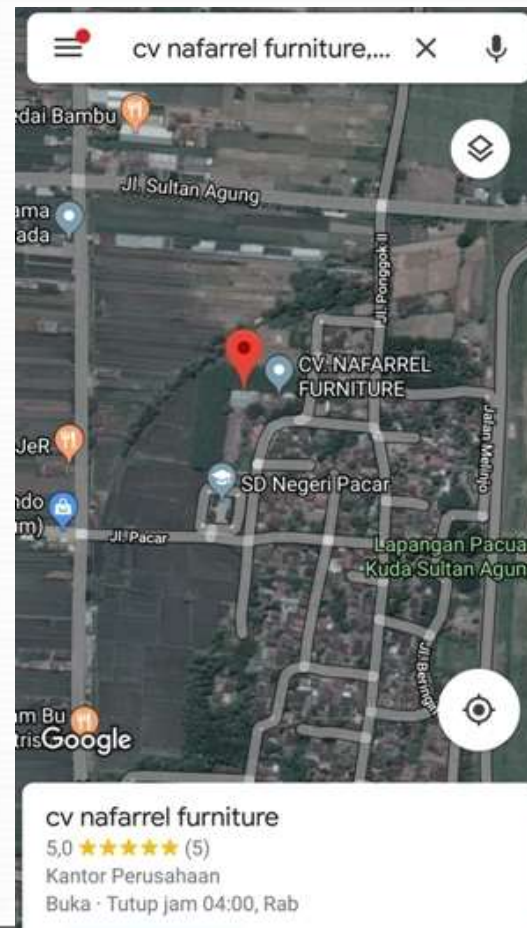
58 following

nafarrel furniture

Furniture

WhatsApp, Catalogue, Facebook, & Tik Tok

[linktr.ee/vintage\\_furniture\\_asia](https://linktr.ee/vintage_furniture_asia)



## Sosmed Trend

- Instagram
- Pinterest
- Website
- Alibaba
- Marketplace

## furniture Trend

- Life style
- Trend material
- Color
- Finishing



LC2 1 Cuerpo



Sofa LC2 2 Cuerpos



LC7



Sillon LC3



Sillon LC1



Sofa LC3 Cuerpos



Chaise Lounge LC4



Otomana LC



Sofa LC3 3 Cuerpos



Otomana LC8



Sofa LC2 3 Cuerpos



Mesa LC10



Mesa LC6



Puff LC

Le Corbusier from Vitra  
Design Museum Chair

# Material Trend

- Wooden
- Iron, Stenlis
- Finishing Iron & wood
- Leather
- Oil barrel

## Accent Chair





# Focus style



Oil barrel



Goat leather



Material Oil barrel very  
abundant material





Material Goat Leather  
very abundant



# TREND

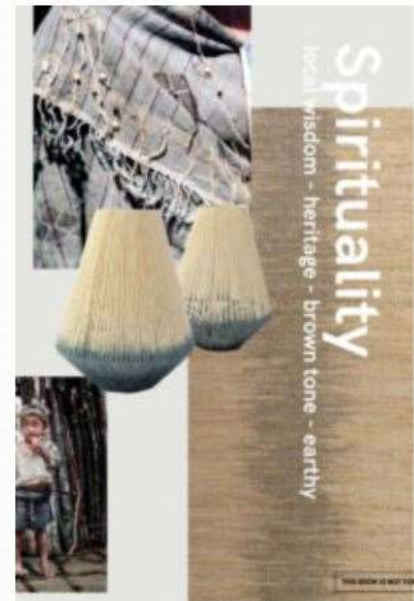
## DESIGN

### Trend Forecasting 2021 for creative industries

ESSENTIALITY



SPIRITUALITY



## **Trend Forecasting 2021 for creative industries**

1. Shapes, colors, sketches, to the latest market tastes.
2. Upholstry
3. Material-concept mix & max



# Furnitur Concept Oil Barrel

- Pop art designs – Andy Warhol



1.  
2.  
3.

Full Color  
Life & Happy  
Interesting



# Furnitur Concept Goat Leather

- Rustic designs – Contemporary art



1. Look warm
2. Natural Color
3. Natural tekstur



# ***Criteria ergonomic chair***

- Comfort
- Safety
- Strength

## ***Criteria desain***

- Unique
- Iconic
- Ergonomic
- Functional
- Innovative
- environmentally friendly
- Market oriented





***Price***

***target***

- Medium Up
- Guarantee product

***Target***

***market***

- Medium & High class
- Destination export country US

# ***Sustainable material***

- Material Supply

Sustainable supply – supply raw material –  
Oil barrel, Goat Leather, Iron, Wood

- Outsourcing/Partner/Supplier

Exhibition – order – production supply –  
finishing – packing – stuffing

# ***Problem***

## ***Export***

- Container price is not competitive
- Raw material increasing price
- **Finishing material Increasing price**
- **Salary employer**



# ***How to processing for Oil Barrel Furniture***





# ***Design Item***





# ***Design Item***





# ***Design Item***



# ***Design Item Goat Leather Chair***



# ***Design Item Goat Leather Chair***



# Design Item Goat Leather Chair



**CV. NAFARREL FURNITURE**

Jl. Inggit Damar Km. 8, Dusun Ngembel RT 1, Tondulrejo, Sewu, Blora  
Telp. 0821-5736-4573, email: jvnafarrel@gmail.com



**Leora Chair** 23,5" x 30,5" x 29,5"

Black Leather, Solid Black Frame Color  
USD 102 ex factory



**Cassanova Chair** 25" x 29" x 29"

Brown Leather, Natural Frame Color  
USD 97 ex factory



**Lova Chair** 23,5" x 31,5" x 30,5"

Black Leather, Solid Black Frame Color  
USD 102 ex factory



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**Cassandra Chair** 23,5" x 28,5" x 29,5"

Black Leather, Solid Black Frame Color  
USD 97 ex factory



**Serena Chair** 23,5" x 27,5" x 29,5"

Brown Leather, Natural Frame Color  
USD 102 ex factory



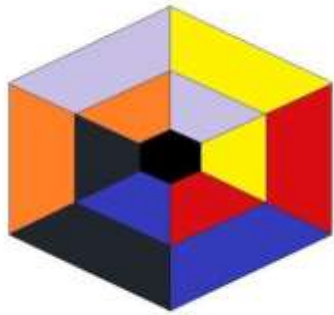
**Louis Chair** 25" x 31,5" x 29,5"

Black Leather, Solid Black Frame Color  
USD 97 ex factory



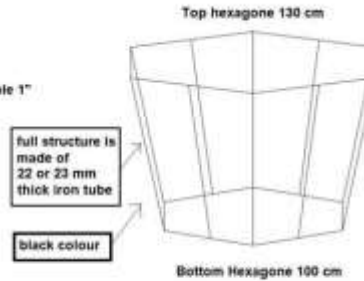
# Project

Order-8

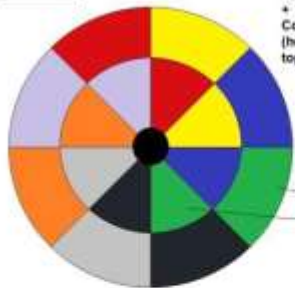


set of 2  
Dinning table- hexagone 150 cm  
(height 78 cm including top)  
+  
Coffee table- hexagone 90 cm  
(height 43 cm, including top)

- Rest all same rules as "Drum table 1"
- just the leg is different
- leg folding



Order-7



set of 2  
Dinning table-  $\phi$  150 cm, (height 78 cm including top)  
+  
Coffee table-  $\phi$  90 cm  
(height 43 cm, including top)

Diameter- 150 cm  
Thickness- 5 cm  
using 8 different colours of drum,  
use the same pattern as the drawing meaning  
the colour which is  
here should also be  
here.  
use the part of drum with no letters, no words or any logo, i need only drum  
colour.  
welding should be very fine and should not be weld on top but to weld  
underneath.  
under you can use any colour, any size drum as you like.  
Legs folding. Style like this

-There should be support in between the top and bottom layer so that the top  
should not vowel.

- coffee table should have the same leg as dinning table
- colour of big and small table legs= Black
- both the tops "double face"



the colour which is  
here should come  
until  
here



# Project

Order-3 capsule coffee table, total 4 pcs, all different colour combinations



I don't want painting this, I want real metal mosaic like this



NAFARELLE



Order-6

- 1 pcs
- Size- H 80 cm  
Deep 40 cm  
L 100 cm

- Total 6 drawers, colour combination as you like.
- Corners round like this

NAFARELLE





# ***Project mass product***





# ***Project mass product***





# ***Project mass product***



# ***Project mass product***





# EXHIBITION



# EXHIBITION





atmosphere



# Packing

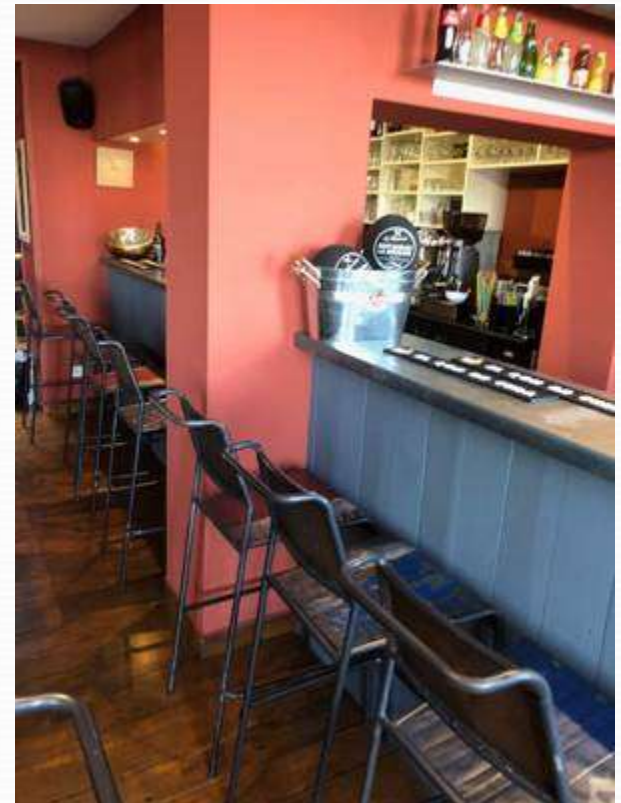


# Stuffing





## *Setting On Location*







THANKS U