



**Erykeh**  
office furniture



## Company Overview

Erykeh Trading Company was established with the knowledge of the international market of office sofa and equipment and the emphasis on making high-quality products and innovation in business methods, and now with more than a decade of continuous and dynamic activity, among the top companies designing and manufacturing furniture and equipment is located in the Middle East. The management of this company has always tried to play an effective role in improving the work efficiency of its customers with high-quality products and design. Relying on the knowledge and experience of its human resources, Erykeh Trading Company takes steps towards achieving goals such as commercial development and exploitation of new production technologies.



## Business Description

Office environment and interior decoration of the workplace is very important in work efficiency, economic productivity and social appearance. Office sofa is one of the parameters for creating an ideal and suitable environment. Proper harmony and creativity in the layout will create a beautiful and modern appearance in your office.



Proper harmony and creativity in the layout will create a beautiful and modern appearance in your office. Choosing the right sofa as well as the comfort and convenience results in customer satisfaction acting as customer orientation and professionalism in business. The trade of office sofa has increased in recent years in high-income developed countries, with China, Germany, Canada, Italy, the United States and Sweden being the main exporters of office furniture products, accounting for 54% of total industry exports. We are expected to see good growth in this industry in the future, so that based on available statistics, the global office sofa market will continue to grow by more than 5% until 2027. Based on the same statistics, the largest share of these products is those office chairs, so that in 2018 it accounted for one third of the products of industry and is expected to continue to lead the industry until 2027, as well as increasing competition. In this market, manufacturers have paid more attention to consumer comfort in their designs and offer more standard and compatible products based on ergonomic principles.



## Vision and Values

We aim to develop professional standards in the office equipment industry by innovating in service delivery, thus becoming the first choice of customers in global and regional markets. As a learning organization, we strive to focus on customer needs and adapt to changes in the business environment, so that other companies can measure their performance compared to ours. Erykeh managers and employees strive not to sacrifice quality and distinction in service delivery to cross-cutting profitability and to achieve sustainable competitive advantage by relying on the experience, creativity and knowledge of their staff, integration and teamwork.



## Values

- Defining organizational culture based on Kaizen principles (constant change to achieve better results)
- Honesty, hard work, perseverance and the highest compliance with business management methods
- Respecting the norms of society and striving for the implementation of social responsibilities
- Being responsible for the environment, reducing the environmental pollutants and optimizing the energy consumption
- Promoting teamwork and encouraging individual efforts
- Facilitating life and business for all by producing high-quality and affordable equipment



6

## **Mission and Targets**

We have decided to offer new designs of our products with accurate and expert evaluation of customer needs and target markets. This important target is achieved through the purposeful efforts of all parts of the company and we consider the knowledge of market professionals, competitors, customers and industry.



## Targets

- Maintaining the health of human resources, preventing accidents, sustainable development and improving the level of productivity using the integrated HSE management system
- Obtaining the international CE standard and improving quality control
- Providing after-sales service and managing the relationship between customers (CRM).
- Product diversification to meet the needs of global consumers
- Increasing profitability, sales and market shares
- Reducing costs and increasing productivity
- Educating and promoting the knowledge of specialized employees





## **Message from the CEO**

Today, in the third millennium, companies are successful in the field of competition, which are faster than others to observe the constant changes in the environment and take advantage of transient opportunities. We have always believed that technical knowledge and experience should be able to serve other human beings. Therefore, since its establishment, by planning development-oriented strategies and creating a high-quality and diverse product portfolio, and by gathering an expert, dynamic and empathetic team, we have tried to create conditions so that we can satisfy as many customers as possible, who are our true partners and permanent companions.



## Products and services

Some of the products of Erykeh Trading Company:

- Office chair
- Waiting chair
- Education chair
- Amphitheater chair
- Office sofa set
- Different office desks

### Services

Erykeh Trading Company, with its engineering, design, sales, production and after-sales service units as a designer and manufacturer of office sofas, offers the following services to the customers:

- Producing classic and custom office sofas and chairs
- Providing product catalogs via websites and social networks
- Free consultation and after-sales service
- Guaranteeing the quality of product



### **Delivery and Payment:**

Considering the fact that the Middle East provides access to a variety of transportation routes, including rail, sea, land and air, Erykeh Trading Company exports its products to different countries easily, conveniently and promptly. Foreign customers can always discuss the issue with our experts if they need a certain route to transfer goods. Due to having multiple foreign currency accounts under the company name, and natural persons approved by the company, we suggest telegraphic transfer. You can also discuss your desired payment method with our experts.

