

# Mobel Furniture



**Background:** This is what the Germans call ‘Furniture’, Mobel furniture has been inspired from the contemporary furniture designs popular in Europe. Mobel furniture offers a wide range of home furnishings with good design and functional at affordable prices. The entire range of Mobel includes bedroom sets that comprise of beds, dresser units, side tables, wardrobes, study units. The range also includes various furniture entities for living room and dining area like sofa sets, dining tables, sideboards, room separators, bar units, centre tables, crockery cabinets.

**Venue:** Mani Square Mall, Kolkata

**Objective:** The client wanted to use this promotion to showcase and sell the wide range of products to large number of customers

**Execution:** The client displayed their product range in the space size of 8900sq.ft. to show the range and demonstrate the benefits and result their products would give to the interested Customers.



**Results:** Mobel furniture displayed their products at Mani Square Mall, for a period of 2 months. On experiencing a tremendous response from the Walk-ins, the period was extended for another 3months.

*“Our Products attracted a lot of attention from varied Customers. Our Sales was accomplished with big brand Exposure, brand recognition and future sales. Furthermore, the wonderful relationship developed Between Mobel Furniture and SpaceandPeople Staff made this experience as enjoyable as it was profitable”.*

**Arun Biyani - Owner of Mobel Furniture**