



Sofa ... So Good

Setting the task for DFS

Ex post facto

A woman with brown hair, wearing a bright green suit, is sitting on a light-colored sofa in a modern living room. She is holding a mobile phone to her ear and smiling. The room has large windows with sheer curtains in the background.

- DFS is the biggest sofa retailer in UK offering custom made sofa
- DFS offers 3 years free credit. Communication is focused on discount and sales. Therefore no credible brand story
- Retailers like Tesco, Argos have started offering sofas at a cheaper price
- DFS thinks this move by competition might take away market share from them in the long run

The Living Room Life

- A Living Room is
 - A coffee shop
 - A pub
 - A lounge
 - A library
 - A cinema theatre
 - A music studio
 - A board room
 - A home office
 - A kinder garden
 - A gaming room
- Since DFS is the No.1 retailer and offers custom made sofas, it is easy for them to transform 'Living Rooms'
 - Others are generalist they cannot own the same





Make people realize how **DFS Sofas**
can **turn every Living Room** into an
Entertainment Zone

Thank you