
AFC
FURNITURE SOLUTIONS

Start point

UNDERSTANDING

15+ years

15,000 workstations a month

12,000 chairs a month

2.5 lakh sq. ft. unit.

From manufacturing panels to acquiring furniture brands of Wipro Enterprises, we have come a long way.....

That's a profound feat.

Big names galore!



AUDIT

Observation

While the brand's portfolio has great stories, what is the marketing narrative out there for AFC?

AFC
 Happy International
Labour Day



Saluting the Hands that Build our Workspace,
 Today and Everyday

AFC

HAPPY **5th**
WORK ANNIVERSARY

Dear
BEER BAHADUR SINGH

Five incredible years of unwavering commitment, tireless dedication have not only defined the essence of an exceptional team member but have also woven an indelible thread into the tapestry of the organization's triumphs. We stand in awe of your relentless pursuit of excellence.

AFC

Elevate Leadership
with
Curvivo Elegance



www.afcindia.in

AFC

HAPPY **5th**
WORK ANNIVERSARY

Dear
MANISH KUMAR

Five remarkable years of steadfast commitment and ceaseless effort have not only captured the spirit of an outstanding team member but have also become an integral part of the organization's successes. We stand in awe of your relentless pursuit of excellence.

AFC

EID MUBARAK

May this Eid you receive
 the gifts of prosperity, peace and good health



18 1

AFC

WELCOME ON BOARD

Chaitanya Balagopalan
 Executive Director

Welcome to AFC Family, your two decades of invaluable experience in the Furniture Industry alongside your guidance and leadership in this domain will surely make AFC reach new heights. We look forward achieving milestones and setting new benchmarks together.

Occasional callout to celebrate moments.

- Employee milestones
- Topical events



AFC Furniture Solutions | Case Study | EY Noida Office

241 views • 2 years ago



AFC Furniture Solutions | Case Study | Schindler Group

98 views • 2 years ago

Product exhibition often doesn't justify the larger context.



Presents

COMMERCIAL DESIGN AWARDS 2023

*Celebrating excellence in
sustainable workplace design*

NOMINATIONS OPEN

Nomination close 2ND November 2023

AWARDS NIGHT: 24TH NOVEMBER 2023
18:00 (IST) Onwards | Shangri-La Bangalore



Official Magazine
**COMMERCIAL
DESIGN**

Great
initiative
yearns for
great
storytelling.

The Big Question

What can be the **narrative** for AFC Furniture Solns. that can stem impactful marketing stories & do justice to the brand's potential?

A peer study

**Analysing brands and
visible brand narratives**

Stylised



Steelcase

WB

Work Better

Steelcase

IPs & higher order purpose



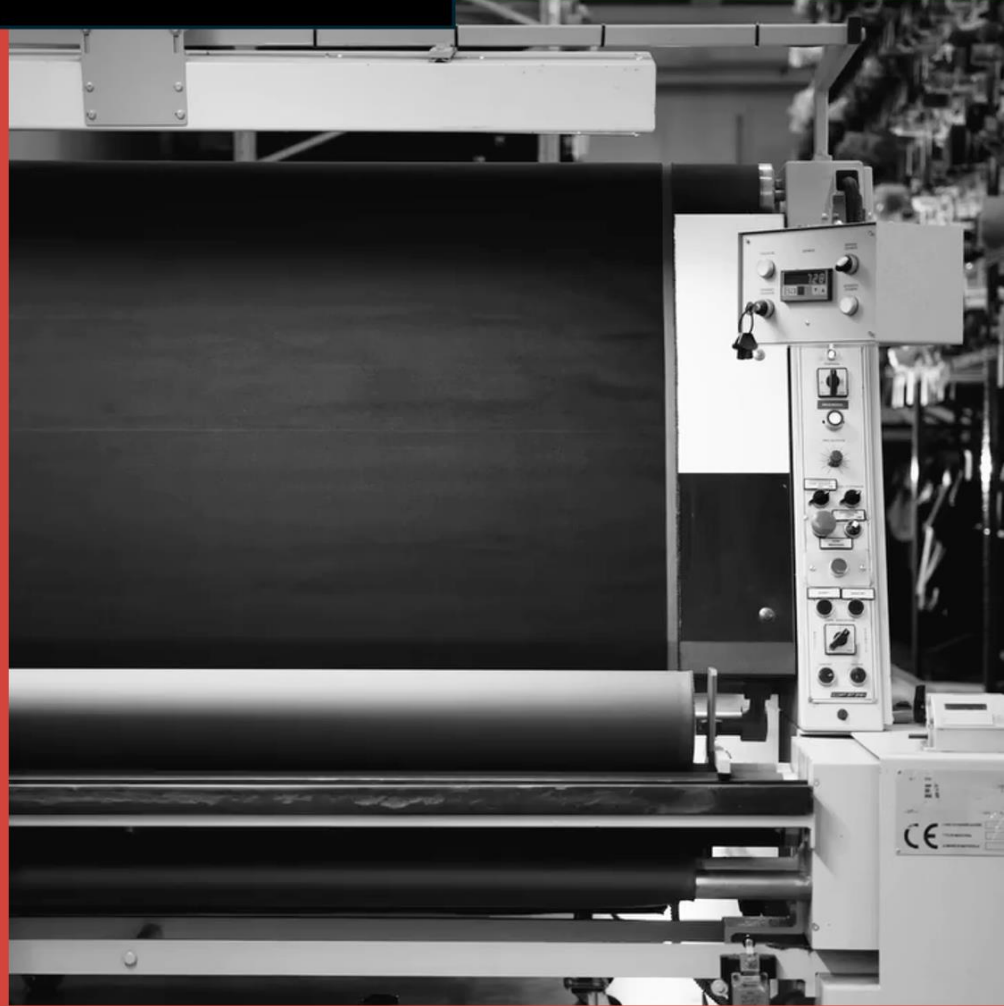
**Representation driving
thought leadership**



Knoll



Authenticity



Humanised



Inclusivity

WORKSPACE AS CRAFT

Space made just for you—all you have to do is move in.

LEARN MORE



Experiential

wework

Welcome to
Constellation Place
10250 Constellation Blvd, Los Angeles

1:37

WeWork Los Angeles: Tour
Constellation Place

119 views • 2 weeks ago

Welcome to
Pacific Design Center - Red Building
750 N Vicente Blvd, West Hollywood

1:33

WeWork Los Angeles: Tour Pacific
Design Center - Red

124 views • 2 weeks ago

Welcome to
Tower 49
12 E 49th St, New York City

1:32

WeWork New York City: Tour Tower

120 views • 3 months ago

Welcome to
199 Water St, New York City

1:52

WeWork New York City: Tour 199
Water St

118 views • 3 months ago

Steelcase

LEADERSHIP

Knoll

AUTHENTIC

wework

INCLUSIVE

INFERENCE

Character

**A holistic sum of events to
create a core personality**

IDENTIFICATION

AFC brand character

**Figuring out cues that can become
a brand expression, core to its
communication strategy**

FUNCTIONAL

Ergonomics

Sustainable

Contemporary

Customization

Omnipresence

Quality & Variety



PRINCIPLE

Searching...



While this creates consideration, what we define here will create affinity & TOM awareness

FUNCTIONAL

Ergonomics

Sustainable

Contemporary

Customization

Omnipresence

Quality & Variety



PRINCIPLE

Searching...



DECIPHER

**A few fundamentals that
gets us existential clarity**



Growth

**An organisation
assembles for
the big dream of
making it big!**



Scale

**The huge clientele
we have served
inspires others to
join us**



Solutions

**Making matters of
operations easy**



Expertise

**Functional
expertise that
has been
onboarding
businesses**

UNDERSTAND

**The people
we serve!**

Behavioral Insights




**You don't bullshit those in the
business of selling**

Cues for AFC

**Be operative while
talking about
features & services.
Be objective in
speaking about
the attributes**

Behavioral Insights

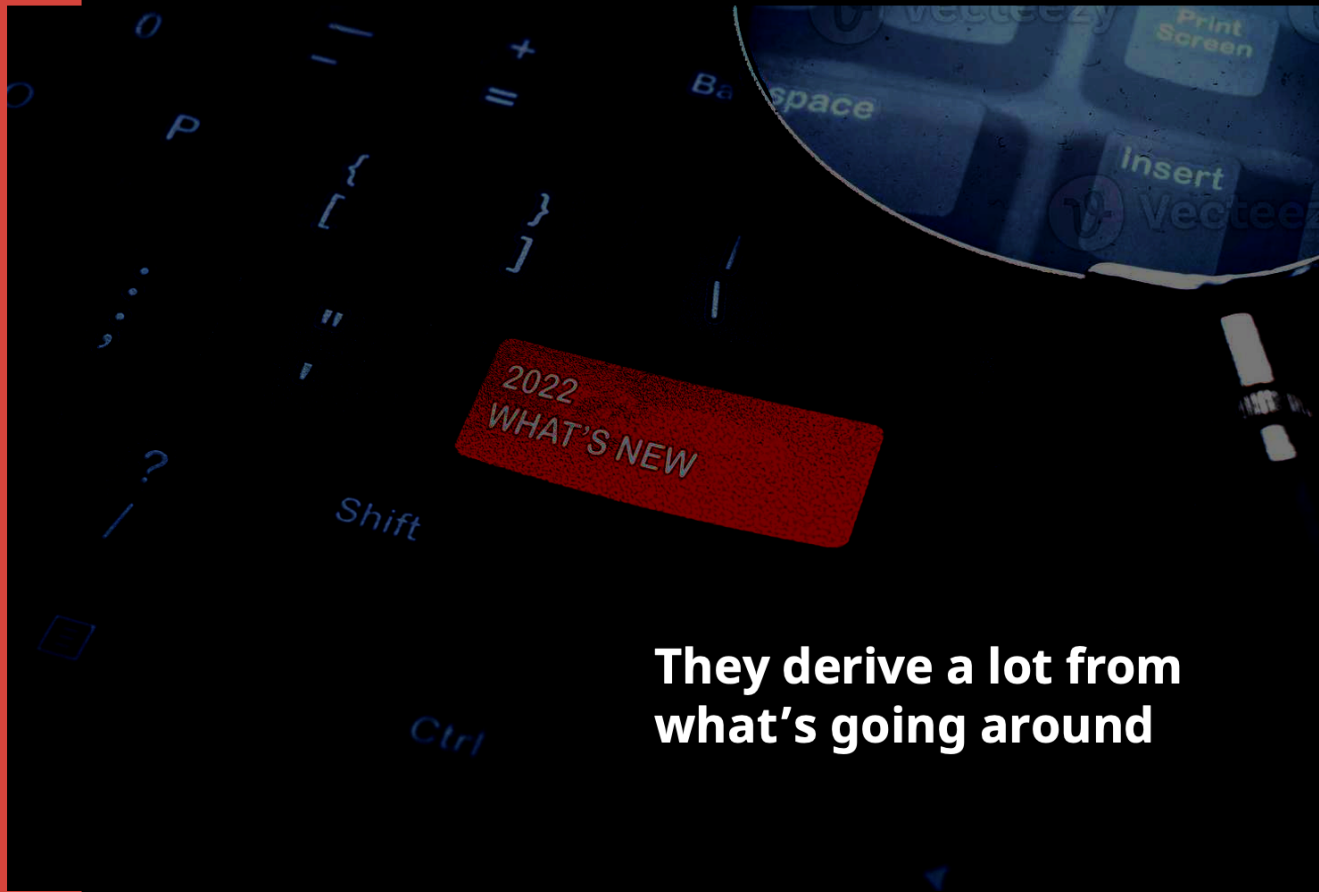
Cues for AFC



**You have their ears if
you talking growth**

**Show them the
big picture.
Talk to them
about
takeaways
that matter!**

Behavioral Insights



**They derive a lot from
what's going around**

Cues for AFC

**Talk about
success stories
& methods to
inspire or
instill a sense
of FOMO.**

Behavioral Insights



**They react to
thought
leadership &
insights**

Cues for AFC

**Portray
yourself as
someone with
a strategic
point of view
on industries,
sectors!**

Behavioral Insights



Most business owners are chatty in their office WhatsApp groups. Share jokes, ideas, etc.

Cues for AFC

Give them food for thought, fodder for conversation

Behavioral Insights



Inclination towards the tribe. Community Connect

Cues for AFC

Be one of those & among those they are constantly talking to

Who are we talking to?

We are speaking to organizations and institutions. An organization that hosts a bunch of people for who spend 8-10 hours around a workspace. An organization that hosts aspiration, success and learnings. When we think about us more than just a 'furniture' we shall realise that we are speaking to organization striving hard around desks, aisles, chairs and cabins to make it big in life!



Brand's purpose & character

Identity on Digital

Human

A voice around entrepreneurs & businesses that shows the big picture & and has constant solutions to offer in matters of business.

Optimistic yet real

Authentic & purposeful

Wit, insightful & informed

Comfortable & easy

Vast, versatile & collective

Brand

Humanise the brand. Show it as a witness and companion to a big journey

Functional

Brand features, a possible answer to every opportunity or obstacle

Community

Create & collab with and for businesses & entrepreneurs

Activate formats to make platform interactions more actionable & engaging

Create Brand IPs that strengthens the brand idea

Be in context to trends & topics

INSPIRATION

**Humasing the brand
like never before!**

ARTICULATION

**Finding our
narrative!**

We don't just build just workplaces.
We build spaces.
Spaces to thrive. Spaces to grow.
Spaces to sail. Space to soar.
Spaces to gather. Spaces to partner.
Spaces to do more.
Spaces that become the central point of
innovation, of hustle, of experiments,
of success and of growth.
Because we know that when you walk into a
workplace, you are walking to make it big.
For yourself. For your company.
For the industry. For the world.
Because your dreams are big.
Your hurdles are big. Your worries are big.
Your achievements even bigger.
It might start on a desk and a chair,
but makes it big into a multistoried space
It might start with a multistoried space,
but makes it big into multinational footprints
We know it. And That's why we are built to
create everything that makes work great.
That's why we are

Built for big.



ARTICULATION

Narrative Board

#1

Brand belief


A row of black office chairs with chrome frames is shown in a conference room. The chairs are arranged in a line, and the background is slightly blurred, showing a person standing near a table. The lighting is warm and focused on the chairs.

**These aren't
just chairs.**

**These host your company's
key decision makers!**

AFC
FURNITURE SOLUTIONS

Built for big.



**This isn't just
a work desk.**

**This is where a
million-dollar idea was born!**

AFC
FURNITURE SOLUTIONS

Built for big.



**This is no
ordinary storage.**

**This is what preserves your
company's rich legacy**



Built for big.

ARTICULATION

Narrative Board

#2

Functional



**Long hours aren't
long enough!**

**Ergonomically designed furniture
that brings comfort to work.**

AFC
FURNITURE SOLUTIONS

Built for big.

A modern office interior with large windows, a wooden conference table, and red chairs. The room features a high ceiling with exposed ductwork and pendant lights. The floor is polished and reflects the light from the windows.

No more just four walls, bolts and wood!

Contemporary designs that boosts productivity

AFC
FURNITURE SOLUTIONS

Built for big.

ARTICULATION

Narrative Board

#3

Impact

Big Stories

Ep 01

00:59  02:03



World's largest marketplace meets most efficient furniture solutions!



amazon



Built for big.

Big Stories

Ep 02

00:59  02:03



World's most
valued automaker
**meets most
efficient furniture
solutions!**


MARUTI SUZUKI

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FURNITURE SOLUTIONS

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Built for big.

ARTICULATION

Narrative Board

#4

Thought leadership



afc.research

Wellbeing at work!

**How design foster moments
of delight at work**

subscribe



afc.research

Workspace Sustainability report

subscribe

Let's Discuss
