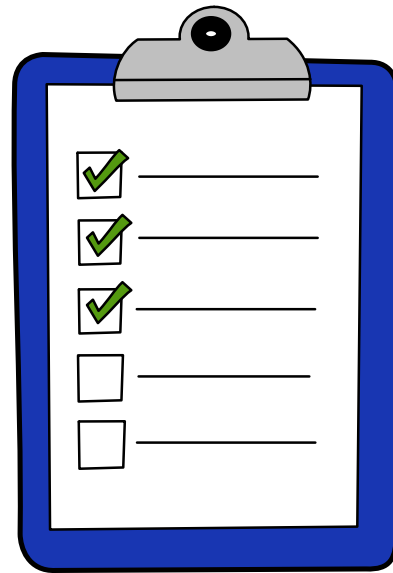




Brief

- project overview
- vision
- objectives



Brief

■ Project overview

Greatly is a specialized classic furniture showroom that evolved from a family-owned workshop established 100 years ago. We offer high-quality, handcrafted furniture pieces with the option for custom designs tailored to our clients' preferences. Greatly combines traditional craftsmanship with modern touches, providing a unique experience for homeowners and businesses alike.

■ Vision

To become the leading destination for classic furniture lovers in Egypt and the region, offering timeless pieces that reflect elegance, craftsmanship, and heritage.

■ Objectives

- **Customers:** Deliver an exceptional shopping experience by providing premium classic furniture with outstanding quality and customizable designs.
- **Company:** Enhance brand awareness, achieve sustainable growth, and expand into regional markets through exports to the Gulf countries.