

# DAZ Furniture Solutions

Designs That Elevate Spaces,  
Quality That Endures

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TAKE A LOOK AT A WORLD  
WHERE QUALITY MEETS AESTHETICS

# THE DAZ STORY

**D**AZ was established in 2018 with the vision of becoming the source of choice for commercial, administrative, hospitality and residential furnishings to corporate clients. Drawing on 75 years of expertise in the industry, DAZ aims to stand at the forefront of the furniture industry, by offering innovative solutions, customized to the unique needs of businesses, while ensuring unwavering quality and selections that rival international standards. With a commitment to excellence, quality and craftsmanship, DAZ is your trusted partner for creating inspiring, functional, efficient, aesthetic and productive work environments.

Our services cater to a diverse range of sectors, including corporate offices, educational institutions, healthcare facilities, hospitality venues, commercial spaces and residential compounds. Our product range is characterized by superior craftsmanship, ergonomic design, timeless aesthetics and enduring value.

DAZ's paramount objective is to furnish our domestic and international clients with meticulously crafted products infused with innovative solutions, customized to their unique preferences. We have an unwavering confidence in DAZ's capacity to not only meet, but surpass the expectations of our clients.

# THE DAZ TIMELINE

1941  
**AA GROUP**  
Abdel Rehim Amr Furniture



2012  
**CityHome**



2016  
**Manzely**



2018  
**DAZ**  
Furniture Solutions





## OUR VISION

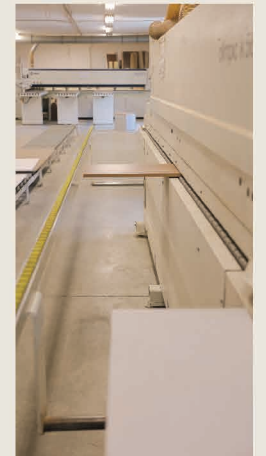
Our vision is to be recognized as trailblazers in design excellence, setting new standards of innovation, creativity, and craftsmanship in the furniture industry. We aspire to lead the way in creating timeless pieces that elevate spaces, inspire emotions, spark conversations, and redefine the essence of modern living worldwide.

## OUR MISSION

Our mission is to collaborate with architects, designers, and businesses to deliver tailored furniture solutions that enhance productivity, comfort, and aesthetics. From office, hotel and home furniture to cladding and doors, we offer customizable options designed to meet the unique needs of commercial clients and families alike, fostering spaces that inspire creativity, collaboration, and success.



# THE DAZ FACTORY





# The DAZ HONOR CODE

1. INTEGRITY
2. CUSTOMER-CENTRIC APPROACH
3. CRAFTING SPACES AND ENRICHING LIVES
4. UNCOMPROMISING QUALITY
5. INNOVATION AS A DRIVING FORCE
6. SUSTAINABILITY AND RESPONSIBILITY
7. BUILDING LASTING RELATIONSHIPS

A worker wearing a brown long-sleeved shirt, a bright green high-visibility vest with the logo 'JAZ' and 'FURNITURE SOLUTIONS', and black gloves with orange accents is handling a large, white, rectangular board. The board is resting on a black perforated metal table. The background shows a factory or workshop environment with similar tables and equipment.

**Where every  
piece of furniture is  
a masterpiece**



# THE DAZ SERVICES

## CUSTOM FURNITURE SOLUTIONS

Tailored furniture design and manufacturing for offices, commercial venues, residential areas, kitchens, dressing rooms, and more.

## INTERIOR DESIGN CONSULTATION

Expert guidance and support from our team of design professionals to create personalized and functional living and workspaces.

## INSTALLATION SERVICES

Seamless installation and assembly of furniture, ensuring a hassle-free experience for our clients.

## PROJECT MANAGEMENT

Comprehensive project management services to oversee every aspect of the furniture procurement and installation process, ensuring timely delivery and quality execution.



# SCOPE OF WORK

## DAZ Furniture Solutions

### RESIDENTIAL FURNITURE



Bedrooms, Kids Rooms, Dining Rooms, Living Room Sets, Coffee Tables and TV Units .

### HOSPITALITY FURNITURE



Lobby Furniture, Restaurants & Cafe Furniture, Resort Furniture, Guest Room Furniture and Reception Desks.

### OFFICE FURNITURE



Desks, Workstations, Reception Desks, Meeting Rooms, Sofas and Chairs, Storage Units and Metal Drawers & Lockers.



# SCOPE OF WORK

## DAZ Furniture Solutions

### KITCHEN



Base, Wall and Tall Cabinets, Speciality Cabinets and Islands.

### DRESSING



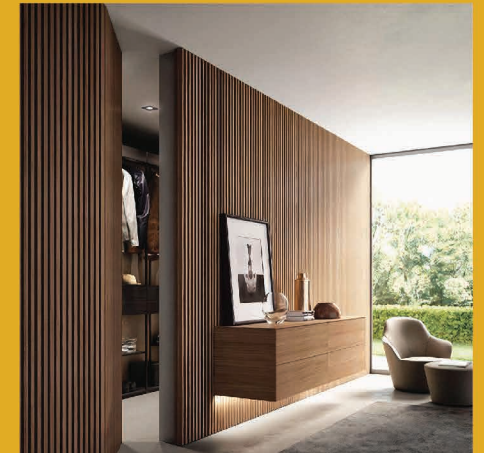
Cabinets and wardrobes customized according to space and use.

### DOORS



Single or Double, Plain, Veneer, Melamine, Imbedded, Double, Painted including frame, external frame, accessories and installation

### CLADDING



Plain Cladding, Ribs, Veneer and Partitions.



## Mohamed Amr

**Founder & CEO of DAZ  
Furniture solutions**

My life journey has been deeply intertwined with the world of furniture. With a family legacy spanning over a century in this industry, furniture craftsmanship and innovation run in my blood. It's not just a profession; it's a heritage of knowledge and passion. My grandfather and father paved the way in this fascinating field in 1941, and I've had the privilege of inheriting their wisdom and experience. It's this rich foundation that fuels my unwavering commitment to excellence. Currently, I wear two hats in the furniture world. I am the Owner and CEO of AA Group, a company that saw prosperity in the 90's. Here, we've meticulously crafted the art of delivering furniture solutions that stand the test of time. Building on this legacy, I am driven to take AA Group to new heights of success, fueled by our time-tested expertise. But my entrepreneurial spirit doesn't stop there. I also ventured into my own manufacturing venture, DAZ,

where I proudly hold the position of CEO. With a vision to create exceptional furniture tailored to the unique needs of households, hospitality, institutions, and thriving offices, DAZ is a testament to my passion for innovation and customer satisfaction.

I am genuinely eager and motivated to continue this incredible journey, seeking opportunities to expand our presence and make a lasting impact in the market. Every day, I wake up with a passion for creating, improving, and delivering top-notch furniture solutions that make a difference.



## Lydia Boussetta

### Co-Founder and Managing Partner

Keeping on top of a budding furniture business is no easy task. Growing business is one of the most challenging tasks. Client relations, business opportunities, market direction, quality assurance, design trends and competition are but a few of my daily tasks. Coupled with a changing economy and a growing family at home, it takes strong commitment and dedication. But I love it!

Following my academic pursuits at the American University in Cairo, I worked in various roles. However, as my family expanded, I transitioned into various leadership roles to join family business and later assumed responsibility as the Procurement Manager holding the main responsibility of the international supply chain for all the company. Collaborating with my husband, we ventured into creating distinctive furniture brands for the AA Group,

notably City Home and Manzely. In 2018, we established DAZ Furniture Solutions, marking a pivotal shift towards furniture manufacturing excellence.

Our collective efforts resulted in numerous successful projects, earning praise from satisfied customers for our innovative designs and impeccable craftsmanship. I am still driven by the vision of DAZ as a frontrunner in the furniture manufacturing industry.







## OUR PLEDGE

With a rich legacy of craftsmanship, a commitment to quality, and a passion for innovation; DAZ continues to set new benchmarks in the furniture industry. As DAZ embarks on this journey of growth and transformation, we remain loyal in our dedication to delivering exceptional products, unparalleled services, and enduring value to our clients and partners worldwide. Our pledge is exceptional quality, innovative designs solutions, transformative spaces, sustainable and responsible choices and personalized service.

## THE DAZ CLIENT

With over 3.8 million micro, small and medium enterprises (MSMEs), an impressive number of corporations and multinationals and extensive government efforts to ease and facilitate company registration and the role of the private sector, DAZ aims to service the growing business sector in Egypt. The boom in administrative and commercial space welcomes new players in the design and furnishings sector. In addition, Egypt's growing populations and expansive growth in the real estate sector offers ample opportunities for DAZ to serve new urban developments and to furnish new homes. We also seek opportunities for expansion beyond Egypt through exports and projects in the MENA region and Africa.



# Furniture with an edge

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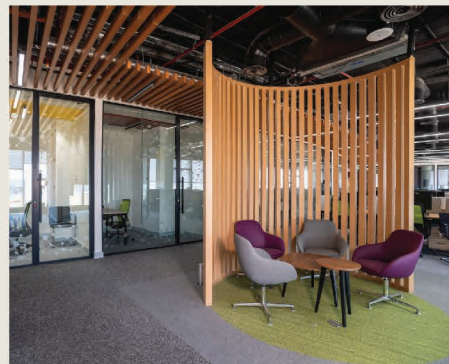
# **A GLIMPSE OF EXECUTED PROJECTS**



  
AstraZeneca











ARABCO





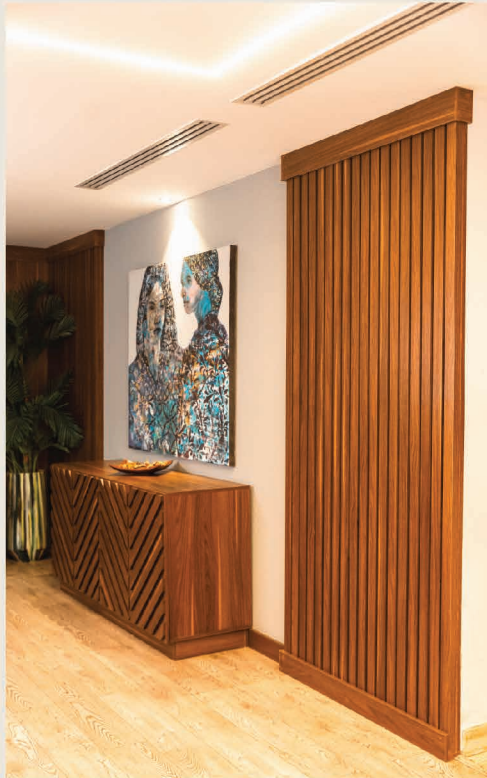
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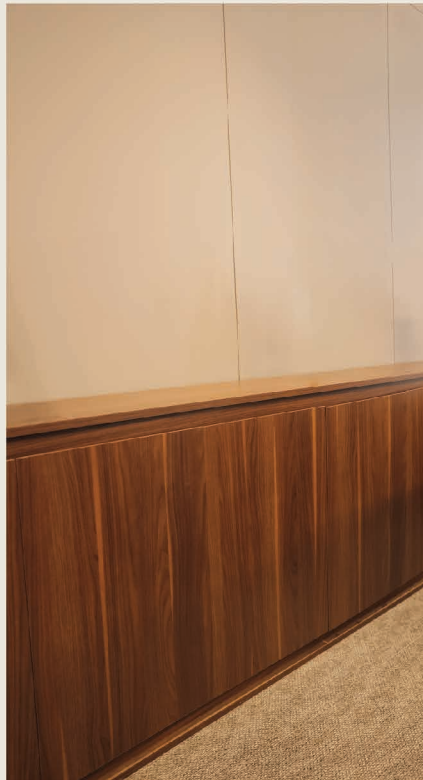
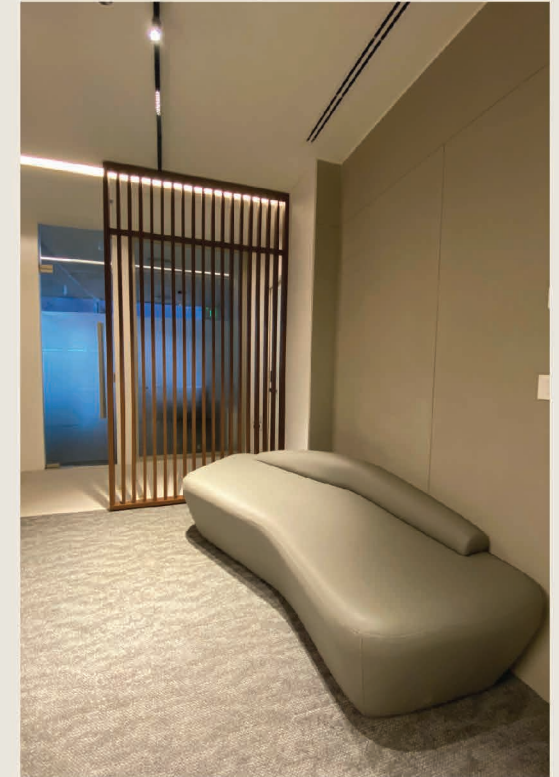


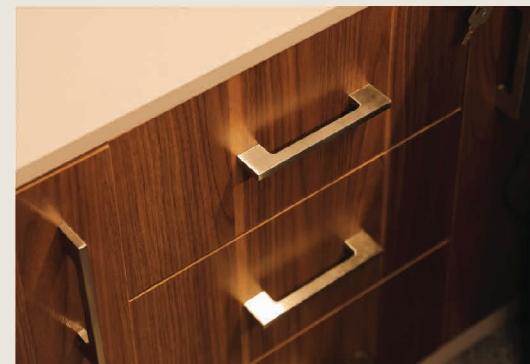
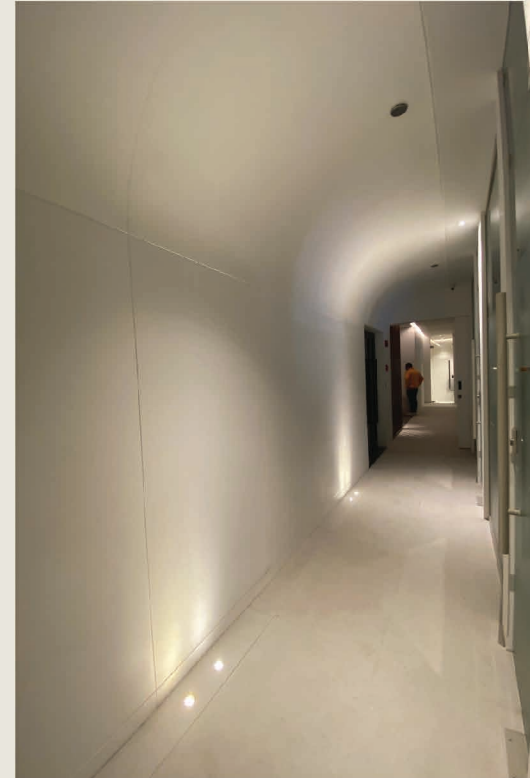
**SKY**  
FOR TRADING & CONTRACTING  
Reliable & Committed Since 2000



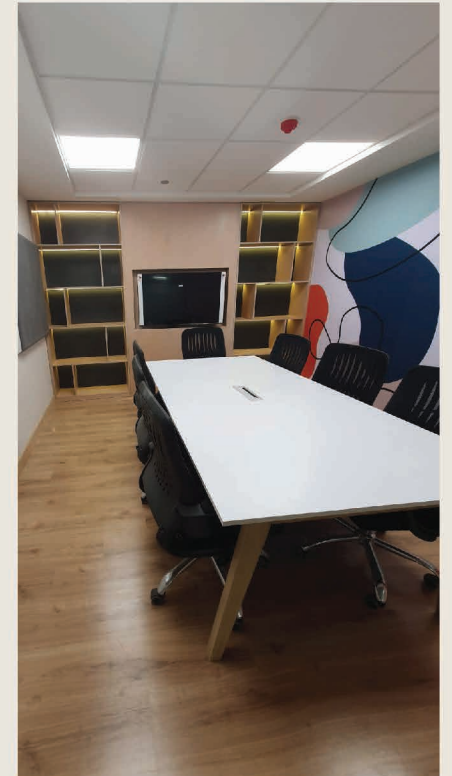








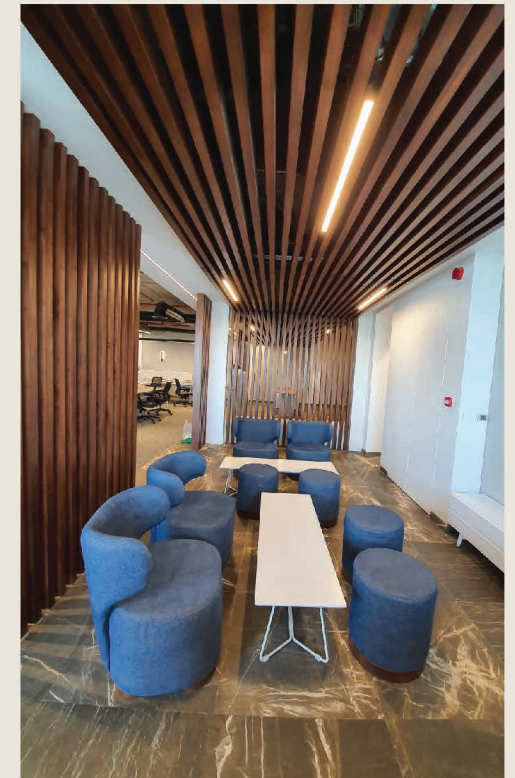






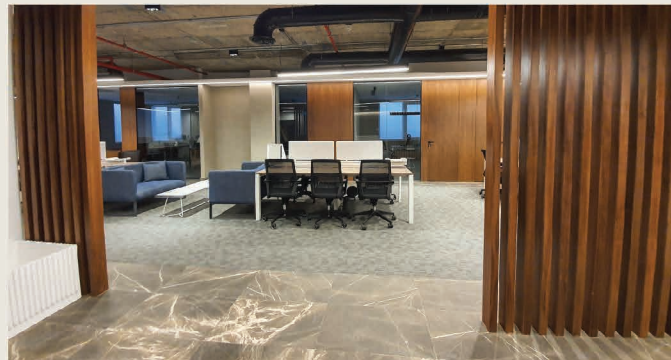
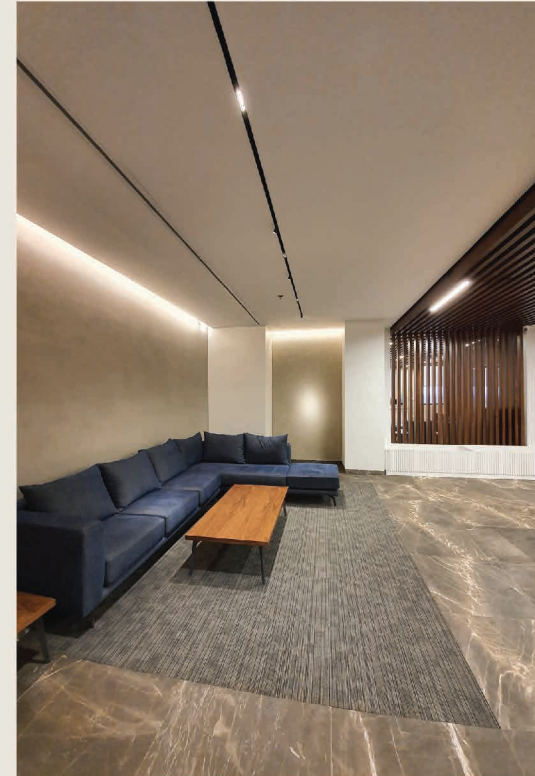






 ROYAL FRUITS





















## POLYGON





POLYGON







AstraZeneca 

ARABCO 

 ROYAL FRUITS

 Nawvy™

valou\*  
It's About Time

  
المنير  
ALMOUNEER  
رعاية عيون مرضى السكر  
DIABETIC EYE CARE

SKY  
FOR TRADING & CONTRACTING  
RELIABLE & COMMITTED SINCE 2006

 UNITED  
PHARMA Co.

 PCP  
PINNACLE  
CONSTRUCTION  
PROJECTS

  
LA FONTAINE

 CAMEL  
VENTURES



PALM HILLS



WOC  
WALK OF CAIRO

| Badyā |  
THE CREATIVE CITY



# DAZ

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FURNITURE SOLUTIONS

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