

Modular Furnishing

A PLATFORM BUILT
FOR *Real Estate Developers*.

alfa home

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ALFA HOME

× ELIF GENÇ DESIGN STUDIO

THE PROPOSITION

HEADQUARTERS

Business Bay
Dubai, UAE

SPECIALISATION

Modular Developer
Furnishing

PRODUCTION

Wood, Metal,
Premium Fabrics

FOCUS

Residential &
Hospitality Pipeline

ABOUT ALFA HOME

A complete A to Z furnishing platform, built for residential and hotel developers across the UAE.

Alfa Home designs and delivers modular, space-efficient collections for compact apartments and hospitality units. From **concept and material selection**, through **manufacturing and accessory curation**, to **installation and handover**, every project is run as a single, repeatable system. The result: faster execution, tighter cost control, and a finished design language that developers can claim as their own.

SERVICE MODEL

End to end. Concept to installation.

PACKAGE TYPOLOGIES

1, 2 and 3 bedroom residential units.

MATERIALS

Easy-clean fabric. Optional nano and fire-proof upgrades.

DIFFERENTIATION

Patent-registered modular design.

Proposition.

"Compact, rental-ready, fully furnished. That is the centre of the UAE pipeline."

STRATEGIC NOTE
Sized for compact units of 70 to 90 sqm. Built for residential developers, branded residences, and hospitality groups, without compromise on material or design language.

01 · THE OPPORTUNITY

A market large, growing, and fragmented.

The UAE furniture market is driven by real estate and hospitality. Volume rises. Yet the supply side splits into three categories that fail developers in different ways.

- **Luxury brands.** Too expensive, not scalable.
- **Affordable brands.** Low design quality.
- **FF&E companies.** No design or product identity.

02 · THE PROBLEM

Five constraints, every project.

- High furnishing costs
- Lack of standardised solutions
- Slow, custom-based execution
- Poor design differentiation
- No optimisation for compact units

03 · OUR SOLUTION

A complete A to Z platform.

- **Design.** Custom, UAE-inspired collections.
- **Manufacture.** Modular, space-efficient pieces.
- **Furnish.** The full apartment: furniture, rugs and curtains, accessories, kitchen appliances.
- **Deliver.** Installation and handover, ready for use.

A NEW
CATEGORY

Affordable Luxury Modular Furniture for Developers.

01	Modular <i>Smart Design</i> Adaptable furniture sized to the apartment. Expandable sofas, compact dining systems, smart storage beds. SCALE
02	Scalable <i>Product System</i> Standardised packages for 1, 2 and 3 bedroom units. Fast delivery, tight cost control across the pipeline. SYSTEM
03	Developer <i>Focused</i> Repeatable solutions that cut design time and accelerate project execution. Less back-and-forth, more delivery. EXECUTION
04	Material <i>Innovation</i> Easy-clean fabrics, built for Airbnb-ready use. Optional nano-tech and fire-proof material upgrades. MATERIAL
05	IP <i>Protection</i> Patent-registered designs. Exclusive collections built for our developer partners. DEFENSE

MARKET TAILWINDS

Trends.

i.	Growth of compact apartments (70 to 90 sqm)	UNIT SIZE	iii.	Pressure for faster project delivery	SPEED
ii.	Rise of Airbnb and short-term rental demand	RENTAL	iv.	Rising demand for fully furnished units	DEMAND