



FURNITURE INDUSTRY

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Government Drivers

- The globe has seen much economic development and expansion throughout the past ten years
- Decreasing trade barriers have lead to increased trade among nations

Government Drivers Behind the Furniture Industry

- Support for local businesses
- Government contracts for large furniture purchases
- Amalgamation of EU
- Environmental regulations

Competitive Drivers

- Companies must reach around to globe in order reach all segments of the market
- The need to cut costs
- The idea and advantage of having a globally recognizable brand image

Market Drivers

- Diverse industry and broad product range as employment is spread across many sectors
- The European Union furniture industry accounts for about half of the world's furniture production
- China's emergence as a furniture production center
- Consumer tastes, incomes and lifestyles

No Real "one consumer"

Global brands

Cost Drivers

- Long established production capacity
- Advancement in science and technology
- Importing manufactured products from China and Mexico
- High transportation costs
- High exchange rate risk