

Reaching Year One with Häfele

Synonymous with the most modern functionality and premium brand presence, Häfele opened a new doorway for the Bangladeshi market in January 2018. Through the opening of a design centre in Dhaka, the home furnishing scenario reached a new height with this one-stop centre.

With nine months in the local market and the end of the year in sight, Star Lifestyle had an exclusive interview with Rajkumar Obhan, National Manager, Häfele Design Centres, Häfele India, for a glimpse of what's to come, among other things!

WHAT MAKES HÄFELE SUCH A SOUGHT AFTER NAME?

I'd say it's the one-stop shop for all your needs in home furnishing, kitchen fittings and appliances, plus lighting, premium quality household hardware, surfaces like counter-tops, specific surfaces for bathrooms, lighting, flooring, building exteriors- anything you can think of that belongs in a home, Häfele is sure to have it. Our showrooms are built for the sole purpose of the customers to touch and feel the products as they would work in their homes. This also happens to place the products as a statement.

The offerings, as well as the after-sales services, along with the customer care all work together to establish Häfele as a sought-after brand.

THERE IS A GENERAL MISCONCEPTION THAT HÄFELE PRODUCTS HAVE TO BE INTEGRATED INTO A HOME RIGHT FROM THE VERY START, CAN YOU HIGHLIGHT ON THAT?

Suppose you need a new door; you can just come straight to us and get whatever suits your needs in design and functionality. You can get this when you are selecting options for your new home or when you are renovating, it is possible to integrate our hardware and furnishing anytime into your home.

Speaking of renovations, take kitchens for example. An average kitchen has a lifetime of 10-12 years, then you have to renovate it. You can easily integrate parts of a Häfele kitchen hardware, appliances, lighting, surfaces or anything that you may prefer, specifically if you are looking for an upgrade!

There is simply no need to even think that you'd need to tear down your home to make way for Häfele furnishings.

WHAT CAN WE EXPECT FROM HÄFELE IN THE COMING DAYS?

It has been nine months since we officially opened the Design Centre in Dhaka. So far, 2018 has been eventful, the Design Centre held various events with an ever present line of visitors trying out various things. For 2018, our focus was on women empowerment. We have been consciously working

across Bangladesh, India and Sri Lanka to welcome women to visit our design centres and try our things first hand. By visiting the space and using the equipment, there is a lasting impression for the products and the functionality.

Our next step would be to introduce small kitchen appliances like mixers, blenders and the likes. Coming from a premium brand, these are more likely to gain attention and will attract customers looking to add that extra bit of luxury products to their household.

ON THE SAME NOTE, WHAT IS HÄFELE'S EXPECTATION FROM THE CUSTOMERS?

Häfele is looking at innovations for newer things to add on. By introducing newer things to an emerging market like Bangladesh, we expect the customers to embrace them into their everyday lives. Bangladeshi kitchens, as well as the homes, are bound to change, and the customers are more than willing to embrace changes.

A point here would be that people are traveling more than ever and becoming more up-to-date. They are also being more familiar with the space saving concept, which also happens to be Häfele's mantra as well. We have the concept of "more life per meter square" which ensures a minimalist approach to home furnishing while maximising space utilisation. Since living space is an issue, we

hope to address that and expect our users to fall in line with that perspective as well. Häfele, after all, understands the Asian market and strives to continuously offer the best possible solutions in functionality.

ABOUT RAJKUMAR OBHAN

Obhan has been with Häfele for the sixth year as of June 2018 and continues. Before that, he started his work in logistics (transportation), and did not find it as his calling. He moved into furniture designing at an interior decoration firm based in Mumbai, India. After that, he joined Häfele as a Design Centre Manager. He is currently in the position of National Manager- India, Sri Lanka, Dhaka.

HÄFELE IN BANGLADESH

Häfele started its operations in Bangladesh back in 2007. In January 2018, after a year of preparation, a duplex Design Centre was opened in Dhaka to provide 360-degree interactive experience.

Visit the centre at Häfele Design Centre, House - 106, Road - 12, Block - E, Banani, Dhaka

Check out <http://hafelebangladesh.com> for catalogues of available products.

Interview conducted by Iris Farina and Sanumkia Siddqui
Special thanks to Chandrani Das, Senior Manager – Design Centre, Häfele India
Photo courtesy: Häfele Bangladesh.



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