



**SUPPORTING THE
WOOD PROCESSING SECTOR IN TRIPOLI**
COMPONENT 2 OF THE PSD PROGRAMME
FUNDED BY THE EUROPEAN UNION & IMPLEMENTED BY EXPERTISE FRANCE

MINJARA

NEEDS



For more than a century, wood craftsmanship was a vital part of Tripoli's existence and fame for being the regional hub for luxury and beautifully crafted furniture.

Following long years of war, Tripoli's woodcraft industry suffered deeply from many ailments causing decline and disregard. This adversely affected the clients' perception (carpenters not being able to produce high quality products and having old fashioned designs) and trust. The situation was worsened due to the emergence of low-cost imported furniture dominating the market affecting the Tripolitan carpenters' sales.

Something needed to be done to:

- incentivize carpenters to improve the quality and grow the breadth of their products catering to the market trends
- professionalize the industry's engagement with potential clients
- re-build consumers' trust
- increase sales by creating an additional market for Tripoli's carpenters
- broaden collective capacities and encourage business collaborations
- raise awareness on Tripoli's wood craftsmanship heritage

INITIATIVE



Facing a crumbling industry and a massive drop in furniture manufacturing, the Private Sector Development (PSD) Programme, has identified an opportunity for a potential revival of the industry. Within this scope, Minjara was established.

Capturing the essence and unique know-how of the furniture producers in Tripoli, Minjara positions itself as a :

- business support hub (the platform) for all the carpenters of Tripoli
- furniture brand

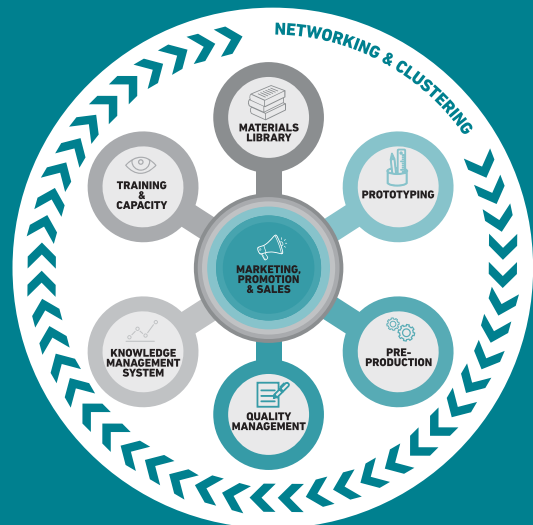
THE PLATFORM



An old building within Rashid Karami International Fair in Tripoli, designed by the famous architect Oscar Niemeyer, has been selected to host the platform. Spread over an area of 1500 square meters, the building was renovated whilst preserving its original architecture, furnished by Tripoli's carpenters and fully equipped by Expertise France with modern machines.

The platform stands today as a networking and clustering space proposing a 360° package of services to support the furniture sector in Tripoli by :

- offering a common place to work and connect with galleries, furniture shops, architects, interiors designers, product designers and consumers
- assisting the carpenters in terms of guidance, education, training and sectorial governance
- facilitating product development catering to the market trends, starting with the selection of the raw materials through its material library, to the ideation and prototyping, to pre-production and finally quality management
- assisting in product commercialization and market access



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www.minjara.com

@MinjaraTripoli



THE BRAND

The brand features the work of renowned furniture producers in Tripoli built on a solid foundation of heritage and modernity. Every piece of Minjara furniture undergoes strict control at every stage of production ensuring the best quality standards for customers.

*Development process
Timeline: 9 months*



January 2018
Carpenters weaknesses and strengths assessment



Brand positioning, brand values



Brand positioning and brand values validation through Focus Groups with stakeholders



Brand Name, logo creation and registration



Brand guidelines



September 2018
Brand corporate identity:
Website, brochure, stationary

A robust communication strategy was developed to build awareness around both Minjara the platform and the brand. This included a website, an online catalogue, social media platforms, local and international exhibitions.

MAIN ACHIEVEMENTS

- 90,000 \$ of sales for external requests and Minjara collections
- 2 collections gathering 69 pieces developed in collaboration between 19 renowned local furniture designers/design studios and 40 Tripoli's craftsmen
- 1 international and 2 national exhibitions attended by more than 1,100 visitors
- Participation in Beirut Design Week in 2017 and 2018 and in Beirut Design Fair in 2018: 3 conferences with more than 200 participants
- 9 national and international market studies published
- 616 samples available in the material library of the platform
- 19 carpenters used the shared workshop in the platform to develop 63 projects
- 450 beneficiaries attended 25 training, workshops and master classes organized in the platform
- 10K visitors on the Minjara website
- More than 15K followers on Social Media (Facebook and Instagram: MinjaraTripoli)
- 17% Minjara brand awareness in one year of existence

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