

Commune[®]

/ SALES KIT 2020 / 2021 /

WE BELIEVE OUR FURNITURE IS LIKE “ART FOR THE EVERYDAY”.

QUALITY, WELL DESIGNED, ARTISANAL WOODCRAFT.

Commune®

/ OUR BRAND STORY /

THE CONCEPT OF COMMUNE WAS BORN OUT OF A
PURSUIT TO DEFY EVERYDAY NORMS. THE REALITY IS
THAT WE ARE LIVING IN A SOCIETY & ENVIRONMENT
WITH INCREASING PRESSURES OF SPACE,
TIME & CONSTANT CHANGE.”

JULIAN KOH

Creative & Brand Director

Commune®

/ OUR BRAND STORY /

1

COMMUNE'S PARENT COMPANY & MANUFACTURER -
KODA- FOUNDED IN 1972

2

OEM/ODM MANUFACTURER IN SINGAPORE

3

STRONG IN PRODUCT DESIGN

4

HIGH EMPHASIS ON QUALITY WORKMANSHIP



/ OUR BRAND STORY /

MANAGED BY 3RD GENERATION FAMILY MEMBERS

From left to right:

SALES & MARKETING DIRECTOR, GAN SHEE WEN

CEO, JOSHUA KOH

CREATIVE & BRAND DIRECTOR, JULIAN KOH



/ WHY JOIN US /

1

STRONG DESIGN FOCUS

2

HIGH QUALITY BUT AT A GOOD PRICE POINT FOR SMALL LIVING SPACES

3

DESIGNER, HOME-DRIVEN BRAND

4

ECLECTIC CURATION OF STYLES FROM AROUND THE WORLD

/ WHY JOIN US /

S U S T A I N A B L E D E S I G N

AT COMMUNE, WE STAND BY OUR PROMISE THAT NO PERSON
NOR THE ENVIRONMENT SHOULD BE COMPROMISED IN
PROVIDING QUALITY FURNITURE AT AFFORDABLE PRICES.



SOURCING FROM SUSTAINABLE FORESTS



LOW FORMALDEHYDE EMISSIONS



LOW LEAD CONTENT

/ WHY JOIN US /

world



OUR GLOBAL PRESENCE

SINGAPORE

HEADQUARTERS

CHINA

MALAYSIA

HONG KONG

MACAU

AUSTRALIA

BRUNEI

PHILIPPINES

M I L E S T O N E S

2011

COMMUNE OPENS ITS FIRST FLAGSHIP LIFESTYLE STORE AND CAFE
IN MILLENIA WALK, SINGAPORE.

2012

COMMUNE ENTERS THE CHINA MARKET.

2013

COMMUNE WINS “THE BEST NEW ENTRANT - GOLD AWARD”
IN THE SINGAPORE FURNITURE INDUSTRY AWARDS.

GAN SHEE WEN WINS THE “OUTSTANDING INDIVIDUAL AWARD -
GOLD” IN THE SINGAPORE FURNITURE INDUSTRY AWARDS.

2014

COMMUNE OPENS ITS FIRST STORES IN MALAYSIA.

2015

COMMUNE OPENS ITS FIRST ONE-STOP EXPERIENTIAL RETAIL
DESTINATION - THE EXPERIENCE CENTRE.

WON THE SINGAPORE GOOD DESIGN 2015 (LIFESTYLE DIVISION)
AWARD FOR THE DUALTONE COLLECTION.

COMMUNE REACHES ITS 20TH STORE MARK.

COMMUNE OPENS ITS AUSTRALIA STORE.

IMM STORE IN SINGAPORE OPENS.

2016

JULIAN KOH LISTED AS “50 MOST INFLUENTIAL IN SINGAPORE
DESIGN 2016” BY SINGAPORE TATLER HOMES.

COMMUNE LAUNCHES VIRTUAL REALITY INTERIOR VISUALISATION
AND 3D SPACE PLANNING IN STORES.

COMMUNE HITS 35 STORES WORLDWIDE.

2018

COMMUNE OPENS ITS FIRST STORE IN THE PHILIPPINES.

COMMUNE OPENS ITS FIRST STORE IN HONG KONG.



about our

BRAND & DESIGN DIRECTOR

Trained in industrial design in Melbourne, Julian Koh is the brand and design director of contemporary furniture and accessories store Commune. He heads Commune's design lab, and is responsible for creating the look for Commune franchises as well as scouring the region for home accessories to complement his brand's furniture. With a concept of what he calls "emotive design", this inspired him to create Commune furniture stores as community-centred spaces. Julian sees value in designs that are timeless and which have greater longevity. He feels design is a passionate journey - a constant pursuit of tastefully curated creations. Commune's designs are broadly categorised as minimalist, Scandinavian, and industrial modern.

All incorporate common thematic elements so that the pieces can work with each other in a harmonious mix, with a contemporary, minimalist sensibility to timber that keeps Commune's creations modern and homely. Commune has since been the recipient of the Singapore Furniture Industry Awards' "The New Entrant Award - Gold" and the Singapore Good Design (Lifestyle Division) award for its Dualtone collection in 2015.



the design team

We see value in designs that are timeless and hence have greater longevity.

It's a long & meticulous process – Julian koh

From left to right:

PRODUCT DESIGNER, SAM WEN LIANG

CREATIVEMANAGER, CAROLINECHUA

CREATIVE & BRAND DIRECTOR, JULIAN KOH

SENIORDESIGNER, REYLANREARIO

PRODUCT DESIGNER, AMANDA BOON

/ FURNITURE STYLES /

OUR COLLECTIONS

mid century modern

BOWEN
CRIMSON
VOLTA
WEILAND

scandinavian

DUALTONE

modern vintage

BRUNO
ROVER

industrial

TUSK

To view our collection in full, please click on the link below:

bit.ly/3AdHfPL

mid century modern



BOWEN

c o l l e c t i o n

mid century modern



CRIMSON

c o l l e c t i o n

mid century modern



VOLTA

c o l l e c t i o n

mid century modern



WEILAND
c o l l e c t i o n

scandinavian



DUALTONE
c o l l e c t i o n

modern vintage



BRUNO
c o l l e c t i o n

modern vintage



ROVER

c o l l e c t i o n

S M A L L S P A C E S

COMMUNE'S FURNITURE SIZES ARE IDEAL FOR
URBAN LIVING SIMILAR TO SINGAPORE,
SUITABLE FOR APARTMENTS RANGING
FROM 70SQM TO 140SQM



L A R G E S P A C E S

ABLE TO CATER FOR LARGER LIVING SPACES AS WELL AS LANDED PROPERTIES, PROJECT ORDERS FOR RESTAURANTS, CAFES AND OFFICES.



C O M M E R C I A L S P A C E S

ABLE TO CATER FOR LARGER LIVING SPACES AS WELL AS LANDED PROPERTIES, PROJECT ORDERS FOR RESTAURANTS, CAFES AND OFFICES.



THE
PLANNING
PROCESS



ENGAGE PR & SOCIAL MEDIA AGENCY
TO CREATE MEDIA BLITZ 1-2 MONTHS
BEFORE OFFICIALSTORE OPENING

• WHAT YOU CAN EXPECT FROM US FOR MARKETING:

1. Content Planning & Distribution
2. Local Market Strategy
3. Expertise on Event Organisation
4. Engaging the interior designer community

•HQ can advise and work together on a plan with you tweaked to the local market e.g. identifying the key retail and festive periods in your city where people would buy furniture or lifestyle accessories



WHAT TO EXPECT IN THE NEXT 5 YEARS



150 STORES
INTERNATIONALLY

Create a distinctive point of difference – establish ourselves as an unconventional, international contemporary furniture and lifestyle brand



TRANSFORM COMMUNE
STORES INTO LIFESTYLE
CONCEPT STORES
INSTEAD OF JUST
A FURNITURE PLAYER

Be a trend-setter, thought-provoking, modern, energetic and culturally relevant. We aim to do this by pushing the traditional boundaries of furniture design and how furniture is typically conceived.



SET UP COMMUNE
LIFESTYLE CONCEPT
STORES IN LIFESTYLE
SHOPPING MALLS

With its daring and authentic designs, Commune aims to position itself as a visionary brand, with a passion to deliver the extraordinary, and on a fearless quest for innovation.



FOR COMMUNE TO MOVE
TOWARDS A SEAMLESS
OMNICHANNEL O2O
EXPERIENCE FOR
SHOPPERS



STORE SIZES

1

MINIMUM REQUIREMENT IS 250SQM FOR STORE IN-MALL.
UP TO 600SQM FOR INDEPENDENT STORE.

2

FLOOR STOCK

DEPENDING ON SPACE, FIRST FLOOR STOCK FOR 250SQM WOULD
BE RANGING ABOUT USD40,000 TO USD45,000
(APPROX. USD180 PER SQM)

3

RENOVATION COSTS (APPROX. USD200 PER SQM)

4

DESIGNER FEE

DESIGN FEE VARIES FROM THE MINIMUM OF USD5000
TO USD10,000 DEPENDING ON THE SIZE OF STORE
AND GEOGRAPHICAL LOCATION.

FEE INCLUDES SHOP DESIGN, VISIT BY OUR DESIGN TEAM
DURING SET-UP TO HELP CURATE THE SPACE.



STORE LOCATION

1

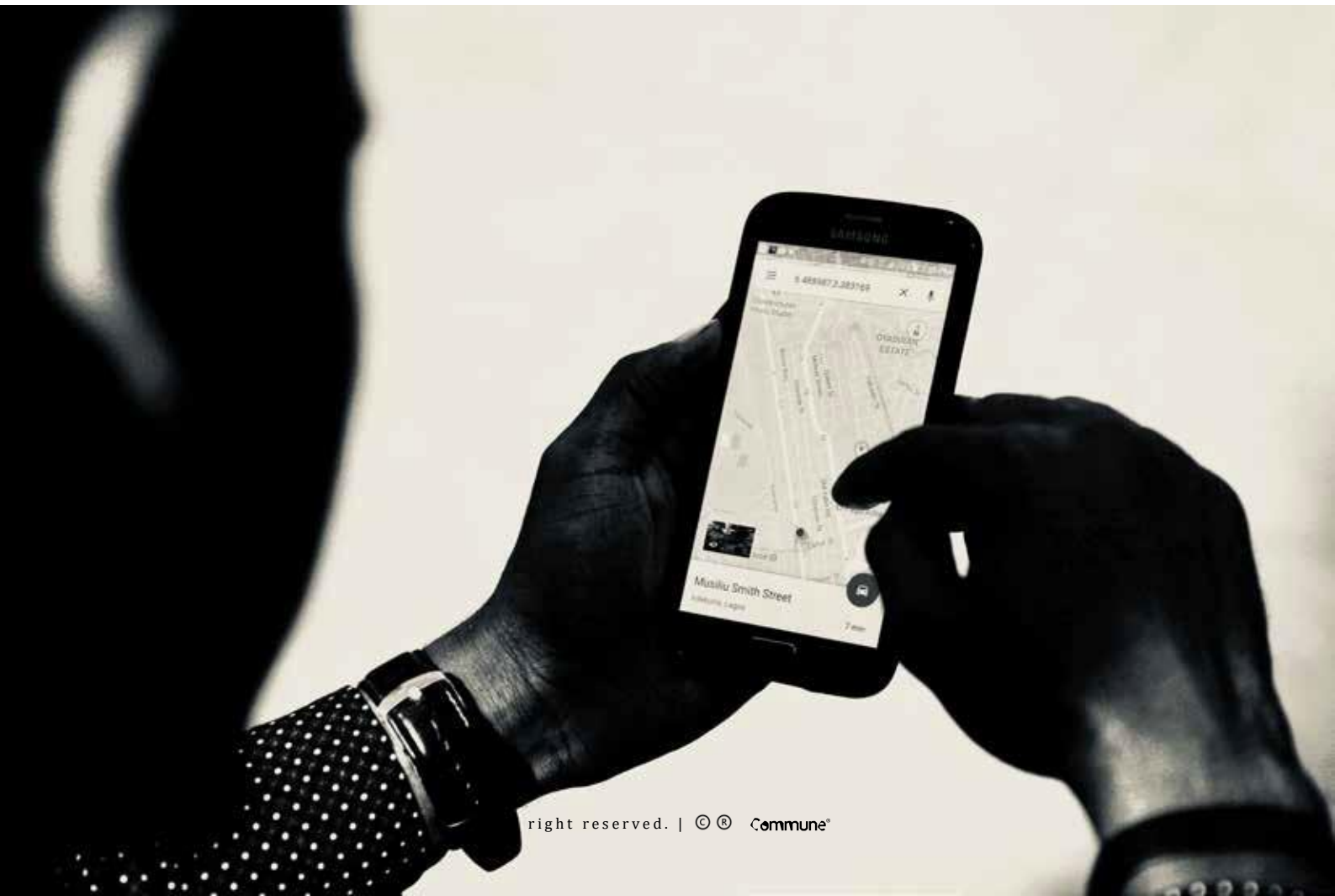
CAPITAL & MAJOR DEVELOPED URBANISED CITIES

2

UPSCALE SHOPPING MALLS

STAND ALONE STORES IN RESPECTABLE COMMERCIAL ZONES

DESIGNER ENCLAVES





QUALITIES WE ARE LOOKING FOR

1

Dealers who appreciate eclectic design, originality and have retail experience

2

Believe in providing a great shopping experience rather than cold hard selling

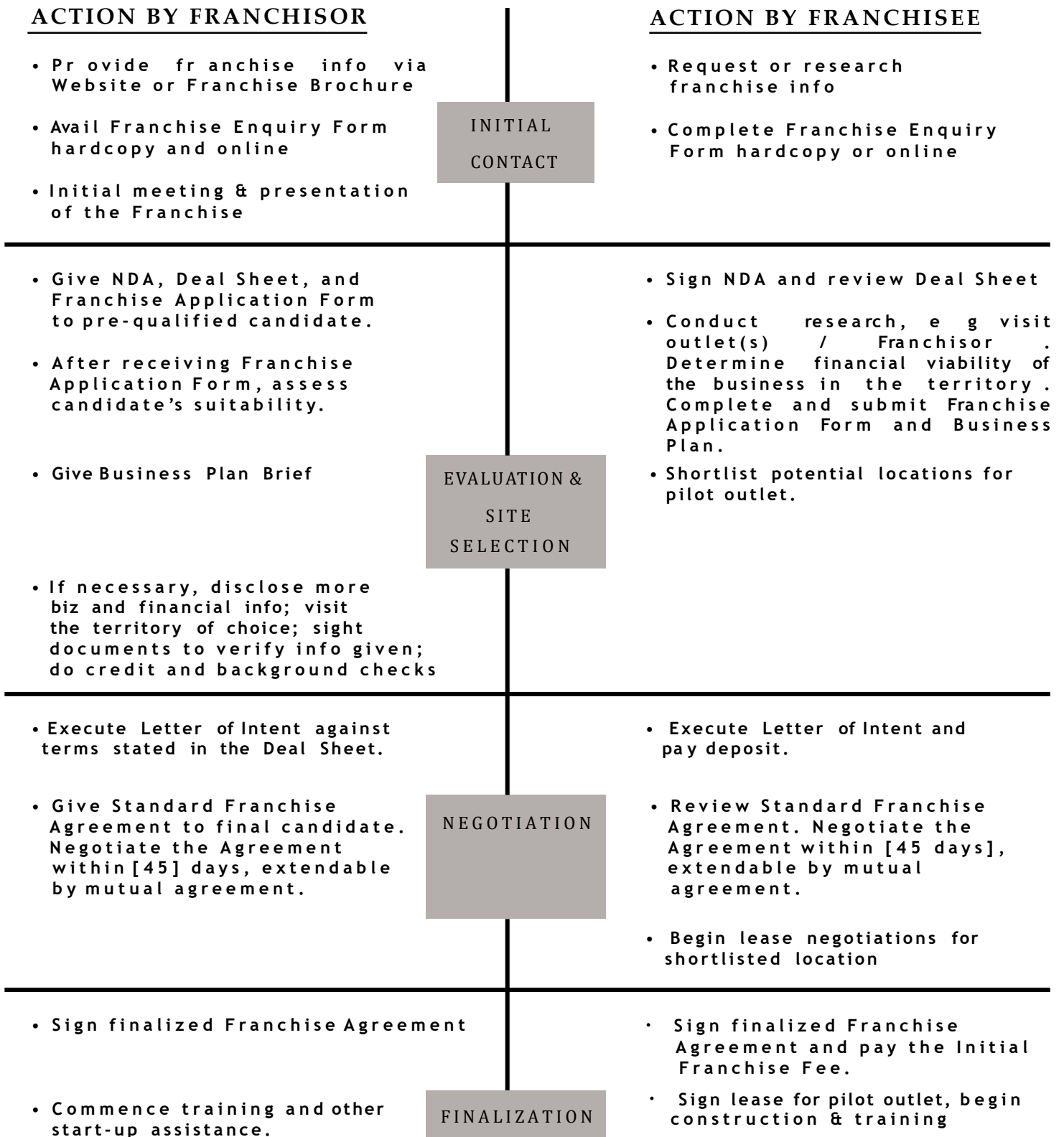
3

See quality/design as the priority rather than cost/value



NOTE: THIS PROCESS CAN TERMINATE AT ANY POINT SHOULD THE FRANCHISOR DETERMINE THAT THE PROSPECT DOES NOT FIT CRITERIA, OR IF THE PROSPECT DECIDES NOT TO PURSUE THE FRANCHISE.

AREA FRANCHISEE RECRUITMENT FLOWCHART



AREA FRANCHISEE SELECTION CRITERIA

MANDATORY SELECTION CRITERIA

1. Franchisee/Managing Principal shares same business philosophy (including ethics and ROI expectations)
2. Has (or can acquire) the necessary infrastructure to support the warehousing and retail activities
3. Has strong financial resources and is solvent
4. Has the right mindset - system-compliant and receptive to direction yet resourceful and entrepreneurial
5. Has marketing experience and know-how
6. Hails from a priority market

PREFERENTIAL SELECTION CONSIDERATIONS

1. Is not a business start-up
2. Has experience in retail business
3. Has experience in the furniture retail business
4. Is willing to be focused in and committed to the Commune business (i.e. the Commune franchise is not just one of many investments)