

dfs 





Sofa specialist



Focus on affordable style, made to order

Stores often out of town

Furniture can take weeks to be delivered

Young families and first time house buyers



Customers have a moderate means:  
Cant afford to get the choice wrong





Low prices

90% of the population within easy reach of one

**Argos**

Furniture can be taken home straight away

Use furniture in rented homes

**Argos**  
Customers

Likely to put less thought into purchase





## SUMMARY

### ARGOS:

Quick purchasing decisions

For people with moderate means

Likely to live in/rent a house for a short period of time

### DFS:

Detailed, lengthy purchasing

For young families, with moderate means

Buying a house (possibly their first)

**General Sofa Market:** People are less likely to buy new furniture the longer they live in a house, but will spend more time and money on it when they do

People now do more in their living room than ever before (Laptops, Tv dinners, sofa-beds etc), so it is the most significant room you can change.

Families are less likely to want to move house once their children are at school.



"Show families that have lived in their house for several years, but cannot move due to money concerns/family happiness, that getting the perfect sofa is like changing your home without changing your house"

All research from:

MINTEL

[www.dfsonline.co.uk](http://www.dfsonline.co.uk)

[www.argos.co.uk](http://www.argos.co.uk)

[www.warc.com](http://www.warc.com)

