Soféyia
FRANCE

Since 1981 FRANCE



PROJECT PORTFOLIO

Suofeiya Home Collection Co.,ltd

Tel/ WhatsApp: +86 19966202249

E-mail: sales@sofeyiahome.com

Addrerss: No.87-89 Xingang East Road, Pazhou Street, Haizhu District, Guangzhou

SZ Stock Code: 002572

Website

WhatsApp

Sofeyia home

CONTENTS

P01
PROJECT CASES

P58
WHY SOFEYIA

P77
PROJECT ORGANIZATION CHART

P79
FRANCHISE SUPPORT COOPERATION SCHEME

P83
STANDARD SERVICE PROCESS

SHAD VILLA

Location: India

Project Type: High-end Villa

Scope of Work: Kitchen | Wardrobe | Interior Doors | Vanity | Wall Cladding
Loose Furniture

Completion: 2025















SPV PROJECT

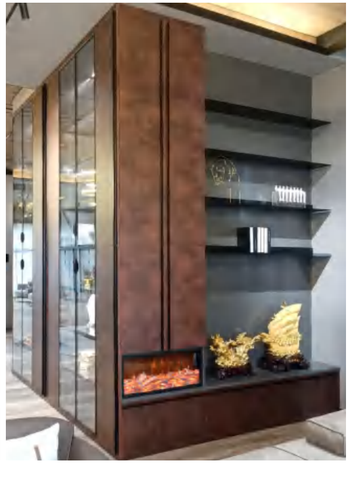
Location: Phnom Penh, Cambodia

Project Type: Villa

Scope of Work: TV Cabinet | Kitchen Cabinet | Vanity Cabinet
Wardrobe | Entry Zone | Laundry

Completion: 2022





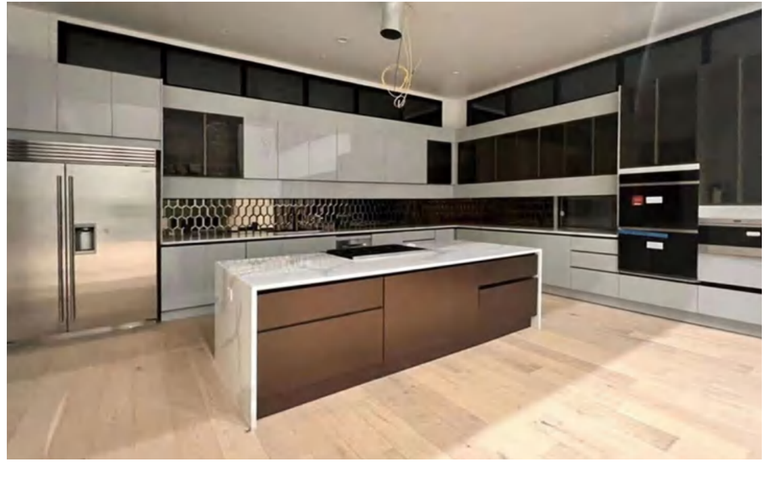
OF PROJECT

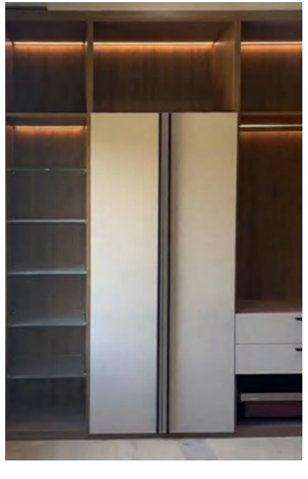
Location: Virginia, USA

Project Type: Villa

Scope of Work: Kitchen Cabinet

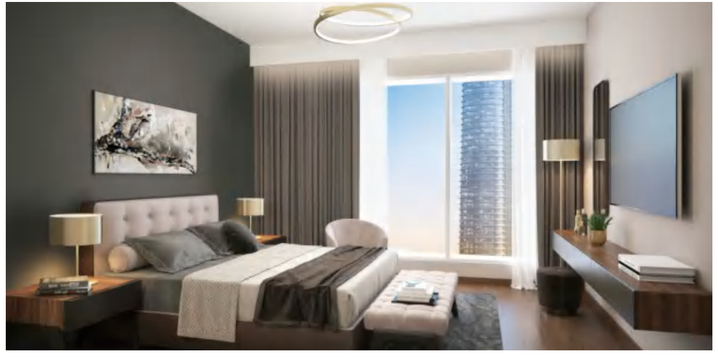
Completion: 2024











CBDT PROJECT

Location: New Cairo, Egypt

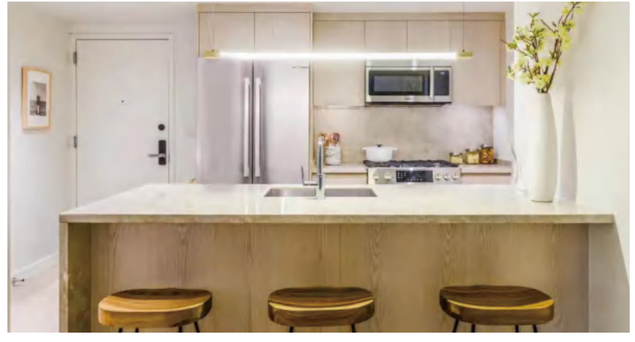
Project Type: Residence

Scope of Work: Vanity Cabinet

Room Quantity: 980

Completion: 2023





OA PROJECT

Location: New York, USA

Project Type: Residence

Scope of Work: Kitchen Cabinet | Vanity Cabinet

Room Quantity: 117

Completion: 2021



VH PROJECT

Location: Doha, Qatar

Project Type: 5-Star Hotel

Scope of Work: Kitchen Cabinet | Counter Tops | Wardrobe | Storage Cabinet

Room Quantity: 228

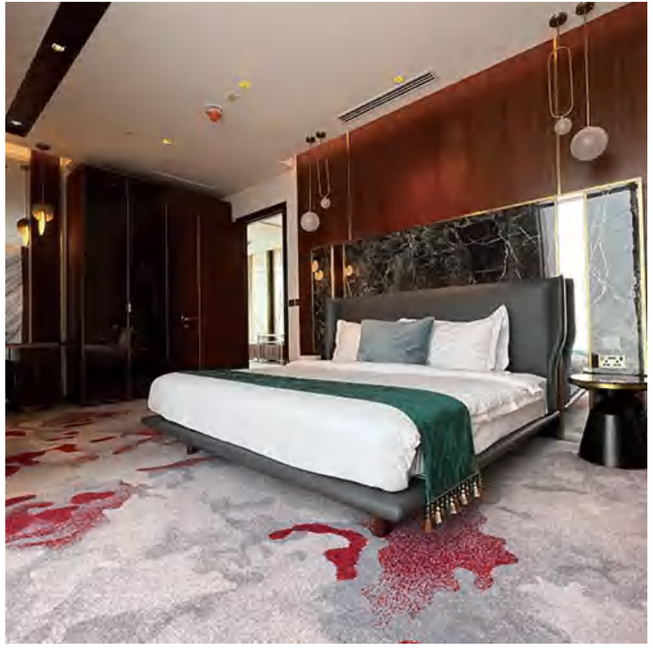
Completion: 2022













WL PROJECT

Location: Binh Chau, Vietnam

Project Type: 5-Star Villas

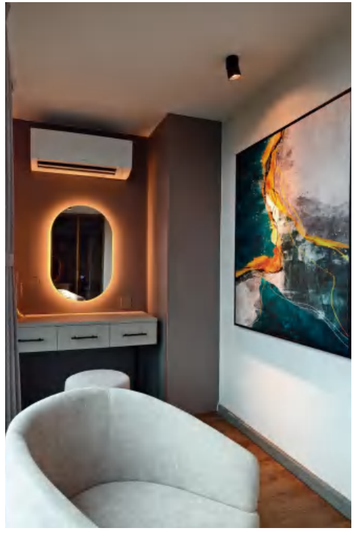
Scope of Work: Kitchen Cabinet | Wardrobe | TV Cabinet | Vanity Cabinet | Wall Panel | Loose furniture

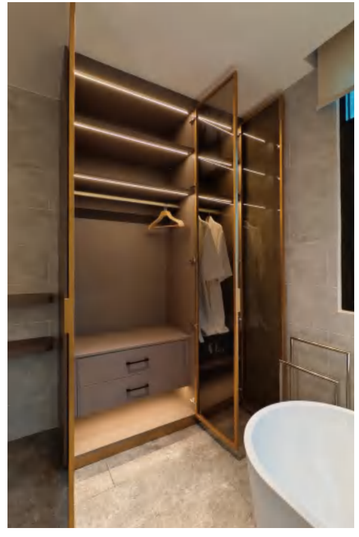
Room Quantity: 122

Completion: 2024











UAE



A7 APARTMENT

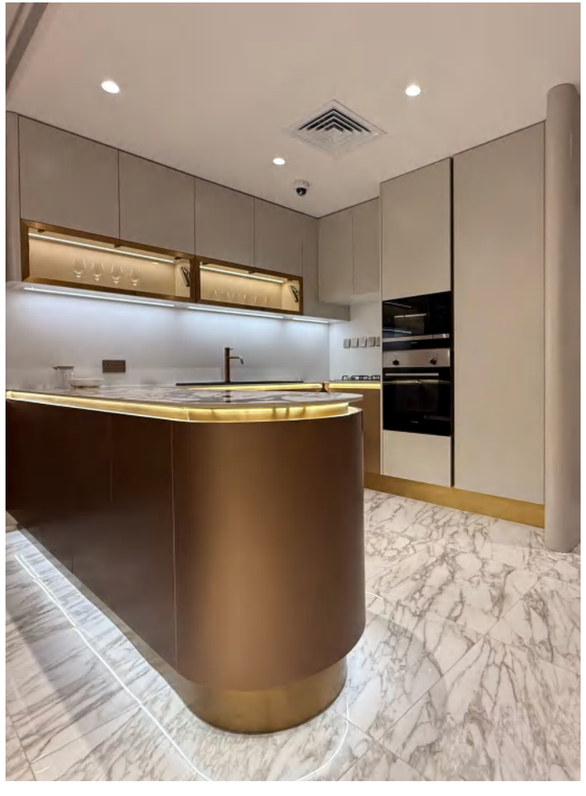
Location: Dubai, UAE

Project Type: Fully Furnished Apartment

Scope of Work: Kitchen | Wardrobe | Interior Doors
Vanity | Wall Cladding | Loose Furniture

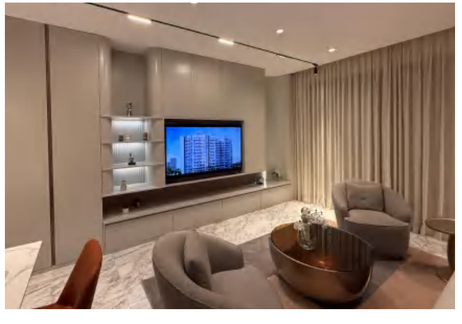
Room Quantity: 190

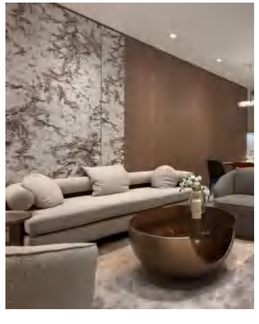
Completion: 2025-2026











UAE



BSST PROJECT

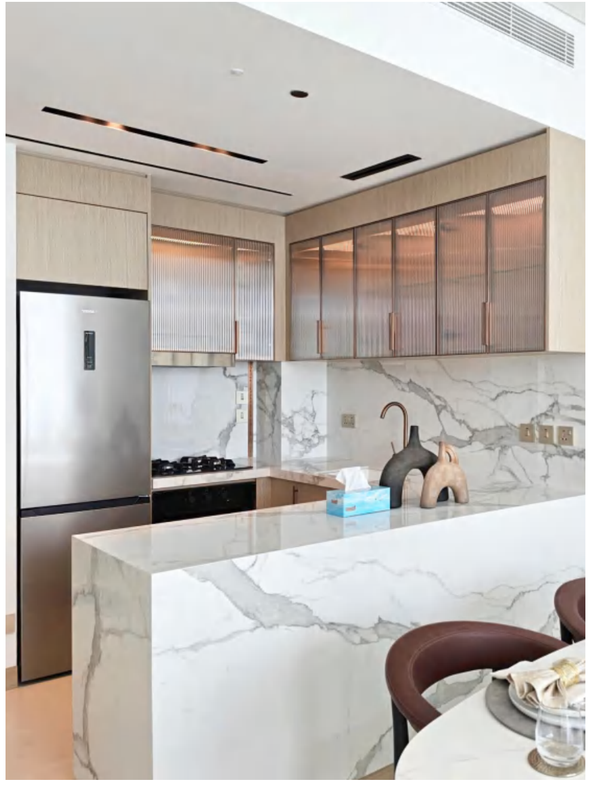
Location: Dubai, UAE

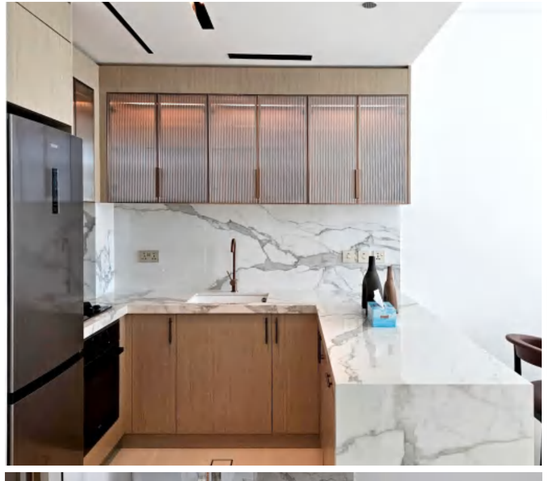
Project Type: High-rise Apartment Tower

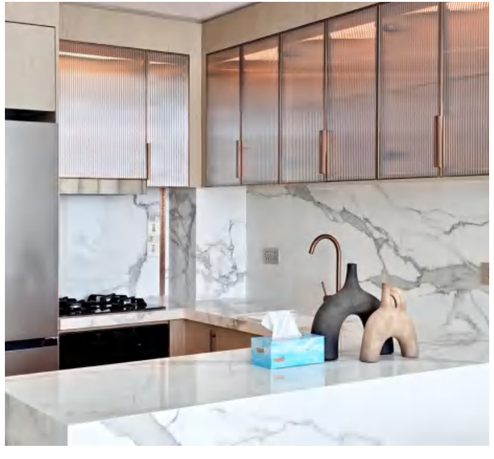
Scope of Work: Kitchen Cabinet | Book Shelf | Aluminum

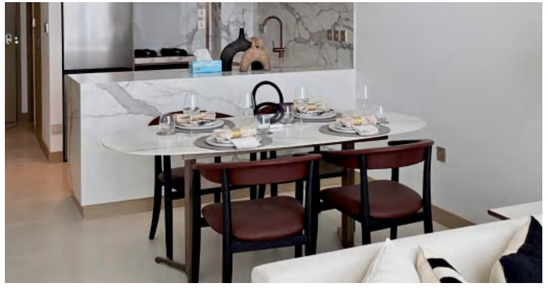
Room Quantity: 480

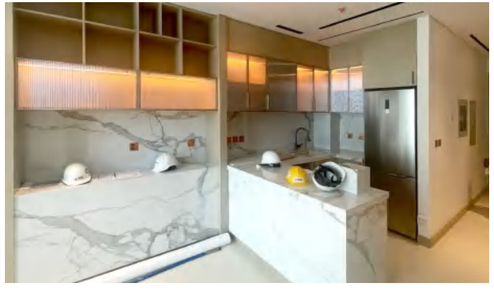
Completion: 2025













LI APARTMENT

Location: Dubai, UAE

Project Type: Fully Furnished Apartment

Scope of Work: Kitchen | Wardrobe | Interior Doors
Vanity | Wall Cladding | Loose Furniture

Room Quantity: 342

Completion: 2025-2026











QATAR



AL SUITE

Location: Doha, Qatar

Project Type: 4-Star Hotel

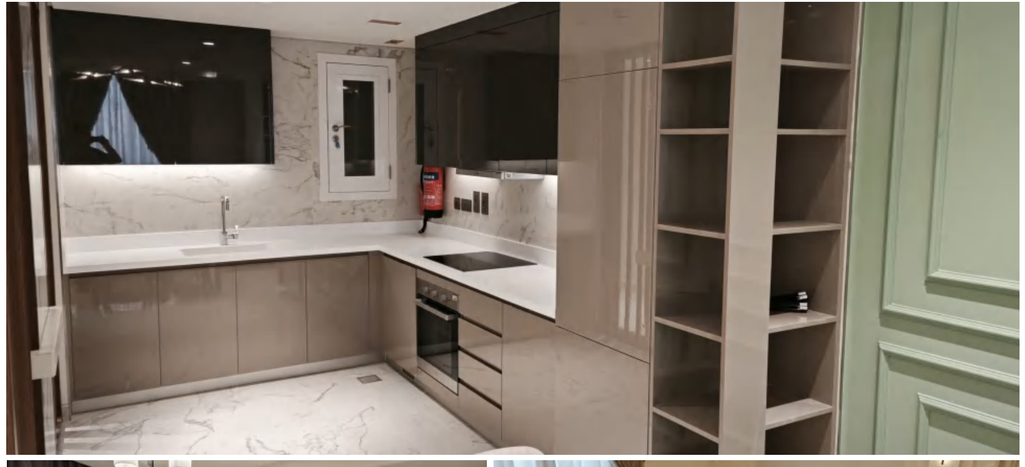
Scope of Work: Furniture

Room Quantity: 140

Completion: 2025

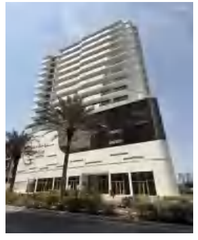












PH APARTMENT

Location: Dubai, UAE

Project Type: Fully Furnished Apartment

Scope of Work: Furniture

Room Quantity: 142

Completion: 2025











HH PROJECT

Location: Kuala Lumpur, Malaysia

Project Type: Residence

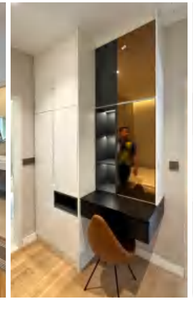
Scope of Work: Interior Door | Vanity Cabinet | Wardrobe / Closet | Kitchen Cabinet | TV Console / Wall Panel | Fixed Room Desk

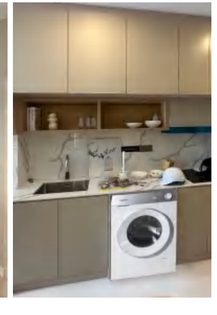
Room Quantity: 90

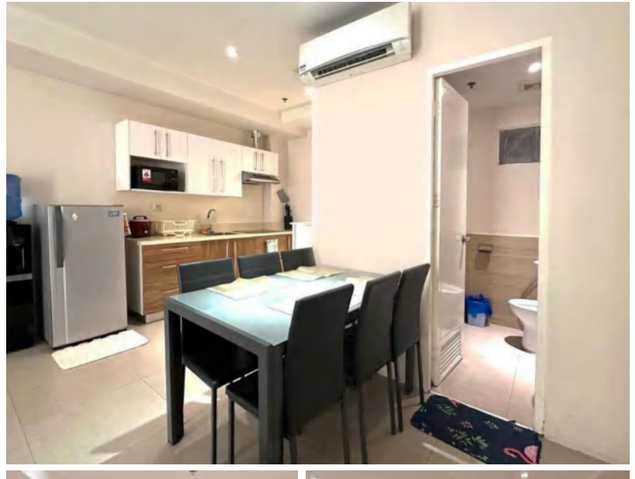
Completion: 2024

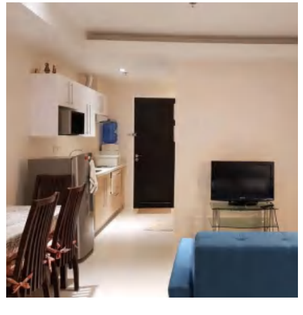


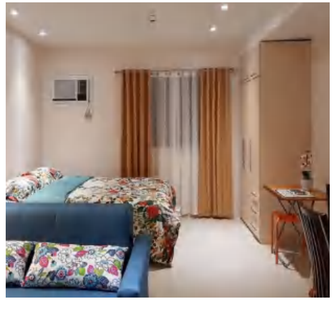














ME PROJECT

Location: Davao City, The Philippines

Project Type: Residence

Scope of Work: Kitchen Cabinet | Vanity Cabinet

Room Quantity: 200+

Completion: 2024



UV PROJECT

Location: Phnom Penh, Cambodia

Project Type: Residence

Scope of Work: Interior Door | CDU Seating Cover | Kitchen Cabinet

Room Quantity: 1977

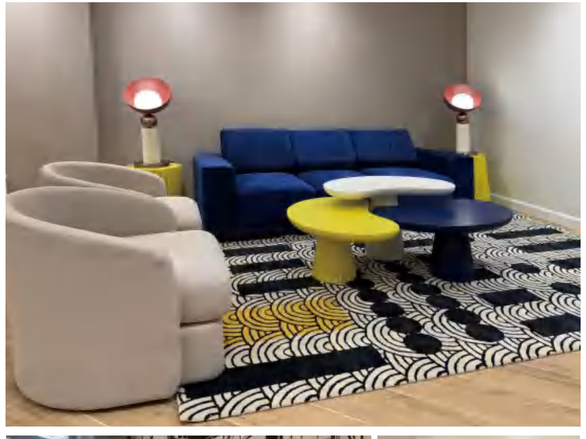
Completion: 2024

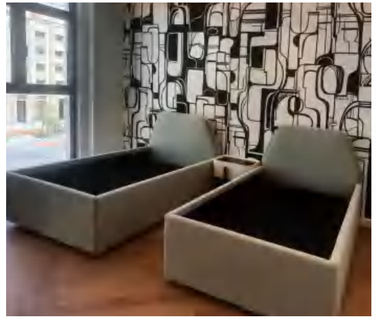


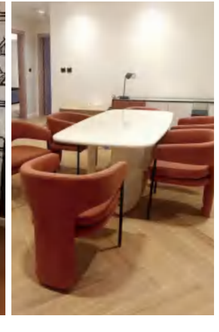












JMJ PROJECT

Location: Qatar

Project Type: Apartment

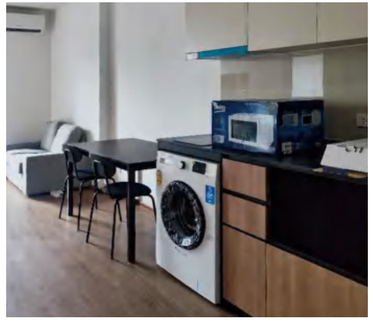
Scope of Work: Loose furniture | Lighting and Decoration

Room Quantity: 100+

Completion: 2024







LP PROJECT

Location: Bangkok, Thailand

Project Type: Residence

Scope of Work: Kitchen Cabinet

Room Quantity: 1140

Completion: 2023



OL RESIDENCE

Location: Dubai, UAE

Project Type: Fully Furnished Apartment

Scope of Work: Kitchen | Wardrobe | Vanity | Wall Cladding
Loose Furniture

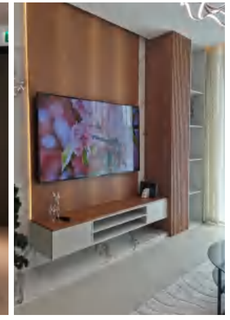
Room Quantity: 120

Completion: 2025













AG PROJECT

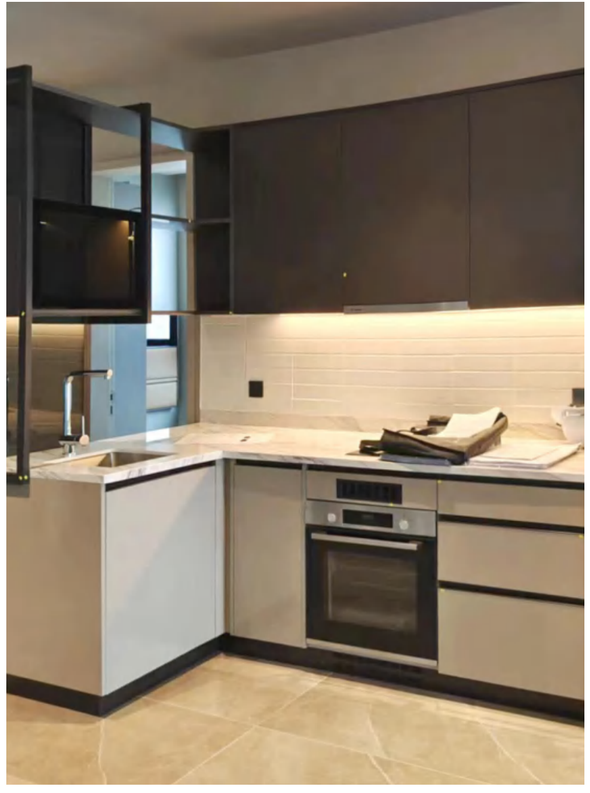
Location: Genting Highlands, Malaysia

Project Type: Residence

Scope of Work: Interior Sliding Door | Bedhead Wall Panel | Kitchen Cabinet | Wardrobe | Vanity Cabinet Entry Cabinet

Room Quantity: 1420

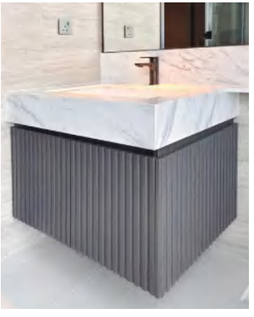
Completion: 2024











IRAQ



CT PROJECT

Location: Erbil, Iraq

Project Type: Apartment

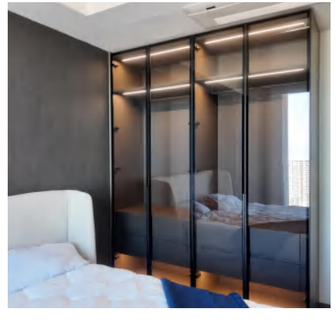
Scope of Work: Kitchen Cabinet | Wardrobe | Entrance Cabinet | Laundry | TV Cabinet | Dining Table | Interior Door | Entrance Steel Door

Room Quantity: 745

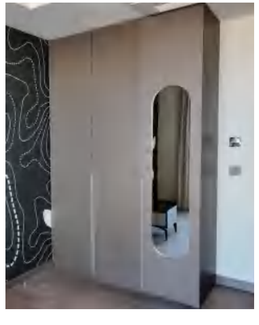
Completion: 2024











CAMBODIA



PP PROJECT

Location: Phnom Penh, Cambodia

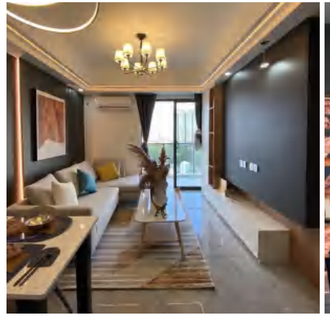
Project Type: Residence

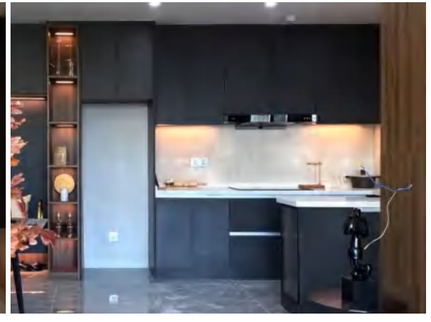
Scope of Work: TV Cabinet | Kitchen Cabinet | Wall Panel | Wardrobe

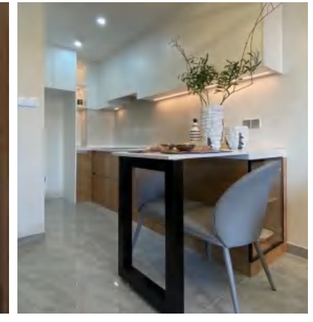
Completion: 2023











UAE



HH APARTMENT

Location: Dubai, UAE

Project Type: Furnished Apartment

Scope of Work: Kitchen | Wardrobe | Vanity

Room Quantity: 224

Completion: 2025









LC PROJECT

Location: Kuala Lumpur, Malaysia

Project Type: Residence

Scope of Work: Kitchen Cabinet | Interior Doors | Vanity Cabinets

Room Quantity: 1077

Completion: 2023











MEXICO



CM HOTEL

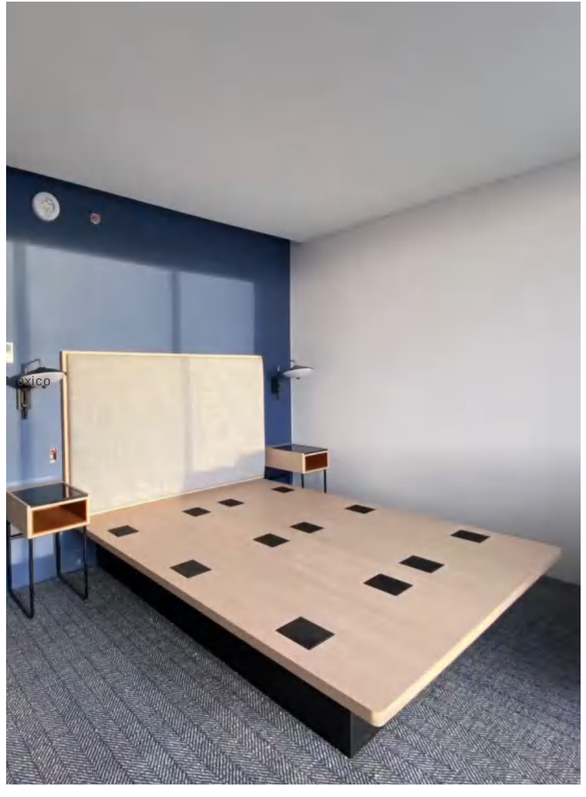
Location: Tijuana, Mexico

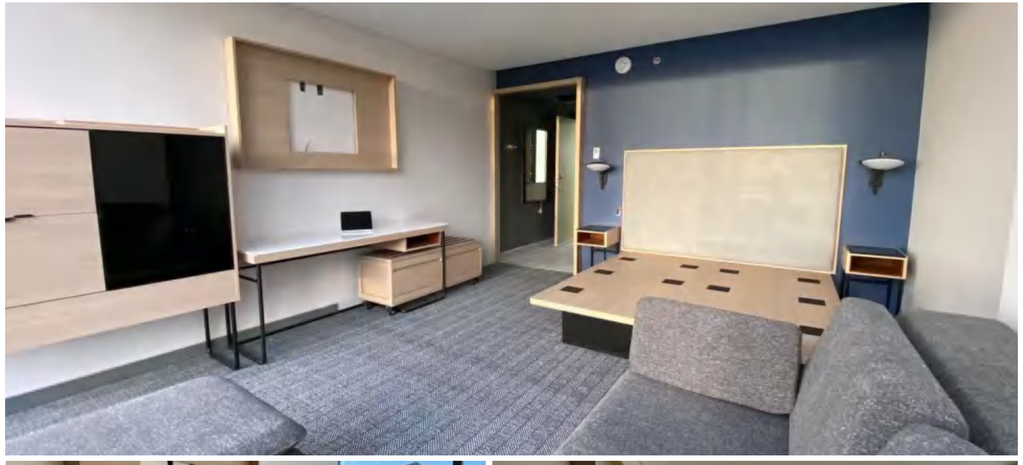
Project Type: 4-Star Hotel

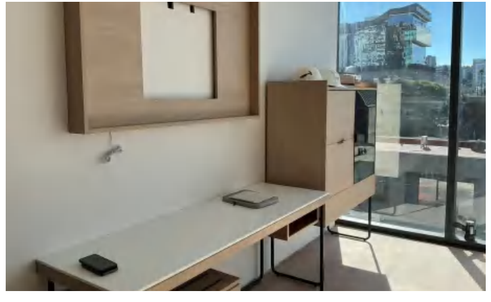
Scope of Work: Joinery & Furniture

Room Quantity: 175

Completion: 2025-2026











LP HOTEL

Location: Hanoi, Vietnam

Project Type: 4-Star Hotel

Scope of Work: Joinery & Door & Furniture

Room Quantity: 100+

Completion: 2025-2026













WGL PROJECT

Location: Binh Chau, Vietnam

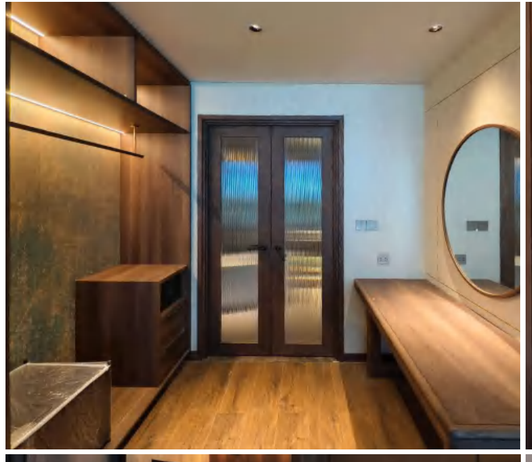
Project Type: Residence 5-Star Hotel

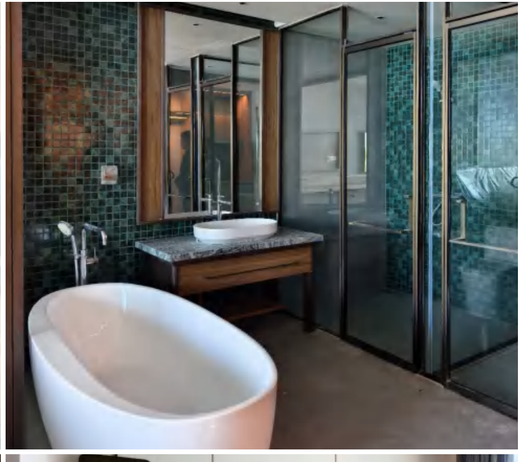
Scope of Work: Joinery Works | Door | Loose Furniture

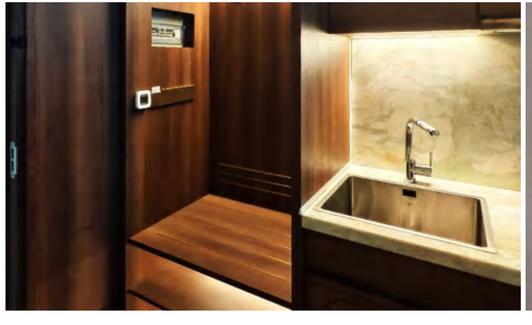
Room Quantity: FIP Done

Completion: 2025-2026











MH PROJECT

Location: Penang, Malaysia

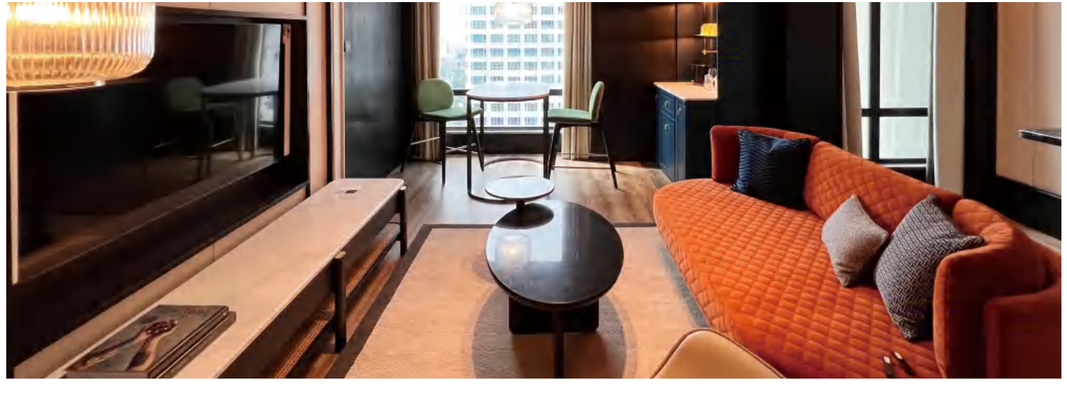
Project Type: 5-Star Hotel

Scope of Work: Interior Door | Walk in Closet | Mini Bar Cabinet | Vanity Cabinet & Mirror| Wall Panel | Bed & Bedhead & Bedside Table | TV Cabinet | Loose Furniture

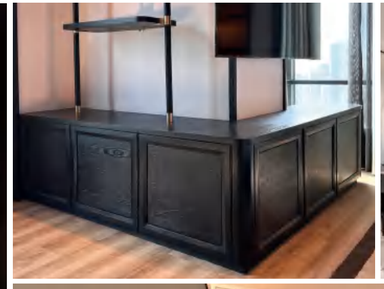
Room Quantity: 134

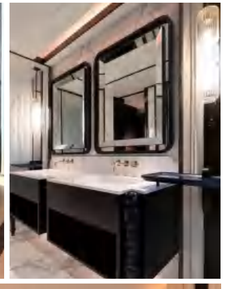
Completion: 2024













MALAYSIA



RHP PROJECT

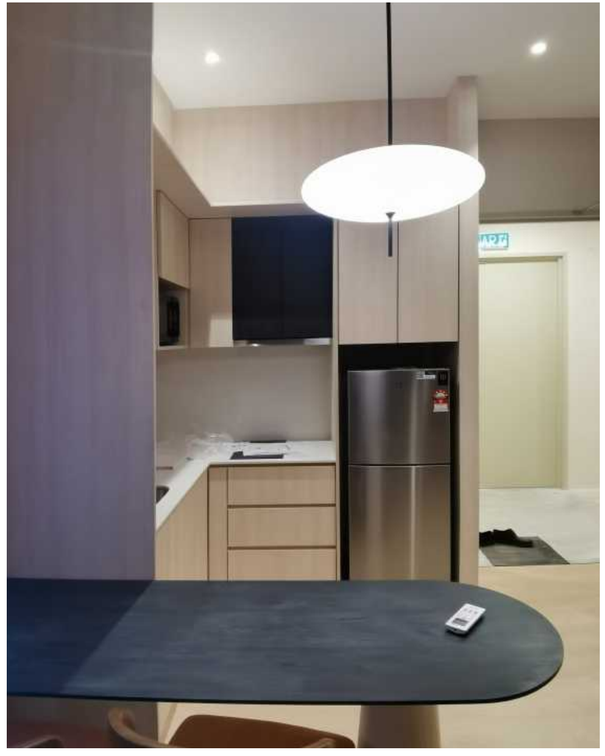
Location: Penang, Malaysia

Project Type: 4-Star Hotel

Scope of Work: Kitchen Cabinet | Wardrobe | TV Wall Panel | Entry Cabinet | Bedhead | Bedside Table | Fixed dining Table | Fixed Desk

Room Quantity: 125

Completion: 2024









SLS PROJECT

Location: Kuala Lumpur, Malaysia

Project Type: 4-Star Hotel

Scope of Work: Wardrobe | Dressing Table

Room Quantity: 180

Completion: 2023









WM PROJECT

Location: Sihanoukville, Cambodia

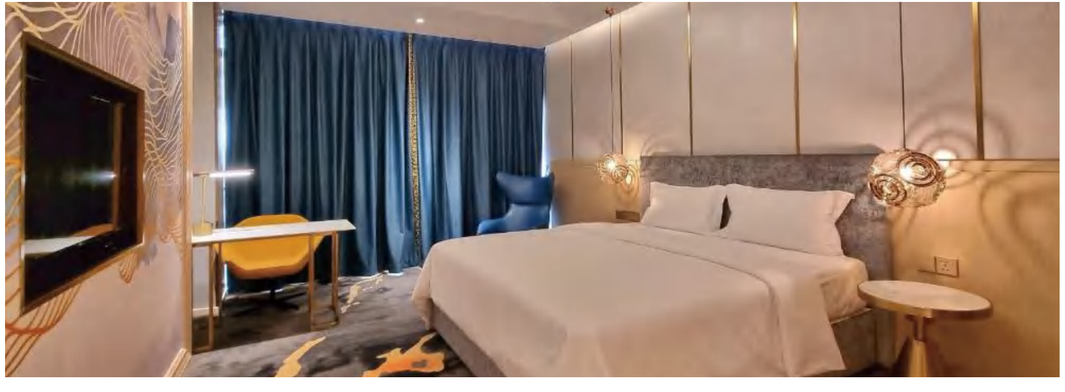
Project Type: Resort & Hotel

Scope of Work: Kitchen Cabinet | Vanity Cabinets

Room Quantity: 134

Completion: 2022













CHINA

OSA PROJECT

Location: Dongguan, Canton

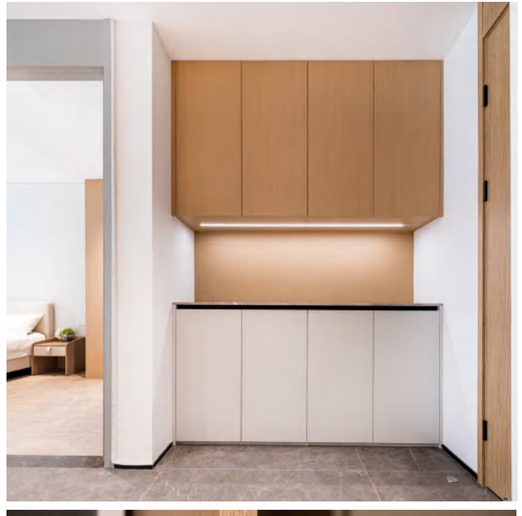
Project Type: Accommodation

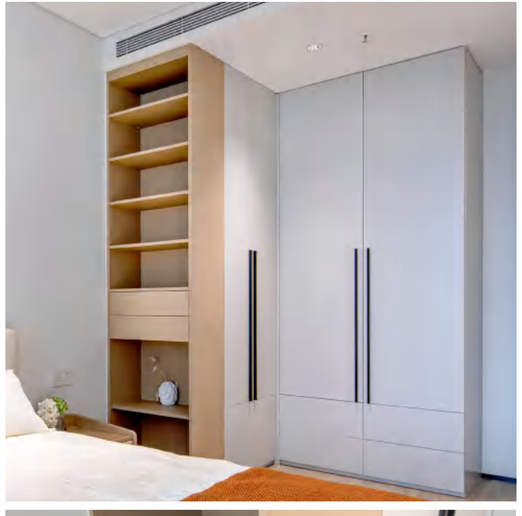
Scope of Work: Joinery

Room Quantity: 500+

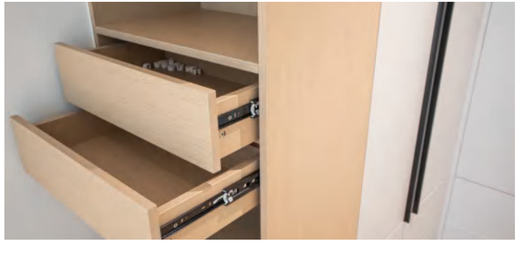
Completion: 2024



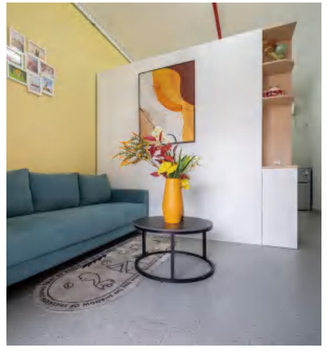


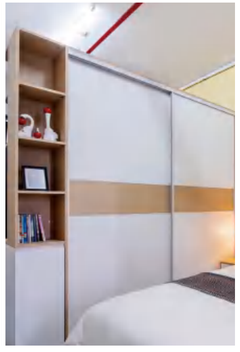












MG PROJECT

Location: Shunde, Canton

Project Type: Accommodation

Scope of Work: Joinery | Furniture

Room Quantity: 500+

Completion: 2022





HCMC PROJECT

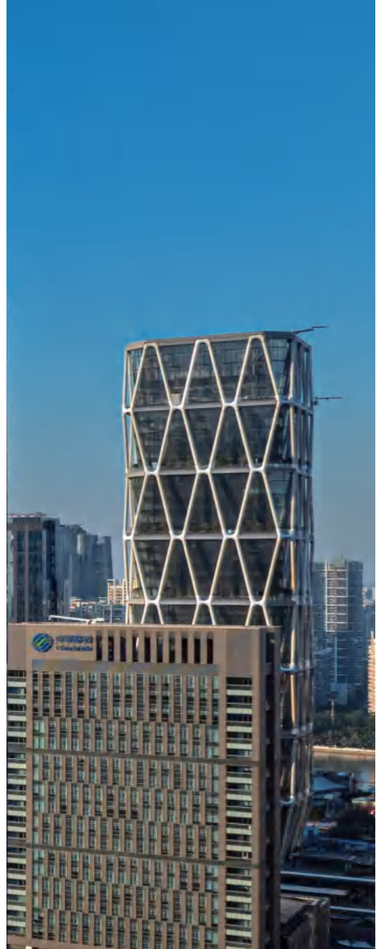
Location: Indonesia

Project Type: Modular Channel

Scope of Work: Storage Cabinet | Wardrobe

Room Quantity: 2000+





COMPANY PROFILE

Sofeyia Home Collection Co., Ltd, based in Guangzhou, China, is mainly engaged in custom cabinetries, including kitchen, wardrobe, vanity and all kinds of interior furniture with matched accessories.

Being the first IPO company (SZ 002572) in the custom furniture industry, Sofeyia has been committed to develop for over 20 years at high-techn-ology stage and dealing with large capacity of market need.

Through personalized design and efficient operation, we always provide customers with a good experience, and become a trustworthy leading home furnishing company.

WHY SOFEYIA

CHRONICLE



Sogal
Established with
Scalable Cabinet
Invention

1981



Sofeyia R&D Center
Founded (The 1st
Chinese Professional
Furniture Lab)

2003



Sofeyia Home Furnishing
Central Laboratory Took
the Lead in Obtaining CNAS
Accreditation and Became
a National Accredited
Laboratory

2012

2001

Sofeyia Founded
and Opened
the Era of Custom
Cabinetry in China



2011

IPO on SZ Stock
Exchange, Became
the 1st Listed Cabinetry
Company in China



2014

Introduction of French
Brand Schmidt Kitchen.
The Industrial Layout and
Technology are Fully
Synchronized with France HQ





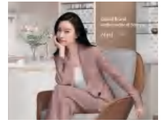
Established Huahe
Door Industry Co., Ltd.
(Qiqihar)

2017



Signed with
China National
Women's Volleyball
Team

2019



Sofeyia Officially
Appointed Ni Ni as
its Global Brand
Ambassador

2023

2018

The "Future Factory" that
Meets the Industry 4.0
Standards Made its First
Official Debut in
Huanggang.



2021

Launched the Internet Light Fashion
Brand-MILANLA, to Provide
more Families with the
Ultimate Cost-effective
Custom Home Products and Services.



2025

The Sofeyia Plaza
in Pazhou, Guangzhou
was Officially Opened



WHY SOFEYIA

MANUFACTURING NETWORK



With totally I million ㎡ scale of factory, Sofeyia manufacturing system covers all main areas of China and able to provide various of products in quick lead time. Also the network is cooperated internally with high-efficeincy plan, to ensure the whole supply - chain of ectenterprise is running smoothly all the time.

Additionally, Sofeyia plans to expand the current scale into fully well-finished Industry 4.0 standard before 2015, with 1.5 times of square meter by now.









8 PRODUCTION BASES



SPECIALIZED PROJECT MANUFACTURING SYSTEM

Relying on a vast standard retail market scale, Sofeyia has established a comprehensive and rigorous corporate standard and supply chain advantage. For bulk project channels, Sofeyia adopts independent supply chain management + production manufacturing system:

- The value chain operation is more flexible, reducing the production and delivery cycle.
- Avoiding competition for production capacity with retail products, resulting in simple and clear planning management.
- Quick responsiveness to non - standard requirements.
- It has a sound project system material reserve (decorative surfaces, hardware, auxiliary materials).
- Enhances overall efficiency and reduces internal costs.



TOP RESEARCH INSTITUTE IN THE INDUSTRY

The first CNAS-certified research institute in the home industry nationwide, participating in the formulation of multiple national standards. Equipped with hardware Changyun automatic robotic arm, climate chamber, ultraviolet detection instrument, physical external force testing system, and other comprehensive product quality and environmental protection level testing conditions.







- Providing reasonable and stringent process verification testing for new processes (such as environmental grade, moisture resistance, strength, bending degree, corrosion resistance, lifespan, deformation, etc.).
- Conducting sampling inspections on each batch of incoming materials.
- Developing and verifying new materials and designs in the industry.
- Conducting rigorous finished product quality inspections after completion.

SCALE ADVANTAGES OF MAJOR FACTORIES

Leveraging the overall economies of scale, Sofeyia enjoys greater stability and robustness in material procurement, supplier services, and supply chain (wherein Sofeyia ranks as the top player in domestic custom industry for board consumption).

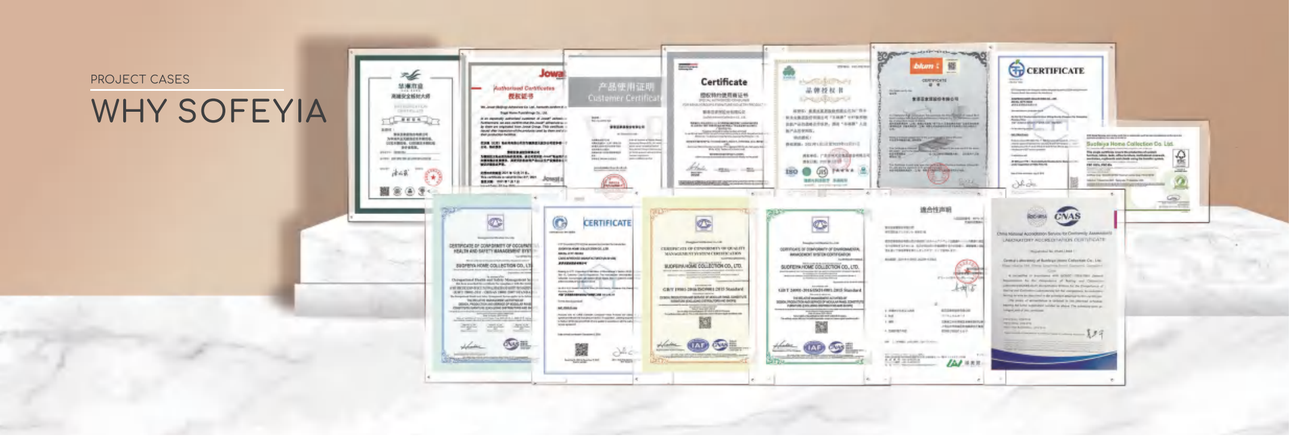




MATERIAL & EQUIPMENT PARTNERSHIP

- Ensures priority supply from suppliers during industry tensions.
- Generally guarantees stability in purchased prices (for hardware accessories, stone, etc.).
- Maintains certain regular inventory for emergency adjustments (base materials, veneers, standard hardware).
- Ensures supplier services (rectification, after - sales, delivery schedules, etc.).
- Strong integration capabilities (multiple product categories, solutions, materials).

WHY SOFEYIA



FRENCH BRAND & GLOBAL RECOGNITION

Originating from SOGAL in France (since 1981) and operated in partnership with Schmidt, boasting an advanced production system. In addition, it is acclaimed with numerous renowned international design awards (K - DESIGN, IF, Red Dot, IDA, etc.), as well as several international environmental and system certifications (EPA - NAF, FSC, F - 4STAR, CARBII, etc.).

- Strong overseas bidding qualifications and brand endorsement.
- Industry status favorable for centralized procurement bidding and prequalification.
- Excellent design capability, comprehensive design empowerment, and exceptional product system.

GLOBAL PARTNERSHIP

LOCALIZATION SERVICES

Currently, Sofeyia has established sales networks in markets such as Singapore, Australia, the United States, Cambodia, Vietnam, Indonesia, Thailand, Canada, Madagascar, and Oman. Additionally, the company has expanded its project collaboration network to over 40 countries and regions, including Malaysia, Thailand, Philippines, Canada, United Arab Emirates, United States, Australia, and New Zealand.

- Capable of coordinating and delivering comprehensive projects locally.
- Headquarters can provide design and installation support for large-scale projects.
- Extensive experience in regional and similar project cases, reducing project trial-and-error risks and improving project integration efficiency.



INTEGRATED DESIGN SOFTWARE

Sofeyia has independently developed DIYHOME, a software that combines convenient guided design, rendering, and drawing functions, greatly facilitating designers. In addition, Sofeyia has collaborated closely with outstanding design companies to develop exclusive modules, expanding the user base and providing more options. Now DIYHOME English version is available.

- The English version software greatly facilitates familiarization and adaptation with Sofeyia modules for clients and designers, improving communication efficiency and deepening collaboration.
- Rendering, craftsmanship, and production standards are standardized and consistent.
- The software utilizes cloud data storage, allowing the aggregation of cluster solutions to identify common issues and provide excellent case analysis.





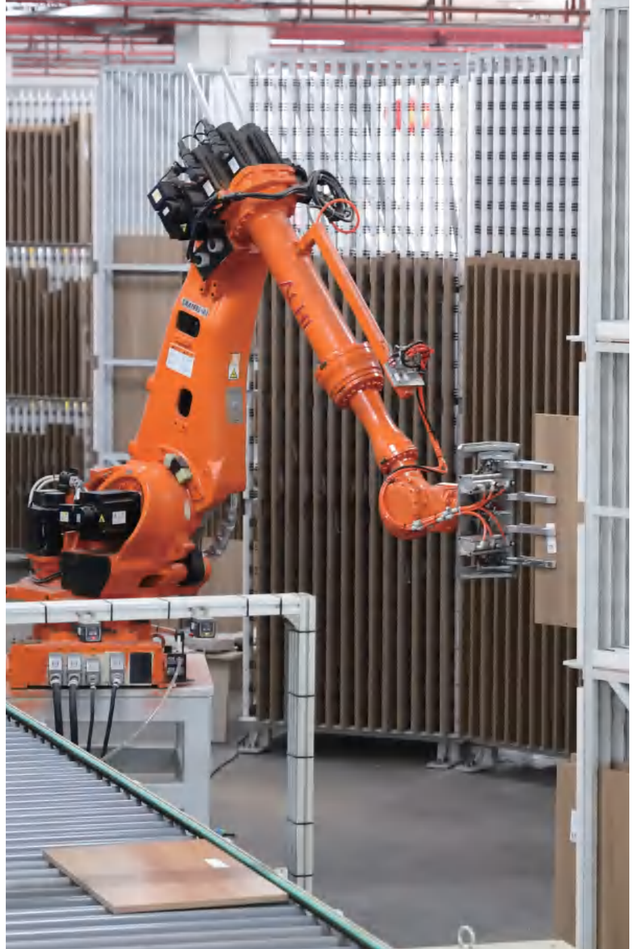


WHY SOFEYIA

INDUSTRIAL 4.0 PRODUCTION TECHNOLOGY

Sofeyia is the earliest listed custom home furnishing company in the industry and the earliest enterprise to undergo Industrial 4.0 transformation and capacity upgrading. Industrial 4.0 represents not only the imported production equipment from Europe but also overall digitally driven production (different from ordinary furniture processing factories).

- Digital information advantages: design software CRM - ERP - production system
- Fully automated processes such as laminating, cutting, edge banding, drilling, sorting, and packaging, with quality self-control and cost optimization (efficien cy, labor), high precision, and fast delivery.
- Meeting the standardization and sufficient capacity for large-scale projects.
- Modern MES system ensures precise division of labor in the factory and accurate scanning of ware housing and shipment.





Finish Pressing



Auto-Cutting



Laser Banding



Rolling Edge Banding



Precise Drill



Shape Carving



Massive Volume



Auto Sorting



Auto Selecting System



Stereoscopic Warehouse



Cargo Delivery Platform

WHY SOFEYIA

STRICT QUALITY INSPECTION + TRIAL INSTALLATION SERVICE





The quality inspection system of Sofeyia Project is primarily divided into two parts: online inspections and random sampling. In addition, the QC department conducts regular evaluations of suppliers and collaborates with the research institute for incoming material inspections. The company has stringent quality requirements, which are generally higher than industry standards, and provides detailed compilation documents for reference.

- Each process has strict process documents, and it needs to be verified and confirmed by the Design - Support Department before placing orders for production.
- Help client to carry out more reasonable design optimization to achieve effective cost reduction and improved usability.
- The extensive project database provides excellent design solutions for reference.



RICH MATERIAL LIBRARY

Sofeyia has accumulated tens of thousands of coded SKU for melamine and PVC, as well as thousands of coded SKU for lacquer and veneer, based on a customer-oriented prototyping approach. Additionally, Sofeyia has undertaken sample development for various new surface materials such as PET, aluminum products, UV, etc., in accordance with the latest industry trends.

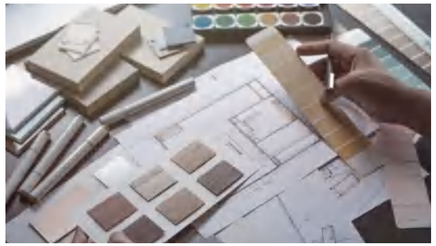
Furthermore, Sofeyia conducts compatibility testing and process development based on actual orders, leveraging a massive hardware accessory database. This includes parameters for board perforation and grooving, dimensional reduction, and more. This ensures not only a wide range of choices for customers but also the correctness and rationality of each option.

WHY SOFEYIA

DESIGN EMPOWERMENT

Based on years of project experience, Sofeyia has accumulated a wide range of design principles and optimized numerous functional modules through industry experience. While ensuring delivery quality, aesthetic design, and practical functionality, cost optimization can be achieved, bringing more value not only to Sofeyia itself but also to customers.

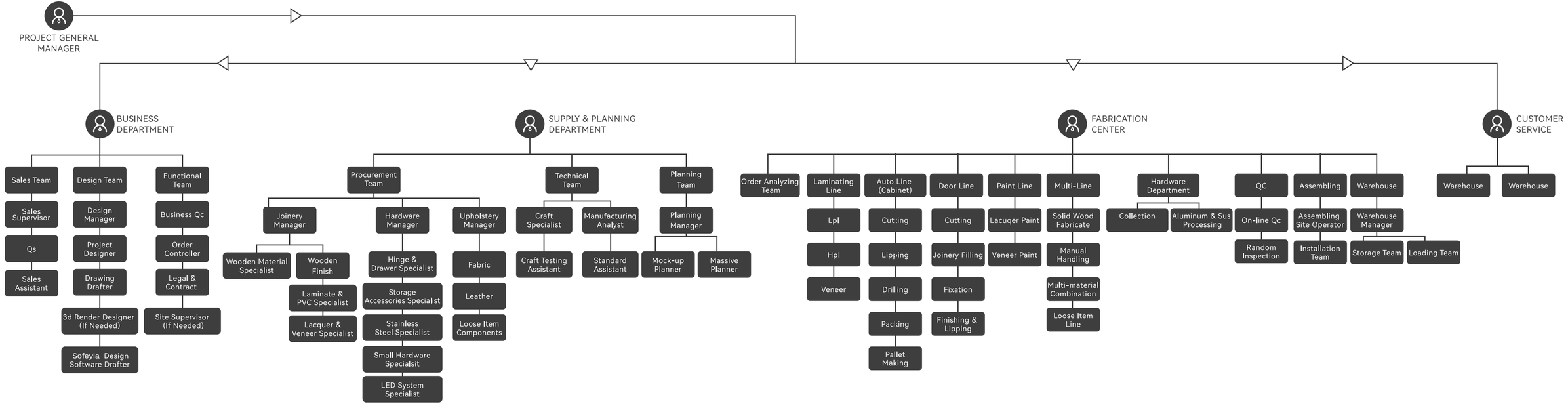
- Each process has strict process documents, and it needs to be verified and confirmed by the Design
- Support Department before placing orders for production.
- Help client to carry out more reasonable design optimization to achieve effective cost reduction and improved usability.
- The extensive project database provides excellent design solutions for reference.





210+ International Design Awards

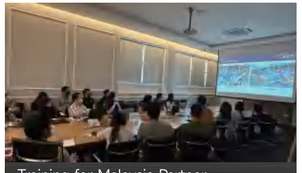
PROJECT ORGANIZATION CHART - BY SOFEYIA



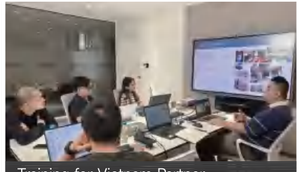
FRANCHISE SUPPORT

01

Comprehensive training support,
including technical training, design training,
project management training, etc



Training for Malaysia Partner



Training for Vietnam Partner

02

On-site Technical and installation
support upon vital needs



Installation Support for Iraq Project



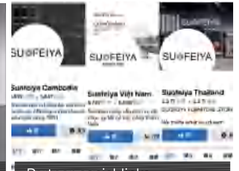
Technical Guide on
Cambodia Project

03

Renowned brand origin from France,
Stable and strong back up
from listed company



Global Website with huge reputation



Partner social links

04

Design empowerment for clients



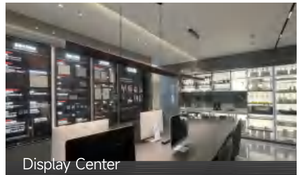
Meassurement Training
in Thailand



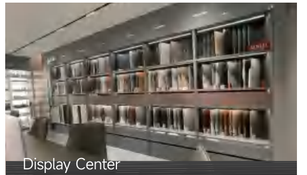
Technical tendering collaboration

05

Leading material display center along
with customized MUR showroom



Display Center
Craft & Hardware Standard



Display Center
Various Samples

COOPERATION SCHEME



To confirm cooperation intentions, the project situations. And a cooperation agreement or project authorization will be signed between both parties.





Select an appropriate location for use as an project showroom or project materials showcase center. Sofeyia is responsible for providing standard designs and guiding the implementation of the display events.



Provide guidance to partners for a good team configuration and offer training in quotation, tendering, design, project management, installation, and so on.

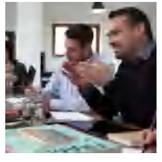


Work together with partners to review the important clients in the market and leverage Sofeyia's headquarters customer resources to integrate and carry out long-term business expansion efforts. The headquarters can assist in conducting market visits, business trips, and process tendering collaboration with partners.



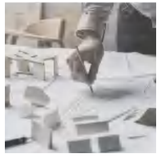
Ultimately, enable partners to establish a reputation in the market, improve project management efficiency, stand out among many similar companies, and become a professional interior fitout contractor that integrates design, management, installation, and after-sales service.

STANDARD SERVICE PROCESS



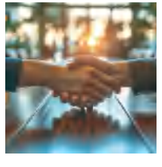
1 Tender & Business Coordination

- Mutual visits, company presentation, initial project profile coordination.
- Confirm scope of work, BOQ, delivery standards, and project schedule with the client.



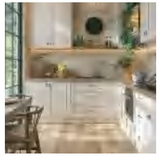
2 Drawings & Sample

- Optimize and provide shop drawings, and optional renderings and scene setups (additional service).
- Material Sample (main materials, hardware) and internal checking.
- Research and testing of non-standard new processes.



3 LOA & Project Kick-off

- Confirmation of business terms, delivery standards, and timelines.
- Finalize drawings, materials samples and craft details.
- Contract signing and project deposit.
- Launch the project and establish a dedicated task force team.



4 Mock-up

- Rapid response to delivery timeline.
- High-quality craftsmanship with attention to detail.
- Completion trial installation and installation review.
- Follow-up on acceptance and improvement tracking.



5 Massive Job & Planning

- Mutual visits, company presentation, initial project profile coordination.
- Confirm scope of work, BOQ, delivery standards, and project schedule with the client.



6 Production Stage

- Reserve production capacity based on project delivery requirements.
- Confirm material procurement cycle and return to factory plans.
- Main material preparations.
- Commence production (workshop integration and automated support).
- Quality inspection and packaging.





7 Trial Assembly

- Confirm mock-up time, quantity, and reference numbers based on project requirements.
- Conduct mock-up work in the overseas mock-up area.
- Review.
- Improvement and optimization, disassembly, and warehousing.
- (Optional) Unit assembly to ship

8 Shipment

- Packaging, labeling, and warehousing based on customer requirements.
- Provide cargo booking data and commercial inspections.
- Confirm payment arrangements with the client.
- Confirm container loading time and space availability.
- Loading containers, customs clearance.

9 Transportation & Installation

Transportation - Suofeiya can provide services for CIF, CFR, DDP, and other types of transportation arrangements.

Installation:

Mode 1 - Customer self-installation with instructions provided by Suofeiya.

Mode 2 - Customer self-installation with on-site installation guidance from headquarters (additional fee-based service).

Mode 3 - Installation handled by Suofeiya's distributors.

Mode 4 - Suofeiya's self-operated projects, including installation upon delivery (NSC).

10 After-sales Service & Acceptance

- Professional after-sales customer service department.
- Analysis and solution for after-sales issues.
- Confirmation of repair and improvement methods and timelines.
- Project Hand-over and post-warranty service plan.

STANDARD SERVICE PROCESS



15,000+

PROJECTS WORLDWIDE

Drawing
-Shop Drawings
-Renderings

1 week

Mock up
-Installation
-Inspection
-Modification

4 weeks

Shenzhen

Huangpu Port

3 days



1 week

Quotation
-Layout
-Material Specs

2 weeks

Solution Confirming
-Drawings
-Materials

6–7 weeks

Mass order production
30% Deposit
↓
Manufacturing
↓
Entering warehouse
↓
70% Balance

Cargo On site
-Ocean shipment
-Custom clearance
-Local transportation

COOPERATION PROCESS

Core Values of the Enterprise

Customer First, Innovation and Sharing, Professional and Efficient, Integrity and Progress.

Enterprise Mission

To easily transform homes with technology and creativity, integrating the beauty of the world into a new way of living.

Enterprise Vision

To provide customers with exceptional experiences through personalized design and efficient operations, and become a trusted, globally leading home furnishing enterprise.