

Duniadesigns

DUNIA DESIGNS - ONE STOP SHOP BUILDING CONCEPT



BUILDING GRAPHIC CONCEPT

The beauty of plastic

Duniadesigns

beautiful
furniture
made of
90%
recycled
plastic
material

Your purchase supports

e environment
education
employment
enterprise

Now open in Ilbora, Arusha
Contact us for more info:
duniadesigns.co.tz
+255 754 051 296



Context & the Business

Your purchase supports



Context:

Dunia Designs is a young and dynamic company, creating high quality bespoke designs with a vast range of different styles and material finishes. We achieve this through the collection and upcycling of plastic waste.

Dunia Designs is focused on the education and training of environmental issues namely the importance of recycling / upcycling using innovative materials to replace unsustainable and toxic components in today's furniture.

The company was founded in March 2015 and since it's inception we now employ over 10 people – 4 full time staff and 6 part-time.

It is a company of designers and innovators working working towards our long-term goal which is to set up a one stop shop for recycling, processing, manufacturing and retailing all under the one roof. A real innovation centre offering sustainable social impact and economic value.

Our Business:

Dunia Designs is a project dedicated to the production high quality bespoke furniture and designs, through the use of upcycled materials. We are a philanthropic business with profits reinvested in educational & social grassroots projects.

The Consumer/Customer problem:

Our customers are cost conscious, forward-thinking and environmentally-aware people. They are looking to make a positive difference to sustainability and climate change. These are issues that ultimately affect our customers - their water sources, land, air and all living species. We offer a wide range of well-designed, beautiful, functional products at competitive prices with the current market.

Solution:

We collect waste plastics, sort, clean and reuse it in the use of everyday household furniture and building structures. Through this, we are providing employment and education and lowering CO2 emissions and demand on trees and other natural resources.

Moving forward

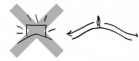
Dunia Designs has identified three avenues from which we can expand:

- 1. Octopus model;** innovation center is the hub from which all other (production) activities are outsourced while value is added by design and branding. Requires minimal capital investment but heavy investments in branding.
- 2. Integrated model;** all supply chain activities are undertaken – from sourcing to retailing – and focus is on volumes and margins. Requires heavy capital investment and great appetite for risk and returns.
- 3. Collaborative Model;** develop different collaborative strategies with various actors while continuing building the brand of Dunia Designs. Requires great strategic insights and abilities to develop and maintain win-win strategies as well as the willingness to deal with the fear of being outsmarted.

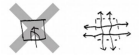


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Architecturally the building should not read as an object of aesthetic, but as a device, an infrastructure - that is engaged, experienced and read in the comfort of its surrounds and setting.



The building should not be restricted, confined and/or enclosed where possible. The building should be a walk through living organism full of breathing life. The inside and outside nature should be blurred, not mediated / divided by vertical structures.

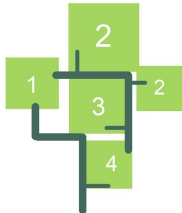


The internal spaces could be designed or grouped around a courtyard theme – walkway spaces – maximising natural light and ventilation. This will also help the space to open up to the centre, creating options for expansion to the outer elements, all the while connecting the public with the production teams.

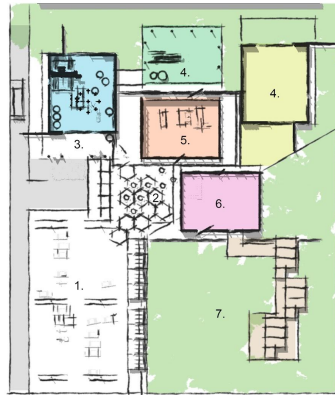
BUILDING CONCEPT / PRINCIPLES

- 1 COLLECTION RECYCLING DEPOT
- 2 PROCESSING / PRODUCTION LINES
- 3 MANUFACTURING WORKSHOPS
- 4 RETAIL OUTLETS
- 5 EDUCATIONAL EXPERIENCE

REQUIREMENTS



FLOW DIAGRAM / CONCEPT



1. CAR PARK / BIKE SHEDS ACCESS
2. CAFE / RESTAURANT - EXPERIENCE BEGINING
3. COLLECTION, CLEANING AND SORTING
5. FURNITURE WORKSHOPS
6. RETAIL OUTLETS HALL
7. OUTDOOR CLASROOMS & GARDENS

CONCEPT LAYOUT

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Please see our website for full company information on all of our products.

<https://www.duniadesigns.org>

Sincere Thank you

From The Dunia Designs Team