

POSITIONING DOCUMENT

Product Name:

Axiom

Product category:

Executive Series



Product Description:

Axiom is a robust all-wood desk set consisting of Desk+ERU, Back Unit and a Storage Unit. Style and splendor of the desk are observed through its floating look and a thick worktop. It is desirable for managers who need ample desk space with regal looks.

Target Market segment:

SMEs, Indian Corporates

Product Differentiation:

- Axiom has a modernistic floating look design supporting comfortable and spacious workspace.
- It has a sturdy thick 48mm top.
- It has pre-fitted wire management within the table in the form of an access flap for switch sockets.
- Axiom uses the corner space created between the table and the ERU efficiently.
- Storage concerns can be done away with as Axiom comes with a long ERU with two shelf compartments along with a CPU storage space.
- It also has a back unit and a storage unit for extra storage purposes.
- An elegant modesty goes along well with the desk making it look complete.

Product to be promoted at:

Axiom is to be promoted at SMEs and Indian Corporates

Competition faced:

Featherlite-Flite; other regional & local competitors