

# CORPORATE PROFILE



Info@sfiuae.com

 **SEOUL**



# FROM CONCEPT TO CREATION,

We specialize in crafting any type of furniture to match your unique design vision—just share your ideas, and we'll bring them to life with precision and quality.





## ABOUT COMPANY

Welcome to Seoul, your premier destination for exquisite furniture solutions in the UAE. With a legacy of craftsmanship spanning years, we bring sophistication, elegance, and functionality to every space. At Seoul, we understand the importance of quality furniture in enhancing the aesthetics and functionality of residential and commercial environments. Whether you're furnishing a home, office, hotel, or restaurant, we offer a diverse range of furniture options tailored to meet your unique needs and preferences. From timeless classics to modern designs, our collection encompasses all styles to suit various sectors and tastes.



## VISION

Be it economical or luxury, residential or commercial we prefer to be the dream choice destination of a customer in their decision in making their dream furniture enhancing the aesthetics and functionality.

Send us your desired design of the piece of furniture you wish and we would quote.

## MISSION

Our aspiration is to emerge as the foremost provider of premium furniture solutions, renowned for establishing industry benchmarks in design innovation, unparalleled quality, and unwavering commitment to exceeding customer expectations, both within the UAE and across international borders.





## SEOUL MANAGEMENT & TECHNICAL STAFF

SPONSOR	-	MR. SAEED AL ZAROUNI
MANAGING PARTNER	-	BASKARAN SUNDERASAN
MANAGING PARTNER	-	JOHN B. PAIS
FINANCE MANAGER	-	SANTHOSH KUMAR.M
BUSINESS DEVELOPMENT MANAGER	-	MAHROOF HASHIM
PRODUCTION IN - CHARGE	-	IBRAHIM
FOREMAN	-	MOHAMMED ANEES
PROJECT COORDINATOR	-	MOHMED ILYAS
STUDIO	-	JISSA JAISON
ADMIN	-	KAMAL
FACTORY IN CHARGE	-	1 NOS
FOREMAN	-	2 NOS
DRIVERS	-	2 NOS
SKILLED LABOURS	-	32 NOS
UNSKILLED LABOURS	-	12 NOS
PAINTERS	-	5 NOS



# Crafting Comfort, Creating Spaces

Immerse yourself in luxury with our diverse range of furniture, meticulously crafted using premium materials for lasting beauty and functionality. From timeless classics to contemporary marvels, each piece embodies exquisite craftsmanship and unparalleled quality, promising to enhance any space with elegance and sophistication.



# Rattan Furniture

Discover the timeless allure of rattan furniture, where quality craftsmanship meets unparalleled versatility. Crafted from natural rattan fibers renowned for their strength and durability, our collection promises furniture that lasts a lifetime. Embrace the effortless elegance and eco-friendly appeal of rattan, enhancing any space with its innate charm and enduring beauty.





# Sofa Furniture

Elevate your living experience with our exquisite sofa furniture collection, where every piece is a testament to unparalleled craftsmanship and enduring quality. Designed with meticulous attention to detail, each sofa seamlessly blends timeless style with modern comfort, creating a haven of relaxation in any home. Crafted from premium materials, our sofas are built to withstand the rigors of daily life while retaining their beauty and comfort for years to come.





# Pouf

Introducing our exquisite pouf furniture collection, where style meets functionality in perfect harmony. Crafted with meticulous attention to detail and the finest materials, each pouf is a testament to our commitment to quality and durability. Whether used as a versatile footrest, extra seating, or a stylish accent piece, our poufs effortlessly elevate any living space with their elegant design and superior craftsmanship.





# Wooden & Metal Table

Discover the unparalleled craftsmanship and timeless elegance of our wooden tables. Each piece is meticulously handcrafted by skilled artisans, ensuring unparalleled quality and durability. With exquisite attention to detail, every table boasts its own unique grain patterns, making it a one-of-a-kind addition to your home. Elevate your space with the natural beauty and warmth of our wooden tables, where quality meets unparalleled charm.

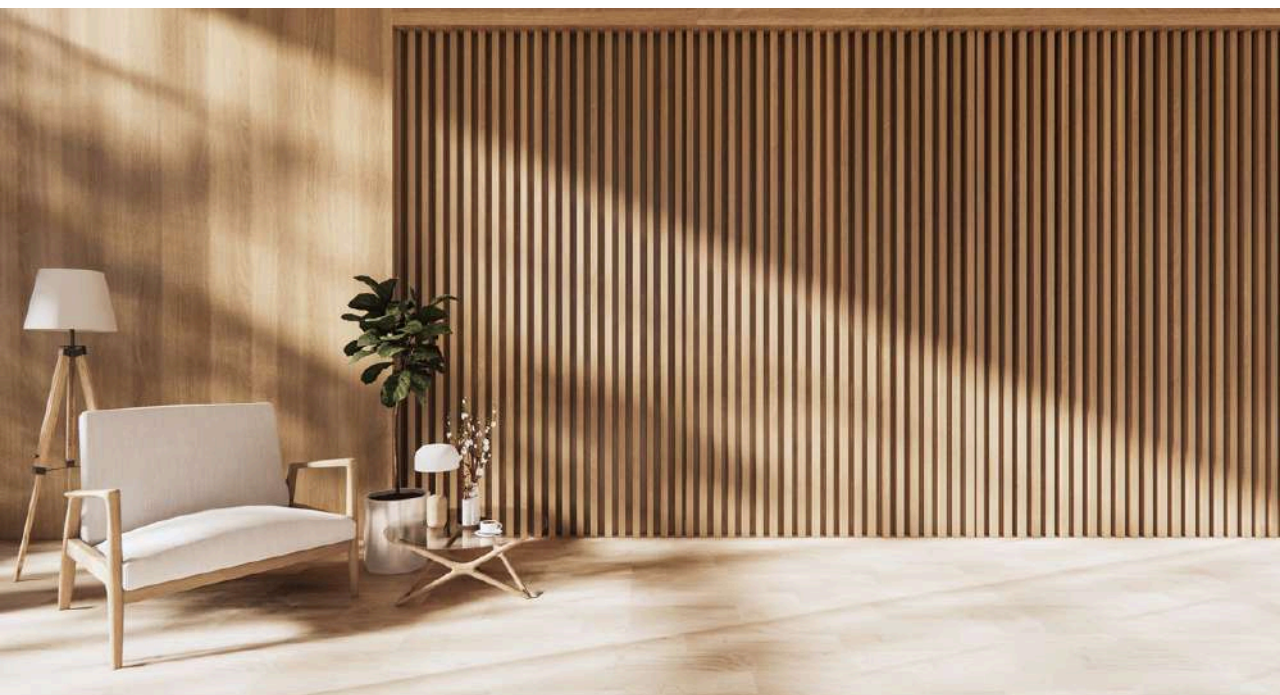
WOODOODDIFIED!





# Joinery & Fitout

With meticulous attention to detail and expertise in woodworking techniques, our skilled artisans breathe life into each project, whether it's crafting bespoke furniture pieces or executing intricate interior designs. Every joint meticulously crafted ensures not just structural integrity but also enduring beauty, reflecting our commitment to excellence.





Carpentry  
Masters

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## PROJECTS IN 2024

S.NO	PROJECT NAME	MAIN CONTRACTOR	LOCATION
1	Atmosphere Hotel, Burj Khalifa	Alec Engineering and Contracting LLC	Dubai
2	Marsa AL Arab	Alec Engineering and Contracting LLC	Dubai
3	Emaar Square (BLDG 3)	Emaar Development PJSC	Dubai
4	Brass Monkey Hotel	Sofabulous Domestic Furniture Trading LLC	Dubai
5	Presidential Flight	Alec Engineering and Contracting LLC	Abudhabi
6	Refurbishment of Africa Hall	Alec Engineering and Contracting LLC	Etiopia
7	Hyat Regency	Noaf Interiors LLC	Dubai
8	Hospital Furniture	The Company for Cooperative Insurance (TAWUNIYA)	Saudi Arabia
9	Office Furniture	Shield Marine Ship Management LLC	Dubai
10	Margham Farm House	Al Ihsan Fitout	Dubai
11	Villa Furniture	SFX Interior Decoration LLC	Dubai
12	Office Furniture	The Palace Downtown Dubai Hotel LLC	Dubai
13	Office Furniture	Dubai Hills Estate LLC	Dubai



## PROJECTS IN 2024

S.NO	PROJECT NAME	MAIN CONTRACTOR	LOCATION
14	Hotel Furniture	Howard Johnson Plaza Deira Hotel LLC	Dubai
15	RTA Project - Museum	Bin Hanif Electromechanical Works LLC	Dubai
16	Hotel Furniture	The Lagoons Phase One LLC	Dubai
17	Head Boards	Ali Al Kendi Interior Design & Decor LLC	Abudhabi
18	Virginia Angus Restaurant	Al Mamzar Decor Contracting Llc	Sharjah
19	Office Furniture	Office Master Decoration	Dubai
20	Trio Pop Up	Al Kahf Painting & Decor Works LLC	Abudhabi
21	Head Boad	Polaris International Industries	Dubai
22	Booth Seating	Vedas International Technical Services LLC	Abudhabi
23	VEO Gym Manzil	Ritmo Furniture Trading	Palm Jumeirah
24	Dubai Police	Midas Interior Decor & Electromechanical Works LLC	Dubai
25	Beef Bar Restaurant	Hills & Fort Construction LLC	Dubai
26	Socio Park	Mirage Leisure and Development	Dubai
27	Hotel Furniture	Royal Falcon Hotel	Dubai
28	Crossing H Hotel	Grand Crest Interior Decoration LLC	Dubai
29	Tony Roma's - Al Zahia City Centre	UnistarConstruction LLC	Sharjah



## PROJECTS IN 2024

S.NO	PROJECT NAME	MAIN CONTRACTOR	LOCATION
30	Villa Curtain Work	Bahr Almas Curtains & Upholstery LLC	Dubai
31	MH Project	Matteograssi ME Furniture Trading LLC	Dubai
32	Novo Hotel	Design Infinity LLC	Dubai
33	Latifa Hospital	Unesia Interior LLC	Dubai
34	Thumbay University Hospital	Green Eyes Interior Decorations	Dubai
35	Chairs	Arakkal Golds & Diamonds LLC	Sharjah
36	Chairs	Al Huzaifa Furniture Ind	Abudhabi
37	Code 369 Club	Fuji Carpentry	Dubai
38	Hospital Sofa	Cambridge Medical & Rehabilitation Centre LLC	Abudhabi
39	chairs & Sofa	WD Solutions Co LLC	Dubai
40	Fabric Catalogues	Meraki Fabric Trading LLC	Dubai
41	Hotel Furniture	Lotus Grand Hotel LLC	Dubai
42	Hotel Furniture	Howard Johnson Plaza Deira Hotel LLC	Dubai
43	NBD Bank	Arki Mobili Factory LLC	Dubai



# Signature Pieces



Unique pieces crafted from the finest quality wood showcase exceptional craftsmanship and natural beauty. The use of top-tier materials ensures both durability and a timeless aesthetic that enhances any space. Artisans meticulously shape and finish these pieces, preserving the wood's character while creating functional art. As a result, these unique creations stand as testament to both the quality of the wood and the skill of the maker.



# ELITE **WOODEN** CREATIONS



Crafted from the finest woods, these pieces offer both timeless elegance and lasting durability."



Each piece is meticulously crafted to showcase the unique grain patterns and rich textures of the wood. These masterpieces are not just functional items but also stunning visual statements that enhance any setting



# OUR *SUCCESS* THROUGH *PICTURES*



The dedication and discipline of our craftsmen shine through in every piece of furniture they create, reflecting their unwavering commitment to excellence. With passion as their driving force, they meticulously transform raw materials into beautiful, lasting works of art.



# OUR TEAM

Our team is a dedicated group of professionals, united by a commitment to excellence in everything we do. Each member brings unique skills and expertise, ensuring that every project meets the highest standards of quality. We pride ourselves on our attention to detail and our relentless pursuit of perfection.





## OUR PROJECT PICTURES



BEEF BAR  
DUBAI

TONY ROMAS  
SHARJAH



CROSSING H HOTEL  
DUBAI





## OUR PROJECT PICTURES

### ARRAKAL GOLD SHARJAH



### ATMOSPHERE RESTAURANT BURJ KHALIFA

### PRESIDENTIAL FLIGHTS ABUDHABI





## OUR **PROJECT** PICTURES



# GRAND HYATT HOTEL DUBAI

At Seoul, we take pride in our diverse range of furniture projects, each designed to combine functionality, aesthetics, and sustainability. Our portfolio includes modern office spaces, elegant residential interiors, and innovative public installations. With a commitment to quality craftsmanship and innovative design, our furniture projects in Seoul reflect our dedication to enhancing everyday living and working environments. From custom-built pieces to comprehensive interior solutions, Seoul stands at the forefront of creating spaces that inspire and delight.

**WOOD YOU  
BELIEVE IT?  
OUR FURNITURE'S  
GOT SOME  
SERIOUS  
GRAIN-IAC  
APPEAL!**

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