



Company Overview:

Manumetal is one of the biggest and well established furniture manufacturing companies in Rwanda that produces metallic, wooden and aluminium furniture products as its core business with over 50 years of experience. Read more: www.manumetal.rw

Goal:

To become the leading wood and metal furniture provider in East Africa

Case Statement:

How can Manumetal reach and attract more private home customers to buy their furniture?

Solution Framing

Use the following guidelines to successfully submit your solution:

1. **Research findings?** *What did research tell you?*
2. **Solution.** *What is your solution? How does it work?*
3. **Competition?** *What other actors have similar solutions? What differs your solution from theirs?*
4. **Sustainability?** *How does your solution contribute to a more sustainable world or business environment?*
5. **Learnings?** *What additional learnings about the challenge, challenger, market or audience/customer did you learn?*

Note: All answers must be filled in using maximum 200 words!

