

TECH CONCIERGE FOR FURNITURE SHOWROOMS AND MAKERS

Every “how much in my size?” answered in a minute

A photo sent on Instagram or WhatsApp gets a price range from your own price list, the lead time and a showroom visit, day and night. Quotes go out as branded PDFs with the deposit link, and every order shows its stage from the workshop to the customer's door. Your website with your catalogue and a price calculator, room-tour videos and one list of every customer, run by one engineer you know by name.

AED 3,600 a month

Your website, your app, one list of your customers, an AI assistant on WhatsApp and your videos, run by one engineer you know by name.

Where a furniture business loses its orders

And what we set up for you, from the first month.

TODAY

01 A customer sends a Pinterest photo at 11 pm: "How much for this in 3 metres?" Your salesman answers the next afternoon, after the customer has asked four other showrooms.

02 Every made-to-measure quote costs your salesman an hour: sizes, fabric grade, extras, a sketch, a PDF. Meanwhile the next customer waits.

03 The customer says "I'll think about it", and nobody writes to him again.

04 Customers who paid a deposit call every week to ask where their sofa is, and your showroom calls the workshop in Dubai Investment Park to find out.

05 Delivery day: the customer is out, the building wants a gate pass, the service lift is not booked, and the crew waits in the van.

06 Your pieces deserve videos for Instagram and TikTok, and nobody has time to film and edit them.

WITH US

The assistant answers in a minute. It asks the sizes, the fabric and the delivery area, gives the price range and the lead time from your price list, and offers a visit to see the swatches.

He picks the model, the sizes, the fabric and the extras. The prices come from your price list, and a branded PDF with the total, the deposit and the lead time is ready to send.

Every quote has a follow-up date. When it comes, the assistant writes to him, answers what is holding him back, and hands him to your salesman when he is ready to order.

Every order has its stage on one board: fabric, frame, upholstery, finishing, ready. The customer gets a short update at each step, and nobody has to pick up the phone.

The day before, the assistant confirms the slot, asks what the building requires, sends the crew's details for the gate pass, and reminds the customer in the morning.

One button turns the photos of a piece or a styled room into a short room tour with music and captions, checked by a person and ready to post.

How your week runs with us

Five moments every furniture business knows, step by step, as we set them up for you.

01

A photo on Instagram at 23:10

IT STARTS

A customer sends a photo of an L-shaped sofa: "Can you make this in 3.2 metres, in beige?" Your showroom closed at 10.

WHAT CHANGES

The customer has a price and a visit before he asks the next showroom.

- 1 The message lands in your list with the photo, the channel and the time, under the customer's name.
- 2 Within a minute the assistant asks the two lengths, the fabric he likes (linen, velvet or bouclé), whether he needs a sofa bed or storage, and where the sofa will stand.
- 3 From your price list it gives the range for that size and fabric grade, and the lead time. Never a figure your team has not set.
- 4 It offers the next showroom slots to see the swatches, or a measurement visit at home, and books the one he picks.
- 5 In the morning your salesman finds the conversation, the photo and the visit in his calendar.

02

From swatches to deposit

IT STARTS

After the visit the customer has chosen the model, the size and an olive velvet, and asks for the final price.

WHAT CHANGES

The quote goes out the same day, and the workshop builds exactly what the customer saw on paper.

- 1 Your salesman picks the model, the sizes, the fabric and the extras. The price comes from your price list, not from memory.
- 2 The quotation is a branded PDF: the photo or the sketch, the sizes, the fabric, the price, the 50% deposit and the delivery week.
- 3 It goes to the customer on WhatsApp with a payment link: the deposit by card, or the whole order in instalments with Tabby or Tamara.
- 4 When the deposit is paid, the order reaches the production board with every detail the workshop needs.
- 5 If he goes quiet instead, the assistant writes two days later, answers his questions, and passes him to the salesman when he is ready.

03

From the workshop to his door

IT STARTS

Forty orders are in production, each with its own fabric, its sizes and its promised week.

WHAT CHANGES

Customers stop calling to ask where their sofa is, and your showroom stops calling the workshop to find out.

- 1 Every order is on one board with its stage: fabric ordered, frame, upholstery, finishing, quality check, ready.
- 2 The workshop moves an order to the next stage, and the customer gets a short WhatsApp update, with a photo when it is ready.
- 3 A fabric arrives late: the order is flagged, and your salesman tells the customer before the customer asks.
- 4 When it is ready, the assistant offers delivery slots for his area and asks about his building: the floor, the service lift, the gate pass.
- 5 The rest of the payment is taken by link before the van leaves, or on delivery, as you decide.

04

An apartment furnished for an investor

IT STARTS

An investor writes: "I have a 1-bedroom in JVC, handover in March. I want it furnished for short-term rental."

WHAT CHANGES

One quotation, one deposit and one delivery day for the whole apartment, and a video for his listing.

- 1 The assistant asks for the floor plan, the style, the budget and the date the unit must be ready, and collects photos of the empty rooms.
- 2 Your designer picks the pieces from your catalogue, and one quotation lists every item, its price and the total for the whole apartment.
- 3 Virtual staging shows him his own empty living room furnished with your pieces, before he pays the deposit.
- 4 Delivery and assembly are booked for the week after handover, and he is reminded in time to apply for the building's move-in permit.
- 5 When the unit is ready, a short room tour is made from its photos for his rental listing.

05

A loose leg, ten days later

IT STARTS

A customer writes with a photo: one leg of his new dining table is loose.

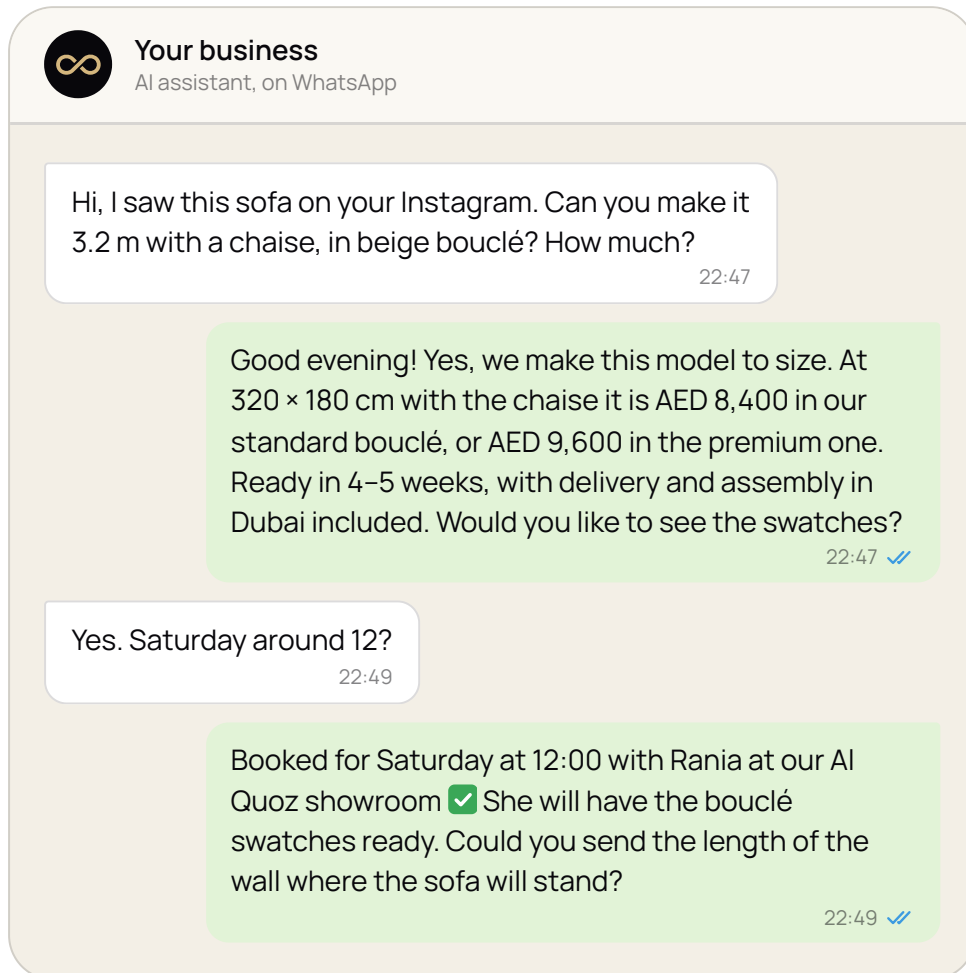
WHAT CHANGES

One visit with the right part, and nothing lost between WhatsApp and the workshop.

- 1 The assistant finds his order, asks for a photo of the joint and of the label under the top, and opens an aftercare case.
- 2 It checks the warranty from the delivery date and books a technician's visit in your calendar.
- 3 The workshop sees the case and the photos before the visit, and the technician brings the right part.
- 4 When the case is closed, the customer is asked how it went, and a happy customer gets a link to review you on Google.

A photo at 22:47, and the showroom visit booked before 23:00

An example of your assistant on WhatsApp.



What a furniture business gets

From our catalogue, the services a showroom and its workshop actually use, all inside one monthly price.

◆ Your catalogue online 2.3

Every model with its sizes, fabrics and “from” price, filters by room, style and budget, and an enquiry button on every piece.

◆ AI assistant on WhatsApp and Instagram 5.1

Answers photos and questions about models, sizes, fabrics and lead times, day and night, in the customer's language.

◆ Showroom and measurement visits 5.4

Booked in your salespeople's calendars, confirmed the day before, with the location pin and a reminder.

◆ Deposits, Tabby and Tamara 9.2

A payment link for the deposit by card, or for the whole order in instalments with Tabby or Tamara, matched to the order once paid.

◆ Models, fabrics and price lists 4.6

Sizes, fabric grades, extras, stock and lead times in one place, with a separate trade price list for interior designers. A new price reaches the website, the calculator and the assistant the same day.

◆ Room-tour videos 6.2

A short video of a piece or a styled room made from your photos, with music, captions and a voiceover.

◆ Sale broadcasts 8.5

DSF, White Friday and Ramadan offers on WhatsApp to the customers who agreed to hear from you.

◆ Instant price calculator 2.5

The customer picks the model, the size, the fabric grade and the extras, and sees the price range and the lead time before he writes to you.

◆ Every enquiry in one list 4.2

Instagram, WhatsApp, the website, calls and walk-ins, each with its source and the photo the customer sent.

◆ Branded quotations 4.4

A PDF with the photo, the sizes, the fabric, the price, the deposit and the lead time, sent on WhatsApp. You see when it is opened.

◆ Production and delivery board 4.5

Every order from deposit to frame, upholstery, finishing and delivery, with delivery slots by area and by crew.

◆ Follow-ups on open quotes 5.9

Every “I'll think about it” followed up on the channel it came from, and a check-in after delivery.

◆ Virtual staging 6.5

Photos of empty rooms furnished digitally with your pieces, for your website and for clients choosing a whole package.

◆ Weekly owner's report 4.7

Enquiries, visits, quotes, deposits and late orders, by salesperson and by channel, every week.

The systems you already use

We connect what you run today, so nothing has to be switched off. How each one connects, honestly:

◆ Shopify

Online store: orders and customers

Connected through its API.

◆ Tabby

Instalments online and in the showroom

Connected through its API.

◆ Noon

Marketplace orders

Through its seller API, once Noon opens it to your seller account.

◆ Zoho Books

Quotes, VAT invoices and accounts

Connected through its API.

◆ Magento

Online store of larger showrooms

Connected through its API.

◆ Tamara

Instalments for large orders

Connected through its API.

◆ Odoo

Orders, workshop, stock and invoices

Through its API, on Odoo's Custom plan, Odoo.sh or your own server.

◆ Network International

Card payments and deposit links

Connected through its API.

The price compared

What the same pieces cost in Dubai when you buy them one by one, and what you pay with us.

WHAT YOU NEED	BOUGHT SEPARATELY	WITH TECH CONCIERGE
A catalogue or listings site with search and filters	AED 12,000–60,000 once	✔ Included
A CRM for ten users	AED 510–3,673 a month	✔ Included
A WhatsApp platform with an AI chatbot, Meta’s message fees on top	AED 477–1,740 a month	✔ Included
A short marketing video	AED 1,500–8,000 a video	✔ Included
Virtual staging	AED 150–500 an image	✔ Included
All of it	AED 12,000–60,000 to build, then AED 987–5,413 a month, plus each video or image	AED 3,600 a month, all of it

Typical prices in Dubai, checked 10 October 2026.

AED 3,600 a month, all of it

One invoice a month and one engineer you know by name. Nobody to hire.

WHEN IT PAYS FOR ITSELF

2 Extra orders a month that cover our month

For example, 40% on a AED 5,000 sofa is AED 2,000.

With us the work comes out of your month: an hour of engineer time is AED 120, a video AED 60, and AI compute is charged at twice its cost. A big build such as an app is estimated first and built over the months you choose, or sooner with extra blocks of AED 500.

Our price is per month, excl. VAT (reverse charge).

Bought separately, a website and an app are yours outright. With NewGen they are built and run for you as a service; what stays yours is set out in the agreement, which we go through with you before you sign anything.

Already running for a furnishing company

Silk Valley Home Furnishing runs its website, its quote calculator, its customer list and its room-tour videos on Tech Concierge. Open it: it is live.

Silk Valley Home Furnishing silkvalleyhomefurnishing.com

WHAT WE BUILT Website, instant-quote calculator, CRM and room-tour videos

Your first month

What arrives when, from the day you start.

Week 1	A meeting with your engineer: your models, fabrics and price list, your salespeople, and how enquiries reach you today.
Week 1	Enquiries from Instagram, WhatsApp, the website and calls start landing in one list, each with its photo and its salesperson.
Week 2	The assistant learns your catalogue and your rules: sizes, fabric grades, price ranges, lead times, delivery areas, what it hands to a salesperson. It starts answering with your team watching.
Weeks 2–3	Your catalogue on your website with the price calculator, and showroom visits booked straight into your salespeople's calendars.
Week 4	Quotations as branded PDFs with the payment link, your first room-tour videos, and your first weekly report.

What you see every week

The numbers a furniture business owner asks about, without asking anyone.

Reply time

How fast each enquiry got its first answer, by channel and by salesperson.

Quotes

Sent, opened, accepted and still open, with their value and the salesperson who sent them.

Late orders

Orders past their promised week, and what holds them: fabric, workshop or delivery.

Enquiries by source

Instagram, WhatsApp, the website, Google and walk-ins: which bring visits and deposits, not just likes.

Deposits and orders

Deposits taken, and the orders in production by stage.

Deliveries and aftercare

Deliveries booked for next week, and aftercare cases still open.

What furniture business owners ask us

Can the assistant quote made-to-measure sizes?

Yes, within the rules you set: your price for each size step and each fabric grade, and your extras. The assistant and the calculator give a range from them. An unusual shape or a fabric that is not in your list goes to a salesperson, with the photo and the sizes.

Will it promise a price or a date we can't keep?

No. It quotes only the ranges and lead times in your price list, says that your team confirms the final price, and never offers a discount you have not set. Whatever it does not know, it passes to a salesperson with the whole conversation.

Which languages does it speak?

It answers in the language the customer writes in: English, Arabic, Russian, Hindi, Urdu and many more.

Do my salespeople have to change how they work?

No. They keep WhatsApp on their phones. Their enquiries, visits and quotes come to them, and the list shows what is waiting for whom.

Who owns the catalogue and the customer list?

You do. Your content and your clients' data are yours, and we export them on request in standard formats.

Can I try it before I decide?

Yes. You try it on your own business first, before you sign anything.

START

Try it on your own business first

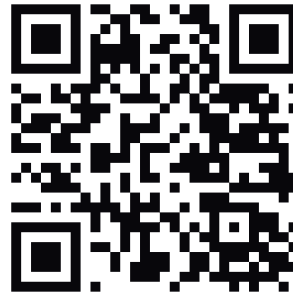
Message us on WhatsApp and tell us about your business. You see it working on your own business before you sign anything.



Message us on WhatsApp

SCAN TO MESSAGE US

wa.me/971529507463



See it online

SCAN TO OPEN THE PAGE

newgen.market/for/furniture



THE PERSON WHO ANSWERS

Sam White

CTO, NewGen International

You get an engineer by name, not a ticket number. I read your messages on WhatsApp and I answer them myself.