sometimes a table is more than just a table
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The Desire
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The Rationale
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The Response
The Response

“I think the design fits wonderfully ... being able to store it is great”
The Response

“I think the design fits wonderfully ... being able to store it is great”

“The mixing of materials is really well done; [it has] a very industrial look but it’s got a lot of beautiful design to it.”
The Response

“I think it also works sculpturally; that it’s a piece of art as well as a functional piece of furniture.”

-Erik and Frank of Montage
The Tech
The Tech
The Tech
The Tech
The Hinge
The Lock
The Form
The Specs
The Specs
The Specs
The Specs
The Options
The Inspiration
The Market

Home furnishings = $46 bil

Occasional Furniture = $6 bil

Coffee Tables = $1.5 bil

Luxury Coffee Tables = $150 mil
The Price

Knoll: $2,472

UFO: $9,600

Koivisto and Rune: $3,450

Frederick Kiesler: $2990
The Price

Frederick Kiesler: $2,990
Knoll: $2,472
UFO: $9,600
Koivisto and Rune: $3,450
Elika: $3,000
The Cost

3rd year cost / table = $1,075

Operating = 47%
Marketing
Capital
Wages/R&D

Production = 53%
Materials
Assembly
Manufacturing
The Cost

Cost per Table

Year 1  Year 2  Year 3
The Growth

- Profit growth rate = 128%
- Initial Investment = $200,000
- IRR = 22.4%
- 3rd year cumulative profit = $430,000
The Strategy
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