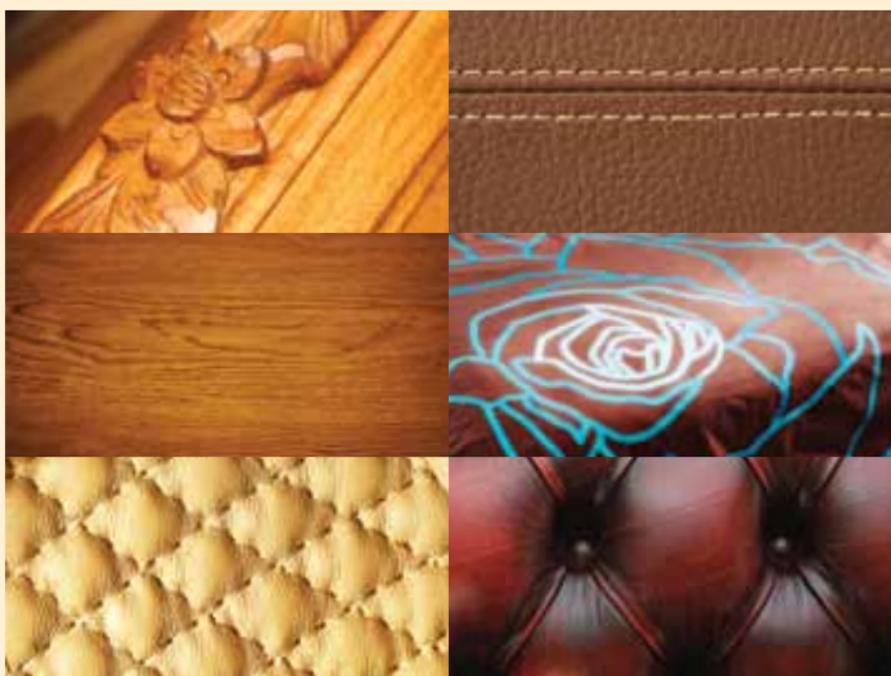


Home City

G A L L E R I A

Company Profile



“Wakim Herro came up with the idea of opening a gallery.”



HISTORY

HOME CITY GALLERIA s.a.r.l. was founded in 2002. At that time, the family head, Mr. Wakim Herro came up with the idea of opening a gallery as an extension to the carpet business he was running. Consequently, after he passed away in the same year, his sons and only daughter continued running the business, embarking one of the most exhilarating adventures that allowed them to do what they enjoy most: successfully expand their business.

Vigorously, they introduced innovative goods and extended the company's portfolio and line of products by opening a section of linen and accessories. Furthermore, they pushed back technological frontiers, created new job opportunities on the local market and ventured into new foreign markets, expanding their existence in the Middle East and opening a new branch in Aleppo, Syria.

Motivated by their aspiration for success, the Herro family members operate today one of the developed furniture enterprises in the Lebanese market, under the saying: “Earnings are simply a way of keeping score of accomplishments”.

FACTORY

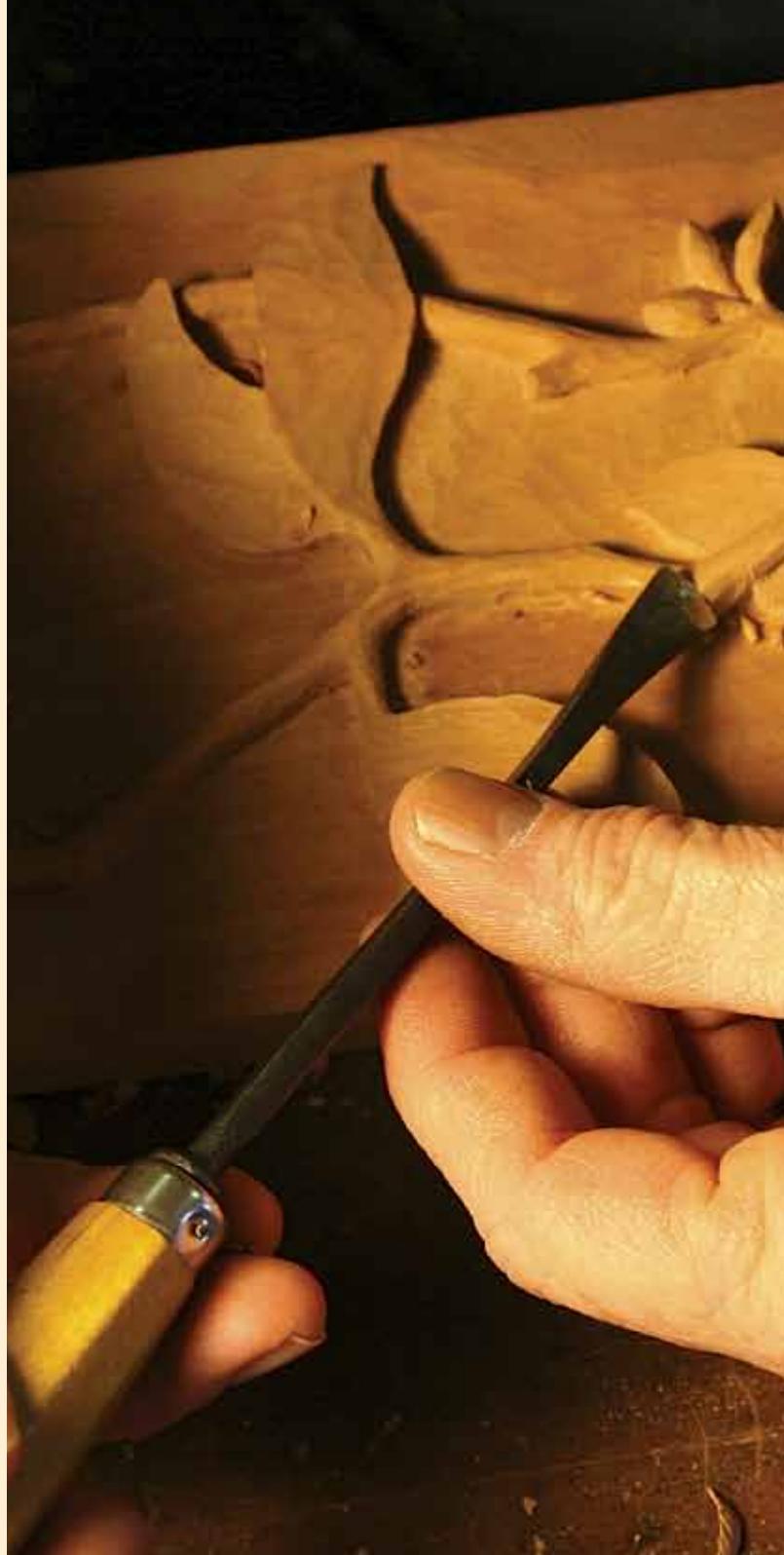
HOME CITY FACTORY was created in response to the needs of special kinds of consumers, whose aspirations reflect a particular life-style, aiming to eliminate the industrial constraints that often sacrifice beauty for the bottom line.

Faithful to this ascetic compromise, we combine craftsmanship with the noblest materials to give shape to our interior designs by making our customers' living space safe, functional and attractive.

Together with skilled specialist artists, the resulting know-how is therefore applied in order to create unique concepts and overcome the barrier between theory and repetition.

Achieving an unbeatable record in successfully delivering all projects with the highest quality and innovation, as well as the utmost value, the factory helped retaining HOME CITY's existing customers esteem and loyalty in addition to positioning the gallery between the topnotch furnishing galleries of the market.

By all this, HOME CITY does not only grow around furnishing but puts great emphasis on Artistic Creation. In fact, all of the gallery's projects are functional but also unique and aim to emphasize the customer's living and working space.





TEAM

HOME CITY GALLERIA firmly believes that its employees are its most valuable resources. Therefore, enhancing the teamwork is a substantial undertaking that requires a great deal of dedication, discipline and tenacity, along the way to build-up a successful career.

The gallery's scale of workforce has therefore been raised to 70 employees that operate hand in hand, as associates, confident in their ability to succeed. These lifetime ladder-climbers work rigorously with a high degree of commitment and a strong yearning for responsibility to particularly embrace perfection in all services rendered.

Also, they wade through encouraging times not only with lots of hard work but also with an abundant reserve of motivation and creativity. In fact, they blend all of their expertise and vision to make a difference while crafting their own career path.

QUALITY MANAGEMENT SYSTEM

HOME CITY GALLERIA's quality management system is a commitment to excellence by everyone who is part of the organization; an organization that emphasizes distinction achieved by teamwork through a continuous improvement process of quality control and services.

CONSISTENCY, INTEGRITY EFFECTIVENESS, EFFICIENCY

HOME CITY GALLERIA is proud to be currently upgrading its management system to meet the requirements of the International ISO 9001 Standard. Its future certification will surely boost the confidence of all of its stakeholders as to the consistency, integrity, effectiveness and efficiency of the organization.





CULTURE STATEMENTS

MISSION

HOME CITY GALLERIA's mission is to garnish people's days with style and enrich their life with quality furniture and accessories while honoring the continual satisfaction of our customers and employees.

VISION

HOME CITY GALLERIA's work evolves around the ultimate vision of continually striving to be the market leader in providing high quality and distinguished furniture and accessories for both the Lebanese and the Middle Eastern customers.

QUALITY POLICY

HOME CITY GALLERIA's management believes that the quality of its products and services is a reflection of its internal culture and its workplace behavior; it is in fact in the client's delight that success is projected.

PRODUCTS

In compliance with customers' needs, all HOME CITY GALLERIA's products reflect the finest standards in design and the greatest comfort with affordable solutions for better living.

LIVING ROOMS:

Let your living room reflect your own personal style, combining good looks with functionality to bridge the gap between a house and a home.

DINING ROOMS:

Seeing you through weekday breakfast & leisurely weekend lunches, your dining furniture is an investment that will be a part of your family for years to come.

Bedrooms: Create a fresh and warm place to rest and wake up in order to get ready for the day ahead. We always have something here to suit your home and your taste.





PRODUCTS

ACCESSORIES:

No matter how long you spend choosing the furniture of your home, it's often the little things that make all the difference and truly make it yours. When carefully chosen, accessories will not only punctuate the room but they also add extra character and personality.

CARPETS:

Discover a large selection of carpets and rugs in virtually every imaginable size, shape and style. You will fulfill your personal style with exquisite accents that will have a special meaning to you.

OUTDOORS:

As summer approaches, prepare your outdoor area for your family and friends gatherings. Come and discover the latest trends and designs in our outdoor collection intended to provide you with a fashionable, cozy and relaxing outdoor experience.

PROJECTS

HOME CITY GALLERIA's projects range from the easy step "find and buy", to re-creating something that you really love. The gallery provides perfect solutions for every space, which should comply with your style in order to serve and match your specific requirements. HOME CITY oversees and executes the architecture design and construction of commercial and residential projects.

Combining design and style, tradition and originality, simplicity and refinement, the gallery has offered concept solutions suitable for different types of spaces and contexts such as homes, hotels, public areas, shops, offices, restaurants, tourists attractions facilities, etc.





METHODOLOGY

HOME CITY GALLERIA strives to understand the customers' preferred style and pay careful attention to their requirements. By steering its projects in the right direction and keeping them on track, the team works in a structured and controlled fashion.

In fact, designers work hard to apply concepts of innovative customization to every project they undertake. All of this while the team operates hard to implement the pre-set marketing plan, supported by successful and well-orchestrated media campaigns. In fact, a viable periodical communication policy is set to attract the attention of buyers while mixing amusement and information.

The gallery concentrates its resources on the greatest opportunities to increase sales and achieve a sustainable development. The Index of Size and Growth of HOME CITY GALLERIA firm is an indicator that the gallery is occupying a dominant and competitive sales position in the Lebanese market.

Situated in a well-known geographic region with easy access, Home City Galleria is becoming a must visit to everyone!



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