



Furniture design and production has taken great advancement leaps over the past few decades. With the exploration of new materials, designs and manufacturing processes, the furniture industry is constantly on the move, an endless journey that exudes vibrancy and excitement.

The Furniture Product Knowledge Course is an intensive and essential workshop for those who wish to obtain adequate knowledge on furniture styles, characteristics, selection of materials and basic processes in furniture production. Be it a novice in the furniture field or an industry professional who is keen to widen their furniture product knowledge, this must-attend course is sure to offer an insightful and practical experience.



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Furniture Product Knowledge

Course Outline

- Identify current furniture trends and understand the local retail scene
- Basic Know-how: various types, categories, styles and materials of furniture
- Engaging your customers and establishing rapport through effective communication techniques
- Be inquisitive- ask the right questions to uncover customers' needs!
- Making sales propositions that lead to purchase decisions
- Effective steps in anticipating and handling customers' objections
- Understand the type of care and maintenance required for different types of furniture products
- Ways to rectify reparable damage done on furniture products
- Provide advice to customers on essential furniture care

Who Are We

SFIC Institute is a human capital solutions provider established in response to the needs of a rapidly evolving workplace environment. We offer development courses for a wide spectrum of industries.

Adopting an educational model that couples academic knowledge with applied experiential training, we advocate a holistic learning system to better equip students with the skills and mindset to cope with their work challenges. Innovative and unique training methodologies are also engaged to inspire creativity in our students.

In keeping up with the management and technological advancements of today, it is vital for workers to enhance their employability through upgrading of skills. At SFIC Institute, we ensure the relevance of our curriculum by keeping abreast of the latest industry developments. This helps to ensure a competitive edge for our graduates.

Our Courses

SFIC Institute offers a full range of courses catering to varying needs of different industries. These include both knowledge and skill-based courses in diverse areas such as Business, Design, Service, Leadership Development, Manufacturing Technology, Consultancy and many more.

Taught by industry professionals specifically selected for their experience and teaching skills, our courses are also tailored for employees of different work capacities, from operational to supervisory and managerial levels.