



Dorya Launches Dynamic / Revolutionary / Exclusive Interactive e-Commerce Site with Real-Time Quote Pricing For Luxury Custom Furnishings

Real-time quotes on luxury furniture and interiors product line, as well as personalized / customization

Dorya, regarded as one of the top handcrafted luxury furniture, and interiors manufacturers of today, has developed an interactive e-Store that delivers real-time quote pricing configurations for custom furnishings. The proprietary technology has been in development for over 2 years, and the end results is extremely rewarding, allowing designers to enhance many of Dorya's designs with multiple fabrics, hardware, finishes, scale options, and extra enhancements. The buyers custom specs are then calculated to provide a detailed quotation in real-time.

Dorya's e-Commerce portal was launched in conjunction with the redesign of the company's website (www.dorya.us). As every Dorya masterpiece is *Handcrafted to Perfection* and custom made to order, the updated site employs superior technology that customizes a piece's overall dimensions and/or elements while the robust platform aggregates a real-time quote with dynamic algorithms.

"When it comes to e-Commerce, speed is of the essence," said F. Doruk Yorgancioglu, President and CEO of Dorya. "We strive to bring a modern approach to our client base by offering a personalized way to shop, and quickly find, customize, and order exactly what they need. The early feedback to our e-Store has been very positive, so we are delighted to provide this custom-tailored solution to assist our clients."

The new Dorya e-Store allows clients to browse the company's range of exquisite furniture. To access Dorya's e-Store, buyers must create an account by registering a user name and password. The site allows designers to discreetly select a discount to use the site as a selling tool for their clientele as well as provisions of automated tools to calculate surcharge and commissions. Designers can utilize the site to elevate client presentations and offer "what if" scenario options with the visibility of price alterations.

Dorya e-Store features include:

- Custom designed interface for easy to follow, step by step navigation.
- Unique to the site are alerts for minimum and maximum customization options for size.
- 24/7 access allows designers world-wide the opportunity to engage anytime, anywhere.
- The real-time quote provides details of the pricing options, and allows you to convert to a printable

PDF or print the shopping cart.

- Quotes are generated and stored in properly formatted PDF file with the utility to have both static and dynamic documents offered in a single quoting package.
- Advanced features allow payments to be made by check or wire.

To provide assistance in all facets, Dorya staff is accessible for quoting or other questions via online chat, as well as by email or by phone.

The dynamic product customization and real-time quoting defines Dorya's mantra that quality is in the details of all projects they undertake. It's for the "one size doesn't fit all" experience, and goes beyond barriers of providing top-shelf service to not only the high-style designers, but their affluent clientele as well.

See the Dorya line at the Fall 2013 International Home Furnishings Market in High Point at 200 Steele Suite 144. To learn more about Dorya, please visit www.dorya.us.

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