

# Business Pitch Deck

## Introduction

FurniNest is an online marketplace that connects furniture sellers with buyers, providing a hassle-free shopping experience. Our goal is to make furniture shopping easier, affordable, and accessible to everyone.

## Problem Statement

Many small furniture sellers lack an online presence and struggle to reach customers beyond their local area. Additionally, buyers often find it difficult to compare options and get quality furniture at reasonable prices.

## Solution

FurniNest bridges the gap by offering:

- **A user-friendly e-commerce platform** designed for small furniture businesses.
- **Secure online payments** with Stripe integration.
- **A variety of furniture options** from different sellers in one place.
- **Seamless order management** for buyers and sellers.

## Market Opportunity

- The online furniture market is rapidly growing, with more customers preferring to buy furniture online.
- Small businesses need an easy solution to sell furniture without the hassle of building their own website.

## Business Model

FurniNest generates revenue through:

- **Commission-based earnings** from each successful transaction.

- **Premium seller subscriptions** for additional promotional features.
- **Advertisement opportunities** for furniture brands and suppliers.

## Marketing Strategy

- **Social Media Marketing:** Promoting products on Instagram, Facebook, and TikTok.
- **SEO Optimization:** Ensuring products appear on Google search results.
- **Influencer Collaborations:** Partnering with home décor influencers to reach potential customers.

## Call to Action

We are looking for **strategic investors and partners** who believe in the future of online furniture shopping. Join us in making **FurniNest** the go-to platform for furniture sellers and buyers.

## Conclusion

FurniNest is more than just a marketplace; it is a solution for small businesses and furniture lovers. With a focus on simplicity, affordability, and accessibility, we are committed to reshaping the online furniture industry. Now is the perfect time to support and invest in this growing platform. **Let's revolutionize furniture shopping together!**