

DAY 7: LIVE DEPLOYMENT AND MARKETPLACE

LAUNCH PRACTICES

On Day 7, Furniro will successfully launch into a live production environment, becoming fully operational with a seamless, integrated marketplace. It will offer customizable furniture, enabling customers to explore styles and make informed choices. The platform will ensure a smooth, user-friendly experience with intuitive navigation, personalized recommendations, and a reliable shopping experience.

INTRODUCTION

Furniro: *Furnish Your Dreams!*

A convenient and innovative online marketplace offering a wide range of customizable, affordable, and high-quality furniture, designed to simplify your home furnishing experience.

Business Idea & Vision

Furniro is revolutionizing furniture shopping by offering a vast selection of customizable, affordable, and high-quality pieces. Our platform simplifies the buying process with quick delivery, easy customization, and a seamless user experience, making furnishing your home effortless.

PROBLEM STATEMENT

The Problem

Finding affordable, stylish, and customizable furniture is difficult for many consumers. Traditional furniture stores offer limited options, high prices, and long delivery times, leading to frustration and missed opportunities for customers seeking unique and personalized pieces.

Supporting Data

Consumers are increasingly looking for furniture that fits their specific needs, with 80% of people preferring online shopping for its convenience. However, they still struggle with limited choices and delayed delivery times from traditional retailers.

Solution

Furniro's Unique Solution

Furniro addresses these challenges by providing an easy-to-use, online marketplace with a wide range of customizable furniture options. Our platform ensures a seamless shopping experience, allowing customers to explore different styles, make informed choices, and receive fast, reliable delivery all at competitive prices.

Market Opportunity

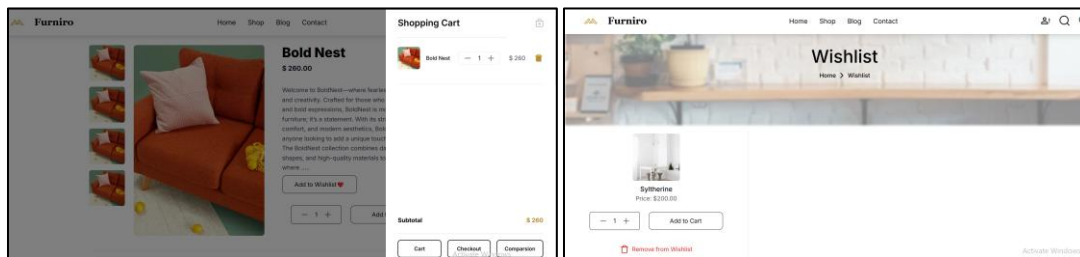
Market Size: The global furniture market is over \$600B and growing 5% yearly. Online shopping for customizable furniture is booming.

Trends: More demand for custom designs, online shopping, and eco-friendly furniture.

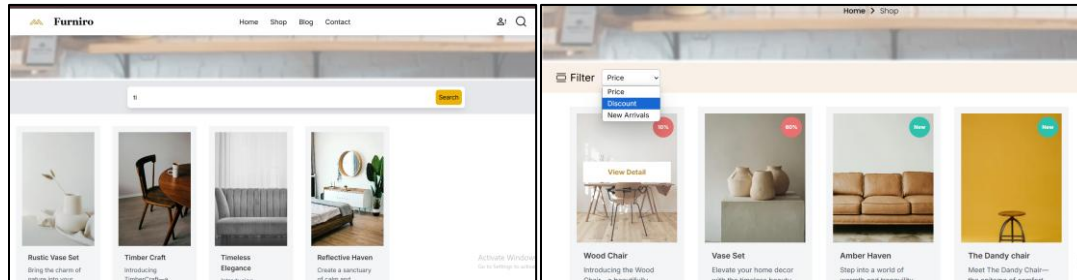
Target Audience: Homeowners, Interior Designers, Office Owners, Young Professionals & Urban Dwellers

Product Features

Save to Wishlist & Add to Cart: Easily save your favorite items or add them to your cart for quick access and future purchase.



Real-Time Search: Find the perfect furniture quickly with powerful search filters for style, category, and customization options.



Quick & Easy Checkout: Hassle-free checkout process with multiple payment options, and fast order confirmation.

<p>Street Address</p> <p>Mair karachi</p> <p>Country / Region</p> <p>Pakistan</p> <p>Town / City</p> <p>Karachi</p> <p>Province</p> <p>Sindh</p> <p>ZIP Code</p> <p>75100</p> <p>Phone</p>	<p>● Direct Bank Transfer</p> <p>Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.</p> <p><input type="radio"/> Cash On Delivery</p> <p>Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.</p> <p>Place order</p> <p>● ● ● Placing your order...</p>	<p>karachi</p> <p>Region</p> <p>in</p> <p>ty</p> <p>Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.</p> <p><input type="radio"/> Cash On Delivery</p> <p>Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.</p> <p>Place order</p> <p>Dear Aleeza ...</p> <p>Your order has been placed successfully!</p> <p>It will be delivered to: Mair karachi, Karachi, Pakistan, ZIP: 75100</p> <p>Estimated delivery time: 3-5 business days.</p>
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Business Model:

Revenue: Generate income through transaction commissions, premium subscriptions offering exclusive perks, and partnerships with furniture suppliers for featured collections.

Marketing Strategy:

Acquisition & Retention: Use social media, influencers, SEO, and emails to attract and keep customers with special offers.

A Heartfelt Thank You

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By Aleeza