

# Laying the foundation for Furniro Business Journey

Step 1: Choose your Marketplace type?

- Marketplace Type: General E-commerce
- Purpose: Furniro will offer a wide selection of luxury furniture, including sofas, chairs, outdoor bar tables, stools, night lamps and bed set providing customers easy access to stylish, high-quality pieces for their homes and outdoor spaces.

Step 2: Define your Business Goals

Q: What problem does your marketplace aim to solve?

Problems: Customers have trouble finding affordable, stylish luxury furniture online

**Solution:** Furniro will offer a simple online store with premium, stylish furniture at great prices, plus easy delivery and Setup.

**Q:** Who is your target audience?

- Homeowners: Looking for high-quality furniture to elevate their living & outdoor spaces.
- Interior designers: Needing stylish, premium furniture for homes & business.
- Office Owners: Looking for elegant, functional furniture for workspaces.
- Outdoor enthusiasts: Seeking durable, stylish furniture for outdoor spaces.
- Hotel & Restaurant owners: Needing stylish, durable furniture for guest areas & dining
- Small business owners: Seeking affordable, stylish furniture for clients & employee spaces.



Q: What products or services will you offer?

Products:

- Sofas, Chairs, Outdoor Bar Tables & Stools, Night Lamps & Bed Sets

Services:

- Furniture delivery & setup
- Customization options for size, color, & materials to meet individual preferences

Q: What will set your marketplace apart?

Speed: Faster local delivery, often within hours.

Affordability: Offering luxury furniture at great prices, giving you premium quality without the premium cost.

Customization: Full personalization options, allowing customers to choose colors, materials & design.

Quality: High-end, durable furniture built to last.

### Step 3: Create a Data Schema

