

DAY 7 - LIVE DEPLOYMENT AND POST-LAUNCH PRACTICES

Business Pitch Deck

Introduction:

Marketplace name:

Furniture General E-commerce

Overview of business idea and vision.

The purpose of choosing the Furniture niches is to cater to fundamental human needs (comfort, style, and self-expression) while tapping into high-demand markets. Furniture provide comfort, usefulness, and style for homes and offices

Problem Statement

Limited access to stylish and high-quality furniture at reasonable prices.

Solution

Our marketplace aims to solve the problem of limited access to stylish and high-quality furniture at reasonable prices. We provide a convenient platform where customers can find a wide range of options that suit their style, needs, and budget, making it easier to enhance their homes and wardrobes effortlessly.

Market Opportunity:

Target Market Size & Growth Potential:

The demand for furniture is growing fast, especially in online shopping. More people prefer to buy these products from websites because it's easier and offers more choices.

- **Furniture Market:** More people are buying furniture online as they look for stylish, affordable, and good-quality options. Home decoration trends are also increasing demand.

Key Trends & Insights:

- ✓ More people prefer online shopping for convenience.
- ✓ Affordable and stylish products are in high demand.
- ✓ Customers like personalized and unique products.
- ✓ Social media helps attract more buyers.

Product Features:

Our marketplace offers:

Wide Range of Products – Stylish and high-quality furniture.

Affordable Prices – Budget-friendly options without compromising quality.

Easy-to-Use Platform – Simple navigation and smooth shopping experience.

Secure Payments – Safe and multiple payment options.

Fast Delivery – Reliable and quick shipping services.

Customer Support – Responsive help for customer queries.

Target Audience:

Our target audience includes:

- People who want stylish and good-quality furniture for their homes.
- Young adults and professionals looking for trendy and comfortable clothes.
- Shoppers who want affordable options without losing quality.

Unique Value Proposition:

We provide a platform where customers can find furniture that are:

- Stylish and high-quality.
- Affordable and within their budget.
- Easy to shop with a simple and convenient process.

Checklist for Day 7:

Deployment Checklist: ✓

Security Checklist: ✓

Business Pitch Deck: ✓

Resume PDF: ✓

“Prepared by Areesha Khan”

