

①

NAME = SYED ARIB HASSAN

ROLL = No. 00474138

Date = 15 - Jan - 2025

HACKATHON 03 - 2025

DAY 01 :

" laying the foundation for marketplace  
Journey (A professional mindset) "

Step 01 (Choose your marketplace type)

Type : (General - Ecommerce)

Primary Purpose :

The aim of my E-commerce website which I named "Comforty" is to help our customer to buy any type of furniture that they want in good quality, Furniture includes ;

- 1) Dining Chair
- 2) Dining Table
- 3) Sofa
- 4) Desk etc.

Main Purpose:

In this E-commerce website we <sup>are</sup> providing a seamless shopping experience, it features;

- 1) High quality furniture
- 2) Easy to use
- 3) Varieties of furniture

Step 02 (Define my business goals)

Q) What my Problem does my marketplace aim to solve?

Problem 01: Customer often face trouble for finding a good conditional, stylish luxury furniture online.

Solution: For this, Our Comfooty E-commerce website will provide best quality furniture so you don't need to go somewhere to struggle in finding



Problem 02:

Customer often face challenges when shopping for furniture in physical stores. They need to visit multiple locations, deal with limited store hours, & physically test product for their satisfaction will be time consuming and exhausting.

Solution:

Comforty offers the convenient way to shop your best type of furniture which you can buy anytime 24/7, without going outside to your home. Also we will provide you furniture with different sizes, colors and materials with ease.

Q) Who is my target my audience?

Our target audience is student, low low budget customers, Home owners and Renters, Interior Designers etc.



Q What product or service will we offer?

Our Company offering:

### Products:

- > Arm Chairs
- > Wing Chairs
- > Sofa
- > Desk Chairs
- > Wooden Chairs
- > Dining table
- > Lounge
- > Benches

### Services:

- > Easy to use
- > Easy to track your product
- > Door step delivery
- > Personalized furniture
- > Return & exchange policy
- > Warranty & 24/7 customer support.