

# Avion Furniture Marketplace

## Executive Summary:

- **Business Name:** Avion Furniture Marketplace
- **Business Model:** Avion is an online furniture marketplace that connects customers with high-quality furniture from various sellers.
- **Mission:** To offer stylish, affordable, and durable furniture options to customers.
- **Vision:** To become a leading online marketplace in the furniture industry, focusing on customer satisfaction and product quality.

## 2. Market Research:

- **Target Audience:** Homeowners, interior designers, small businesses, and offices looking for furniture.
- **Market Demand:** The furniture market is always in demand as people continue to furnish homes and offices, and online shopping for furniture has become increasingly popular.
- **Competitors:** Major players like Amazon, Ikea, Home Centre, and local furniture brands that sell online.
- **Differentiation:** Avion will stand out by being a specialized platform where customers can find a wide range of furniture products, and sellers can directly connect with consumers.

## 3. Products & Services:

- **Furniture Categories:** Living room furniture, bedroom sets, office furniture, outdoor furniture, custom designs, etc.
- **Services:**
  - Delivery and installation services.
  - Product customization options (size, color, material).
  - Online consultation for home decor.

## 4. Marketing Strategy:

- **Online Marketing:** Social media campaigns (Facebook, Instagram, TikTok), SEO (Search Engine Optimization), paid ads.
- **Influencer Marketing:** Collaborations with popular interior designers and furniture influencers.
- **Discounts & Offers:** Special discounts for first-time customers and seasonal promotions.
- **Customer Engagement:** Incentivizing customers for leaving feedback and reviews.

## 5. Revenue Model:

- **Commission-Based:** A commission will be earned from each sale made on the platform, taken from the sellers.
- **Subscription Fees:** Offering premium subscription plans for sellers for additional exposure on the platform.
- **Delivery Charges:** Charging extra fees for delivery and installation services.

## 6. Operations Plan:

- **Website/Platform Development:** Building a user-friendly, secure e-commerce platform for customers and sellers.
- **Supplier Partnerships:** Establishing partnerships with reliable furniture manufacturers and suppliers.
- **Inventory Management:** Adopting an on-demand inventory or drop-shipping model to minimize inventory storage.
- **Customer Support:** Offering 24/7 customer support via helpline and online chat services.

## 7. Financial Plan:

- **Initial Investment:** Budget for platform development, marketing campaigns, and initial inventory setup.
- **Revenue Forecast:** Projecting monthly and yearly sales based on market size and traffic.
- **Break-even Analysis:** Estimating when the business will recover its initial investment and start generating profits.
- **Profit Margin:** Estimating the average profit margin for each product sale.

## 8. Growth Plan:

- **Short-Term Goals:** Establish the marketplace locally and build a strong customer base.
  - **Long-Term Goals:** Expand nationally and eventually internationally, while diversifying the product range.
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# Senior Student Ayesha Iqbal