
Presentation

PITCH DECK

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About Furniro

Furniro is a modern niche (general) e-commerce platform

Furniro makes it easy for people to find stylish, high-quality furniture online without the hassle of visiting physical stores.

It offers a convenient platform with a curated collection, saving customers time and effort

Problem

- Buying quality furniture online is difficult due to high costs, lack of customization, and trust issues.
- Many customers struggle with finding durable, stylish, and affordable furniture.

Solution

- Curated Selection – Unlike marketplaces with overwhelming choices, Furniro focuses on handpicked, stylish pieces.
- Seamless UX & Shopping Experience – A fast, mobile-friendly, and user-intuitive platform.
- Affordable Luxury – Balancing quality and price for modern customers with comparison feature

Market Opportunity

\$256 B
in 2023

The global furniture e-commerce market, valued at \$256 billion in 2023, is expected to grow to \$436 billion by 2029, driven by changing consumer behavior and digital adoption.

As consumers increasingly prefer online shopping for convenience and variety, the furniture market is shifting from physical stores to e-commerce, a trend accelerated by the pandemic.

\$436 B
by 2029

Marketing Strategy

How We'll Grow

- SEO & Content Marketing – Better SEO for ranking and marketing and launch on LinkedIn and Home Decor Blogs
- Social Media & Influencer Collaborations – Instagram, Pinterest, and TikTok campaigns.
- Paid Ads & Promotions – Targeted ads on Google and Facebook.

Meet Ayesha

Founder & Lead Developer
From Pakistan



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Thank You
For Your Attention

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