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Furniro

Marketplace Business Goals

PRESENTED BY:

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Overview

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

Target Audience

- Homeowners & Renters
- Interior Designers
- Young Professionals & Millennials
- Office & Commercial Buyers

How Furniro Stands Out:

- **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.

How to Capture the Market?

- **Build a Strong Digital Presence** – SEO-optimized website, Instagram, and Pinterest marketing.
- **Influencer Collaborations** – Partner with interior designers and home decor influencers.
- **Flexible Payment Options** – Offer installment plans and diverse payment methods.
- **Fast & Reliable Delivery** – Optimize logistics for a smooth customer experience.
- **Customer Reviews & Community Engagement** – Build trust through testimonials and user-generated content.

What Customers Want in Online Furniture Shopping?

- **Ease of Shopping –** A smooth, frustration-free website experience.
- **Customization & Personalization –** AI-driven recommendations based on user preferences.
- **Fast & Reliable Delivery –** Consumers expect shorter delivery times and real-time tracking.
- **Eco-Friendly & Sustainable Options –** A rising demand for sustainable and ethical furniture.
- **Augmented Reality (AR) Shopping –** Customers love virtual room visualization before purchase.

Our Goals

1 **Provide a Seamless Shopping Experience**

Create a modern, user-friendly interface for easy browsing and purchasing.

2 **Offer High-Quality, Stylish Furniture**

Curate a collection of elegant, durable, and affordable furniture for customers.

3 **Ensure Smooth Order Management & Fulfillment**

Implement efficient inventory tracking, order processing, and real-time order updates.

4 **Optimize for Performance & Scalability**

Ensure fast loading times and responsive design for all devices.

5 **Enhance Customer Engagement & Trust**

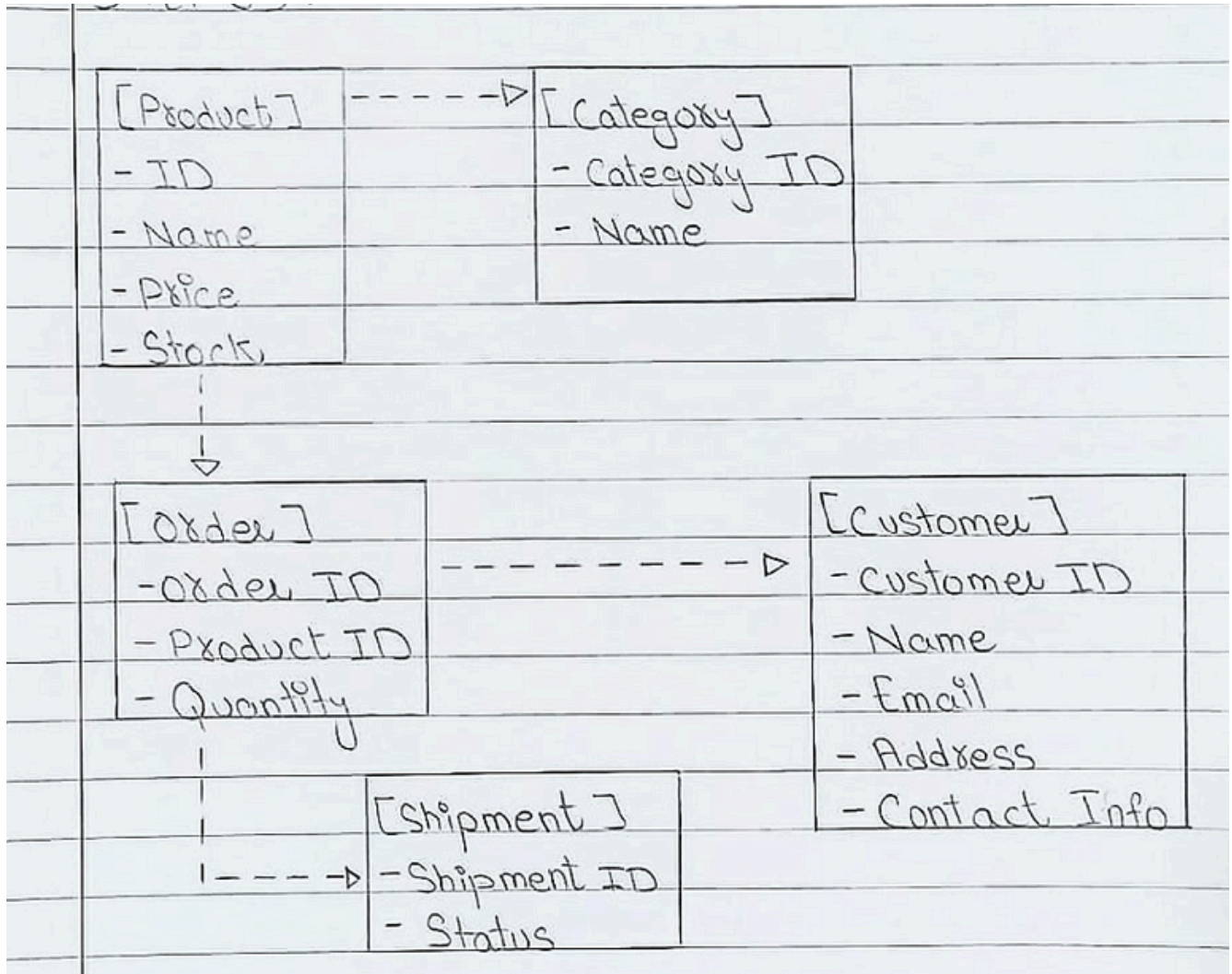Integrate reviews, ratings, and personalized recommendations.

6 **Simplify Checkout & Payment Process**

Provide multiple secure payment options (credit card, PayPal, COD, etc.).

7 **Leverage Data for Business Growth**

Use analytics to understand customer behavior and improve offerings.

[Product]
- ID
- Name
- Price
- Stock,

- - - - - - ▷ [Category]
- Category ID
- Name

[Order]
- order ID
- Product ID
- Quantity

- - - - - - - - - - ▷ [Customer]
- Customer ID
- Name
- Email
- Address
- Contact Info

[Shipment]
- Shipment ID
- Status

Specifications

1. FRONTEND (USER INTERFACE)

- Tech Stack: Next.js for a smooth, interactive UI.
- Design: Minimalistic, elegant, and modern layout with easy navigation.
- Responsiveness: Fully optimized for mobile, tablet, and desktop.

2. BACKEND (SERVER & DATABASE)

- Third party API: API for .
- Database: Sanity CMS for managing product and user data.
- Authentication: Secure login and user account management.

3. PRODUCT MANAGEMENT

- Categories: Living Room, Bedroom, Office, Outdoor, etc.
- Filters & Sorting: Price range, material, style, best-sellers.
- Wishlist & Cart: Users can save and manage their favorite items.

4. ORDER & PAYMENT SYSTEM

- Order Processing: Add to cart, checkout, and track order status.
- Payment Integration: Stripe, PayPal, and Cash on Delivery (COD).
- Invoice Generation: Automated receipts for completed purchases.

5. SHIPPING & LOGISTICS

- Delivery Options: Standard, Express, and Same-Day Delivery.
- Real-time Tracking: Customers can track their orders live.
- Shipping Zones: Define serviceable areas and shipping rates.

6. CUSTOMER ENGAGEMENT & SUPPORT

- Reviews & Ratings: Customers can leave feedback on products.
- Live Chat & Support: AI-powered chatbot and customer support.
- Loyalty & Rewards: Discounts for repeat customers.

7. ADMIN DASHBOARD

- Product Management: Add, edit, or remove products.
- Order & Sales Tracking: View daily, weekly, and monthly reports.
- User Management: Monitor registered customers and their activities.

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