

# Pitch Deck

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## 1. Introduction

**Avion** is a **General E-Commerce Marketplace** focused on high-quality, stylish, and unique **home décor items**. Our platform helps customers **elevate their living spaces** with carefully curated products.

## 2. Problem Statement

Many people struggle to find **high-quality home décor** that adds a **personalized touch** to their living spaces.

## 3. Solution

Avion solves this problem by offering an **exclusive selection** of unique and stylish **home décor** products that enhance any environment.

## 4. Target Audience

- **Homeowners & Interior Decorators** looking for **elegant** and **stylish** designs.
- People who appreciate **high-quality craftsmanship** in home décor.

## 5. Product Offering

- **High-Quality, Unique & Stylish Home Décor**
- Products suitable for **homes, offices, and other spaces**

## 6. Marketplace Features

- ✓ **User-Friendly Interface** – Customers can easily browse and navigate.
- ✓ **Fast Checkout Process** – Reduces friction in the buying process.
- ✓ **Secure Authentication** – Protects user accounts from unauthorized access.
- ✓ **Order Management** – Allows smooth handling of purchases.
- ✓ **Category-Wise Product Pages** – Products are organized into categories for easy browsing.
- ✓ **All Products Page** – A dedicated page where customers can view all products in one place.
- ✓ **Product Details Page** – Clicking on a product navigates users to its details page, where they can see the description and an **Add to Cart** button.

✅ **Add to Cart Functionality** – After clicking Add to Cart, users get an alert confirming the product has been added.

✅ **Cart Page** – Users can navigate to the cart page via the cart icon, where they can:

- Increase or decrease product quantity
- Remove products from the cart
- ✅ **Billing & Checkout Process** – After clicking the Checkout button:
  - Users are navigated to the **Billing Details** page.
  - Users fill in their billing information.
  - Clicking **Place Order** stores order details securely in **Sanity CMS**.

## 7. Business Goals

- Provide a **seamless shopping experience** for home décor lovers.
- Build a **trusted online marketplace** for high-quality home décor.
- Scale the business with **innovative tech solutions** (APIs, Sanity CMS, Clerk authentication).

## 8. Technologies Used

- **Frontend:** Next.js, Tailwind CSS
- **Backend/Data Management:** Sanity CMS, API Integration
- **Authentication:** Clerk
- **Hosting & Deployment:** Vercel

## 9. Live Demo & GitHub

🔗 **Live Website:** [Avion Marketplace](#) 🔗 **GitHub Repo:** [Avion Source Code](#)

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🚀 **Avion** is designed to redefine home décor shopping with an effortless, modern, and tech-driven experience!