

DAY 1 : LAYING THE FOUNDATION FOR YOUR MARKETPLACE JOURNEY

Objective :

To develop a unique and impactful e-commerce platform that specializes in furniture (Sofas, Chairs, Seats) and accessories (Watches, Cameras, and bags) solving key challenges in the Pakistani market and positioning itself as an industry leader.

1. Market Name & Type :

Type : General E-commerce

Name : Furninest

- A name that reflects a cozy and stylish hub for furniture and accessories
- Tagline : "Where Comfort Meets Style".

2. What Problem does your marketplace aim to Solve ?

- Authentic , unique and good quality products .
- 24/7 support using AI Chatbot
- Customizable furniture and other accessories on customer demand .
- Multiple payment methods and also offer cash on delivery .
- Offer Video or tutorials of my website on guide page .
- In future I can implement AI size predictor in my website
- I can also add a unique page in my website in this page Host can livestream on weekdays and solve customer queries .

- In future I can also add AI based product recommendations based on browsing history.

3. What Services or products will you offer?

- Products

- Furniture : Sofas , Chairs , Seats .
- Accessories : Watches , Cameras , bags .

- Services

- AR for real time furniture Visualization.
- Customization : Dimension , colors , finishes .
- Flexible delivery .
- Assembly Service .

4. Technical Development Strategy :

- Hackathon Goals :

- Convert Sigma design into a responsive live website in 24 hours.

- 7 Day Hackathon Objectives :

- Add functionalities like Add to Cart, or Wishlist.
- Use Sanity as the headless CMS for dynamic Content.
- Integrate Shipment and payment methods using APIs.
- Add Some security on login or Signup page for security.
- Update Website time to time add Some technologies like AR, AI size predictor, Admin dashboard section and Host live streaming page.

4. Data Schema :

[Product]

- ID
- Name
- Category
- Price
- Ratings
- discount
- Stock
- Image

[Order]

[Customer]

- Order ID
- Product ID
- quantity
- total Price

[Customer]

- ID
- Contact Info
- Name

[Shipment]

[Delivery Zone]

- Shipment ID
- Order ID
- status
- Tracking Number

- Zone Name
- Coverage Area
- Assigned Driver

5. Target Audience :

- Urban middle class family and young professionals looking for affordable Stylish and Space Saving furniture.
- New Startups and offices.
- Young generation for trendy watches, Cameras and headphones.

6. Website Workflow :

- Customer browses product on the home page
- Filter and Select desired products
- Select Sizes and Colours.
- Add product to the Cart and Click on Checkout .
- Enter delivery details and Select payment method .
- Click on Order Confirm .
- Track your product after order confirmation with your phone number .

7. Marketing Strategy :

- Running Social media Campaigns .
- Offer limited time discounts and
referral programs
- Collab with influencers and interior
designers .

TARGET AUDIENCE FOR FURNITURE :

Man Audience : Homeowner
 (25 - 50 years old)

→ first Check mobile phones are
 tabby Sok then target

Renters
 L-1 (20-35 years old)
 Stylish
 furniture
 Affordable

Newly married
 (20-35 years old)
 /

Parents with
 children
 (30-45 years old)
 (35-50
 years old)

Young adults/
 College stds
 (18-25 years old)
 Stylish
 Unique designs but affordable

Stylish &
 Affordable
 furniture

Affordable

beds for
 new homes

Chairs & sofas

Boys

Girls

Focus on
 Affordable
 furniture

Senior Citizens
 & Retirees
 (50+ years old)

Stylish
 Luxury
 furnitures

Comfort Sofas, beds
 Chairs

TARGET AUDIENCE FOR E-commerce

Accessories

