

Marketplace Type: General E-Commerce

Primary Purpose

Our marketplace aims to provide a comprehensive range of stylish and high-quality furniture, acting as a one-stop solution for all home and outdoor furnishing needs. We are dedicated to making furniture shopping seamless and enjoyable for our customers.

Business Goals

1. Problem Statement

We aim to solve the challenge of finding affordable, trendy, and durable furniture all in one place. By providing a wide variety of options, we enhance the furniture shopping experience, making it both seamless and enjoyable for our customers.

2. Target Audience

Our target audience includes:

- Homeowners
- Interior designers
- Young professionals aged 25–45 These groups are in search of modern and functional furniture at competitive prices, tailored to their unique needs and preferences.

3. Products and Services

We offer a diverse range of furniture options, including:

- **Living Room Furniture:** Elegant sofas, chic coffee tables, and modern TV stands.
- **Outdoor Furniture:** comfortable loungers, and garden tables.

4. Unique Selling Points (USPs)

Our marketplace distinguishes itself through several key attributes:

- **Competitive Pricing:** High-quality furniture at accessible prices.
- **Fast Delivery:** Timely deliveries to customers' doorsteps.
- **User-Friendly Website:** Smooth shopping with advanced filters.
- **Exceptional Support:** Prompt assistance and hassle-free returns.