### 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.