



Dong's furniture

INTERIOR DESIGN

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MAIN OBJECTIVE

- To introduce our furniture store and the products we sell.
- To promote the variety of furniture collections available (living room, bedroom, dining room, outdoor, and accessories).
- To highlight the unique selling points of our store, including quality, design, and service.
- To attract potential customers through engaging visuals and clear product information.
- To showcase our store as a reliable choice for stylish and functional furniture.





REASON OF CONTENT CHOICES

01

Showcasing our store in this project helps me practice real world marketing and presentation strategies.

02

Furniture design and arrangement are also a reflection of lifestyle, taste, and comfort, which makes the topic interesting and appealing.



03



TARGET AUDIENCE

01

Newlyweds & New Families – Couples or families starting a new home and needing complete furniture sets.

02

Students & Young Professionals – Those needing affordable, functional furniture for apartments or small spaces.



PRODUCT CATEGORIES

- Sofa's
- Living Room
- Dining
- Bedroom
- Outdoor





TOOLS AND TECHNOLOGIES



HTML



CSS



JAVASCRIPT



PHP



SQL



POSSIBLE IMPROVEMENT

1. Expand Product Range – Add more modern, space-saving, and multifunctional furniture options.
2. Introduce Customization Services – Allow customers to choose fabric, color, and size for selected items.
3. Enhance Online Store – Improve website navigation, add 3D product previews, and offer virtual room design tools.



THANK YOU

