**Day 07**

**Live Deployment and Post-Launch Practices**

**COZYNEST**

**Pitch Deck for Your Furniture E-Commerce Website**

**Slide 1: Title Slide**

* **Logo/Brand Name**: COZYNEST
* **Tagline**: "Affordable Comfort for Every Home"
* **Contact Information**: Website URL: <https://figma-hackathon-alpha.vercel.app/>
* Email: **Kulsumshaikh1605@gmail.com**
* Phone number:03368574224

**Slide 2: Market Opportunity (Marketplace)**

* **Industry**: Online furniture retail market is growing at 50% annually.
* **Target Audience**: Homeowners, renters, interior designers.
* **Trends**: Growing demand for affordable and customizable furniture.

**Slide 3: Problem Statement**

* **Key Problem**:
  1. Traditional furniture shopping is inconvenient and time-consuming.
  2. High-quality furniture is often unaffordable for many consumers.
  3. Limited variety in local furniture stores.

**Slide 4: Solution**

* **Your Solution**:
  1. A user-friendly website offering a wide range of sofas, tables, and beds.
  2. High-quality furniture at competitive prices.
  3. Seamless online shopping experience with delivery options.

**Slide 5: Product Offerings**

* **Categories**:
  1. Sofas: Modern, classic, and sectional.
  2. Tables: Coffee tables, dining tables, bedside tables.
  3. Beds: Single, double, king, and queen size.
* **Features**:
  1. Customizable designs
  2. Durable materials
  3. Various color and size options

**Slide 6: Business Model**

* **Revenue Model**:
  + Direct sales from the website.
  + Optional premium delivery and assembly services.
* **Cost Structure**:
  + Inventory sourcing
  + Website maintenance
  + Marketing and logistics
* **Partnerships**:
  + Collaborations with manufacturers and delivery companies.

**Slide 7: Marketing Strategy**

* **Customer Acquisition**:
  1. Social media marketing (Instagram, Pinterest, Facebook ads).
  2. Search engine optimization (SEO) for furniture-related keywords.
  3. Seasonal sales and discounts.
* **Customer Retention**:
  1. Loyalty programs.
  2. Regular email campaigns.

**Slide 8: Competitive Advantage**

* **Why Us?**:
  + Affordable pricing without compromising quality.
  + Extensive variety and customization options.
  + Hassle-free online shopping and delivery.

**Slide 9: Call to Action**

* **Join Us**: Be a part of transforming the furniture shopping experience.
* **Contact Information**:
  + Email: [kulsumshaikh1605@gmail.com](mailto:kulsumshaikh1605@gmail.com)
  + Phone: 03368574224

+