

DAY:7 HACKATHON

Rabi Furnitures - Business Pitch Document

1. Company Overview

Business Name: Rabi Furnitures

Industry: Furniture & Home Décor

website: rabifurnitures.vercel.app

Tagline: *Premium, Affordable, and Stylish Furniture for Every Home*

2. Problem Statement

Many customers face challenges when buying furniture:

- **High costs** for quality furniture.
 - **Limited customization** options.
 - **Inconvenient online shopping experience.**
 - **Slow delivery & poor customer service.**
-

3. Our Solution

Rabi Furnitures is revolutionizing the industry by offering:

- ✓ **Trendy & ergonomic designs** at competitive prices.
 - ✓ **Customization options** to match individual needs.
 - ✓ **Seamless online shopping** with a user-friendly interface.
 - ✓ **Fast delivery & excellent customer support.**
-

4. Market Opportunity

📈 **Furniture Industry Size:** \$700+ billion and growing.

📊 **E-commerce furniture sales:** Increasing by 20% annually.

🏠 **High demand** for space-saving and modern furniture.

5. Competitive Advantage

🔗 What makes Rabi Furnitures stand out?

- ✓ **Stylish, high-quality furniture** at an affordable price.
 - ✓ **Customer-centric online shopping experience.**
 - ✓ **Fast & efficient delivery service.**
 - ✓ **Customization & personalization options.**
 - ✓ **Strong branding & social media presence.**
-

6. Revenue Model

💰 **How We Make Money:**

- **Direct Sales:** Online store orders.
 - **Customization Services:** Bespoke furniture solutions.
 - **B2B Partnerships:** Supplying offices, hotels, and businesses.
 - **Subscription Services:** Exclusive membership benefits for premium customers.
-

7. Marketing & Growth Strategy

📣 **Marketing Channels:**

- **Social Media & Influencer Marketing** to engage with customers.
- **SEO & Google Ads** to improve online visibility.
- **Strategic Partnerships** with interior designers & architects.
- **Seasonal Discounts & Promotions** to attract new customers.

🔗 **Growth Plans:**

- Expanding **product range** with smart & space-saving furniture.
 - Launching **physical experience centers** for in-person shopping.
 - **Scaling nationwide** with express delivery services.
 - Exploring **international expansion opportunities.**
-

8. Call to Action - Why Invest in Rabi Furnitures?

🔊 **Investment & Collaboration Opportunities**

- ✓ High-growth market & increasing online demand.
- ✓ Strong brand identity & scalable business model.
- ✓ Tech-driven e-commerce platform for seamless shopping.
- ✓ Competitive pricing & superior customer service.

🔥 **Join us in revolutionizing the furniture industry!** 🔥