



Business Pitch Deck

Presented by Mehar Ali

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INTRODUCTION

Welcome, and thank you for joining me today. I'm Mehar Ali, founder of Avion—'Furnish Your Life with Style & Convenience.' Our mission is to revolutionize furniture shopping by merging design, technology, and ease-of-use in one digital marketplace.

Business Idea & Vision

"Avion is an innovative online marketplace that connects discerning customers with high-quality, stylish furniture from curated sellers and trusted manufacturers. We're not just selling furniture—we're offering a complete, personalized shopping experience that empowers buyers to find the perfect pieces for their homes with confidence and convenience."





PROBLEM

The Challenge Today

“Traditional furniture shopping is inconvenient. Consumers often face long trips to stores, limited product selections, and the uncertainty of how a piece will look in their space. Many potential buyers are left frustrated by inconsistent quality and a lack of customization options.”

Data & Market Pain Points

With the global furniture e-commerce market expected to reach nearly 436 billion U.S. dollars by 2029 [statista.com](https://www.statista.com), the appetite for a better, streamlined online experience is clear. Shoppers increasingly demand a digital solution that offers clear product visuals, detailed information, and the ability to virtually test out designs—all of which are missing from the conventional shopping model.

SOLUTION

Avion addresses these challenges head-on. Our platform is built with the modern consumer in mind: it's fully digital, easy to navigate, and enriched with advanced features such as augmented reality (AR) to visualize furniture in your own home. We offer detailed product descriptions, high-quality images, user reviews, and seamless checkout, ensuring that every customer can confidently select the right piece for their space.

SOLUTION 1

We can integrate augmented reality (AR) and virtual reality (VR) tools into the platform, allowing customers to "place" furniture virtually in their own living spaces. This helps buyers overcome the uncertainty of not being able to physically see, feel, or measure how a piece will look and fit in their home.

SOLUTION 2

Avion can offer a dynamic, interactive customization tool that presents detailed 360-degree views, high-resolution images, and even video demonstrations of each product. By allowing customers to adjust features such as fabric, color, and size, the platform addresses the common pain point of uncertainty regarding product quality and fit.

SOLUTION 3

To mitigate concerns over shipping damage and post-purchase issues, Avion will integrate robust logistics support. This includes real-time shipping calculators that transparently display costs, a white-glove delivery service ensuring careful handling and setup of larger items, and a flexible, customer-friendly return and exchange policy. By optimizing reverse logistics (ensuring a smooth process for handling returns or exchanges), the platform enhances overall customer trust and satisfaction.



MARKET OPPORTUNITY

Target Market & Growth Potential

“Our primary target market is urban, tech-savvy consumers aged 25–45 who value convenience, style, and personalization. With trends showing a significant shift toward online shopping—and as traditional retailers struggle to meet these new demands—the opportunity is vast. The market is not only expanding in size but also in sophistication, providing ample room for innovative platforms like Avion.”

Key Trends & Insights

“Consumers are now more comfortable shopping for furniture online. Enhanced digital tools such as AR, combined with rising internet penetration and changing lifestyles, drive this growth. This is our window to capture market share in an industry poised for major transformation.”

OUR PRODUCT

At Avion, our curated furniture collection is the heart of our marketplace. We offer a diverse range of high-quality, stylish pieces that cater to modern living—ranging from elegant sofas, dining sets, and beds to functional home office essentials and accent décor. Each product is carefully selected to combine contemporary design with timeless appeal.



Key Features:

- Curated Selection:
We partner with trusted manufacturers and designers to offer furniture that meets strict quality standards while reflecting the latest design trends. Sustainability is a core value—each piece is sourced responsibly to support a greener future.
- Detailed Presentation:
Our product pages showcase high-resolution images, 360° views, and comprehensive specifications. Customers can easily review dimensions, materials, and finishes to make informed decisions from the comfort of their home.
- Customization Options:
Select products come with interactive customization tools, allowing buyers to tailor fabrics, colors, and dimensions to perfectly suit their space and style preferences.
- Seamless Experience:
Transparent pricing, real-time shipping estimates, flexible delivery options (including white-glove assembly), and an easy return policy ensure that every purchase is as enjoyable as it is worry-free.

BUSINESS MODEL

Revenue Streams

Avion generates revenue through a multi-pronged approach:

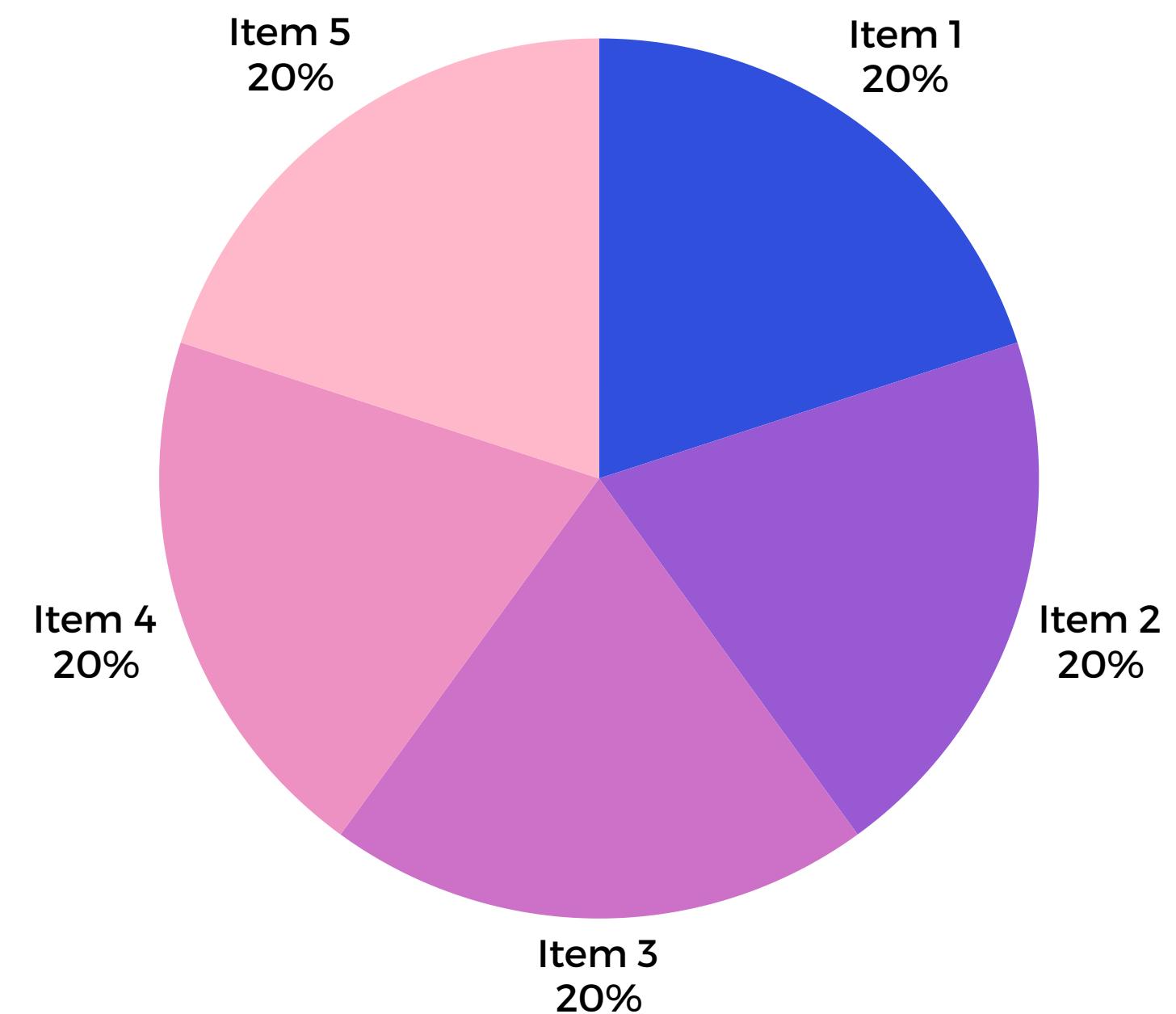
- Commission Fees: We earn a percentage on every transaction made on our platform.
- Subscription Plans: Premium sellers gain access to advanced analytics, enhanced listings, and promotional tools.
- Advertising: We offer targeted ad placements to furniture brands and designers. This diversified model not only supports our growth but also mitigates risk by not relying on a single revenue channel.

MARKETING STRATEGY

Customer Acquisition & Retention

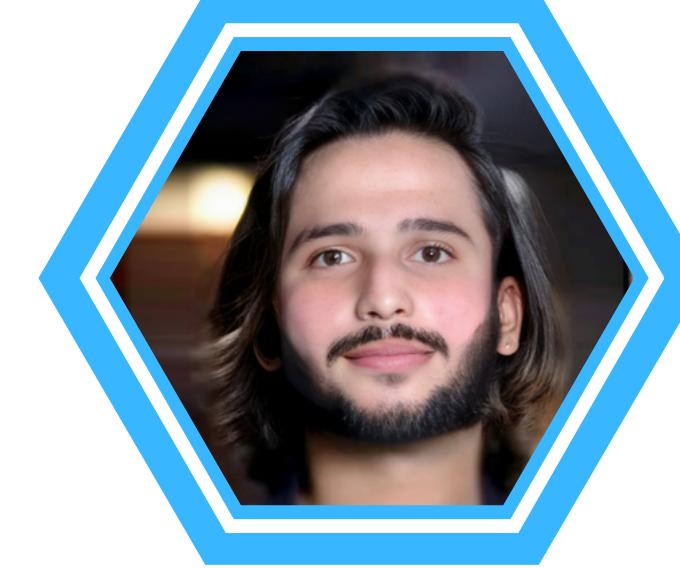
To drive user acquisition, our strategy includes:

- Digital Marketing: Targeted PPC campaigns, SEO, and social media marketing.
- Influencer Partnerships: Collaborations with interior design influencers to build brand trust and reach.
- Content Marketing: Engaging blogs, videos, and virtual showrooms that educate and inspire our audience.
- Loyalty Programs: Personalized recommendations and rewards that encourage repeat purchases.



OUR TEAM

Our team is a dynamic blend of creative designers, tech innovators, and seasoned business strategists passionate about redefining the furniture shopping experience. With decades of combined experience in e-commerce, digital marketing, and product design, we work seamlessly to curate high-quality, customizable furniture that meets modern lifestyles.



Mehar Ali
CEO & Founder



Daniyal Khan
Full stack developer



Kashan Malik
Marketing Expert



Hamzah
CTO

FINANCIAL PROJECTIONS

Year 1 – Launch & Establishment:

- Build and launch the platform with immersive AR features
- Focus on brand building and initial customer acquisition
- Revenue: Modest; expect net losses due to high startup investments

Year 2 – Growth & Optimization:

- Ramp up digital marketing and expand the furniture range
- Improve operational efficiencies and lower customer acquisition costs
- Revenue: Aim to double Year 1 figures while gradually reducing losses

Year 3 – Scaling & Break-Even:

- Expand regionally and optimize logistics
- Enhance customer retention and repeat purchases
- Goal: Reach break-even as revenues continue to grow



Year 4 – Profitability:

- Consolidate market presence and boost customer loyalty
- Streamline operations further to boost margins
- Target: Achieve sustainable profitability with improved net margins

Year 5 – Expansion & Market Leadership:

- Diversify revenue streams (e.g., premium services, partnerships)
- Enter new geographic markets and innovate customer experience
- Outcome: Establish Avion as a market leader with healthy, recurring profits

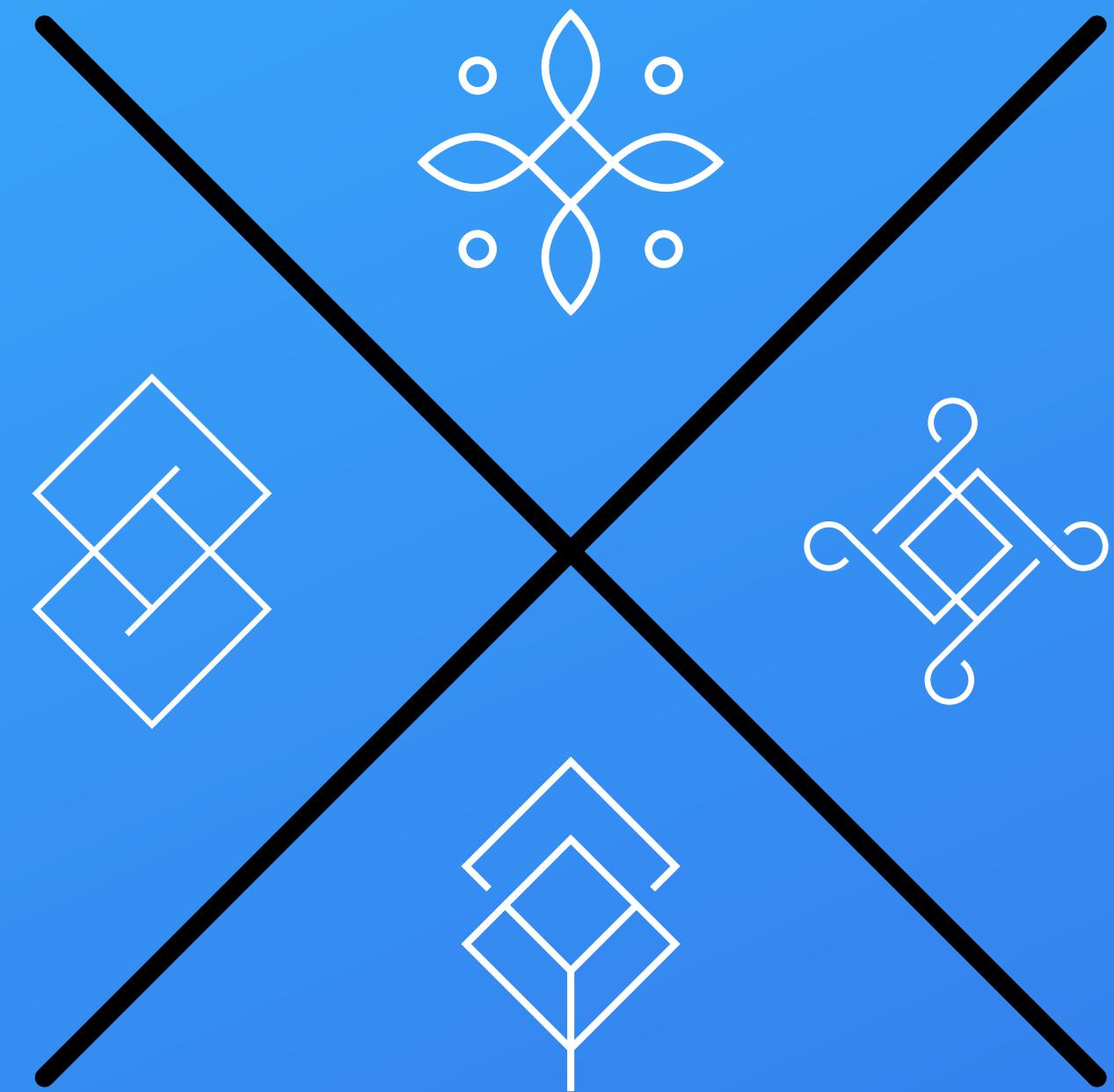
CALL TO ACTION

Join Us in Transforming Furniture Shopping

"Today, we are seeking a seed investment of \$500,000. This capital will enable us to:

- Enhance our platform with additional AR features.
- Expand our marketing and customer acquisition efforts.
- Build strategic partnerships with furniture brands and designers.

We invite you to join us on this exciting journey to redefine how people furnish their homes. Together, let's make Avion the go-to destination for stylish, convenient, and personalized furniture shopping."



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**THANK YOU
FOR WATCHING**