

## 1. Introduction:-

Our furniture e-commerce website is a comprehensive online platform designed to provide customers with a seamless and enjoyable shopping experience for all their furniture needs, with a focus on quality, affordability and exceptional customer service. Our website aims to become the go-to destination for furniture enthusiasts and home owners alike.

### Primary Purpose:-

The primary purpose of our e-commerce website is to solve several pain points associated with traditional furniture shopping. These include:

#### 1. Limited Time And Accessibility:-

Our website allows customers to browse and purchase furniture from the comfort of their own homes 24/7.



### (i) Geographical Constraints:-

we cater to customer across the country eliminating need to visit physical stores.

### (ii) Limited Product Selection:-

Our website offers a vast and curated selection of furniture products ensuring customer can find the perfect piece to suit their style and needs.

### (iii) High Prices and lack of Transparency:-

we provide competitive pricing transparent product information and regular promotion to ensure customer feel confident in their purchasing decisions.



## Target Audience:-

includes. Our target audience

### (1) Young Professional And couples:-

Individual getting up their home or upgrading their existing furniture.

### (2) Home Owner:-

People looking to renovate upgrade or replace their furniture

### (3) Boys Individuals:-

Those who value convenience, online shopping and flexibility

### (4) Furniture enthusiasts:-

Individuals passionate about furniture design, quality and craftsmanship.



# Products And services

Our platform will offer:

## 1) Furniture products:-

A wide range of indoor and outdoor furniture lighting, and home decor items.

## 2) Competitive Pricing:-

Regular promotion discount, and price matching to ensure customers get the best value.

## 3) Secure Payment Options:-

Multiple payment gateways, including credit / debit cards, online banking and cash on delivery.

## 4) Reliable Shipping:-

Timely and secure delivery of product through partnership with reputable logistics providers.



Date

## Unique Selling Point (USP)

what sets our e-commerce platform apart is:

### (1) User Friendly Website:-

Intuitive navigation, high-quality product images and detailed product descriptions.

### (2) Virtual Room feature:-

Allows customers to visualize furniture in their own space enhancing the shopping experience.

### (3) Furniture Styling Services:-

Provide customers with personalized and furniture recommendation on base their style and preference.

### 11) Loyalty Program:-

Reward customer for repeat purchase and helps fostering a loyal community.

### 5) Quality Assurance:-

Strict quality control measures to ensure product meet high standards of craftsmanship and materials.

### 16) Sustainable Practice:-

Commitment to environmentally and socially practices such as using eco-friendly packaging materials and partnering with suppliers sustainable forestry practices.

By focusing on these key aspect our boutique e-commerce website aims to provide and exceptional shopping experience build a loyal customer base and established itself as a leading online boutique retailer.