

Comforty Chairs - Business

Pitch Deck

1. Introduction

Company Name: Comforty Chairs

Industry: Online Furniture Marketplace

Website: [D:\Hackathon03](#)

Mission: High-quality, stylish, and affordable chairs for modern consumers through a seamless online shopping experience.

2. Marketplace Overview

- Comforty Chairs is an e-commerce marketplace focusing on premium yet affordable chairs.
 - Customers can browse, customize, and purchase chairs for home, office, and commercial spaces.
 - Competitive pricing and unique designs set Comforty Chairs apart.
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3. Problem Statement

- Customers struggle to find **high-quality, stylish, and ergonomic** chairs at an affordable price.
 - Traditional furniture stores have **high markups** and limited options.
 - Lack of **customization options** and a **user-friendly** digital shopping experience.
 - Long delivery times and poor after-sales service.
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4. Solution

- **Curated Collection:** Wide range of ergonomic, stylish, and affordable chairs.
- **Customization:** Users can choose colors, materials, and sizes.
- **AI-Powered Recommendation:** Smart filters to help customers pick the perfect chair.
- **Fast Delivery & Easy Returns:** Hassle-free shopping experience.

- **Augmented Reality (AR) Preview:** Customers can see how a chair looks in their space before buying.
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5. Business Plan & Revenue Model

Revenue Streams:

1. **Direct Sales** - Customers purchase chairs directly from the website.
2. **Subscription Model** - Premium membership for exclusive designs and discounts.
3. **B2B Sales** - Bulk orders for offices, co-working spaces, and hotels.
4. **Affiliate Marketing & Partnerships** - Collaborations with interior designers and influencers.

Market Opportunity:

- Global furniture market value: **\$500B+**
- E-commerce furniture sales growing **10% YoY**
- Target Audience: **Homeowners, startups, businesses, co-working spaces**

Growth Strategy:

- **SEO & Digital Marketing:** Google Ads, Instagram, and Facebook campaigns.
 - **Influencer Collaborations:** Partnering with home decor bloggers & YouTubers.
 - **Referral Program:** Incentivizing existing customers to bring in new buyers.
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6. Call to Action

✳️ **Join us in revolutionizing the way people buy chairs!**

✉️ **Contact Us:** [comforty12@gmail.com] | 📞 [03233546787]

THANK YOU!