**Comforty Chairs - Business Pitch Deck**

**1. Introduction**

**Company Name:** Comforty Chairs  
**Industry:** Online Furniture Marketplace  
**Website:** [D:\Hackathon03](file:///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.

**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.

**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.

**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.

**6.Call to Action**

🌟 **Join us in revolutionizing the way people buy chairs!**  
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THANK YOU!