

DAY 7: LIVE DEPLOYMENT AND MARKETPLACE

LAUNCH PRACTICES

On Day 7, Furniro will successfully launch into a live production environment, becoming fully operational with a seamless, integrated marketplace. It will offer customizable furniture, enabling customers to explore styles and make informed choices. The platform will ensure a smooth, user-friendly experience with intuitive navigation, personalized recommendations, and a reliable shopping experience.

INTRODUCTION

Furniro: *Furnish Your Dreams!*

A convenient and innovative online marketplace offering a wide range of customizable, affordable, and high-quality furniture, designed to simplify your home furnishing experience.

Business Idea & Vision

Furniro is revolutionizing furniture shopping by offering a vast selection of customizable, affordable, and high-quality pieces. Our platform simplifies the buying process with quick delivery, easy customization, and a seamless user experience, making furnishing your home effortless.

PROBLEM STATEMENT

The Problem

Finding affordable, stylish, and customizable furniture is difficult for many consumers. Traditional furniture stores offer limited options, high prices, and long delivery times, leading to frustration and missed opportunities for customers seeking unique and personalized pieces.

Supporting Data

Consumers are increasingly looking for furniture that fits their specific needs, with 80% of people preferring online shopping for its convenience. However, they still struggle with limited choices and delayed delivery times from traditional retailers.

Solution

Furniro's Unique Solution

Furniro addresses these challenges by providing an easy-to-use, online marketplace with a wide range of customizable furniture options. Our platform ensures a seamless shopping experience, allowing customers to explore different styles, make informed choices, and receive fast, reliable delivery all at competitive prices.

Market Opportunity

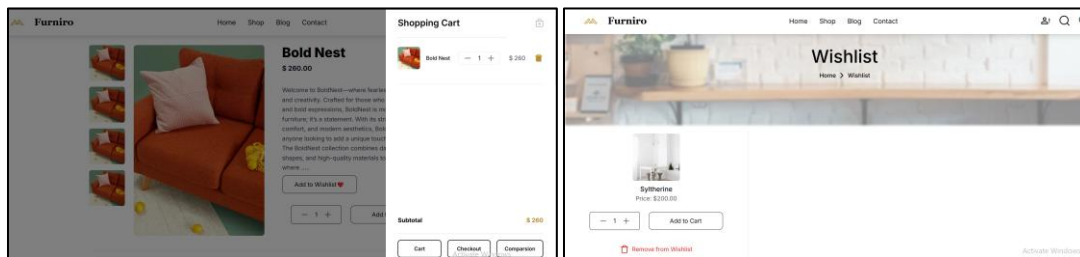
Market Size: The global furniture market is over \$600B and growing 5% yearly. Online shopping for customizable furniture is booming.

Trends: More demand for custom designs, online shopping, and eco-friendly furniture.

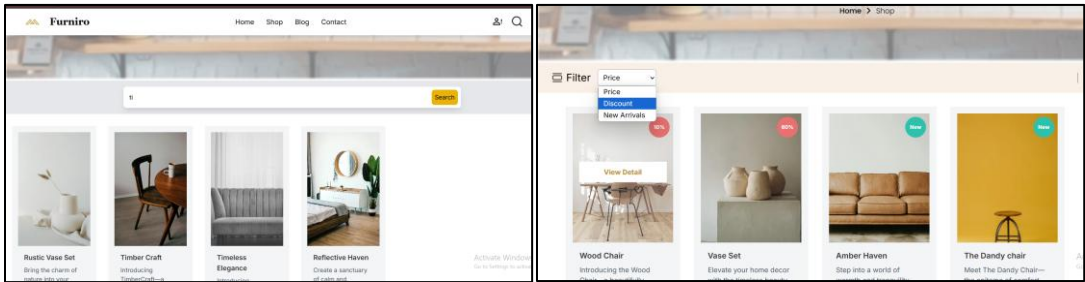
Target Audience: Homeowners, Interior Designers, Office Owners, Young Professionals & Urban Dwellers

Product Features

Save to Wishlist & Add to Cart: Easily save your favorite items or add them to your cart for quick access and future purchase.



Real-Time Search: Find the perfect furniture quickly with powerful search filters for style, category, and customization options.



Quick & Easy Checkout: Hassle-free checkout process with multiple payment options, and fast order confirmation.

Street Address

Mair karachi

Country / Region

Pakistan

Town / City

Karachi

Province

Sindh

ZIP Code

75100

Phone

● Direct Bank Transfer

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

☐ Cash On Delivery

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy policy](#).

Place order

●●● Placing your order...

karachi

Region

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886905

Make your payment directly into our bank account. Please use your Order ID as the payment reference. Your order will not be shipped until the funds have cleared in our account.

☐ Cash On Delivery

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our [privacy policy](#).

Place order

Dear Aileenza ...

Your order has been placed successfully!

It will be delivered to: Mair karachi, Karachi, Pakistan, ZIP: 75100

Estimated delivery time: 3-5 business days.

Business Model:

Revenue: Generate income through transaction commissions, premium subscriptions offering exclusive perks, and partnerships with furniture suppliers for featured collections.

Marketing Strategy:

Acquisition & Retention: Use social media, influencers, SEO, and emails to attract and keep customers with special offers.

A Heartfelt Thank You

I am sincerely thankful to **Sir Hamza Alvi** and **Sir Fahad Khan** for their unwavering support and guidance. A special thanks to **Sir Hamza Imran**, **Sir Taimoor Kamran**, and **Ma'am Fizza Azam** for their consistent efforts. Their efforts have truly made a lasting impact on my journey. I am also deeply thankful to **Sir Ameen Alam** for his inspiring leadership, profound wisdom, and continuous encouragement. His guidance has not only shaped my academic growth but has also instilled confidence, motivation, and a strong sense of business thinking, helping me to approach challenges with a strategic mindset
