

# BUSINESS PITCH DECK



# HEKTO - FURNITURE E-COMMERCE

Affordable | Stylish | Fast Delivery

TEAM

NAZIA IMRAN

&

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# PROBLEM STATEMENT

- **Many customers face high prices and slow delivery times when purchasing furniture online. HEKTO aims to solve this problem by providing fast services with affordable pricing and on time delivery.**

# SOLUTION

- **Hekto ensures trustable client dealing by offering secure transactions, high-quality furniture, and reliable customer service.**

# MARKET OPPORTUNITY

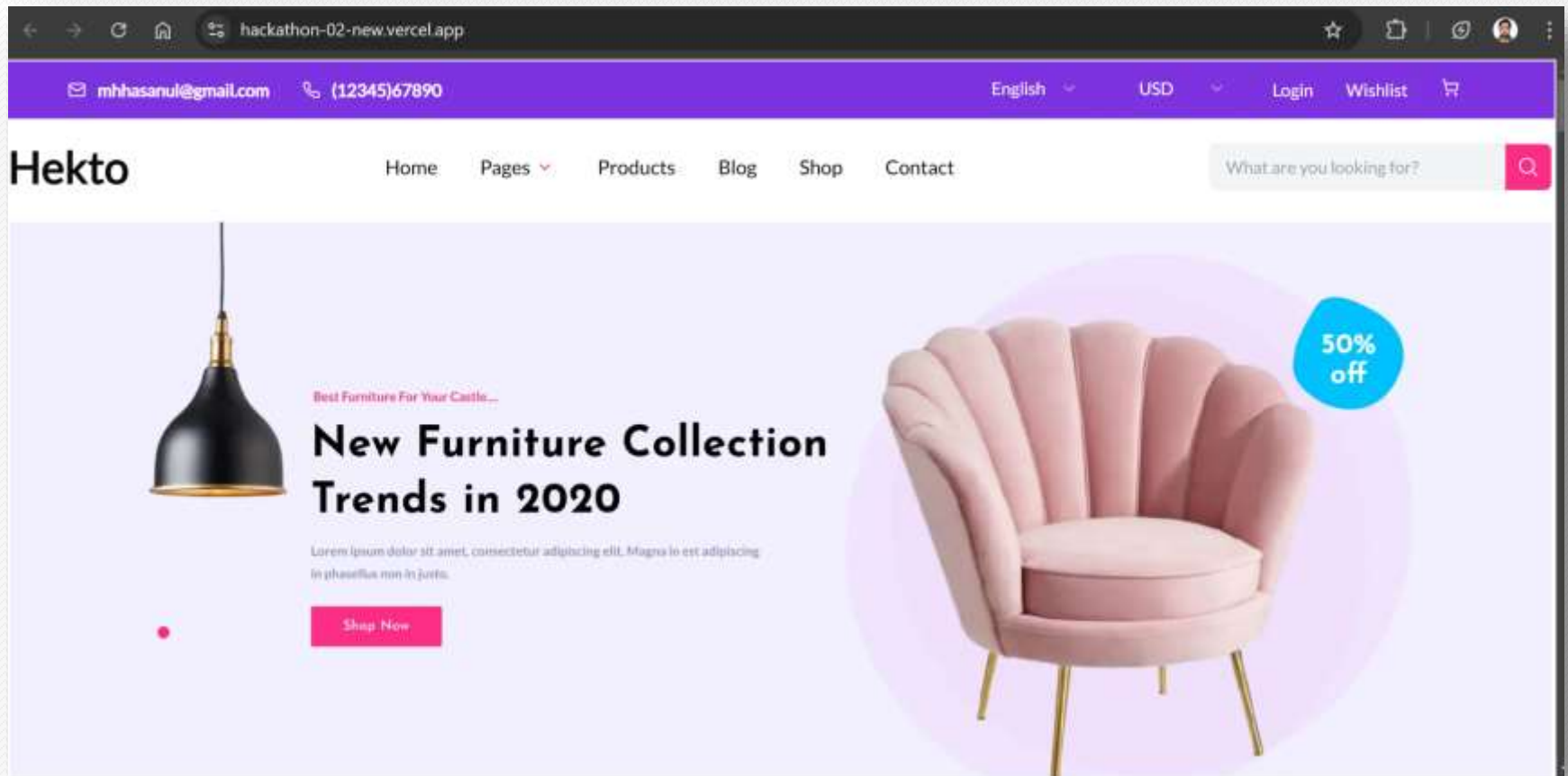
- **The global furniture e-commerce market is growing rapidly, expected to reach \$40 billion by 2025.**
- **Increasing trend towards online furniture shopping due to convenience and variety.**

# TARGET AUDIENCE

- **Home owners & Renters looking for stylish and affordable furniture.**
- **Office Spaces & Businesses needing bulk orders.**
- **Interior Designers looking for customized solutions.**



# PRODUCT DEMO



- DEPLOY LINK : <https://hackathon-02-new.vercel.app/>

# **BUSINESS MODEL**

**HEKTO generates revenue through:**

- **Direct Sales via the e-commerce platform.**
- **Subscription Model for premium customers.**
- **Partnerships with Furniture Manufacturers.**
- **Dropshipping & Third-Party Sellers.**
- **Develop Branding product criteria.**



# GO-TO-MARKET STRATEGY

- **Social Media Marketing (Instagram, Facebook, TikTok Ads).**
- **SEO & Content Marketing (Blogs, YouTube Reviews).**
- **Influencer & Affiliate Partnerships.**
- **Targeted Online Ads.**
- **Referral & Loyalty Programs.**

# TECHNOLOGY STACK

- **Framework: Next.js 15**
- **Styling: Tailwind CSS, Styled-Components**
- **Authentication: Clerk**
- **Database & CMS: Sanity**
- **UI Components: Radix-UI, ShadCN UI, Lucide-React**
- **APIs & Requests: Axios**
- **Forms & Validation: React-Hook-Form, Zod**
- **Visualization: Recharts**

# TEAM

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# CALL TO ACTION

We are looking for

- Investors to scale the platform.
- Furniture manufacturers to collaborate.
- Digital marketers & influencers for partnerships.

Join us in revolutionizing the furniture e-commerce industry!

## Thank You