

*Riwaj Interiors*



*Where Elegance Meets Comfort*

## **Overview:**

**Rivaj Interior**, A platform from where you can get your favorite furniture all over the Pakistan by just ordering it through your finger tips. A platform which provides Premium Classical and in budget Furniture to your door steps.

## **Problem Solved by us:**

To buy your favorite furniture for your home or office you have to search for it in every market Rivaj is also doing the same thing but you don't have to search for your desired furniture physically. You can find variety of Furniture just at a single platform. This will help to save your time and energy.

## **Market Opportunity:**

As we all know that in Pakistan there is a lack of digitalization because they don't have that much easy platform which they can handle with their finger tip very easily. Rivaj Interiors provide very smooth User Interface by which user would be satisfied and happy to buy furniture online.

**Product we offer:** We provide a lot types of furniture like Sofas, Tables, Chairs, Beds etc.

## **Business Modal:**

We will generate through different plans like first is that if someone buy a furniture from our platform we will get profit from it.

Next is that if someone want to sell out his furniture on our platform then we will charge him monthly or we will take commission on each sold.

Also in future we would introduce a new feature which will be that if someone want to build his own design furniture then he can contact us and we will pay extra for it.

there are a lot of other ways from which we can generate income from our business modal.

## **Marketing strategy:**

We will do marketing of our platform from different source like Google Ads or make platform on other social media platform from where people can hear about us.

## **Financial Projection:**

The total cost to start our platform is just doing its marketing because I have a plan to low invest with big profit. So here is the plan.

First, I will talk with a shopkeeper that I have a platform from where you can sell out your furniture online but you should have to do the delivery, also I will take profit or commission on each sell out.

next I will make a platform for him.

then I will post all the furniture at my store and make it live by buying a free or cheap domain for the starter.

then if someone paid for a furniture then the shop keeper will deliver the furniture at his door step and I'll take my profit.

Above is just a starter plan because I don't have money to buy a stock or something else so I will first earn then save some money and invest some in my this new business.

## **Call to Action:**

Let's work together to redefine the furniture landscape in Pakistan.

## **Thank You**

Thank you for your time. For more details, visit: <https://github.com/Okashanadeem>

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