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Aimoshah shah



# Rocket Single Seater

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Hi! What can I help you with?



## 1. Introduction

**Marketplace Name:** FurnishPak **Tagline:** "Connecting Pakistan's Craftsmen to Modern Homes"

**Vision:** FurnishPak aims to digitize Pakistan's furniture industry, bridging the gap between skilled artisans and tech-savvy consumers, while preserving our rich cultural heritage in woodworking and design.

## 2. Problem Statement

- **Fragmented Market:** Pakistan's furniture industry is worth \$4 billion, but 80% is unorganized, leading to inefficiencies.
- **Limited Reach:** Talented artisans in rural areas struggle to access urban markets.
- **Trust Issues:** 65% of online shoppers hesitate to buy furniture online due to quality concerns.
- **Lack of Standardization:** Inconsistent pricing and quality across the market.

**Data Point:** Only 2% of furniture sales in Pakistan happen online, compared to a global average of 14%.

## 3. Solution

FurnishPak provides a comprehensive marketplace solution:

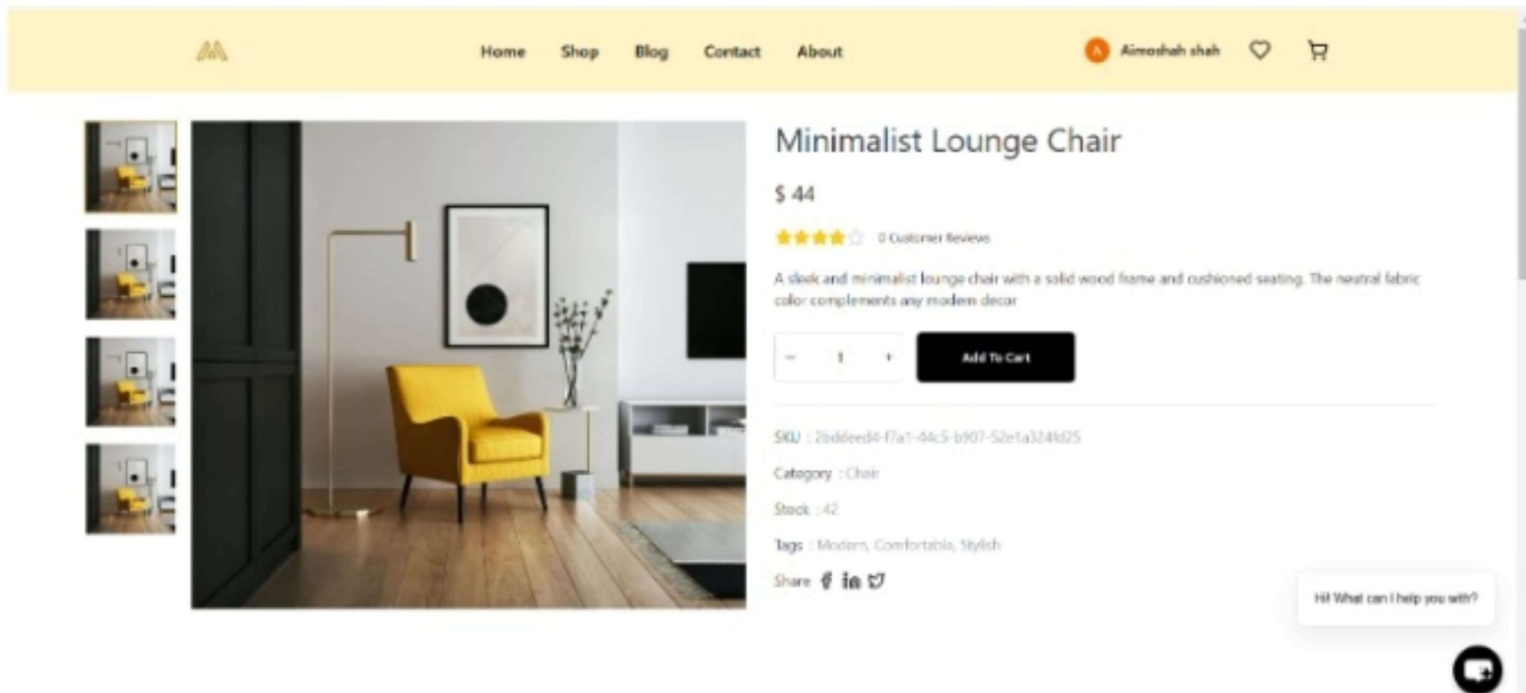
1. **Digital Showroom:** High-quality images and 360° views of furniture pieces.
2. **Artisan Verification:** Rigorous vetting process for all craftsmen on the platform.
3. **Standardized Pricing:** Algorithm-based pricing to ensure fairness for both artisans and customers.
4. **Quality Assurance:** In-person quality checks before shipping.
5. **Custom Design Center:** Allowing customers to personalize traditional designs.

## 4. Market Opportunity

- **Target Market Size:** 30 million urban households in Pakistan.
- **Growth Potential:** E-commerce in Pakistan is growing at 35% annually.
- **Key Trend:** Rising middle class with increasing disposable income and smartphone penetration.

**Insight:** 70% of Pakistan's population is under 30, tech-savvy, and looking for convenient shopping solutions.

## 5. Product

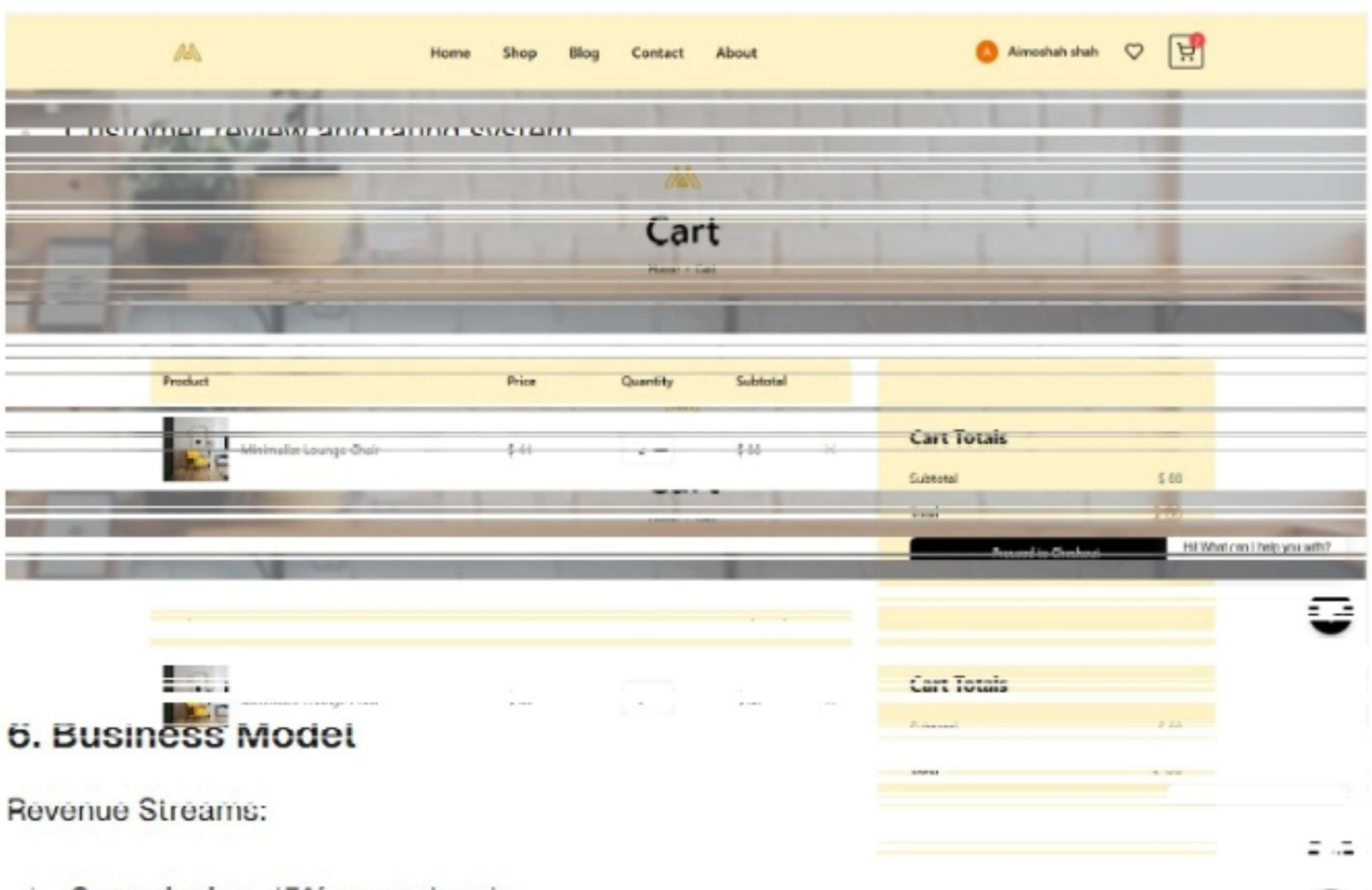


### Key Features:

- User-friendly interface with Urdu language support
- Advanced search with style and budget filters
- Secure payment gateway integrating local methods (e.g., JazzCash, EasyPaisha)
- Delivery tracking system
- Customer review and rating system

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## 6. Business Model

### Revenue Streams:

1. **Commission:** 15% on each sale
2. **Premium Listings:** Featured spots for top-selling items
3. **Logistics Service:** Delivery fees for efficient, secure transportation
4. **Design Consultation:** Virtual interior design services



## 7. Marketing Strategy

### Customer Acquisition:

- Social Media Marketing: Targeted ads on Facebook, Instagram, and TikTok
- Influencer Partnerships: Collaborations with Pakistani home decor influencers
- TV Advertisements: Spots on popular Pakistani channels during prime time
- Offline Exhibitions: Presence at furniture expos in major cities

### Customer Retention:

- Loyalty Program: "FurnishPoints" redeemable for discounts
- Personalized Recommendations: Based on browsing and purchase history
- After-Sale Service: Free maintenance checks for 1 year
- Community Building: "FurnishPak Home Stories" featuring customer homes

## 8. Team and Financial Projections

We are currently in the process of finalizing our core team and detailed financial projections. Our focus is on assembling a diverse group of experts in e-commerce, technology, traditional furniture craftsmanship, and digital marketing. We are also working with financial analysts to create robust projections based on market research and industry benchmarks.

These crucial aspects of our business plan are being carefully developed to ensure we present a comprehensive and compelling case to potential investors and partners. We anticipate having this information ready in the near future, which will provide a clear picture of our leadership structure and financial outlook.

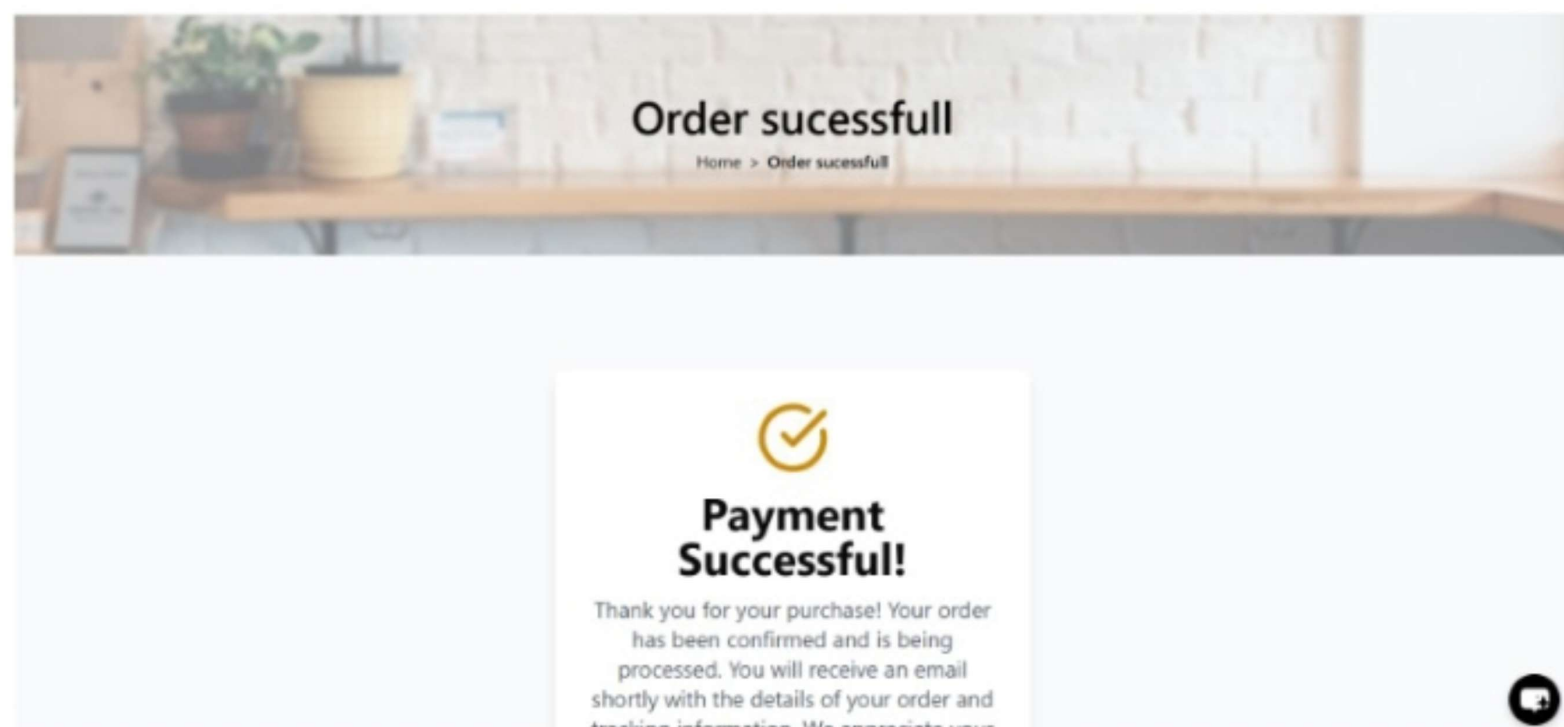
## 9. Call to Action

We are seeking seed funding to:

- Enhance our technology infrastructure
- Expand our artisan network across Pakistan
- Launch a nationwide marketing campaign

Join us in transforming Pakistan's furniture industry and supporting local artisans!

**Contact:** Aimoshah Shah Email: [aimoshahs@gmail.com](mailto:aimoshahs@gmail.com) Website: [www.furnishpak.com](http://www.furnishpak.com)



This pitch deck presents FurnishPak as a promising investment opportunity in Pakistan's growing e-commerce sector, focusing on the unique aspects of the local furniture industry. It addresses real-world challenges and growth strategies tailored to the Pakistani market.