

Business Pitch Deck and Presentation:

1. Introduction:

Marketplace Name: Comforty

“Elevate Your Space with the Perfect Chair”

Business Idea and Vision: Comforty is an online marketplace for stylish and comfortable chairs. Our goal is to provide the perfect seating solutions for homes, offices, and outdoor spaces.

We aim to combine comfort and design to make every space look and feel better.

2. Problem Statement:

Finding chairs that are comfortable, stylish, and affordable is a common issue. Many people face:

- **Back pain** due to uncomfortable chairs in offices or at home.
- **Mismatch in design** when chairs don't fit their room's decor.
- **Expensive options** making good-quality chairs hard to afford.

Example:

Research shows that 70% of office workers experience discomfort

due to poor seating. Comforty aims to solve this problem by offering a wide range of high-quality, affordable, and stylish chairs.

3.Solution:

Comforty provides a unique and effective solution by offering:

- **Comfortable Designs:** Chairs designed to support posture and reduce back pain, ideal for work, home, and outdoor use.
- **Stylish Options:** A wide range of designs to match any decor, combining aesthetics with functionality.
- **Affordable Prices:** High-quality chairs at reasonable prices, making comfort and style accessible to everyone.
- **Easy Online Shopping:** A user-friendly platform with detailed product descriptions, and fast delivery options.

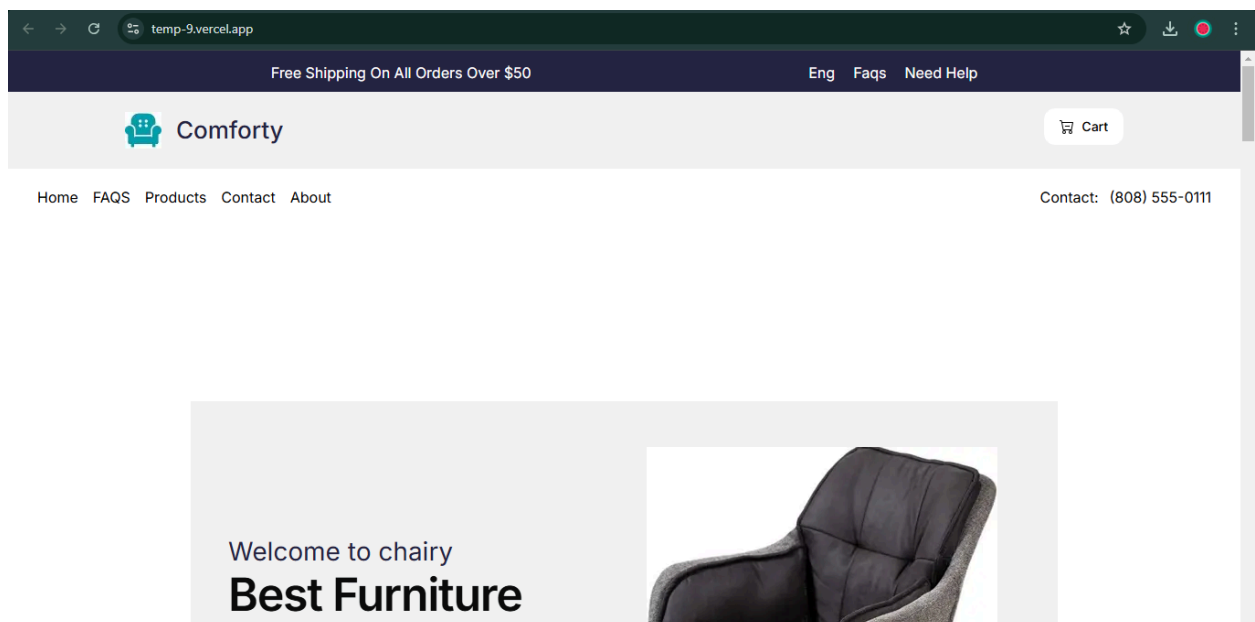
4.Market Opportunity:

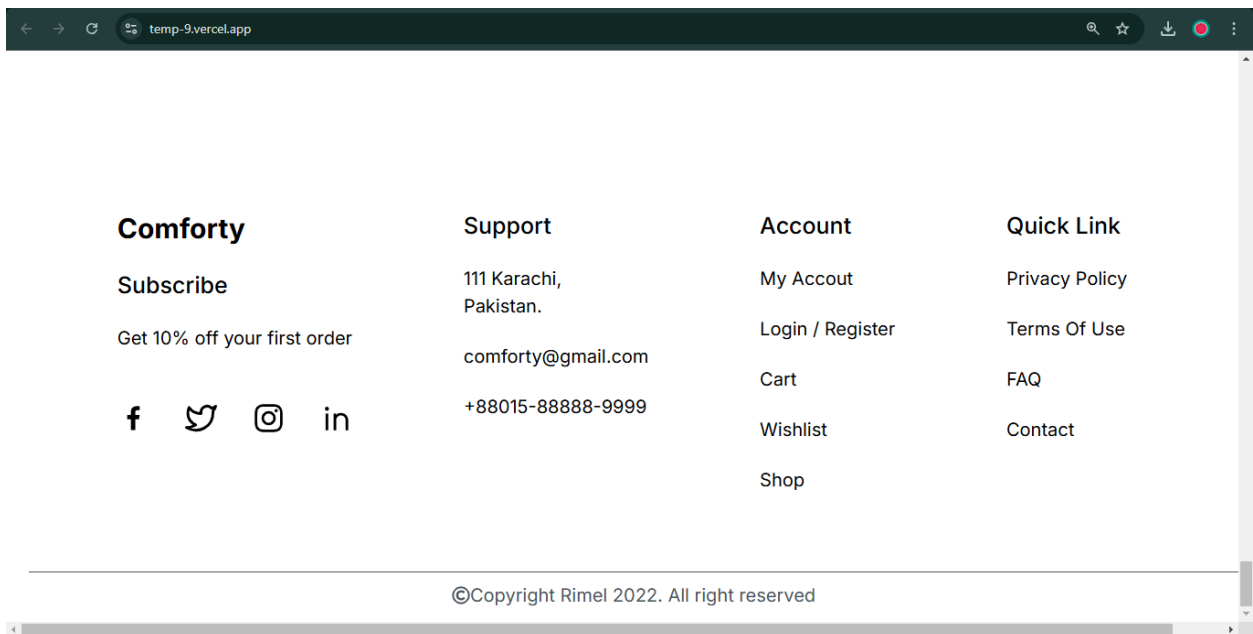
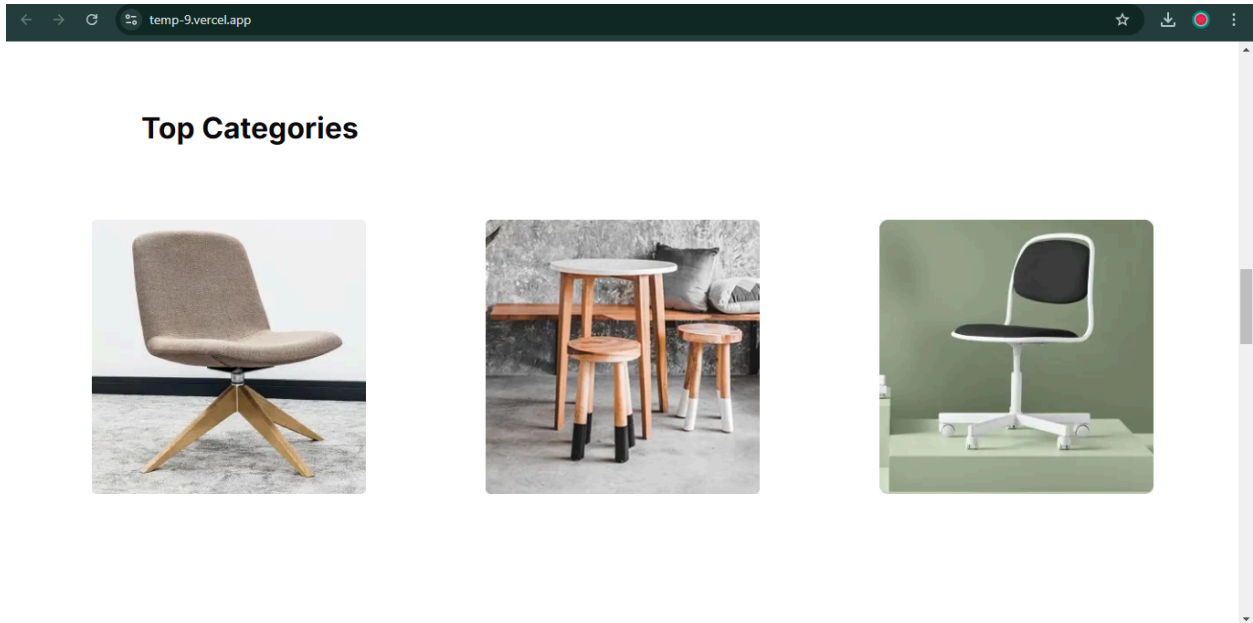
- **Target Market:** The global furniture market is growing, with more people needing comfortable and stylish chairs for home offices and living spaces.
- **Trends:** People are looking for ergonomic chairs to prevent back pain and stylish chairs to match their home decor. Online shopping for furniture is increasing.

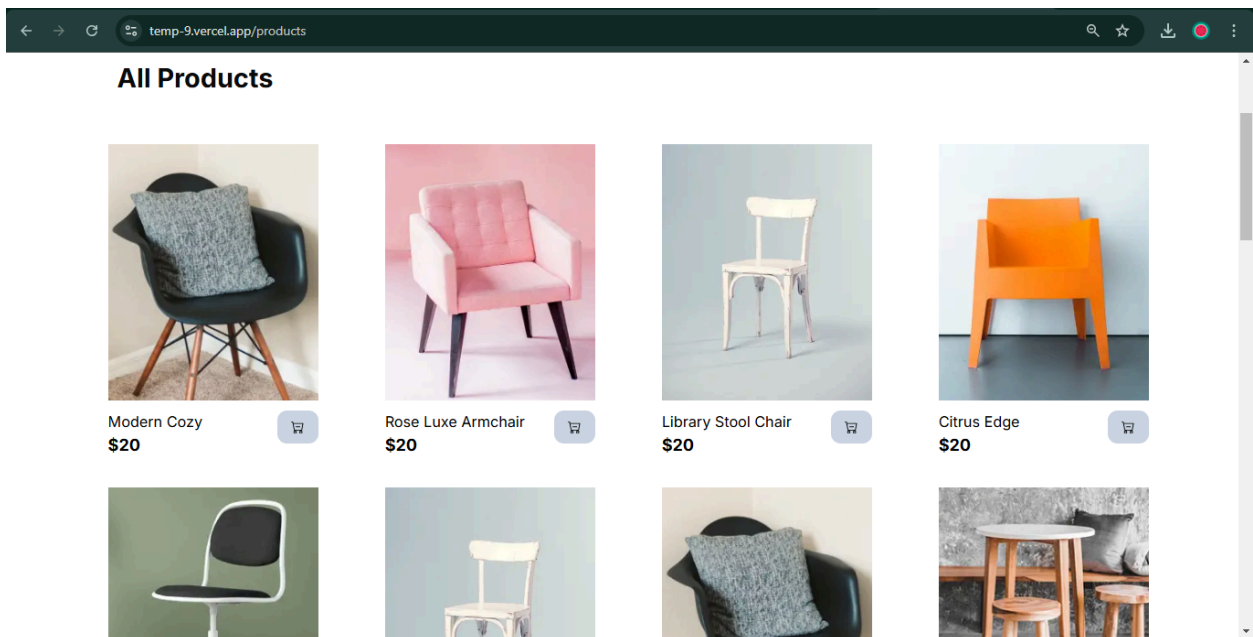
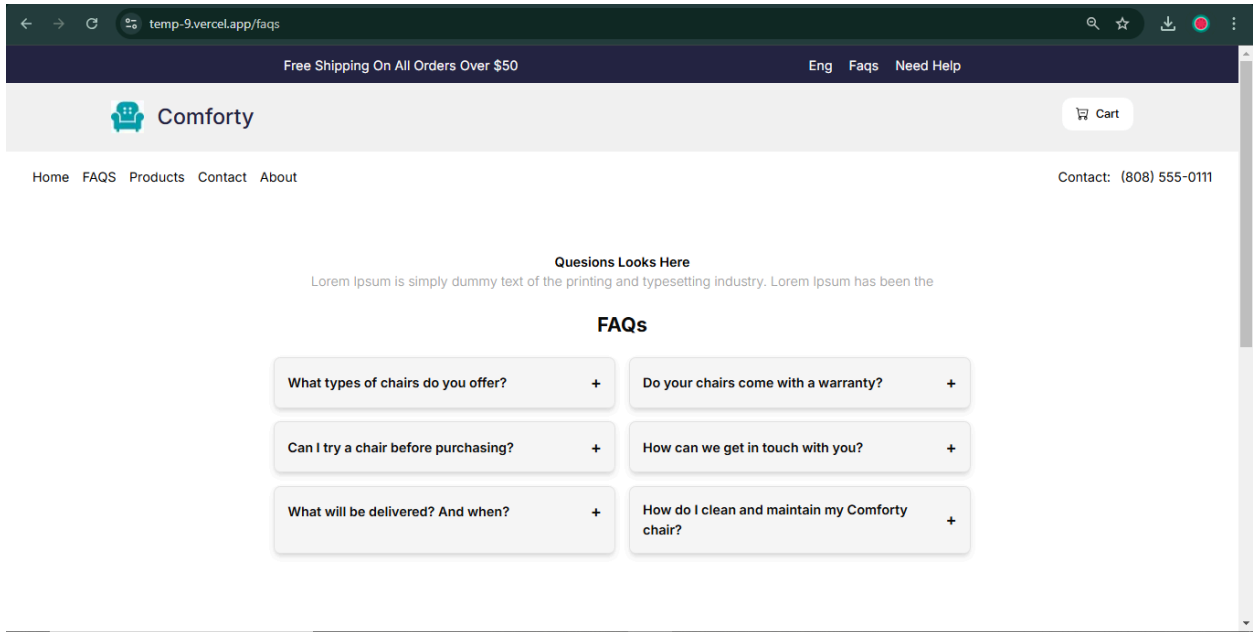
5. Product:

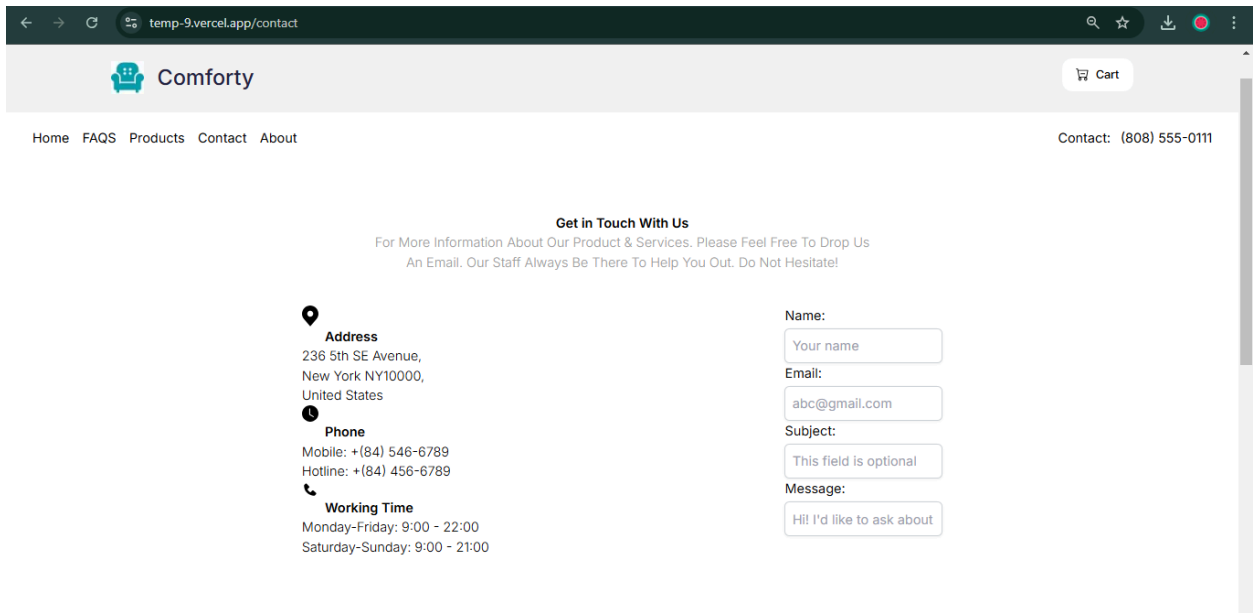
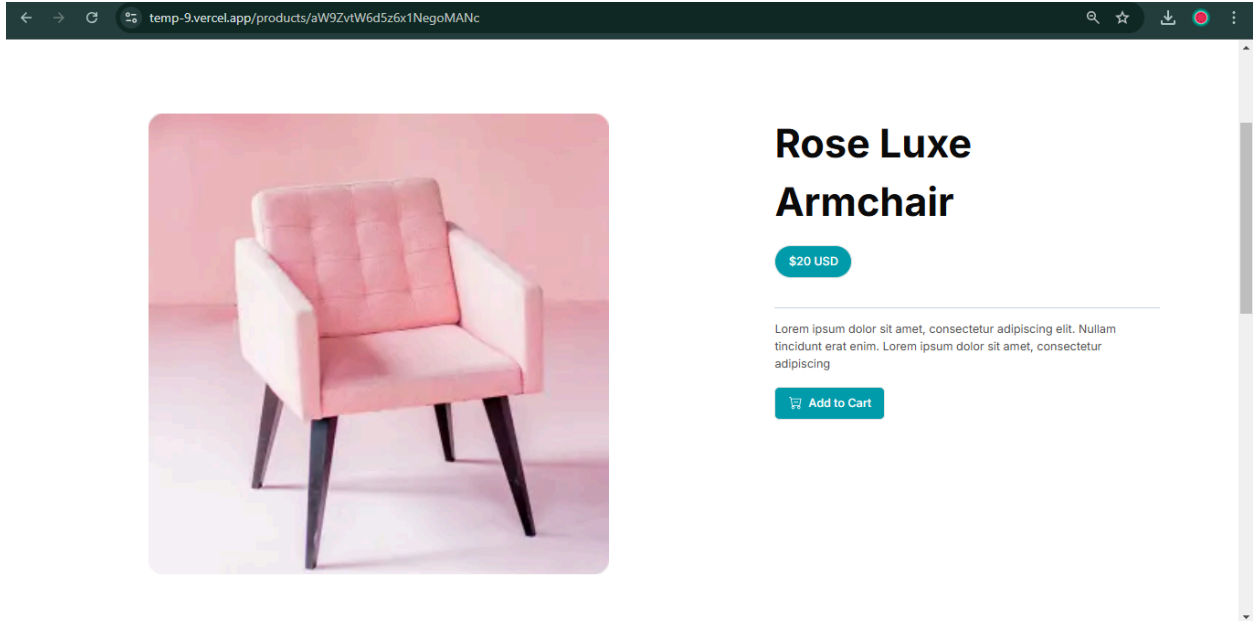
Features of Comforty:

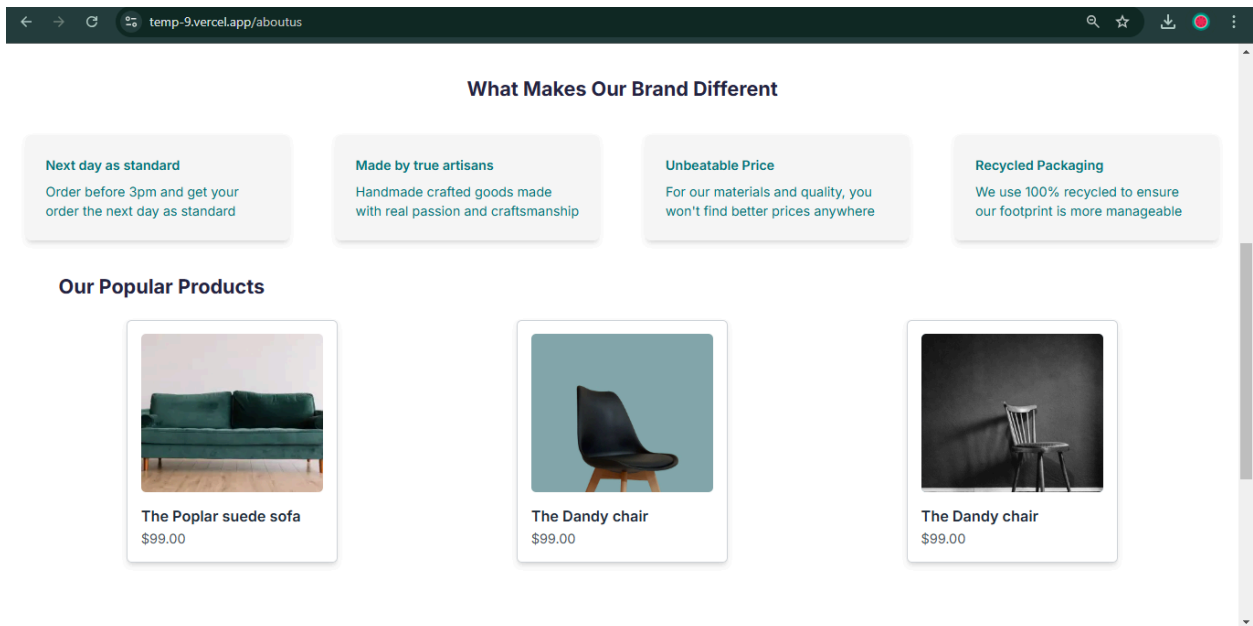
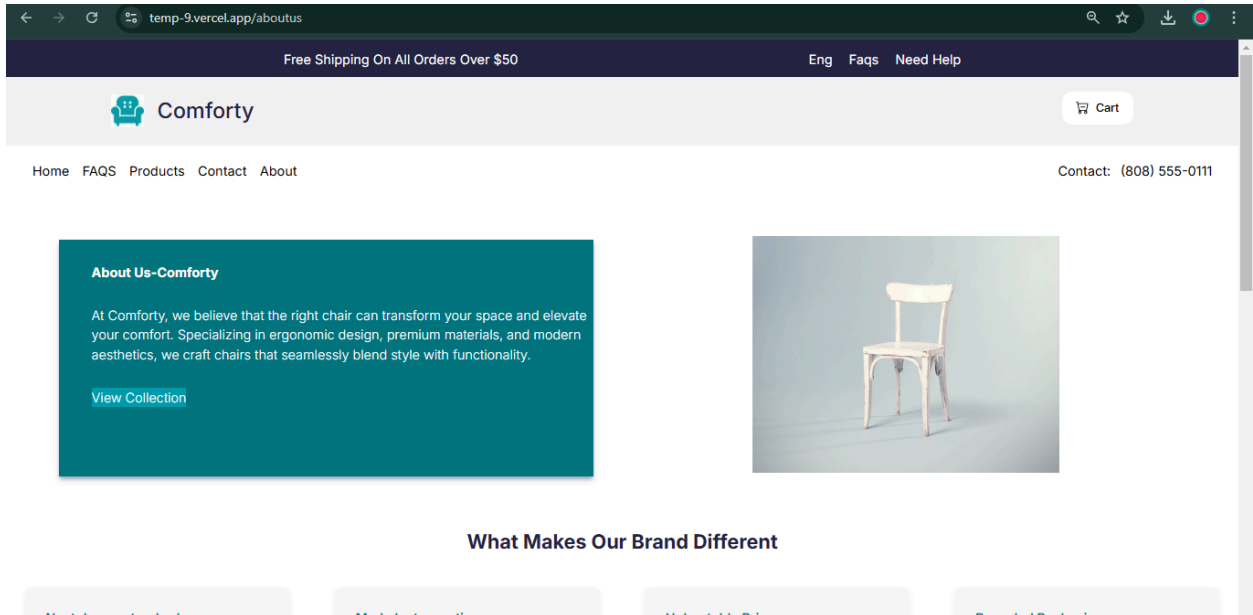
- A wide range of comfortable and stylish chairs for home, office, and outdoor use.
- Easy-to-use website with detailed product descriptions and customer reviews.
- Fast delivery and excellent customer support.

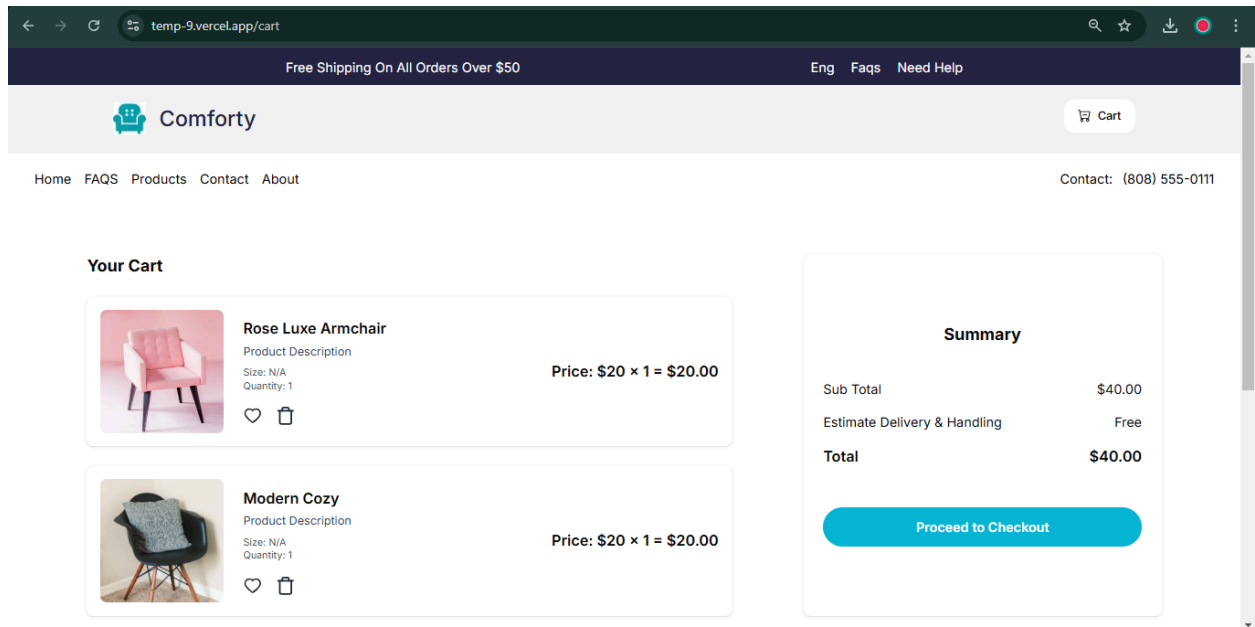












6.Business Model:

Selling chairs with a profit margin.Offering a subscription for discounts and early access to new products.

7.Marketing Strategy:

Customer Acquisition & Retention:

- Running ads on social media to reach the right customers.
- Partnering with influencers for promotion.
- Offering discounts for referrals and rewarding loyal customers.

8.Team:

- **Founder/CEO:** Manages business strategy and overall vision.
- **Marketing Manager:** Leads advertising and customer outreach.
- **Product Manager:** Manages product selection and suppliers.
- **Customer Support Lead:** Handles customer inquiries and support.

9. Financial Projection:

Revenue & Costs: We expect to earn \$50,000 in the first year, with sales growing every year. Initial costs will include setting up the website, marketing, and buying products.

10. Call To Action:

What We Need: We are looking for **partnerships** with furniture brands to work together.