

Date _____

• Who is your target audience?

The target audience includes:

- *// Homeowners looking to furnish or redecorate their homes.
- *// Office managers and business owners seeking ergonomic and stylish office furniture.
- *// Interior designers looking for diverse styles to meet their clients' needs.
- *// Renters seeking affordable and customizable furniture options.
- *// Environmentally-conscious consumers who prefer sustainable and eco-friendly furniture.

The platform caters to customers across various age groups, income levels and aesthetic preferences.

• What products or services will you offer?

The marketplace will offer a wide range of furniture products and services, including:

1. Furniture Categories:

- *// Living room furniture (sofas, coffee tables, T-V units).
- *// Bedroom furniture (beds, wardrobes, nightstands).
- *// Office furniture (desks, chairs, bookshelves).
- *// Dining furniture (dining tables, chairs, cabinets).
- *// Outdoor furniture (patio sets, lounge chairs, garden accessories).

2. Customization Services:

- *// Made-to-order furniture tailored to specific dimensions, materials or finishes.

3. Value added Services:

- *// Free or affordable delivery and assembly services.
- *// Virtual room planning tools to visualize furniture in real space.
- *// Customer support for post-purchase assistance.