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ABOUT THE COMPANY

Decorare is an innovative uprising manufacturer and supplier of premium quality furniture with a distinctive range of office desks, executive desks, conference tables, storage cabinets and office chairs as well as kid's furniture. They design and develop each piece of the collection with a unique shape and structure that gives a perfect complement to each interior. Their benchmark for quality is to build high industrial standards. They strive to grow and develop products in fine tune with prevailing trends and clients' expectations. Thus, the organization is well-known and trusted by prestigious clients belonging to both residential and commercial sectors.

In addition, the organisation gives a competitive edge over others to provide products with high efficiency and mechanism. Further, it has helped the organisation to transform its state-of-the-art facility with modernized machines and tools that further enable the group of workers to do their job with ease and provide satisfactory results. The workers are well-trained and informed about the specifications of the offered range of products. Besides, the organisation also has designers who source their inspiration for designing from worldwide and use that imagination to make products which match perfectly with every interior making it more beautiful and worth living.

COMPANY PROFILE

BUSINESS MODEL

Decorare makes use of e-commerce sites and inperson offline means for retail of furniture products through online platforms such as Amazon.in, Flipkart.com etc.

Its showroom is located in Delhi-NCR.

MISSION

- To expand the market probability to rural areas as well
- Consistent efforts to provide a range of modular furniture.
- To be one of the reknown brands in India.

VISION

- To be one of the top furniture companies in India.
- .To provide innovative and quality products to our customers meeting their expectations.
- To continue to bring in improvements in quality, productivity, value, and innovative product offerings.
- To be a dependable provider of high-quality furniture.

USP



USP

- Affordability
- Multiple options and variations
- In-House Designing
- Production Capacity
- HighTech Production Unit
- Unique Product Line
- Large Sales Network
- Hospitality and warmth
- Loyal Customers
- Large Sourcing Network

CONSUMER SEGMENTATION



GEOGRAPHICS

Region: Urban metropolitan

Density: Urban

PSYCHOGRAPHICS

Lifestyle: Working Class

Social Status: Upper middle

class

Interests : Gardenng,

Reading and Travelling etc

DEMOGRAPHICS

Age – Depends on products

• Kid's Section: 3–12 уг

• Furniture and Retail: 18 and

above

BEHAVIOURAL

Purchase-Behaviour: Use and

functionality seeking

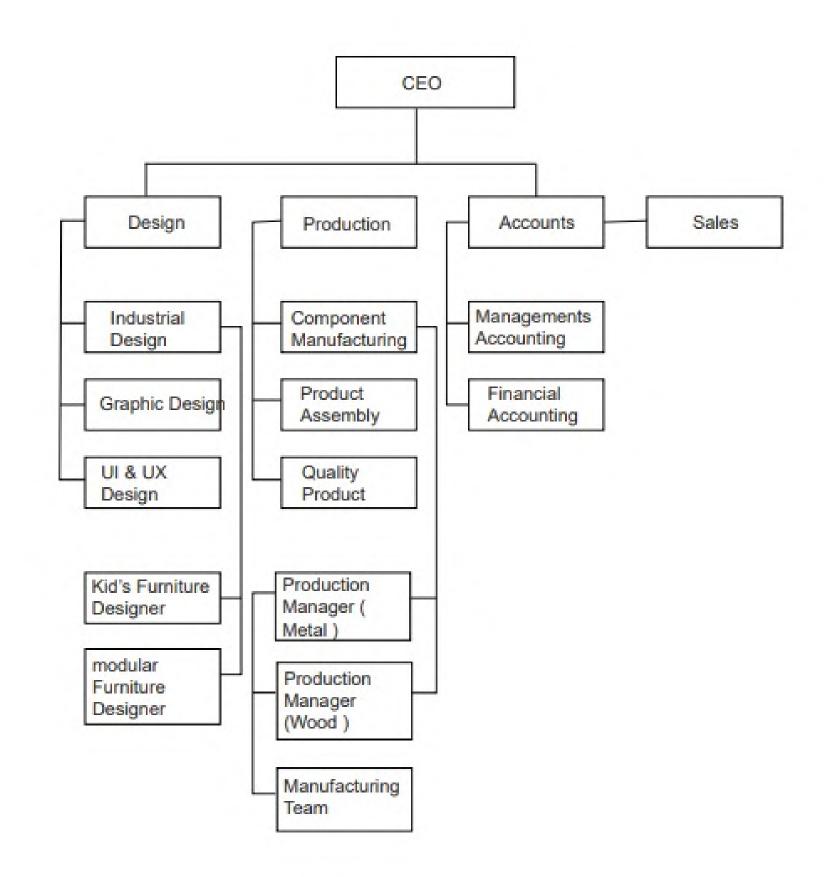
Benefits sought: Quality and

affordability

User Status: Casual

Occasion: Universal

ORGANIZATIONAL HIERARCHY



WORK ENVIRONMENT

A healthy and comfortable working environment has been created for the employees of this company. This is made possible by having provision for infrastructure like coolers in all the required places for the employees, availability of drinking water, toilets, proper lighting system, open space, gardens, in between lunch break for 45 minutes to 1 hour and two times tea is been provided to each and every employee in the industry.

Because of such small efforts only the working of the employees improves by motivating them to do better, as they deserve better.

Design Methodology Of Furnitures:

DESIGN MANAGEMENT

- Research on market trends
- Opportunity Mapping
- Sketching
- Raw material sourcing
- Hardware sourcing
- CAD drawing
- 3D modelling and rendering
- Prototyping
- Sampling
- Quality testing
- Mass production

PRODUCT

A LEARNING TOWER FOR KIDS OF 3-6 YEARS OF AGE THAT IS GEOMETRICAL IN ITS LOOK, AND YET CAN GO IN CONTEMPORARY SETTINGS. IT SHOULD BE A TINY PLAYGROUND THAT CAN BE INCORPORATED IN THEIR ROOMS WITH ACCESSORIES/AROUND KITCHEN TABLES.

COMPETITORS







1. Firstcry

FirstCry is an Indian e-commerce company, headquartered in Pune. The company, launched in 2010, initially focused on baby products retailing. In January 2020, the company had over 380 stores across India. FirstCrys opened its first outlet in Srinagar in May 2019. It is into its series E round of financing.

2. Kid's Furniture World

Kids Furniture World is a perfect place for designer ready-made and custom furniture made particularly to suit the modern kids. It offers the most energizing, slick, and safe furniture uniquely crafted from high and low-density fiber, pinewood, rubberwood, commercial plywood, etc. With curved corners and scratchless top coating, rest assured of any sort of injuries from their articles.

3. Boingg

Boingg!, a Gurgaon-based startup, is well-known for its unique range of study tables, nursery fittings, tables, beds, etc. Through this startup, the founders' key goal is to help parents give their kids a livable space with elegant, colorful, and comfortable furnishings.

COMPETITORS







1. Alexdaisy

Alex Daisy is #1 furniture brand for kids offering the largest selection of high-quality furniture for kids' room. We offer a wide variety in bedroom furniture such as beds, bunk beds, study tables, chairs, bedside tables, wardrobes and much more.

2. Magicalnest

Magical Nest has now become a household name when it comes to lightweight, durable, and prudent kid's furniture brand. If you're looking for a classy yet elegant look for your kid's room, Magical Nest can have that sorted through its exclusive collection comprising a wide spectrum of beds, study tables, wooden wall climbers, etc.

3. SpacesbySonam

Spaces by Sonam is a one-stop-shop where you'll discover all that to add more shades and life to your kid's room. Be it tables, beds, closets, study tables, and chairs, get all these here at true prices. They additionally offer customization to turn your kid's imagination into reality. They utilize top-notch, termite resistant wood for all furnishings and give them a touch of matte finish for that eye-popping sparkling touch.

TREND STUDY



Overview

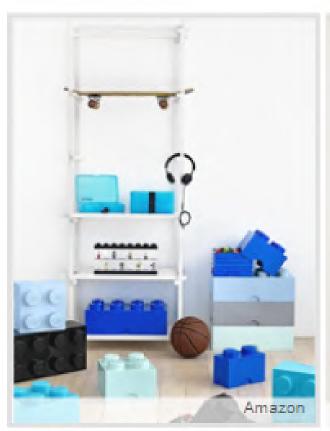






- Consumers are keen to design bedrooms for their children that they won't outgrow. This is leading to an emergence of spaces which can span an entire childhood
- Foundation furniture that will stand the test of time is important for children's bedrooms, and materials are thoughtfully considered when designing products. Currently, plywood, Perspex and industrial textures are enjoying the spotlight
- Simple storage items such as belly baskets and wooden stools add an inexpensive, characterful touch to rooms and can be replaced easily if decor is updated
- Children's bedrooms are a hive of activity, being a place to play as well as sleep. Space-saving products are growing in importance, as consumers look for furniture that can be stored away neatly when not in use
- Easy-access furniture is trending, allowing children to get their hands on their belongings much more independently

Modular Organisation







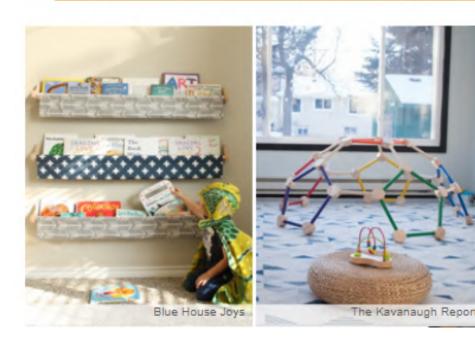




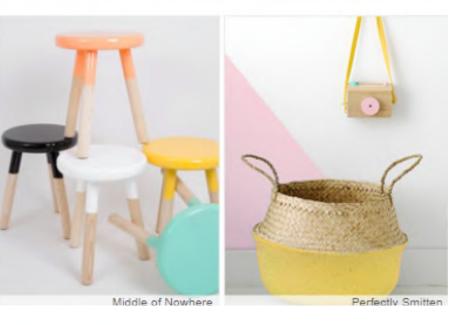


Well-organised kids' spaces provide an environment for children to enjoy their rooms. Their toys and stationery are displayed on box-shaped open shelving, allowing them to access items more readily. Space-saving also plays into this theme, with stools that fit snugly under desks and soft, cushioned play furniture, which can be stacked together to create a Tetris-style formation.

Montessori Minimalist



Dipped Effect



Industrial Influence

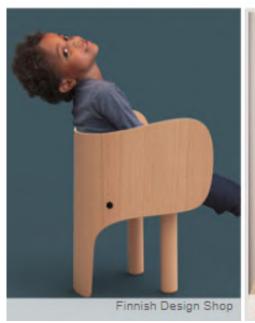


See-Through

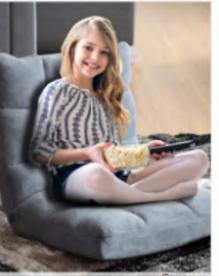


Inspiring Play

Safari Escape





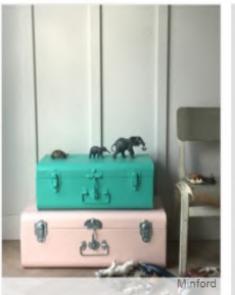


Soft Curves





Kidult Spaces









PRODUCT

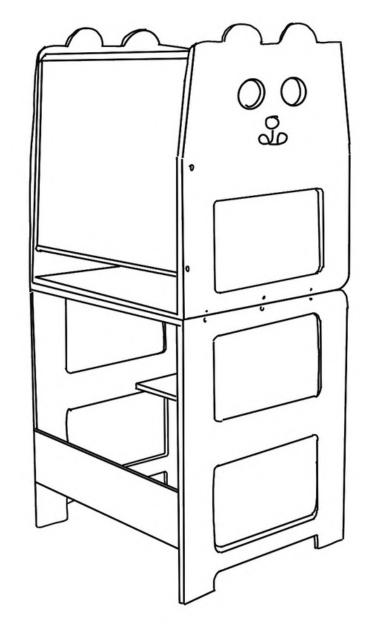
Learning Tower

Learning towers are wonderful for kids around 3 years to 6 years of age. Depending on size and the child's development, many parents start using Montessori toddler towers around 18 months with more close supervision.

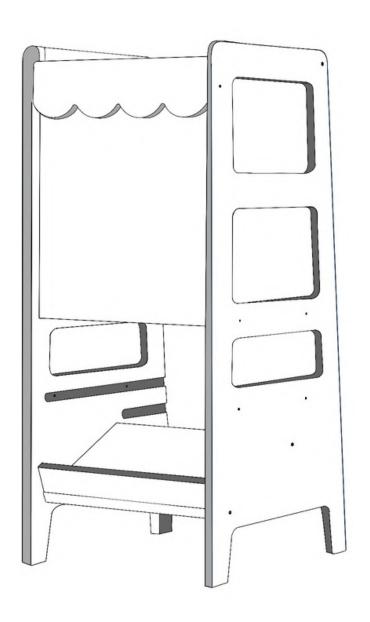
The learning tower helps your child to stand in a safe environment from the early moments when they are able to stand independently. It is stable and safe. Because your child is now able to reach the kitchen work surface, they will be eager to help you while you cook.



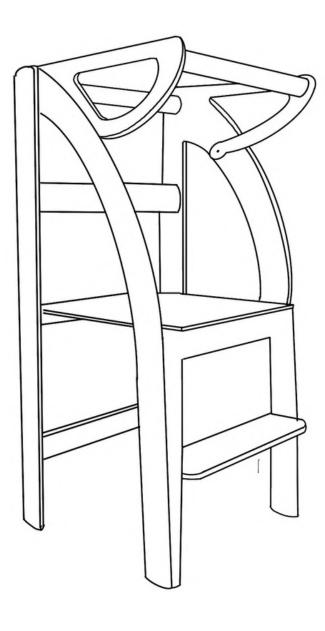
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2.



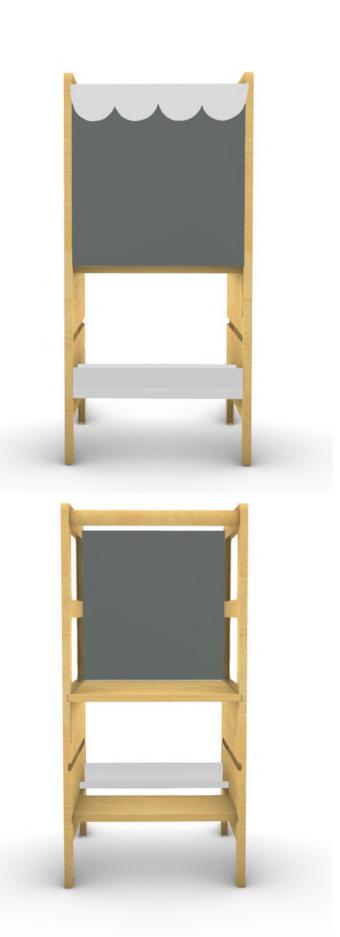
3.



Product type:	Learning Tower	Dimension:	45.5 cm width x 90.8 cm height x 40 cm depth
The age of the child:	3-6 years	Varnishing:	100% natural, anti-allergenic and ecological paints
Shapes:	Shop	Applicable:	for children who stand alone, from 18 months
Colours:	White, Transparent oil	Multifunctional use:	adaptable learning tower, drawing board, sales booth
Product model:	Learning tower SHOP	Two levels of standing:	step at a height of 30 cm or 45 cm
Material:	beech log and plywood birch board		

PRODUCT

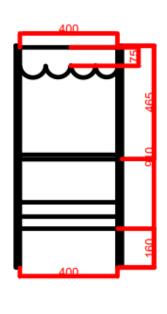




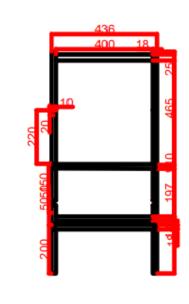


TECHNICAL DRAWING

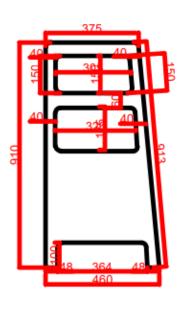
Front View

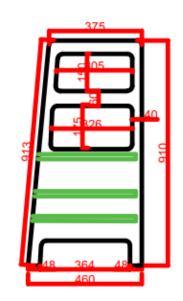




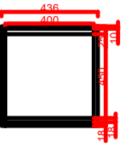












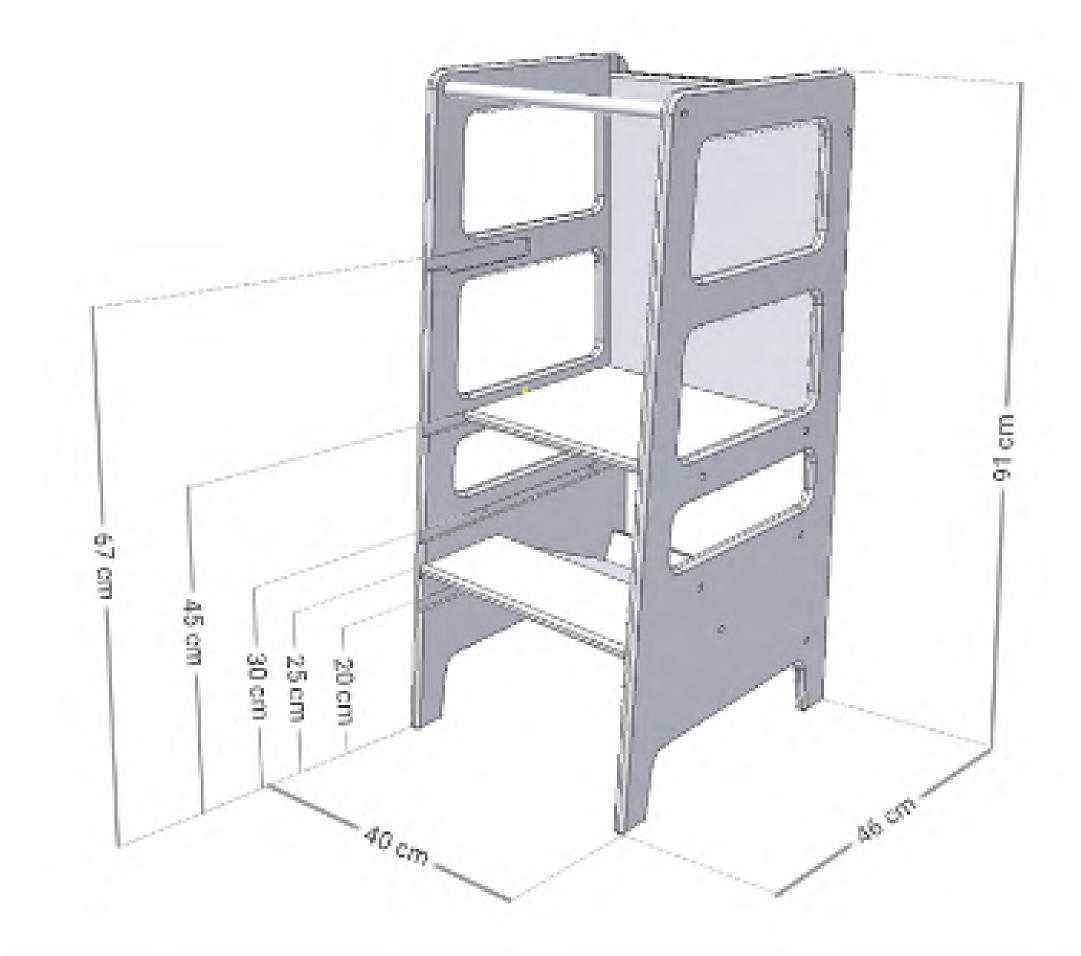
MEASUREMENT

MAXIMUM ALLOWABLE LOAD: 90 KG.

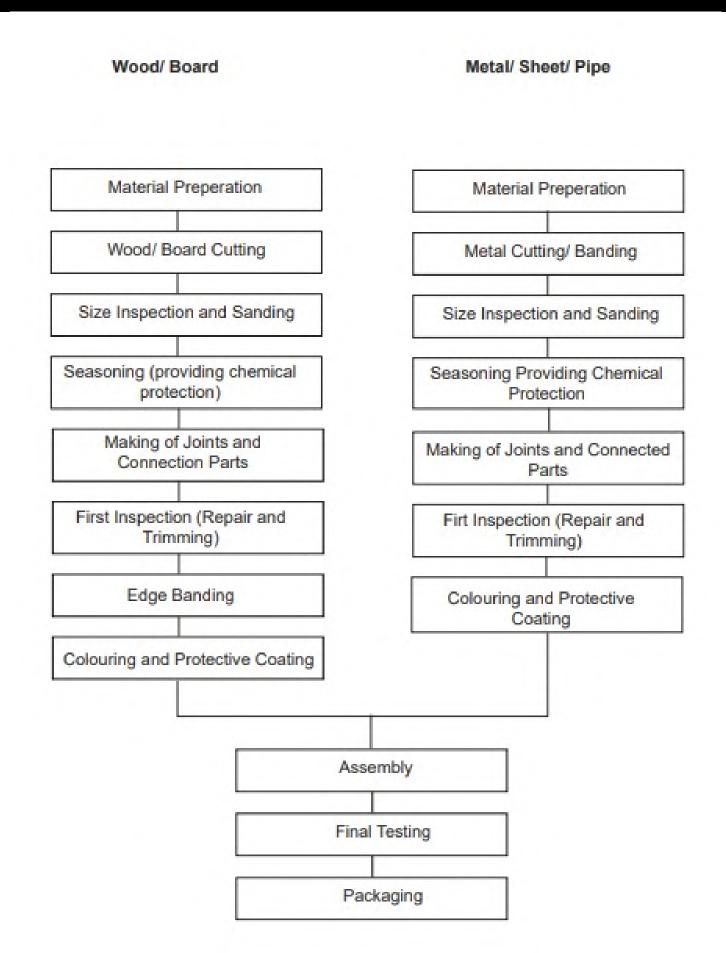
PACKAGE DIMENSIONS: 118 CM X 66

CM X 34 CM.

WEIGHT: 13 KG



MANUFACTURING PROCESS OF FURNITURE



DESIGN MANAGEMENT

MANUFACTURING PROCESS OF FURNITURE

Water Rinse Removal of dust Removal of grease and oil from the surface Degreasing Removal of degreaing solution Water Rinse Removal of rust from the surface Derusting Water Rinse Removal of dust Activation of surface or phosphating **Surface Activation** Phosphating Coating of phosphoric acid and other chemicals Removal of waste after phosphating Water Rinse Removal of free iron from the surface using an Passivation acid solution Rinsing surface with deionized water Fresh DI Water Rinse The curing process for powder coating is normally done in a special oven; the coating has to be exposed to a temperature range of 350 to 400 degrees Fahrenheit (160 to 220 degress Celsius) for 20 minutes. When menlting the more common thermosetting powder, it bonds chemically to form a hard, permanent layer of paint.

1



2.



3



PANEL SAW

The panel saw machines are made up of high-strength extruded aluminium alloy with a movable table and are used for wood cutting, MDF cutting, panel cutting and laminate cutting.

EDGE BANDING

It is used to cover the exposed sides of materials such as plywood, MDF, Wood, etc. in order to increase durability. Hot melt adhesive is applied on the narrow strip of the material for edge banding.

AIR BLOWER

A blower is an equipment or a device which increases the velocity of air or gas when it is passed through equipped impellers. They are mainly used for the flow of air/ gas required for exhausting, aspirating, cooling, ventilating, conveying, etc.



5.



HYDRAULIC HOT PRESS

The hydraulic hot press machine is used to press laminated or veneer onto MDF, plywood, etc. The machine is equipped with advanced hydraulic systems that ensure a high output with low input.

POWER COATING ROOM

It is used for coating dry-powder over metals, MDF etc. to create a hard finish that is tougher than conventional paint. The poder used maybe a thermoplastic or thermoset polymer.



LATHE MACHINE

Perform Various operations such as cutting, sanding, knurling, drilling, deformation, facing, and turning, with tools that are applied to the workpiece to create an object with symmetry about that axis.

7



8.



9.



GRINDING MACHINE

The grinding machine is a kind of tool which is used for grinding work pieces. Basically, it makes use of an abrasive wheel in the form of a cutting tool. The rough surface of the abrasive wheel shreds away small pieces of the workpiece as needed. The grinding machine is also called a grinder.

JIG SAW

Jig saw is a versatile and easy-to-use power tool that allows DIYers and professionals alike to make straight or intricate curved cuts for woodworking tasks.

PIPE BENDING MACHINE

Pipe bending machine is a very useful machine in industries. This machine bends the pipe very smoothly and effectively. It is used in banding the element or parts of metal furniture.

10.



44.



12.



SHEET - BENDING MACHINE

Sheet-bending machines with a rotary bending beam are used for cold linear bending to produce parts of various shapes, as well as pipes on mandrels; to form flanges and closed contours, and for straightening sheet material.

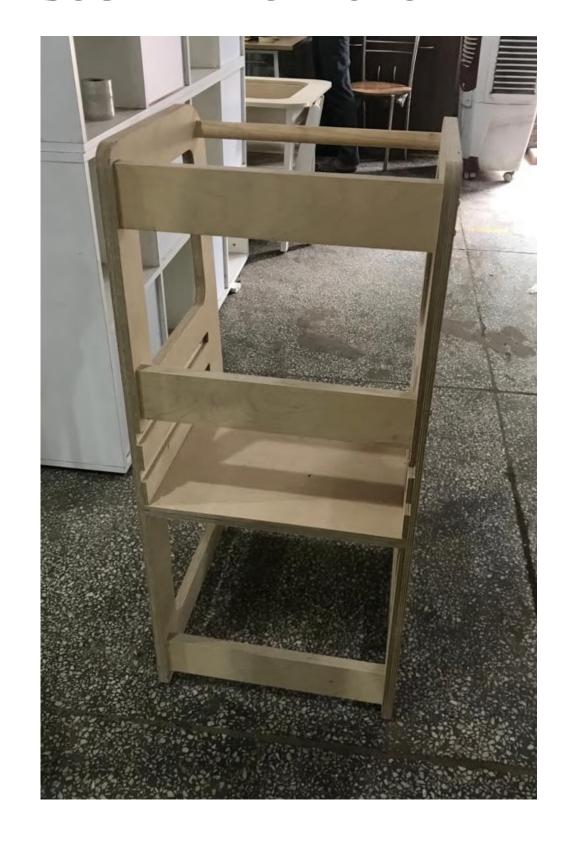
ROUTER MACHINE

A router is a hand tool or pwer tool that routs (hollows out) an area in hard material, such as wood or plastic. Routers are mainly used in woodworking, especially cabinetry. Usually they are handheld or fastened with the cutting end up, in router tables.

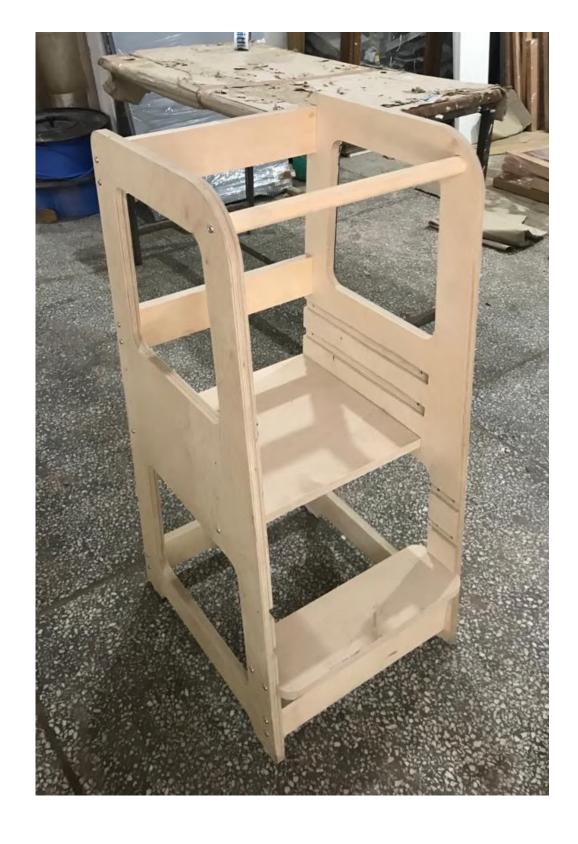
MULTI BORING MACHINE

It is used to make the holes for mini fixes, dowels and for hinges. The multi-boring machine is a very user-friendly and totally maintenance-free machine. with this machine, we can make various types of knock-down (Assemble and Disassemble) furniture & cabinets.

JUST MANUFACTURED-PICTURES







NOIDA GURUGRAM INDIA MUMBAI HYDERABAD BENGALURU

MAIN SUPPLY SITES

- DELHI NCR
- HYDERABAD
- MUMBAI
- PUNE
- BANGALORE

MARKET GAP

- The demand target i.e., toddlers/ children is ever-increasing
 The demand for aesthetic and
- The demand for aesthetic and variety of kid's furniture and toys with supply isn't met by competitor brands in India.
- We are introducing international products in modern aesthetically sound designs to a new opportunity
- to produce something new that people would like.

MANUFACTURING COSTING

Materials Used:

- Birch Plywood: 130 sq/ft.
 1 board of 8 x 4 sqft.(32 sqft)
 = Rs. 4160 per board
- Screws/ Bolts and Nuts: Rs. 40

Labor Cost in Delhi NCR:

Varies from Rs. 500–875 = Approx. 675 Labor for 2 days= Rs. 1350

Manufacturing Cost: Rs. 5550

TRANSPORTATION COST

Delhivery Courier Charges per kg in 2022:

- North East- INR 135
- North India- INR 125
- South India- INR 115
- Tamil Nadu- INR 99

COURIER CHARGES FOR 13 KGS FROM MAIN SUPPLY SITES:

- DELHI/ NOIDA/ NCR: FREE OF CHARGE
- MUMBAI AND PUNE: Rs 1625
- BANGALORE: Rs. 1495HYDERABAD: Rs. 1495

TAXES AND GST

The GST rate on wooden furniture items like drums, wooden boxes, and crates as well the wood used while making a walking stick, an umbrella and tool handles or anything similar is 12%.

• 12% of 4200

= Rs. 504

POTENTIAL REVNEUE

MANUFACTURING + TRANSPORTATION + GST = 5550 + 1540 (AVG) + 504

= 7594

SELLING PRICE

= QUOTED PRICE + TRANSPORTATION + GST = 12999 + 1540 + 504

= 15,043

PROFIT

= RS 7500 PER PIECE

IF 100 PIECES SOLD PER MONTH = RS 7,50,000

TURNOVER FROM THIS PRODUCT ALONE ANUALLY =RS. 90,00,00



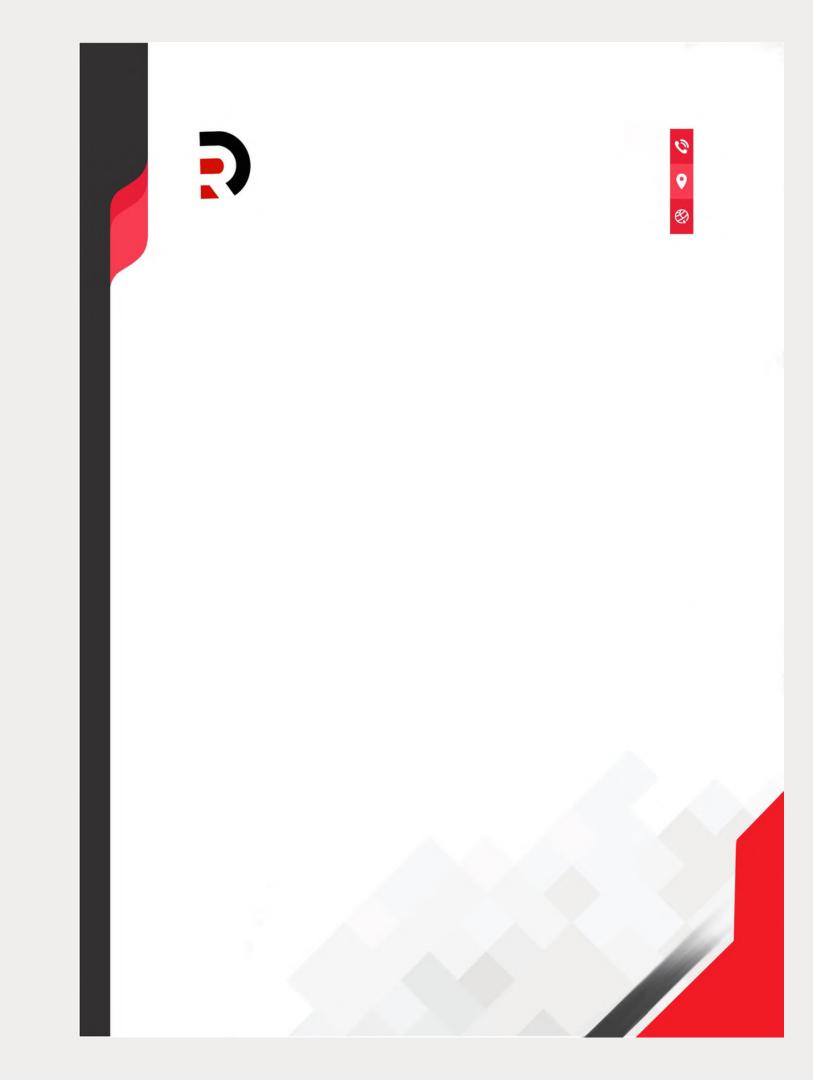
LOGO



VISITING CARDS







LETTERHEAD



ENVELOPE



BANNER/ POSTER



SITE BRANDING/ E-COMMERCE WEBSITES COLLABORATED WITH



AMAZON.COM, INC. IS AN AMERICAN MULTINATIONAL TECHNOLOGY COMPANY THAT FOCUSES ON E-COMMERCE, CLOUD COMPUTING, DIGITAL STREAMING, AND ARTIFICIAL INTELLIGENCE. IT HAS BEEN REFERRED TO AS "ONE OF THE MOST INFLUENTIAL ECONOMIC AND CULTURAL FORCES IN THE WORLD", AND IS ONE OF THE WORLD'S MOST VALUABLE BRANDS. IT IS ONE OF THE BIG FIVE AMERICAN INFORMATION TECHNOLOGY COMPANIES, ALONGSIDE ALPHABET, APPLE, META, AND MICROSOFT.



FABFURNISH IS INDIA'S LEADING DEDICATED ONLINE SHOPPING DESTINATION FOR FURNITURE, FURNISHINGS AND MORE WITH A DIVERSE RANGE OF PRODUCTS, IDEAS TO GRACE YOUR HOME, AND UNMATCHED CUSTOMER SERVICE.

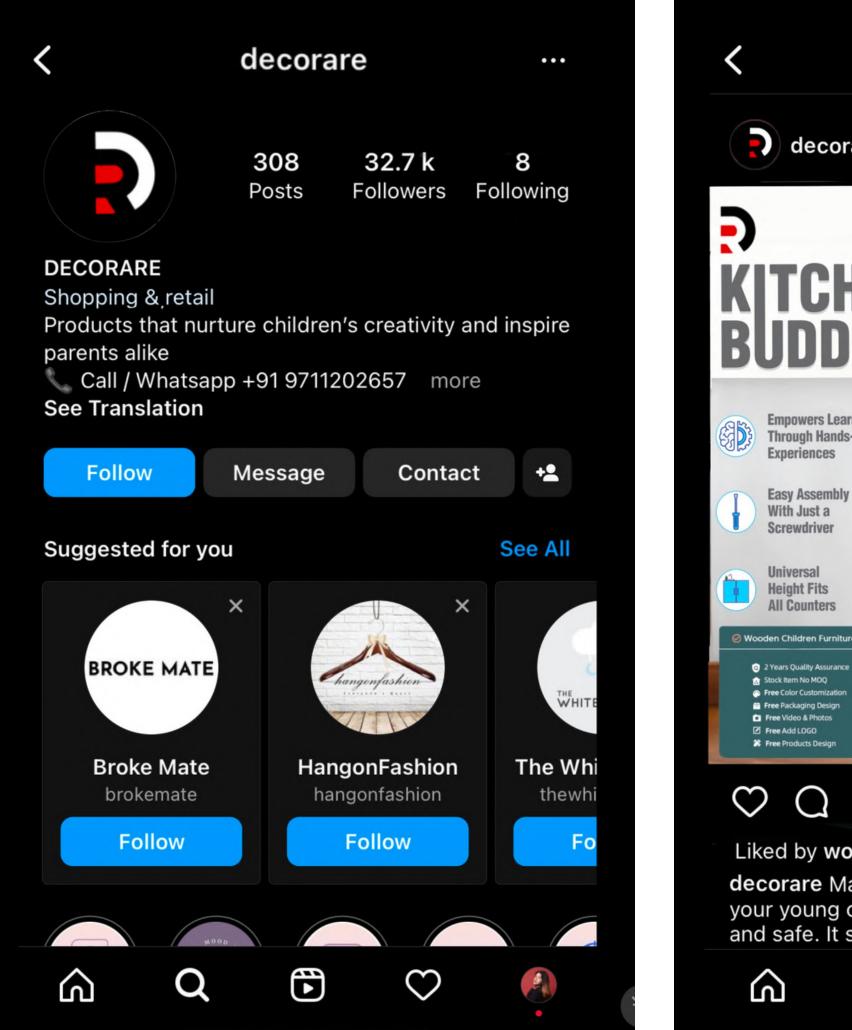


URBAN LADDER IS AN OMNICHANNEL FURNITURE AND DECOR RETAILER BASED OUT OF BANGALORE, INDIA. URBAN LADDER CURRENTLY HAS 3 STORES IN BANGALORE AND DISTRIBUTION ACROSS 75+ CITIES IN INDIA THROUGH ITS WEBSITE.



FLIPKART IS AN INDIAN E-COMMERCE COMPANY, HEADQUARTERED IN BANGALORE, AND INCORPORATED IN SINGAPORE AS A PRIVATE LIMITED COMPANY. THE COMPANY INITIALLY FOCUSED ON ONLINE BOOK SALES BEFORE EXPANDING INTO OTHER PRODUCT CATEGORIES SUCH AS CONSUMER ELECTRONICS, FASHION, HOME ESSENTIALS, GROCERIES, AND LIFESTYLE PRODUCTS.

SOCIAL MEDIA MARKETTING/ POSTS





INVESTORS AND FUNDING

VENTURE CAPITALISTS Anand Chandrasekaran

80 startups, which has earned him credit and distinction as one of India's most active angel investors. Over 25 seed investments of his have a valuation of more than \$250 million, and 7 of whom, including NoBroker, Dealshare, OneCard, Carta, and PIPE, are unicorns.

ANGEL INVESTOR Vipul Jain

He is a promoter of a 20-year-old customised hotel furniture company. Always searching for good investment opportunities in furniture companies or hotel supplies manufacturing units. **Total Funding Amount**

60 LAKHS

Total Funding Amount

20 LAKHS

FUTURE STRATEGIES

SHORT-TERM GOALS

- Keep rethinking your past strategies that may fail to engage new customers
 Conduct market and industry surveys
- anually for growth.
- Double the turnover in the next year.
- Team building i.e., increase the employees
 Provide good customer service
 Increase market share.

LONG-TERM GOALS

- Take product ownership off the table
- Reinvention of business models
- Changing customer expectations
- Continuously innovate products and services, and seamlessly upgrade.
- Make smart investments for future years.

