



PITCH DECK

● BUSINESS PRESENTATION

Phone

+923464365890

Address

Sunny pride johur mor
Gulistan e johur karachi

Website

<https://hackathon-three-delta.vercel.app/>

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Presenter

Name: Shafique Ur Rehman

Email: kzshafique77@gmail.com

Phone: +923464365890





INTRODUCTION

Furniro is an e-commerce platform that connects customers with high-quality furniture across three distinct categories—home, office, and outdoor. Our curated product range—from beds, sofas, and chairs for the home; meeting tables and office chairs for the workplace; to outdoor swings, chairs, and coffee tables—ensures that every space is perfectly furnished.

Thank you

PROBLEMS

WE WILL SOLVE THE PROBLEMS

01 Limited Customization and Design Options:

Customers often find that the furniture available online is generic and mass-produced. They struggle to find pieces that reflect their personal style or fit unique space requirements, leading to frustration and compromise in design.

02 Fragmented Shopping Experience:

Buyers must navigate multiple websites or physical stores to source home, office, and outdoor furniture. This disjointed experience not only wastes time but also makes it difficult to achieve a cohesive aesthetic across different environments.

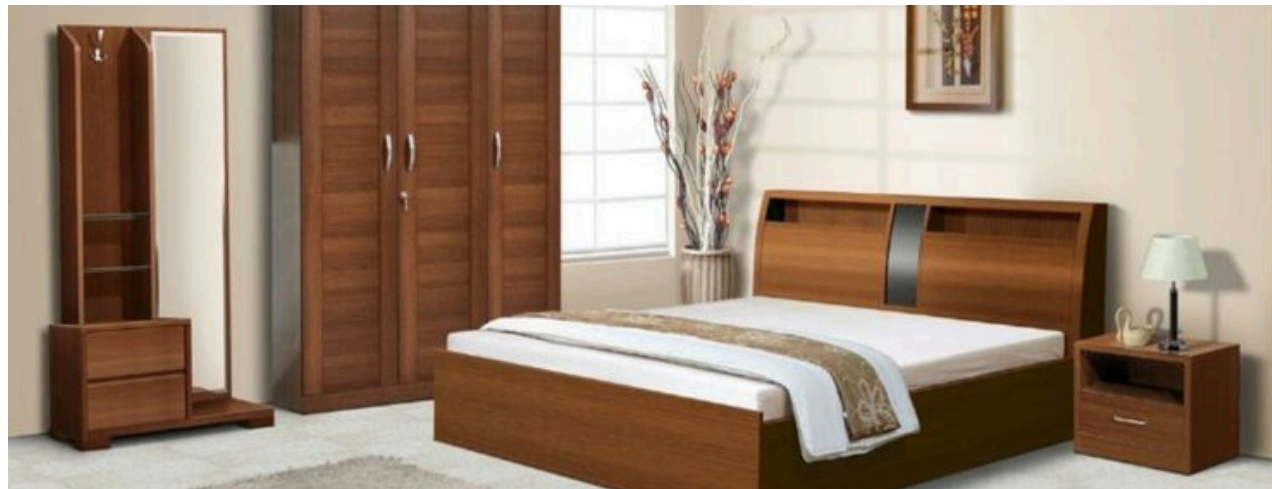
03 Inefficient Purchasing Process:

Traditional purchasing methods can be cumbersome—with long delivery times, limited interactive tools (such as augmented reality for visualization), and insufficient after-sales support. This results in decreased customer satisfaction and hesitance to buy online.



SOLUTIONS

SOLUTIONS OF THE PROBLEMS



01

Customizable Options and Interactive Tools:

Furniro will empower customers to personalize their furniture choices—from dimensions and materials to finishes—using online configurators and augmented reality (AR) features. This enables buyers to visualize items in their own spaces and tailor products to their unique style and needs.

02

Unified Multi-Category Platform:

By bringing home, office, and outdoor furniture under one roof, Furniro creates a seamless shopping experience. Customers can effortlessly explore and mix-and-match pieces across all categories, ensuring a cohesive look for every environment.

02

Streamlined Purchasing and Enhanced Support:

Furniro optimizes the buying process through efficient logistics, fast delivery options, and a user-friendly checkout system. Coupled with comprehensive after-sales support, the platform addresses common online buying challenges and builds customer confidence.

MARKET OPPORTUNITY



Expanding Digital Furniture Market:

Industry forecasts predict robust growth in online furniture sales—with some reports estimating global e-commerce revenues in this segment to exceed \$430 billion by 2029—driven by increased consumer adoption of digital shopping and improved online purchasing experiences.



Rising Demand for Customization and Personalization:

Consumers are increasingly seeking furniture that reflects their unique tastes and adapts to modern living, work, and outdoor lifestyles. This trend opens up significant opportunities for platforms offering customizable, high-quality products paired with interactive technologies like augmented reality.



Growing Investment in Home and Workspaces:

As remote work, home renovation, and lifestyle upgrades become more prevalent, there is a rising need for versatile furniture solutions across home, office, and outdoor environments. This multi-category demand creates an attractive market opportunity for an integrated platform that addresses diverse consumer needs.

OUR PRODUCTS

WHAT WE HAVE



Categories:

- Home Category: Beds, sofas, chairs, coffee tables – designs that marry style with comfort.
- Office Category: Meeting tables, office chairs – ergonomically designed for productivity.
- Outdoor Category: Outdoor swings, chairs – durable and stylish solutions for outdoor leisure.
- High-quality materials, modern designs, and customizable options.
- Integrated technologies (e.g., AR for room visualization).

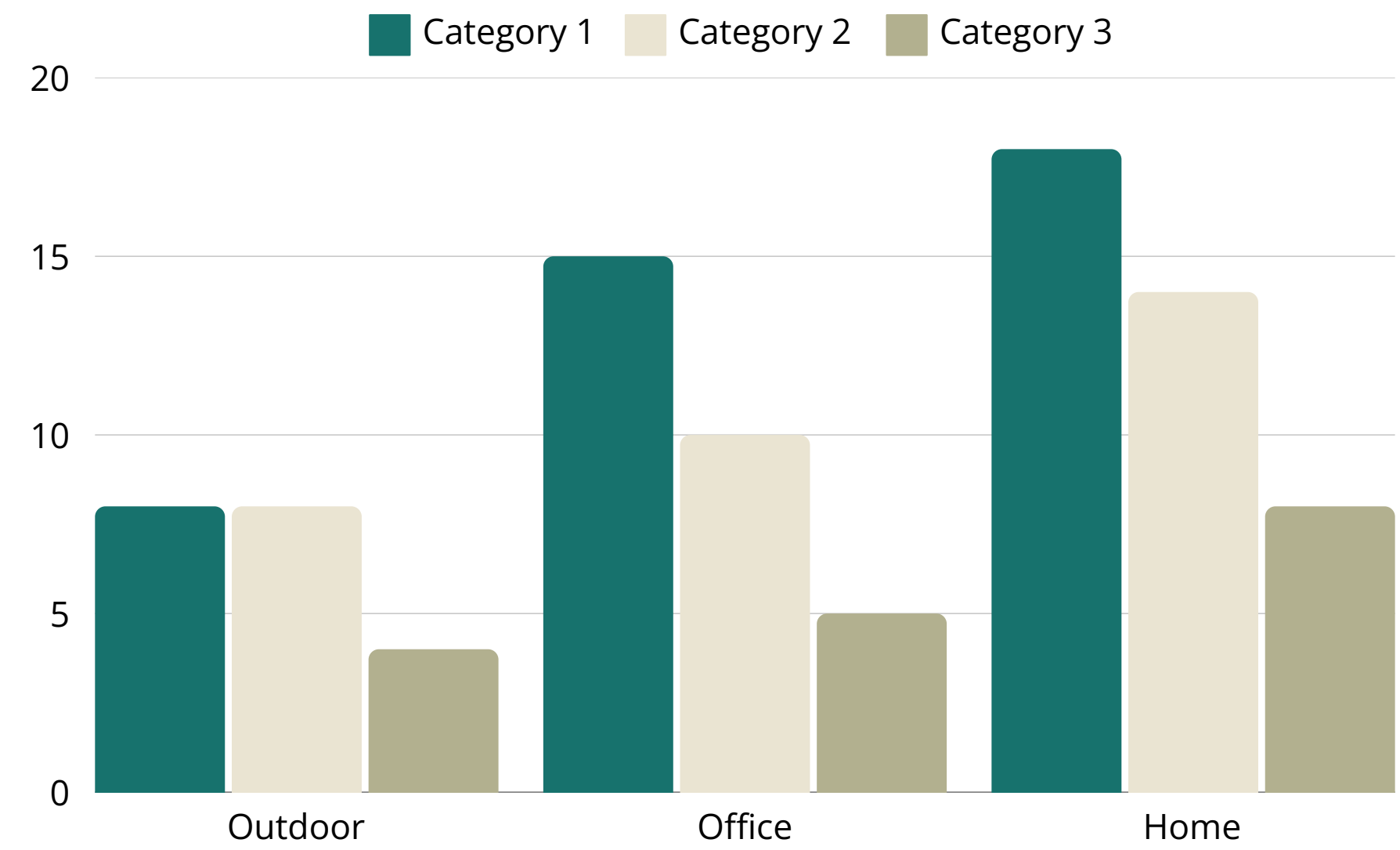
Our product suite is designed to cater to every facet of a customer's furnishing needs. In the home segment, our elegant beds, sofas, chairs, and coffee tables redefine comfort and aesthetics. The office range is built for productivity with ergonomic meeting tables and office chairs, while our outdoor collection—featuring swings and chairs—transforms patios and gardens. Every product is carefully selected for quality, design, and functionality, supported by technology that helps customers envision each piece in their own space.



BUSINESS MODEL

OUR BUSINESS MODEL

Our business model thrives on delivering exceptional value by blending visionary design with an unwavering commitment to our customers' needs. We curate high-quality furniture collections—from home and office essentials to outdoor lifestyle pieces—that reflect the latest trends in style and functionality.



MARKET STRATEGY

OUR CLIENTS COME FROM EVERYWHERE



our marketing strategy focuses on reaching and engaging our target audience through a combination of digital marketing, influencer partnerships, and personalized customer experiences. We aim to establish a strong online presence, collaborate with key opinion leaders in the interior design space, and offer tailored content and promotions to meet the unique needs of our customers.

Elevating Our Digital Presence:

We harness targeted SEO, content marketing, and social media campaigns to ensure our curated furniture collections reach customers when they're seeking inspiration. By optimizing our website and producing engaging design blogs and videos, we establish Furniro as the go-to destination for quality, style, and customization.

Influencer and Partnership Collaborations:

Collaborating with interior designers, home décor influencers, and lifestyle bloggers enables us to tap into established audiences. These partnerships not only showcase our furniture in real-life settings but also build credibility and generate organic buzz through authentic testimonials and creative storytelling.

Personalized Customer Engagement:

Through data-driven email marketing and remarketing campaigns, we deliver personalized recommendations and exclusive offers. Our strategy leverages customer insights to tailor content, promotions, and even virtual room visualizations that help shoppers imagine our pieces in their own homes.

FINANCIAL PROJECTIONS



Our financial projections are based on market trends, expected customer acquisition, and operational scalability. Below is a brief overview of our estimated revenue and costs over the next five years:

Revenue Projections:

- Year 1: \$500,000 – Initial brand awareness, digital marketing, and early customer adoption
- Year 2: \$1.5 million – Expansion of product range and enhanced customer retention
- Year 3: \$3 million – Growth through increased market penetration and logistics optimization
- Year 4: \$5 million – Regional expansion and introduction of premium product lines
- Year 5: \$7 million+ – Scaling operations with strategic partnerships and bulk B2B sales

Cost Breakdown:

- Product Sourcing & Inventory: 40% of revenue (includes manufacturing & supplier costs)
- Marketing & Advertising: 20% of revenue (SEO, paid ads, influencer collaborations)
- Logistics & Warehousing: 15% of revenue (order fulfillment, shipping, and storage)
- Technology & Website Maintenance: 10% of revenue (platform development, security, hosting)
- Operational & Miscellaneous Costs: 15% of revenue (salaries, customer support, admin)

CALL TO ACTION



We are inviting strategic investors and partners to join us in revolutionizing the online furniture market. Furniro is poised for rapid growth, and we seek funding to scale our operations, enhance marketing efforts, and expand our product offerings.

What We Need:

- Investment: To strengthen supply chain efficiency, improve technology, and accelerate brand awareness.
- Partnerships: Collaborating with manufacturers, logistics providers, and design influencers to enhance our market reach.
- Retail & B2B Collaborations: Expanding into corporate partnerships, bulk orders, and exclusive collections.

Join us in shaping the future of modern furniture retail. Let's build something extraordinary together!

THANK YOU

● FOR YOUR NICE ATTENTION

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