

# Pitch Deck

## 1. Project Name:

Furniture E-Commerce Marketplace

## 2. Marketplace Type:

General E-Commerce

## 3. Primary Purpose:

To provide a comprehensive and user-friendly platform for customers to purchase high-quality indoor and outdoor furniture with ease.

## 4. Business Goals:

- **Diverse Product Range:** Catering to various customer preferences with stylish and functional furniture.
- **Seamless Shopping Experience:** Well-structured catalog and intuitive navigation.
- **Competitive Pricing:** Affordable options with seasonal discounts.
- **Sustainability Focus:** Promoting eco-friendly furniture crafted from reclaimed materials.

## 5. Problem & Solution:

### Problem:

Customers struggle to find durable, stylish, and affordable furniture tailored to their unique spaces.

### Solution:

Our marketplace offers a **curated collection of indoor and outdoor furniture**, customizable options, clear product descriptions, and an intuitive shopping experience.

## 6. Target Audience:

### Primary:

- Urban homeowners
- Interior designers & decorators

### Secondary:

- Hospitality businesses (restaurants, cafes, lounges) needing durable furniture solutions

## 7. Key Features:

- ✓ **User-Friendly Interface** – Clean design and simple navigation
- ✓ **Advanced Search** – Clickable search icon for easy product discovery
- ✓ **Fully Responsive Design** – Optimized for mobile, tablet, and desktop screens
- ✓ **API Integration & Headless CMS (Sanity)** – Dynamic product updates and content management
- ✓ **Authentication & Security (Clerk)** – Secure login, signup, and user data protection
- ✓ **Shopping Cart** – Easy item addition/removal for a smooth purchase experience
- ✓ **Checkout Process** – One-click checkout leading to a streamlined billing page
- ✓ **Order Management** – Post-purchase order details stored securely in Sanity CMS

## 8. Product Offerings:

- **Indoor Furniture** – Elegant and functional designs for home interiors
- **Outdoor Furniture** – Durable and weather-resistant options
- **Affordable Pricing** – Seasonal discounts for budget-conscious shoppers
- **Eco-Friendly Materials** – Sustainable options like reclaimed teak

## 9. Live Demo:

- **GitHub Repository:** [View on GitHub](#)
- **Deployed Version:** [Live on Vercel](#)