

Hackathon Day 7

Business Pitch Deck

Furniro:

Crafting Comfort, Redefining Living

1. Introduction

Marketplace Name: **Furniro Shop**

Tagline: "**Crafting Comfort, Redefining Living.**"

Overview:

Furniro is a cutting-edge e-commerce platform revolutionizing the furniture industry with a focus on **premium, customizable sofas**. Designed to offer a **seamless online shopping experience**, Furniro empowers customers to **personalize their living spaces** with high-quality sofas tailored to their preferences.

With a mission to merge **aesthetics, comfort, and sustainability**, Furniro stands as the ultimate destination for individuals and families looking to **elevate their homes with modern furniture solutions**. Our vision extends beyond commerce—we aim to **redefine how people perceive and purchase furniture online**, ensuring that **comfort meets style at every step**.

2. Problem Statement

Identified Problems:

- Traditional furniture shopping is **tedious, lacks customization options, and involves lengthy delivery times**.
- Existing online marketplaces **fall short in providing tailored furniture solutions** that cater to individual needs.
- Customers face **uncertainty regarding product quality, dimensions, and materials** without physically experiencing the product.

Supporting Data:

- According to industry research, **70% of customers prefer customizable furniture** but struggle to find reliable online platforms.
 - The global furniture e-commerce market is projected to grow to **PKR 140 trillion by 2030**, indicating a significant demand for **innovative solutions**.
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3. Solution

Our Solution:

Furniro addresses these challenges by offering:

- ✓ An **intuitive platform** enabling **real-time sofa customization**, from **fabric selection to size adjustments**.
- ✓ **High-quality materials** sourced sustainably, ensuring **durability and eco-friendliness**.
- ✓ **Transparent pricing, clear product visuals, and efficient delivery services**.

Unique Value Proposition:

- **Unparalleled customization options** with an easy-to-use **3D visualization tool**.
 - **Commitment to sustainable and ethical production practices**.
 - **Exceptional customer support**, guiding users through the entire process.
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4. Market Opportunity

Target Market:

- **Urban families, millennials, and professionals** seeking stylish yet functional furniture.
- **Interior designers and home décor enthusiasts**.
- **Middle to high-income households** prioritizing customization and convenience.

Market Size and Growth:

- **Customizable furniture is one of the fastest-growing segments**, with a **CAGR of 7.5%**.
- Significant demand in key regions, including **Pakistan and other emerging Asian markets**.

Key Insights:

- Consumers increasingly prioritize **unique and personalized products** for their homes.
 - **Online furniture shopping continues to gain traction** due to **convenience and advancements in technology**.
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5. Product

Platform Features:

- ✓ **Advanced 3D customization tools** to visualize sofas in real time.
 - ✓ **Extensive selection of premium fabrics, colors, and configurations.**
 - ✓ **Streamlined checkout process with multiple payment options.**
 - ✓ **Integration with Stripe for secure payments** (*currently under development*).
 - ✓ **Admin panel for efficient inventory and order management** (*under development*).
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6. Business Model

Revenue Streams:

- Sales of **customized sofas** through **direct purchases**.
- **Subscription services** offering exclusive designs, faster delivery, and special discounts.
- **Partnerships with interior designers and affiliates** to expand reach.

Value Proposition:

- **Premium, customizable furniture** at competitive prices.
 - **Strong focus on customer satisfaction** and repeat purchases.
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7. Marketing Strategy

Customer Acquisition:

- Engaging **social media campaigns** showcasing custom designs.
- Collaborations with **influencers** in **home décor and lifestyle niches**.
- **Content marketing**, including **blogs and videos on interior design tips**.

Customer Retention:

- **Personalized recommendations and loyalty rewards.**
 - **Excellent after-sales service and support.**
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8. Team

Key Members:

- **Saad Darbari (Founder):** Visionary entrepreneur with expertise in **e-commerce, UI/UX, and customer experience.**
 - **Ameen Alam (Advisor):** Marketing strategist with a **proven track record of scaling startups.**
 - **Design Lead:** Creative interior designer specializing in **modern aesthetics.**
 - **Tech Lead:** Skilled **full-stack developer** experienced with **Next.js, Sanity, and Tailwind CSS.**
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9. Financial Projections

Overview:

- **Year 1:** Revenue target of **PKR 5.5 million** with an **initial investment of PKR 1.5 million.**
 - **Year 2:** Achieve **120% growth** by expanding product lines and customer base.
 - **Year 3:** Generate **PKR 30 million** in revenue through **strategic partnerships and scaling operations.**
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10. Call to Action

As **Furniro** embarks on its journey to **redefine the furniture e-commerce market**, we are actively seeking:

- ✓ **Strategic partnerships** to scale our operations and enhance our offerings.
- ✓ **Financial investments** to expedite the completion of our **Stripe integration and admin panel.**
- ✓ **Mentorship and collaboration opportunities** to refine our vision and align with market trends.

💡 Let's create a world where furniture shopping is effortless, tailored to your style, and kind to the planet.

11. Technologies Used

Furniro is built on a **robust and modern technology stack** to ensure **scalability, efficiency, and user-friendliness**:

- **Frontend:** Next.js for **server-side rendering and seamless navigation**.
 - **Styling:** Tailwind CSS for **responsive and elegant design**.
 - **Backend:** Sanity CMS for **flexible content management and dynamic data handling**.
 - **Payment Integration:** Stripe (*in progress*) for **secure and efficient payment processing**.
 - **Database:** Sanity for **efficient data storage and management**.
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Conclusion

Furniro-Shop represents more than just a marketplace; it's a **transformative platform** aiming to bring **personalization, quality, and sustainability** into the homes of our customers.

While some features, such as **Stripe integration and the admin panel**, are still under **development**, we are committed to **continuously enhancing our platform** to meet user needs.

With **your support**, we aim to **revolutionize the furniture shopping experience in Pakistan and beyond**, setting a new benchmark for **innovation and customer satisfaction**.

✦ Transforming homes with comfort, style, and innovation—one sofa at a time.🚀