

**Step1: Choose Your Market Place => *General E-Commerce*:** It is selected because buy and purchase of contemporary and Home Décor Furniture comes under the General business category i.e E-Commerce

***Primary Purpose:***

The primary purpose of this e-commerce store is to provide an opportunity to the customers to choose from wide variety of furniture from the comfort of their homes or office. Our online show cases wide variety of furniture including:

1-Comfortable and Cozy Sofa sets.

2-Coffee Tables and Chairs.

3-Dining Table and Chairs.

4-Victorian Style Cupboards.

5-Aesthetic Side Table.

6-Consoles with mirror.

**Step2: Define your Business Goals**

1- What problem does your marketplace aim to solve?

The shop provides one stop solution to the high end audience such as houses, hotels, offices and restaurants who often face the problem limited variety and one stop solution as visiting multiple stores both time and energy consuming.

***2- Who is your target audience***

Target audiences include following:

- **Hotels:**

Our Luxurious furniture collection meets the need of hotels and motels with wide variety of our comfortable sofas, coffee tables dining tables and classic cupboards.

- **Restaurants:**

Our target audience includes restaurants who can serve delicious meals on our wide variety of dining tables, coffee tables and chairs.

- **Household Users:**

Individual households users who are interested in luxurious and comfortable lifestyle can choose from our wide variety.

### ***3-Products and Services Offered:***

#### **Products**

1-Comfortable and Cosy Sofa sets.

2-Coffee Tables and Chairs.

3-Dining Table and Chairs.

4-Victorian Style Cupboards.

5-Aesthetic Side Table.

6-Consoles with mirror.

#### **Services**

- Our Services include our professional sales representative who will guide you in choosing your favorite furniture.
- Our latest A-I tool will help and guide in choosing the best option according the need and requirement.
- Free Doorstep Delivery and assembling.

- Customers Support and Aftercare sales services.

#### ***4-What will set your market place?***

- **High end Luxury Goods:**

High end furniture to our premium audience.

- **Customization:**

Customers can customize according to their needs and requirements

- **Variety:**

Providing wide variety to the target audience.

- **Customer Care& Support:**

Our customer care and support is matchless.

[Product]

ID: 01

Name: Coffee Table

Price: 25,000

Stock: Description

[Customer]

Customer ID: 401

Name: Sana Moin

Contact:  
sanamoe74@gmail.com

Address: DHA, Karachi

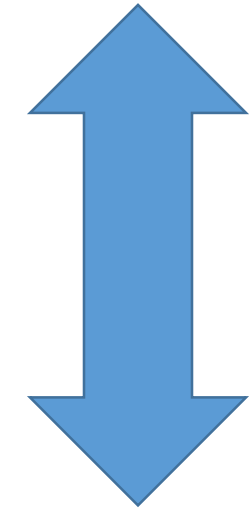
[Order Details]

Order ID: 501

Name: Coffee Table

Product ID: 205

Stock Quantity: 4



[Orders]

Order ID: 501

Customer ID: 401

Total Price: 100,000

Stock Status: Active



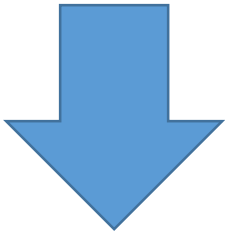
[Delivery Zone]

Zone ID: 75500

Zone Name: "DHA, Karachi"

CoverageArea: "CBC, Town"

Assigned driver: Fahad



[Shipment]

Shipment ID: 501

Order ID: 501

Stock Status: Active

