

Dated: BUSINESS GOALS FOR FURNIRO FURNISHERS

MAIN GOAL:-

To provide high-quality space-saving furniture tailored for low-budget income groups.

1. PROBLEMS TO SOLVE:

- a. OLD AND HEAVY FURNITURE:- The current market offers outdated, bulky furniture that is costly and unsuitable for apartments and small homes.
- b. LACK OF TRUST IN ONLINE PURCHASES:- Customers often receive substandard products when purchases online. Furniro Furniture will allow customers to inspect products before finalizing their orders, ensuring satisfaction and trust.

2. TARGET CUSTOMERS:- Families living in low-income group areas who seek affordable yet stylish furnishing solutions.

3. TYPES OF PRODUCTS OFFERED: We offer full range of home furnishes including furnishes for dining, living room, bedroom & drawing room.

- a. PRIMARY LINE:- Compact, easy-to-assemble, high quality furniture made of Sheesham & Diyar wood.
- b. SPECIAL LINE:- Traditional Chinioti style furniture.
- c. IMPORTED LINE:- We have imported bed set from Turkey.

Dated:

d. CUSTOMIZATION: Fully customizable furniture based on customer demands and requirements. In case of customisation the customer will have to pay 50% of the final price at the time of booking.

4- DIFFERENTIATION:-

Unlike other market places offering conventional designs, Furniro Furniture focuses on space-saving, modern, and contemporary designs tailored for stylish living. Additionally it offers free delivery, installation and one year after sales maintenance services.

5. WHY CHOOSE FURNIRO FURNITURE:

Furniro Furniture is the only local market place offering modern, portable, and economical furnishing solutions, leaving minimal alternatives for customers.

BUSINESS ENTITIES AND RELATIONSHIPS:-

ENTITIES :-

a, TYPES OF PRODUCTS :-

- i, Compact Furniture (Sheesham / Diyar)
- ii, Chinlote style Furniture
- iii, Impacted Furniture
- iv, Customized Furniture.

b, TYPES OF ORDERS ACCEPTED:-

- i, Ready made orders
- ii, Customization orders.

Dated:

c, TYPES OF CUSTOMERS :

- i, Families in low-income group.
- ii, Apartment dwellers seeking space-saving solutions
- iii, customers seeking contemporary designs.

d, DELIVERY ZONES :-

	Zone Name	Coverage Area	Assigned Driver
1-	Gulshan-e-Iqbal	13-D	Rehmat
2-	Federal-B Area.	Block I	Sabir
3-	North Nazimabad	Block B, C, D, E, F, G	Tanveer
4-	Nazimabad.	No 1, 2, 3	Noman

Schema of Product :-

Product ID / sku	B-com-004
Product Name	Folding Sofa cum bed
Product line / type	Compact, Traditional, Imported, customized
Product category	bedroom, dining room, living room.
Country of Origin	Pakistan.
Review	127
Rating	4.2
Quantity Available	10
Customization	Yes
material used	Dejar, Sheesham, Plywood, velvet
Dimensions	W x H x D
Color	White, Brown, offwhite, black.

Dated:

Schema of Sales / order data:-

Product ID

Order ID

Beginning Inventory

New Manufactured products

Closing inventory

Qty sold per month

price per product

discount per product

price after discount

Sales tax

Price after tax

month wise Sales in Rupees (opt)

date of sale

date of order completion (in case of customized product)

Expected date of delivery.

Inspection status :- whether the product inspected pre-

Schema of Customer

[pending, confirmed, No need] order

address: {

city: "string"

area: "string"

zipcode: "string"

customer id / email

Number / email .

customer contact no :

Number

Is loyalty card holder :

boolean

Invoice No:

Number

billing address:

string

Dated:

Customer Sign In

