

"BUSINESS PITCH DECK FOR HEKTO FURNITURE"

•-(1). INTRODUCTION:-

Hekto Furniture - Your One-Stop Solution for Sofas & Chairs.

An online furniture marketplace offering a wide variety of sofas and chairs with easy comparison, customization, and doorstep delivery.

•-(2). PROBLEM STATEMENT:-

Customers face multiple issues while shopping for sofas and chairs through traditional physical stores:

(i)-LIMITED VARIETY:

Most physical stores have a restricted collection, forcing customers to visit multiple locations.

(ii) - PRICE & DESIGN COMPARISON IS DIFFICULT:

There is no single platform to compare designs, features, and pricing at one place.

(iii) - TIME-CONSUMING:

Visiting multiple stores wastes time & energy, especially for working professionals.

(iv) - NO CUSTOMIZATION OPTIONS:

Physical stores often lack customization in fabric, colour, or size.

(v) - HIDDEN COSTS:

Customers may face unexpected delivery charges or assembly fees after purchase.

(vi) - LACK OF CUSTOMER'S REVIEWS :

Unlike online stores, physical stores don't provide reviews or ratings, making it harder to make a decision.

.- (3). SOLUTION (HOW HEKTO FURNITURE SOLVE THESE PROBLEMS) :-

Hekto Furniture eliminates these challenges by providing an online furniture shopping experience with :

(i) - WIDE COLLECTION IN ONE PLACE :

Customers can browse hundreds of sofa and chair designs from different brands on a single platform.

(ii) - EASY PRICE & FEATURE COMPARISON :

A smart comparison tool lets users compare materials, prices, and features side by side.

(iii) - TIME- SAVING EXPERIENCE :

No need to visit physical stores; buy furniture from the comfort of home with doorstep delivery.

(iv) - CUSTOMIZATION OPTIONS :

Users can choose fabric, colors and dimensions before purchasing.

(v) - TRANSPARENT PRICING AND DISCOUNTS :

No hidden fees; customers get exclusive discounts and offers directly from brands.

(vi) - CUSTOMER REVIEWS AND RATINGS :

Verified customers can share reviews & feedback to help others make informed decisions.

• - (4). PRODUCTS FEATURE :-

(i) - SMART PRODUCT FILTERS :

Users can filter sofas and chairs by price, material, color, brand, and style for easy decision making.

(ii) - USER-FRIENDLY WEBSITE & MOBILE APP FOR SEAMLESS BROWSING AND PURCHASING :

These features make Hekto Furniture a modern, efficient, and customer-friendly platform for buying sofas & chairs.

• - (5). MARKET OPPORTUNITY :-

(i) - OFFICES & WORKSPACES :

Companies need comfortable and stylish furniture to improve productivity.

(ii) - STYLISH HOMES :

Modern homes require space-saving and elegant furniture to match interiors.

(iii) - GROWING ONLINE SHOPPING :

People prefer buying furniture online to save time and compare prices.

(iv) - HIGH MARKET DEMAND:

The online furniture market is expanding rapidly with increasing urbanization.

With a growing urban population and busy lifestyles, online furniture shopping is the future.

• - (5). BUSINESS MODEL:-

Hekto Furniture will generate revenue through:

(i) - AFFORDABLE DELIVERY CHARGES:

Customers will pay minimal delivery fees, making furniture shopping more cost-effective.

(ii) - PREMIUM LISTINGS:

Furniture brands can pay for featured listing to increase visibility on our platform.

(iii) - BRAND PARTNERSHIPS :

Collaboration with offices, interior designers, and real estate projects for bulk furniture sales.

This model ensures affordable pricing for customers while keeping the business profitable and scalable.

• - (7). MARKETING STRATEGY :-

(i) - SOCIAL MEDIA ADVERTISING :

Run targeted ads on Facebook, Instagram and Pinterest.

(ii) - INFLUENCER PARTNERSHIPS :

Collaborate with home decor influencers for brand awareness.

(iii) - SEO & CONTENT MARKETING:

Blog articles, guides, and video tutorials to engage potential buyers.

-(8). TEAM :-

(i) - FOUNDER & CEO (ALI SPANZA):

Managing the entire business, including product selection, marketing, customer support, and website operations.

Since I'm currently working solo, I plan to later hire or collaborate with;

-) Freelance Developers - To improve the website.
-) Delivery Partners - To handle logistics.
-) Marketing Experts - For social media and brand growth.

1-(9). FINANCIAL PROJECTIONS :-

YEAR 1: Expected revenue of \$20,000-\$50,000, focusing on affordable delivery and competitive pricing.

YEAR 2: Growth by expanding brand partnerships and improving marketing strategies.

YEAR 3: Scaling operations with bulk corporate sales, premium listings, and nationwide delivery.

• - (10). CALL TO ACTION:-

To scale Hekto Furniture, I need investment and strategic support in the following areas:

•) REQUIRED INVESTMENT:-

\$ 15,000 - \$ 25,000

•) Where the investment will be used?

1) WEBSITE & APP DEVELOPMENT - \$ 5,000

Improve user experience with AI-powered recommendations & AR previews.

Hire freelance developers to build a smooth and scalable platform.

2) LOGISTICS & DELIVERY PARTNERSHIPS - \$ 7,000

Set up affordable and fast nationwide delivery with third-party logistics partners. Ensure free installation and assembly services for premium customers.

3) MARKETING AND BRANDING - \$8,000

Social media ads, influencer collaborations, and SEO for better reach.

Work with freelance marketers and content creators to increase brand visibility.

4) EXPANDING PRODUCT RANGE - \$5,000

Partner with furniture brands and manufacturers to offer more designs and customization options.

Collaborate with real estate projects and office spaces for bulk orders.

5) Team and Outsourcing Plan:

Since I am currently working solo, I plan to outsource and collaborate in key areas:

1) FREELANCE DEVELOPERS - To build and maintain the website/app.

2) DELIVERY PARTNERS - To handle logistics and customer service.

3) FREELANCE MARKETERS & DESIGNERS - To promote the brand and run paid ads.

With your investment and expertise,
Hekto Furniture can become a leading
online furniture marketplace. Let's
build the future of furniture
shopping together!