

# Business Pitch Deck

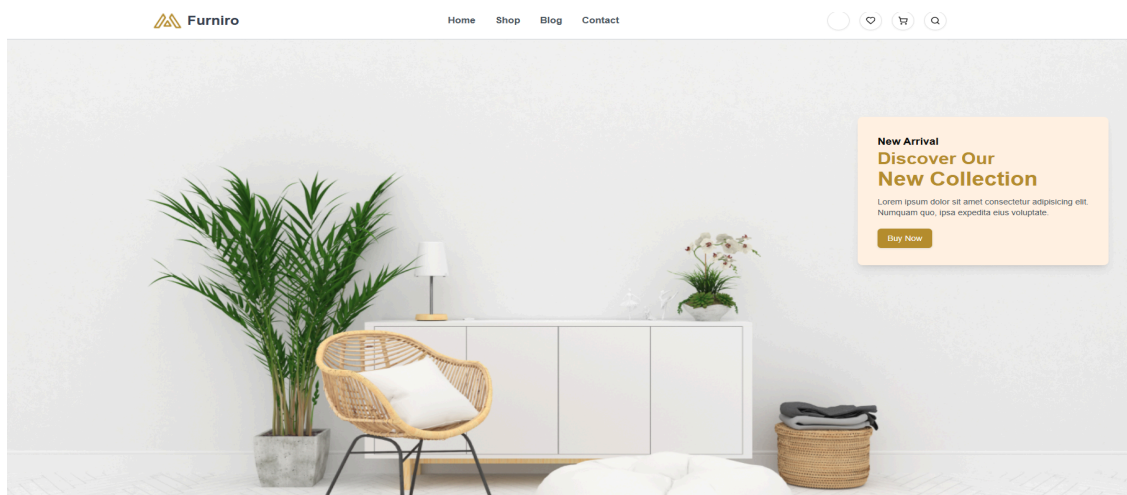
## 1. Introduction (MADE BY SOBAN SAUD)

**Marketplace Name:** Furniro E-commerce Website

**Tagline:** Revolutionizing Furniture Shopping with Ease

### **Overview:**

Furniro is an innovative e-commerce platform designed to simplify and enhance the furniture shopping experience. Our vision is to create a seamless, user-friendly, and highly efficient online marketplace where customers can browse, compare, and purchase high-quality furniture from various brands with confidence



## 2. Problem Statement

### Identified Problem:

- The traditional furniture shopping experience is often inconvenient, with limited product availability, high costs, and long delivery times.
- Online marketplaces lack customization, real-time tracking, and proper authentication, leading to a lack of trust among customers.
- Many existing furniture e-commerce websites have outdated designs and poor user experience, causing friction in the buying journey.

## 3. Solution

### Our Unique & Effective Solution:

- A fully developed and live e-commerce platform with a well-structured homepage, shop page, product comparison, blog, cart, checkout, and contact pages.
- Integration with **Sanity Headless CMS, Next.js, Tailwind CSS, and React.js** for a smooth and efficient user experience.

Filter by Price

Below \$100

\$100 - \$500

\$500 - \$1000

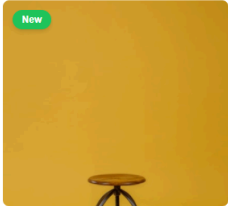
Above \$1000

\$0

\$1000

Apply Range

Now



The Dandy chair

Meet The Dandy Chair—the epitome of comfort, style, and sophistication. Designed...

\$150.00

#chair


#elegant

#vintage

#classic

#furniture

Add to Wishlist



Vase Set

Elevate your home decor with the timeless beauty of the Vase Set. Designed to co...

\$150.00

#vase


#decor

#interior design

#elegant

#home

Add to Wishlist



Syltherine

Introducing Syltherine – the ultimate fusion of elegance and power. Crafted for ...

\$200.00

#living


#fancy

#elegance

#design

Add to Wishlist

Now



Sleek Living

Welcome to SleekLiving, where modern sophistication meets functional design for ...

\$300.00

#sleek


#modern

#elegant

#furniture

#living

Add to Wishlist

Furniro

Home

Shop

Blog

Contact

\$


♡

🛒

2

🔍

Home > Shop > Amber Haven



Amber Haven

\$150.00

Step into a world of warmth and tranquility with Amber Haven—a collection inspired by the golden glow and timeless beauty of amber. This sophisticated line combines the soothing hues of amber with elegant, contemporary design to create a space that feels both welcoming and luxurious. Ideal for those seeking a serene escape, Amber Haven infuses your home with a sense of calm, warmth, and understated elegance. Crafted with high-quality materials and a keen eye for detail, each piece in the Amber Haven collection is designed to evoke feelings of comfort and relaxation. The soft, amber-toned accents, paired with sleek lines and refined craftsmanship, bring a touch of nature's beauty into your home. Whether you're furnishing your living room, bedroom, or dining space, Amber Haven creates an inviting atmosphere that radiates peace and sophistication. The collection's warmth and versatility allow it to seamlessly integrate into various décor styles, from modern to traditional, making it a perfect choice for those who love both timeless elegance and contemporary flair. Amber Haven offers a sanctuary of comfort and luxury, where every piece is designed to enhance your home and your well-being. Key Features: Warm amber tones and elegant design create a cozy, inviting ambiance High-quality craftsmanship and materials ensure durability and long-lasting appeal Versatile style complements a variety of interior designs, from modern to traditional Perfect for creating a serene and luxurious space in any room Ideal for those seeking a combination of beauty, comfort, and sophistication Bring the golden glow of Amber Haven into your home—where warmth, luxury, and timeless design come together to create a peaceful and elegant retreat.

Add to Cart

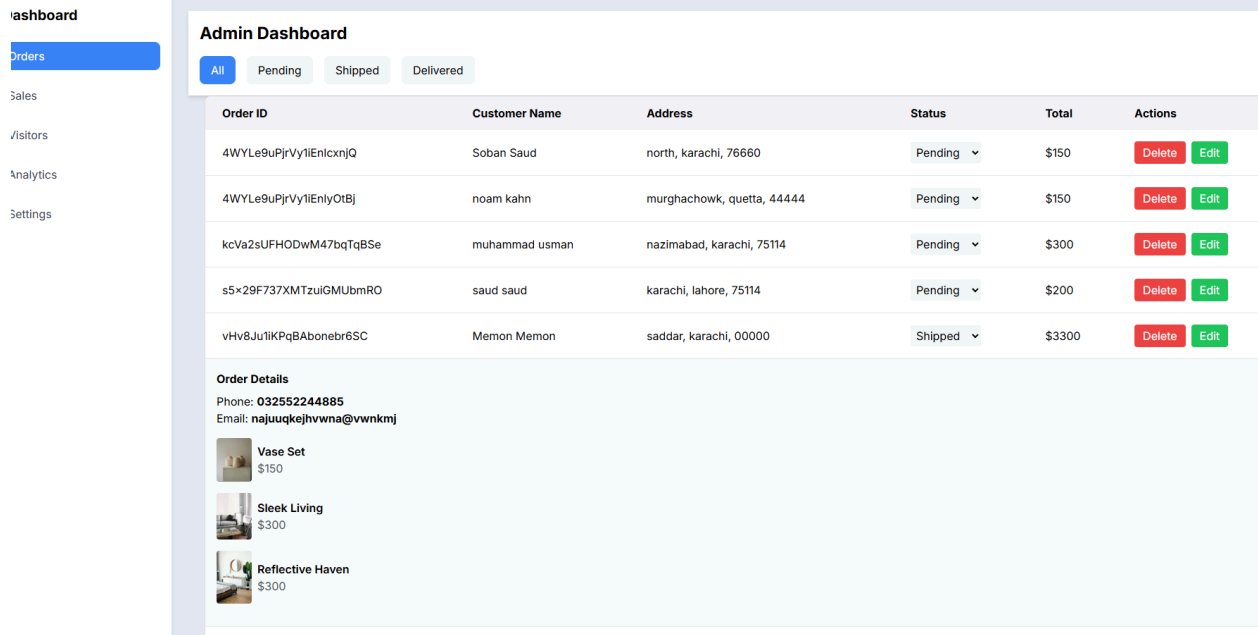
Compare

Furniro

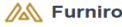
✔ Product added to cart


View Cart

Help



- A dedicated **Admin Dashboard** to manage orders in real-time, ensuring seamless operations.
- **Authentication system powered by Clerk** for secure user sign-ups and logins.
- **Advanced shipment tracking integration**, allowing customers to track their orders in real-time.
- **Payment processing integration with Stripe** to ensure secure and seamless transactions.
- Advanced product filtering, search functionality, and a user-friendly interface to enhance customer satisfaction.

localhost:3000 says  
Your Order Has Placed Successfully  
OK



# Checkout

Home > Checkout

### Billing Details

First Name\*

Last Name\*


Street Address\*

Zip Code\*

City\*

Phone Number\*

### Order Summary

	Amber Haven	Qty: 2	\$300
<b>Total</b>			<b>\$300.00</b>

### Payment Methods

☐ Bank Transfer

☒ Cash on Delivery

Your personal data will be used to support your experience throughout this website, to manage access to your account, and for other purposes described in our privacy policy.

Placing Order...

## 4. Market Opportunity

### Target Market & Growth Potential:

- **Target Audience:** Homeowners, interior designers, businesses, and online furniture shoppers.
- **Market Size:** The global online furniture market is valued at \$29 billion in 2024 and is expected to grow at a CAGR of 10% in the next five years.
- **Key Trends:** Increase in online shopping, demand for sustainable furniture, and the rise of AI-powered product recommendations.

## 5. Product

### Key Features of Our Marketplace:

- **Modern & Responsive UI/UX:** Built with Next.js, Tailwind CSS, and React.js.
- **Real-Time Order Tracking:** Integrated **shipment API** for hassle-free tracking.
- **Authentication with Clerk:** Secure and reliable login and user management system.
- **User Dashboard:** Seamless management of purchases and preferences.
- **Admin Dashboard:** Allows monitoring of orders, customer interactions, and analytics.
- **Secure Payments with Stripe:** Seamless and secure online transactions.
- **Dynamic Blog Page:** Engages users with content on interior design trends and tips.
- **SEO Optimization & Fast Loading:** Ensuring a smooth browsing experience.

### Screenshots & Live Demo:

- The website is **live and fully operational**, ready to showcase to investors and customers.

<https://marketplace-by-soban-ecommerce.vercel.app/>

## 6. Business Model

## Revenue Generation Strategy:

- **Currently Pre-Revenue:** The marketplace is in its early stages and has not yet generated revenue.
- **Future Revenue Plans:**
  - **Commission-Based Model:** Earn a percentage from each furniture sale.
  - **Subscription Plans for Vendors:** Monthly/annual subscription for premium sellers.
  - **Advertising & Promotions:** Sponsored product placements and featured listings.
  - **Affiliate Partnerships:** Collaborations with designers and influencers.
  - **Transaction Fees:** A small percentage per transaction through Stripe payments.

## 7. Marketing Strategy

### Customer Acquisition & Retention Plan:

- **Social Media Marketing:** Targeted ads on Facebook, Instagram, and Pinterest.
- **SEO & Content Marketing:** High-quality blogs and Google optimization.
- **Influencer & Affiliate Marketing:** Collaborating with home décor influencers.
- **Referral Programs:** Encouraging customer engagement through incentives.
- **Email & SMS Campaigns:** Personalized recommendations and exclusive deals.



## 8. Team

### Key Members & Roles:

- **Founder & CEO:** Soban Saud  
– Visionary behind the platform.
- **Lead Developer:** Managing Next.js, React, API integrations, authentication, and payment systems.
- **Marketing Head:** Driving customer engagement strategies.
- **Operations Manager:** Overseeing logistics and order fulfillment.

## 9. Financial Projections

### Current Status:

- **Pre-Revenue Stage:** The platform is fully developed and launched but has not yet started generating revenue.
- **Future Revenue Goals:**
  - **Year 1 Target:** \$500,000+
  - **Projected Growth Rate:** 40% annually
  - **Cost Breakdown:** Development, marketing, server costs, logistics, and payment processing.
  - **Profit Margins:** Estimated at 25-30% after scaling operations.

## 10. Call to Action

## What We're Asking For:

- **Partnerships:** Collaborations with furniture brands and logistics companies.
- **Mentorship & Guidance:** Industry experts to help refine and expand the business.

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**Join us in revolutionizing the online furniture shopping experience!**

For inquiries and investment opportunities, contact: [sobansaud3@gmail.com](mailto:sobansaud3@gmail.com)

**Linkdin account :**

<http://www.linkedin.com/in/muhammad-soban-saud-235a6b2ba>

**THANK YOU !**