

Furniture Palace

Day 7

Furniture Marketplace - Business Summary

Problem Statement

- Finding high-quality, affordable, and customizable furniture is difficult for customers.
- Traditional furniture shopping lacks convenience, price transparency, and variety.
- Small furniture makers struggle to reach online buyers due to high platform fees and competition from large brands.

Solution

- A **user-friendly online marketplace** that connects buyers directly with furniture makers.
- Offers **customization options**, transparent pricing, and a seamless purchasing experience.
- Integrates **AR/VR previews**, easy financing, and sustainable furniture choices.

Business Plan

- **Revenue Model:**
 - Commission-based earnings from sellers.
 - Subscription plans for premium sellers.
 - Advertising and featured listings.
- **Market Strategy:**
 - Digital marketing, social media, and influencer collaborations.
 - Partnerships with local artisans and furniture manufacturers.
 - Offering exclusive deals and a hassle-free return policy to build trust.
- **Growth Plan:**
 - Expansion to international markets.
 - Launch of AI-driven recommendations and smart home integrations.
 - Introduction of second-hand and refurbished furniture sections.

This summary can be used for your **pitch deck, website, or investor discussions**. Let me know if you want modifications!

<https://heckathone-0-figma-template-uv6x.vercel.app/>

RESUME LINK:

<https://docs.google.com/document/d/1ngaGsslAHcgkPVHcti85RkZjeTx8lGDm1MoOQ2DBUCQ/edit?tab=t.0>