BUSINESS PITCH DECK: E-COMMERCE GENERAL FURNITURE PROJECT

1. INTRODUCTION

Project Name: *E-commerce General Furniture Marketplace*
Mission: *To create a modern, user-friendly furniture marketplace that simplifies the shopping experience by allowing users to browse, add to cart, and place orders seamlessly.*

2. PROBLEM

- *Market Need*: *Customers often face challenges finding quality furniture online with an intuitive shopping experience.*
- *Main Points*:
    - *Limited product variety in existing marketplaces.*
    - *Poor user interfaces leading to cart abandonment.*
    - *Inefficient order tracking systems.*

3. SOLUTION

Our platform provides:

- *A modern, responsive interface for seamless navigation.*
- *Dynamic product listings with sorting and filtering options.*
- *Integrated order tracking for transparency and convenience.*

4. MARKET OPPORTUNITY

- *Target Audience*: *Homeowners, interior designers, and businesses seeking quality furniture.*
- *Market Size*: *The global online furniture market is projected to reach $112 billion by 2028, growing at a CAGR of 9.5%.*

5. BUSINESS MODEL

- *Revenue Streams:*
    - *Direct sales of furniture items.*
    - *Subscription fees for premium seller accounts.*
    - *Advertising space for featured products and promotions.*

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6. KEY POINTS

- **Development Milestones**:
    - Day 1: Ideation and objective setting.
    - Day 2: Comprehensive planning and mapping.
- **Projected Launch**: Fully functional platform within 1 month.
- **Key Features Completed**: Product listing, cart management, order tracking.

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7. MARKETING AND SALES STRATEGY

- *Customer Acquisition:*
    - *Social media marketing targeting home decor enthusiasts.*
    - *Partnerships with furniture brands and manufacturers.*
- *Retention:*
    - *User-friendly interface and personalized recommendations.*
    - *Exclusive discounts and loyalty programs.*

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8. COMPETITIVE ANALYSIS

- *Competitors: IKEA, Wayfair, Overstock.*
- *Differentiators:*
    - *Dynamic content management with Sanity CMS.*
    - *Intuitive design focusing on user experience.*
    - *Real-time order tracking and admin analytics.*

9. TEAM

Key Contributor: Me and My Sister

- *Expertise in Next.js, Sanity CMS, and e-commerce platforms.*

- *Proven track record in delivering robust and scalable web solutions.*

10. FINANCIALS

- *Funding Required: $X for platform development, marketing, and initial operations.*

- *Use of Funds:*

    - *60% Development and infrastructure.*

    - *25% Marketing and customer acquisition.*

    - *15% Operational costs.*

11. CALL TO ACTION

We're seeking investors and strategic partners to bring this vision to life. Join us in revolutionizing the online furniture shopping experience!
Contact: zaara.khan1795.zy@gmail.com rabz.khan@yahoo.com 03343677318