



By Zija Yaseen

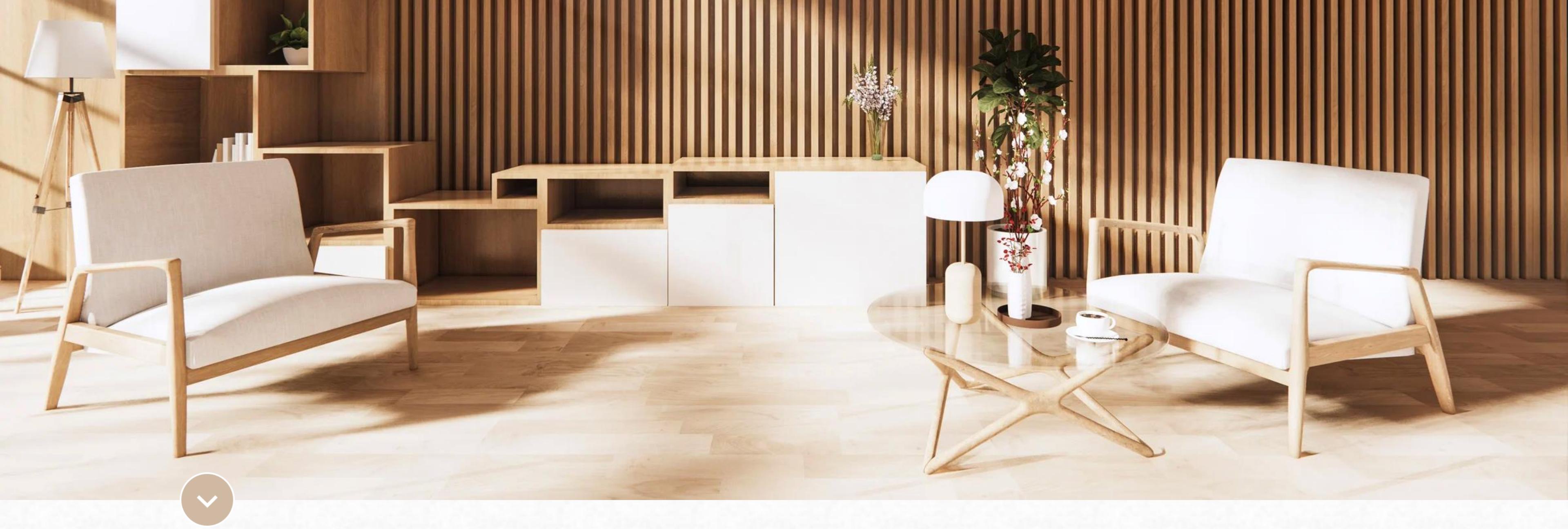
EcoFurnishers

Sustainable Furniture for Modern Living

Pitch Deck

www.ecofurnishers.com





Oh, Hello There!

Welcome to Eco-Furnishers. Pleased to meet you!

We're excited to share how our modern, eco-friendly furniture can transform your space while caring for the planet. In this presentation, you'll discover our story, values, and the design philosophy that makes Eco-Furnishers unique. Thank you for joining us on this journey toward a more sustainable future.

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Problem Statement

The Challenge in Today's Furniture Market:

- **Lack of Eco-Friendly Options:**
Traditional furniture brands rely on non-sustainable materials and outdated designs.
 - **Consumer Pain Points:**
Modern Buyers increasingly demand stylish, high quality products that are also kind to the environment.
 - **Market Gap:**
There is a clear disconnect between design innovation and environmental responsibility, leaving eco-conscious consumers underserved.
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Our Solution

Innovative Design:

Our furniture is designed to be both visually appealing and functionally superior, with clean lines and modern aesthetics.

Sustainable Materials:

We use recycled and responsibly sourced materials that reduce environmental impact while ensuring durability and style.

Customization & Quality:

Each piece is handcrafted with attention to detail, offering customization options that let customers tailor products to their unique spaces.



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Market Opportunity:

Trapping into a Growing Trend:

- **Rising Eco-Awareness:**
Consumers are increasingly prioritizing sustainability in their purchasing decisions.
- **Expanding Market Size:**
Research shows that the eco-friendly furniture segment is growing rapidly, especially among urban millennials and design-conscious families.
- **Untapped Potential:**
Our blend of style and sustainability positions us to capture significant market share in an evolving industry.



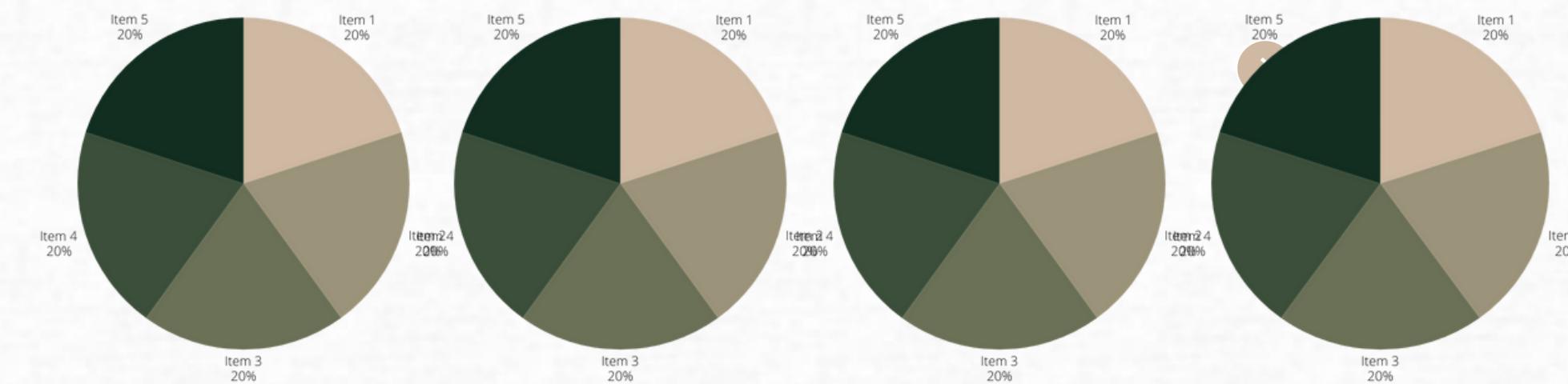
Target Audience

Who needs eco-friendly Furniture?

- Homeowners who want stylish & sustainable furniture.
- Businesses (cafes, restaurants, offices) looking for eco-friendly interiors.
- Hotels & resorts that prefer sustainable & long-lasting furniture.
- Interior designers who focus on modern, green designs.

📌 Why does this matter?

More people now prefer sustainable living, and businesses want eco-friendly solutions.



What We Offer

1. Eco-Friendly Collections

We design furniture using materials that are kind to the planet. Our collections bring together modern style and nature-friendly quality for every space.

2. Custom Creations

Need something unique? We offer tailor-made designs to fit your home, cafe, or office perfectly. Every piece is built to match your style and needs.

3. Recycled & Upcycled Designs

We give old materials a new life. Our recycled and upcycled furniture pieces not only look great but also help reduce waste and save resources.

4. Business & Bulk Options

For cafes, hotels, and offices, we provide special deals and bulk orders. Our solutions ensure stylish interiors while keeping costs affordable.



Business Model & Revenue Streams

A Robust Model For Sustainable Growth:



- **Direct-to-Consumer Sales:**
Leveraging our online platform to sell directly, enhancing customer relationships and maintaining competitive margins.
- **Customization Services:**
Offering personalized furniture solutions that cater to individual style and space requirements, thereby increasing customer satisfaction and engagement.
- **Value-Driven Pricing::**
We focus on delivering exceptional quality and sustainable products at competitive prices, ensuring our customers receive outstanding value for their investment.



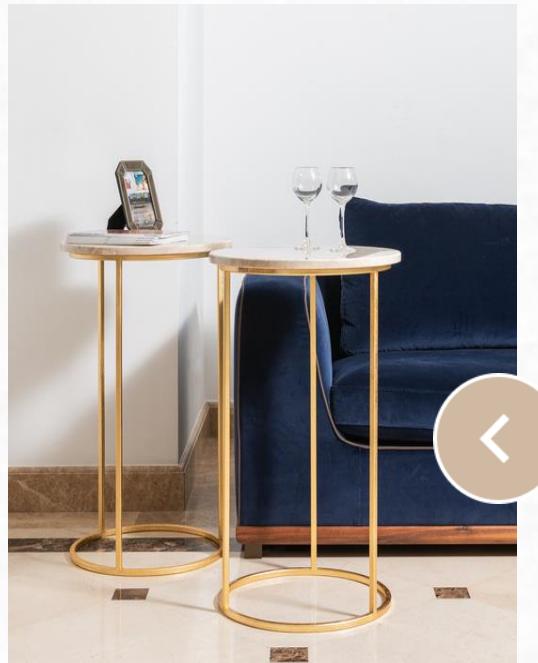
Competitive Advantage: Why Us?

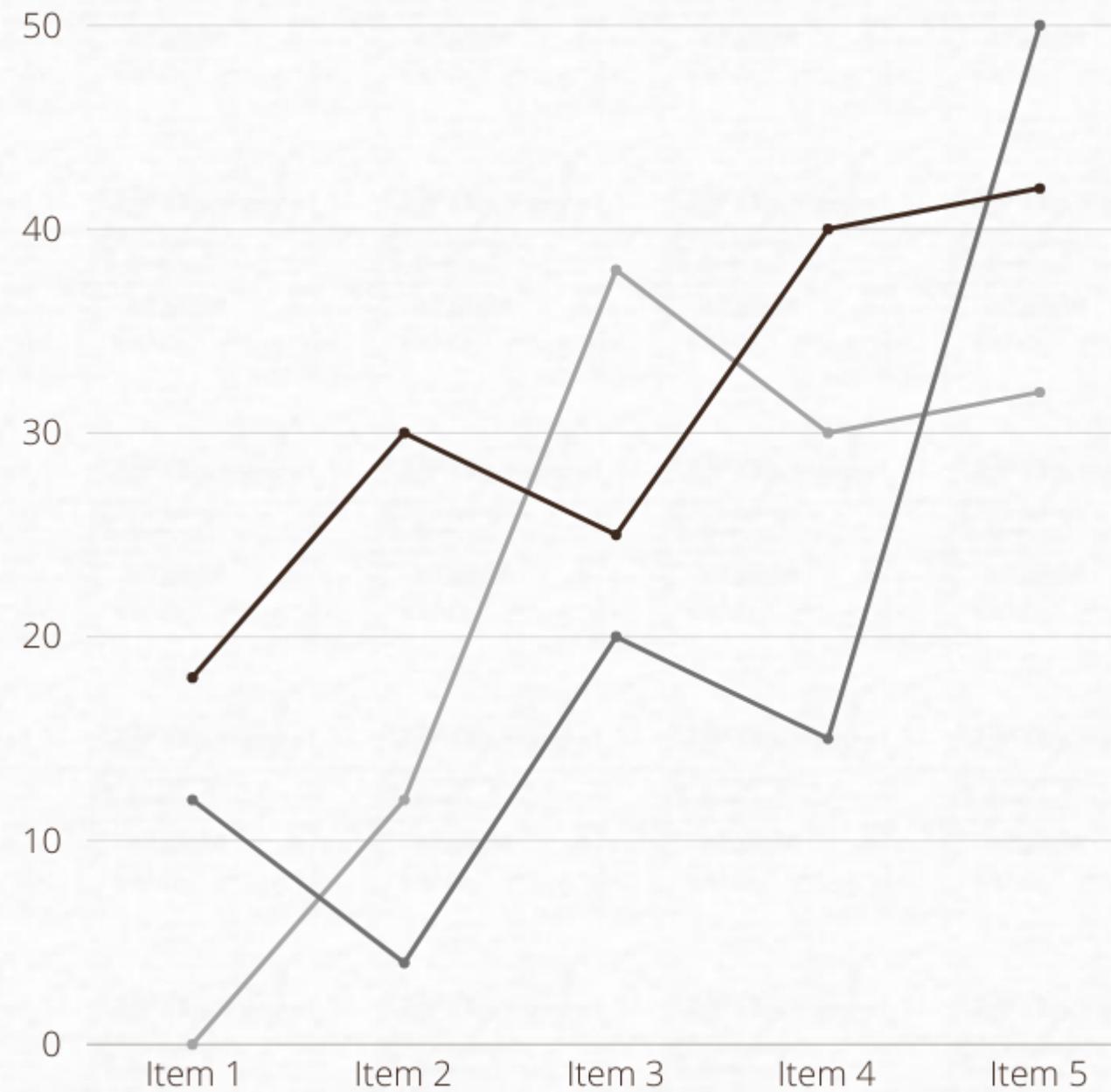
❖ What makes us better than others?

- We use **100% sustainable materials** (recycled wood, bamboo, eco-friendly fabric).
- **Custom designs** available for homes & businesses.
- **Affordable pricing** compared to big brands.
- Our furniture **lasts 2x longer** than regular wooden furniture.
- Helps reduce **carbon footprint** by 40%.

❖ Why should customers choose us?

We provide **unique, eco-friendly, and durable furniture** at the best prices!



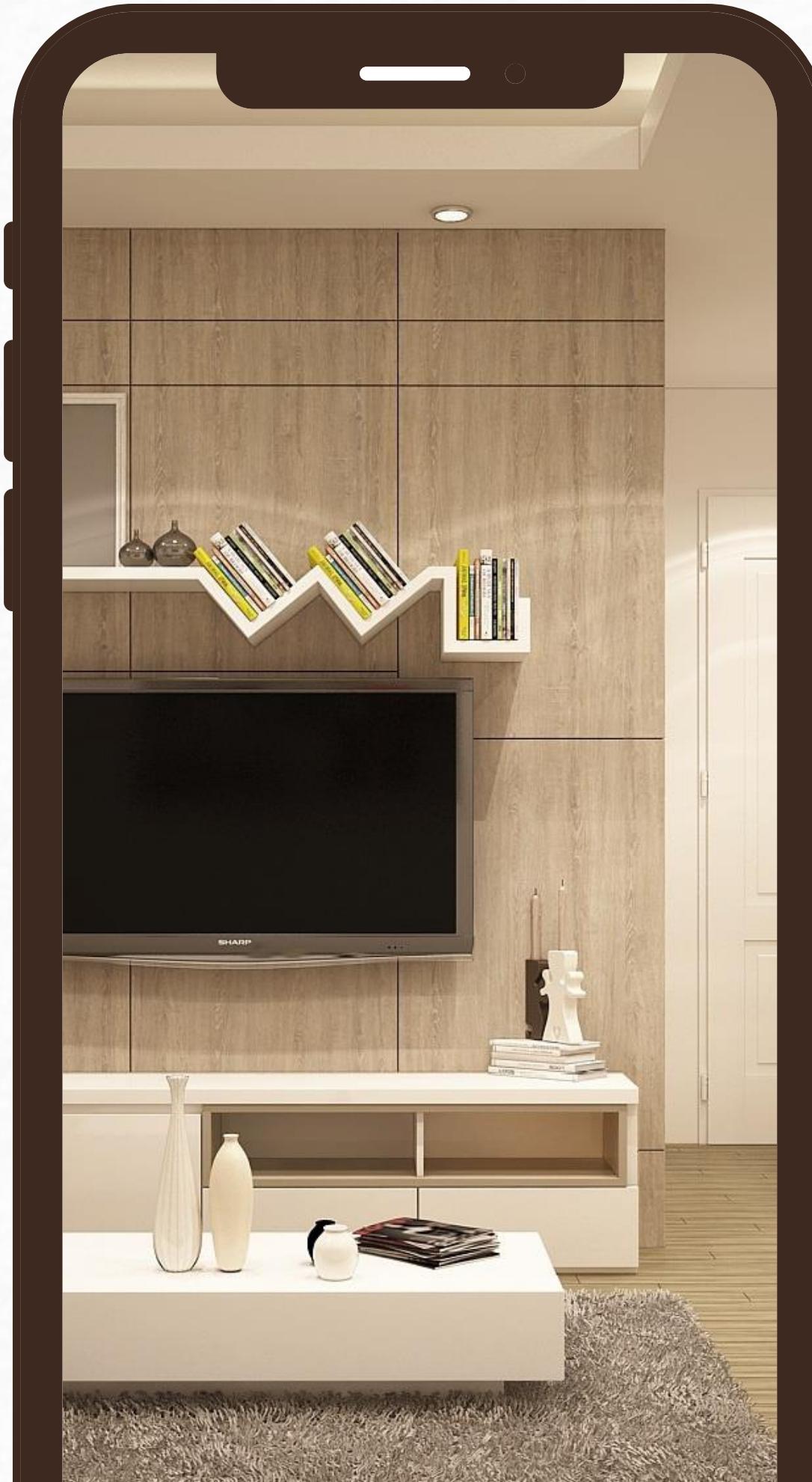


Traction & Achievements:

🚀 Our Growth So Far

- Website launched & live on Vercel 🔊
- Organic visitors increasing every week 📈
- Active social media engagement & inquiries from interested customers .
- Preparing for first sales & partnerships .

➤ We are building a strong eco-furniture brand & attracting potential clients!



Marketing & Sales Strategy

We plan to expand our reach with a multi-channel marketing strategy:

- **Influencer Partnerships:** Collaborate with eco-lifestyle and design influencers.
- **Email Marketing:** Regular newsletters and promotions to keep our audience engaged.
- **Social Media Marketing:** Focus on Instagram, Pinterest, and Facebook for brand awareness and engagement.
- **Trade Fairs & Exhibitions:** Participate in events that spotlight sustainable and innovative designs.

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456K

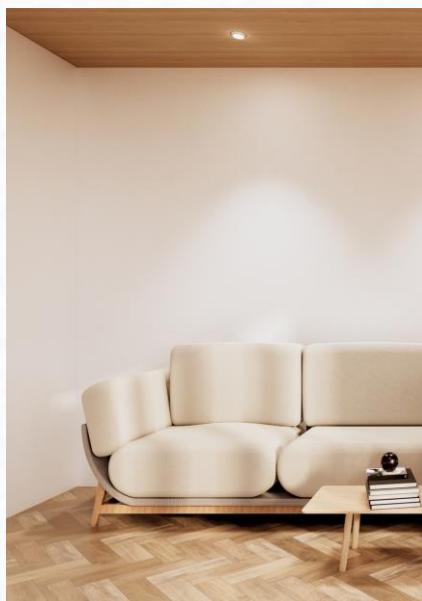
@facebook.com

Financial Projections & Funding

We project a steady revenue growth of 30% over the next year.

- **Revenue Streams:** Direct sales, bulk orders, and strategic partnerships.
- **Investment Needs:** Funds will be allocated for scaling production, marketing, and product innovation.
- **Break-Even Point:** Expected within 15th March 2025.

We invite investors and partners to join us in building a greener future.



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Contact Information

For collaborations, orders, or investment opportunities, please get in touch.

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