



# Business Pitch Deck

General E-commerce Marketplace

By: Aamna Ashraf Rajput



# Overview

► Introduction	01
► Our Mission	02
► Our Services	03
► Market Opportunity	04
► Products	05
► Strategy	06
► Statistics	07
► Financial Projections	08



## **Introduction**

"FurniCraft is an online marketplace offering high-quality, affordable, and stylish furniture for modern homes. Our vision is to make premium furniture accessible to everyone, delivered straight to their doorstep."

## About us

At \*\*FurniCraft\*\*, we believe that every home deserves to be a reflection of its owner's unique style and personality. Founded by a team of passionate designers and tech enthusiasts, we're on a mission to make high-quality, modern furniture accessible to everyone. Our curated collection combines affordability, functionality, and aesthetics, ensuring that every piece we offer enhances your living space. With a customer-first approach, we're redefining the way people shop for furniture—online, hassle-free, and delivered to your doorstep.

### Company Overview

"\*\*FurniCraft\*\* is an innovative e-commerce platform offering modern, affordable furniture for homes and offices. Launched in 2025, we provide a curated selection of stylish, high-quality pieces, enhanced by features like Augmented Reality (AR) for virtual previews and seamless customization. Our mission is to make premium furniture accessible to everyone, delivered with convenience and care."



# Problems

"Customers struggle to find affordable, high-quality furniture that fits their modern lifestyle. Traditional furniture shopping is time-consuming, expensive, and often lacks variety."

- \*\*Data/Example:\*\*

- "According to a 2023 survey, 70% of millennials find furniture shopping stressful due to high costs and limited options."

## Problem 01

"Traditional furniture shopping is expensive, with premium designs often out of reach for budget-conscious customers."

## Problem 02

"Customers face limited options in local stores, making it hard to find furniture that matches their modern tastes."

## Problem 03

"Visiting multiple stores, long delivery times, and lack of customization options make furniture shopping stressful and time-consuming."



# Solutions

"Our solutions are designed to address the pain points of modern businesses by leveraging \*\*cutting-edge technology, expert consulting, and data-driven strategies\*\*. Whether it's developing custom software, optimizing IT infrastructure, or unlocking the power of data analytics, we provide tailored solutions that drive efficiency, innovation, and growth. Our goal is to empower businesses to overcome challenges and achieve their full potential in a rapidly evolving digital landscape."



## Solution 01

We offer \*\*cost-effective software solutions and IT consulting\*\* that help businesses reduce operational expenses.

## Solution 02

We offer \*\*cost-effective software solutions and IT consulting\*\* that help businesses reduce operational expenses.

## Solution 03

Through data analytics, we help businesses enhance customer experiences. By analyzing customer behavior and preferences, we create user-friendly platforms,..

# Market Opportunity

## Target Market Size

Global software market: \$1.5 trillion by 2027.  
- IT consulting market: \$1 trillion by 2026.  
- Data analytics market: \$132.9 billion by 2026.

## Growth Potential

SMEs and emerging markets driving demand.  
- Industry-specific solutions (e.g., healthcare, retail) on the rise.

## Key trends

- Digital transformation and cloud adoption.
- Data-driven decision-making and AI integration.
- Remote work fueling demand for IT and analytics solutions.

# Objectives

"Our objectives focus on delivering innovative, reliable, and scalable solutions to empower businesses. Through software development, IT consulting, and data analytics, we aim to drive efficiency, foster growth, and create lasting value for our clients."



## Objective 01

Develop \*\*custom software\*\* to streamline operations and enhance productivity."



## Objective 02

"Offer \*\*IT consulting\*\* to optimize infrastructure and ensure seamless technology integration."



## Objective 03

"Use \*\*data analytics\*\* to provide actionable insights and support data-driven decisions."



# Products

Our marketplace offers a diverse range of high-quality furniture, designed to suit various styles, from contemporary to classic. With customizable options for finishes, fabrics, and sizes, customers can create the perfect piece for their space. We prioritize sustainability by using eco-friendly materials, ensuring both style and durability. The seamless shopping experience includes easy navigation, detailed product descriptions, and a hassle-free checkout process, making it simple for customers to find and purchase their ideal furniture.



## Marketing Strategy

Our market strategy targets modern homeowners and businesses through social media marketing, SEO, and influencer collaborations. We'll attract customers with exclusive discounts, personalized recommendations, and a seamless shopping experience. With competitive pricing and high-quality products, we aim to establish a strong online presence in the furniture market.

01

Digital Marketing & SEO – Utilize social media campaigns, paid advertisements, and SEO-optimized content to increase website traffic and improve brand awareness in the furniture market.

02

Influencer & Partnership Marketing – Collaborate with home decor influencers, interior designers, and real estate businesses to showcase our products, build credibility, and reach a wider audience.

03

Personalized Shopping Experience – Enhance customer experience with AI-driven product recommendations, AR-based virtual furniture placement, and an intuitive, seamless checkout process to boost conversions.

04

Promotions & Customer Engagement – Implement exclusive discounts, referral programs, loyalty rewards, and exceptional customer service to attract new buyers and encourage repeat purchases.

## Our services



### Quality

Premium Quality Furniture – We offer stylish, durable, and high-quality furniture designed to enhance modern living spaces.

**\$ 128**



### Customization

Customization & Personalization – Customers can personalize furniture designs, colors, and sizes to match their unique preferences.

**\$ 139**



### Fast Delivery

Fast & Reliable Delivery – We ensure safe, quick, and hassle-free delivery with tracking and excellent customer support.

**\$ 145**

## Business Model

Our marketplace will generate revenue through a multi-faceted business model:

- 1. Commission on Sales:** We will charge a commission on each sale made through the platform, providing a steady stream of income as vendors list and sell their products.
- 2. Subscription Plans:** Furniture brands and sellers can subscribe to premium plans for enhanced visibility, access to marketing tools, and priority placement in search results.
- 3. Advertising:** We will offer paid advertising options for sellers to promote their products and for third-party businesses targeting the furniture market.
- 4. Delivery and Service Fees:** We will charge a fee for fast and premium delivery services, along with installation and assembly charges for certain products.

# Financial Projections

*Our projected revenue for the first year is expected to reach \$500,000, driven primarily by commissions on sales (60%), subscription plans for vendors (20%), and advertising fees (10%). As the marketplace grows, we anticipate a 25% year-over-year increase in revenue.*

*On the cost side, we estimate initial setup and operational costs of \$300,000, including platform development, marketing, and customer support. Ongoing expenses such as logistics, payment processing fees, and server maintenance are expected to amount to \$150,000 annually.*

*By the end of the second year, we expect to break even and generate a profit of around \$100,000, with significant growth potential as brand awareness increases and our user base expands.*

# STATISTICS

The global online furniture market is expected to reach \$600 billion by 2025, growing at a CAGR of 6.5%. With the increasing trend of online shopping, over 40% of furniture buyers now prefer purchasing furniture online due to convenience and variety. In addition, the demand for custom and personalized furniture is rising, with nearly 30% of consumers willing to pay extra for tailored designs. Our marketplace aims to capture a significant share of this growing market by offering quality, customization, and a seamless online shopping experience, tapping into the expanding customer base.

## Statistics

The online furniture market is growing at 7.2% annually, with 55% of buyers researching products online before purchasing. Customer reviews influence 60% of buying decisions, and 25% are willing to pay more for eco-friendly products. These trends emphasize the need for a strong online presence and sustainable offerings.

**40%**

Online Shopping

**60%**

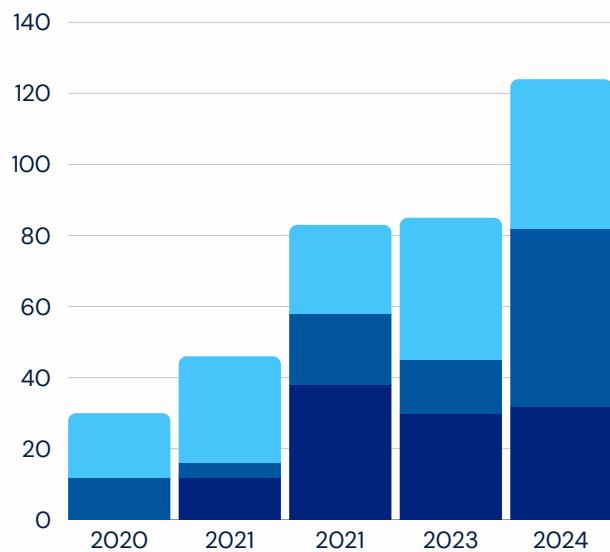
Customer Reviews

**30%**

Customization

**25%**

Sustainability





# THANK YOU!

**Aamna Ashraf**

CEO & Founder

+123-456-7890

[www.reallygreatsite.com](http://www.reallygreatsite.com)

123 Anywhere St, Any City, State,  
Country 12345

