

# **Business Pitch Deck Strategy**

## **Alisha's Ecommerce Furniture Marketplace:**

**Alisha's Ecommerce is an innovative online furniture marketplace dedicated to offering customers an unparalleled shopping experience for stylish, high-quality, and affordable furniture. Our platform brings together a wide variety of furniture from both well-known brands and independent designers, creating a unique shopping destination for all tastes and budgets.**

**A wide range of Products offered that can attract customers:**



#### The Poplar suede sofa

A timeless design, with premium materials features as one of our most popular and iconic pieces. The...

\$980.00

popular products

Add to Cart



#### Tropical Vibe

A timeless design, with premium materials features as one of our most popular and iconic pieces. The...

\$550.00

Add to Cart



#### Sleek Living

A timeless design, with premium materials features as one of our most popular and iconic pieces. The...

\$300.00

Add to Cart



#### Serene Seat

A timeless design, with premium materials features as one of our most popular and iconic pieces. The...

\$350.00

Add to Cart

## Trending furniture designs and much more



### Reflective Haven

Price: 300

A timeless design, with premium materials features as on of our most popular and iconic pieces. The dandy chair is perfect for any stylish living space with beech legs and lambskin leather upholstery.

product-17

**A low pricing strategy is adopted for increased customer satisfaction with good quality products.**

## **Problem Statements**

### **Problem 1: High Cost of Furniture**

**Many consumers face the challenge of finding quality furniture at affordable prices. Traditional brick-and-mortar furniture stores often have high overhead costs, which are passed on to customers, resulting in inflated prices.**

### **Solution:**

**Alisha's Ecommerce offers a diverse range of furniture at various price points, making it accessible to a wide audience. By working directly with both established furniture brands and independent designers, we are able to eliminate the middleman and pass on savings to customers. Our platform also offers flexible payment plans and**

**financing options, allowing customers to purchase high-quality pieces without exceeding their budgets.**

## **Problem 2: Limited Selection and Variety**

**Consumers often struggle with limited choices at traditional furniture stores, which may not carry the exact style, design, or material they're looking for. The lack of variety can result in frustration and compromise when it comes to finding the right pieces for their homes.**

### **Solution:**

**Alisha's Ecommerce provides an extensive and curated selection of furniture, ranging from contemporary designs to classic styles. Our**

**marketplace brings together local artisans, up-and-coming designers, and well-established brands, offering customers a wide variety of options to choose from. Whether someone is looking for minimalist, rustic, or modern pieces, we have a solution to suit every aesthetic and home style.**

## **Target Market:**

**Alisha's Ecommerce Furniture Marketplace caters to a diverse range of consumers who are looking for convenience, variety, and quality when furnishing their homes. Our platform is designed to appeal to different customer segments, including homeowners, renters, interior designers, and property developers. Here's a detailed**

**breakdown of our primary target market:**

**Target Population:**

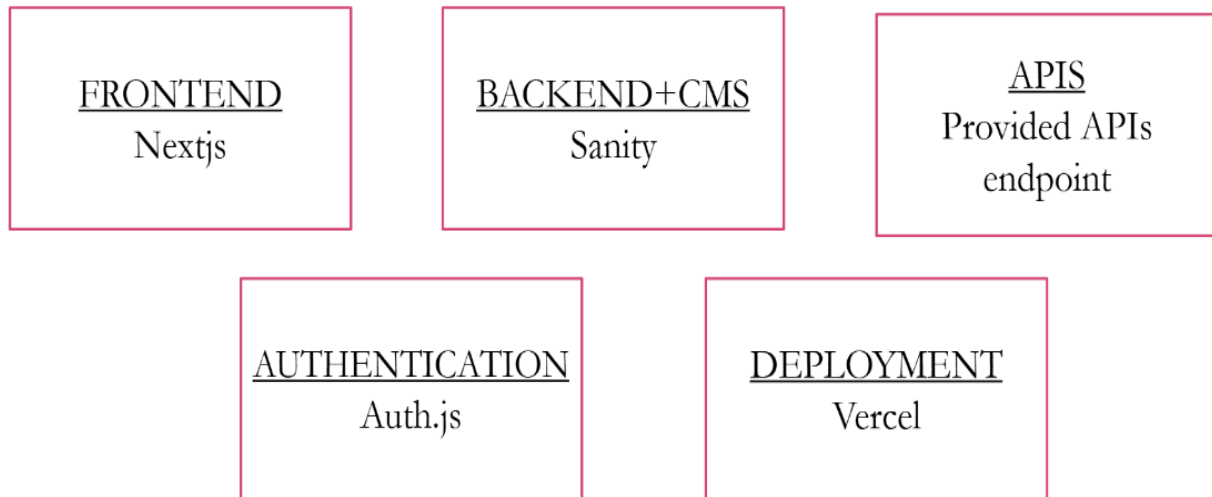
**Age: 30–50 years**

**Gender: Both male and female**

**Income: Medium to high-income individuals or small business owners (earning based on the projects they undertake)**

**Location: Primarily urban or metropolitan areas**

**Lifestyle: Interior designers need access to unique, high-quality, and diverse furniture options for their clients. They look for reliable suppliers that can offer customization options and products that match various design aesthetics.**



**Technical handling of website to attract a large population and having global coverage.**

## **Marketing Strategy:**

### **. Digital Marketing & Paid Advertising**

**Goal: Drive traffic to the platform, increase brand visibility, and generate conversions.**

## **Channels:**

**Google Ads: Leverage targeted Google Ads campaigns for high-intent searches like “affordable modern furniture” or “eco-friendly furniture online” to capture customers actively looking for products.**

**Facebook & Instagram Ads: Run visually appealing ads on both platforms targeting specific demographics, interests (e.g., home decor, eco-friendly living), and behaviors (e.g., online shoppers, new homeowners).**

**TikTok Ads: Utilize TikTok’s engaging format to showcase short, creative videos of furniture pieces in real-life settings, highlighting the platform’s AR tools and unique design options.**



**At Alisha's Ecommerce Furniture Marketplace, we are dedicated to transforming the way people shop for furniture. By offering a seamless online experience, a wide selection of quality products, and a commitment to sustainability, we aim to provide not just furniture, but solutions that enhance your home and lifestyle.**

**Our platform is designed for those who value convenience, style, and affordability. Whether you're a homeowner looking to refresh your space, an interior designer in need of diverse options, or someone who prioritizes eco-friendly choices, Alisha's Ecommerce has something for everyone.**

**We invite you to explore our marketplace, discover beautiful pieces for your home, and experience shopping that is both enjoyable and stress-free. With Alisha's Ecommerce, your dream space is just a click away. Let's create the home you've always imagined—together.**

**Thank you for choosing Alisha's Ecommerce Furniture Marketplace.**