MARKETPLACE PITCH DECK

Comforty

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OVERVIEW

Comforty is an online marketplace specializing in furniture, clothing, beauty products, and more. Our vision is to offer high-quality, aesthetically pleasing products to customers worldwide, transforming their spaces and lives while promoting Pakistan's economy.



PROBLEM STATEMENT

THE PROBLEM

Customers often face limited access to stylish, affordable, and durable products online. Geographical barriers and inconsistent product quality further complicate the shopping experience.

THE IMPACT

- Lack of trust in product quality and delivery reliability.
- Limited diversity in product offerings, especially for Pakistani customers.

SOLUTION

Comforty provides a user-friendly online shopping experience, combining a wide range of high-quality products with seamless shipping and payment solutions.

KEY DIFFERENTIATORS

- An expansive product line, including furniture, clothing, and beauty products.
- Trusted payment gateways and shipment



MARKET

TARGET

- Online shoppers in Pakistan and worldwide, aged 18-50.
 - Growing demand for eCommerce in emerging markets.



INSIGHTS

- Pakistan's eCommerce industry is expected to grow by 25% annually.
- Global eCommerce market expected to reach \$7 trillion by 2025.

MARKETPLACE FEATURES

Responsive design with a smooth user interface.





Wide product categories, including furniture, clothing, and beauty.

Integrated shipment tracking and secure payment options.





Tailored search and filtering to improve user experience.

VISIT MY SITE AT: comforty-byalishbah.vercel.app