

# Pitch Deck Document for Furniture Website

## 1. INTRODUCTION

Business Name: "Furniro"

Tagline: "Where Style Meets Comfort."

Brief Description: Furnish Ease is an online marketplace offering a wide range of premium furniture items, including sofas, lamps, chairs, tables, and more, designed to transform homes into stylish and comfortable spaces.

Vision: "To become the go-to destination for affordable, stylish, and high-quality furniture."

Mission: "We aim to make furniture shopping seamless, affordable, and enjoyable for everyone."

## 2. PROBLEM STATEMENT

Current Challenges in Furniture Shopping:

High prices at retail stores.

Limited variety and designs in local markets.

Difficulty in visualizing how furniture will look in a space.

Long delivery times and poor customer service.

Customer Pain Points:

"I can't find a sofa that fits my budget and style."

"I don't know if this table will match my living room theme."

"Delivery takes too long, and I need furniture urgently."

### **3. SOLUTION**

Furnish Ease Marketplace:

A one-stop solution for all furniture needs (sofas, lamps, chairs, tables, etc.).

Affordable pricing with premium quality.

Augmented Reality (AR) Feature: Customers can visualize how furniture will look in their space.

Fast and reliable delivery across the country.

Excellent customer support for a hassle-free experience.

### **4. MARKET OPPORTUNITY**

Market Size:

The global furniture market is expected to reach \$800 billion by 2025.

Online furniture sales are growing at a rate of 15% annually.

### **Target Audience:**

Homeowners, renters, and interior designers.

Age group: 25-45 years.

Urban and semi-urban areas with rising disposable incomes.

### **Competitive Advantage:**

Wide variety of designs and styles.

Affordable pricing compared to competitors.

Unique AR feature for better customer experience.

## **5. PRODUCT**

Product Range:

Sofas: Modern, classic, and customizable designs.

Lamps: Stylish and functional lighting solutions.

Chairs: Ergonomic and aesthetic options for homes and offices.

Tables: Coffee tables, dining tables, and study tables.

### **Key Features:**

User-friendly website and mobile app.

AR-based "Try Before You Buy" feature.

Easy filtering by price, style, and category.

### **Future Plans:**

Expand product range to include outdoor furniture.

Introduce a subscription model for furniture rental.

## **6. BUSINESS MODEL**

### **Revenue Streams:**

Direct sales of furniture items.

Commission from third-party sellers on the platform.

Premium membership for exclusive discounts and early access to sales.

### **Pricing Strategy:**

Competitive pricing with regular discounts and offers.

EMI options for high-value items.

### **Scalability:**

Expand to international markets.

Partner with interior designers for curated collections.

## **7. MARKETING STRATEGY**

### **Customer Acquisition:**

Social media campaigns on Instagram, Pinterest, and Facebook.

Collaborate with home decor influencers.

Google Ads and SEO for organic traffic.

### **Brand Building:**

Content marketing: Blog posts on home decor tips and trends.

YouTube channel showcasing furniture styling ideas.

### **Retention Strategies:**

Loyalty program for repeat customers.

Personalized recommendations based on user preferences.

## **8. TEAM**

Founder/CEO: [QURRATULAIN-SOOMRO] – Experience in e-commerce and furniture industry.

CTO: [AMEEN ALAM] – Expertise in building scalable tech platforms.

Head of Design: [AMEEN ALAM] – Interior designer with 10+ years of experience.

Advisors: Industry experts in e-commerce and furniture retail.

## **9. FINANCIAL PROJECTIONS**

Revenue Forecast:

Year 1: \$500,000

Year 2: \$1,200,000

Year 3: \$2,500,000

### **Expenses:**

Technology development: \$200,000

Marketing: \$150,000

Operations: \$100,000

Funding Requirement:

\$500,000 for scaling operations and marketing.

## **10. CALL TO ACTION**

Join Us:

"We are seeking \$500,000 in funding to scale our operations and bring Furnish Ease to every home."

"Let's revolutionize the way people shop for furniture. Contact us at [email] or [phone number] to schedule a meeting."

### **Closing Statement:**

"Together, let's create homes that inspire and comfort."

### **Visuals to Include:**

#### **Target Audience Breakdown**

**- Age 25-35: 40%**

**- Age 36-45: 35%**

- Age 46+: 25%