

Hekto : Building the Future of Furniture Shopping

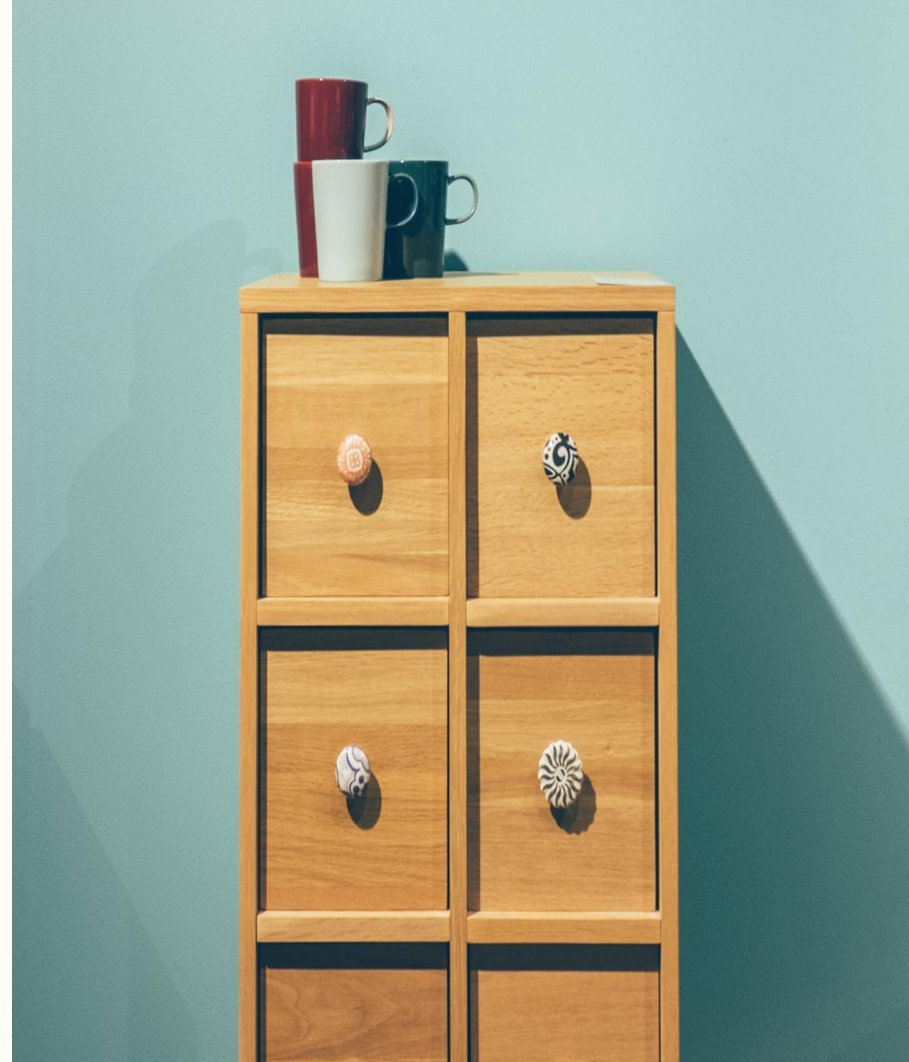
A Revolutionary Online Furniture Marketplace 🛋️



BY AREEBA BANO

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



INTRODUCTION

- ❑ **Marketplace Name:** Hekto
- ❑ **Tagline:** Building the Future of Furniture Shopping
- ❑ **Vision Statement:**
To revolutionize the furniture shopping experience by combining speed, security, and scalability to offer customers a seamless, enjoyable platform for discovering and purchasing furniture online.









PROBLEM STATEMENT

Challenges Faced by Furniture Shoppers

- ❑  **Time-Consuming Process:** In-person shopping leads to wasted time.
- ❑  **Limited Variety:** Physical stores can't display enough options.
- ❑  **Inadequate Product Information:** Difficulty accessing product specs.
- ❑  **High Costs:** Higher prices from physical stores.
- ❑  **Trust & Security Issues:** Lack of secure online transactions.
- ❑  **Complicated Navigation:** Poor website usability.
- ❑  **Lack of Personalization:** Generic recommendations.




SOLUTION

How Hekto Solves These Challenges

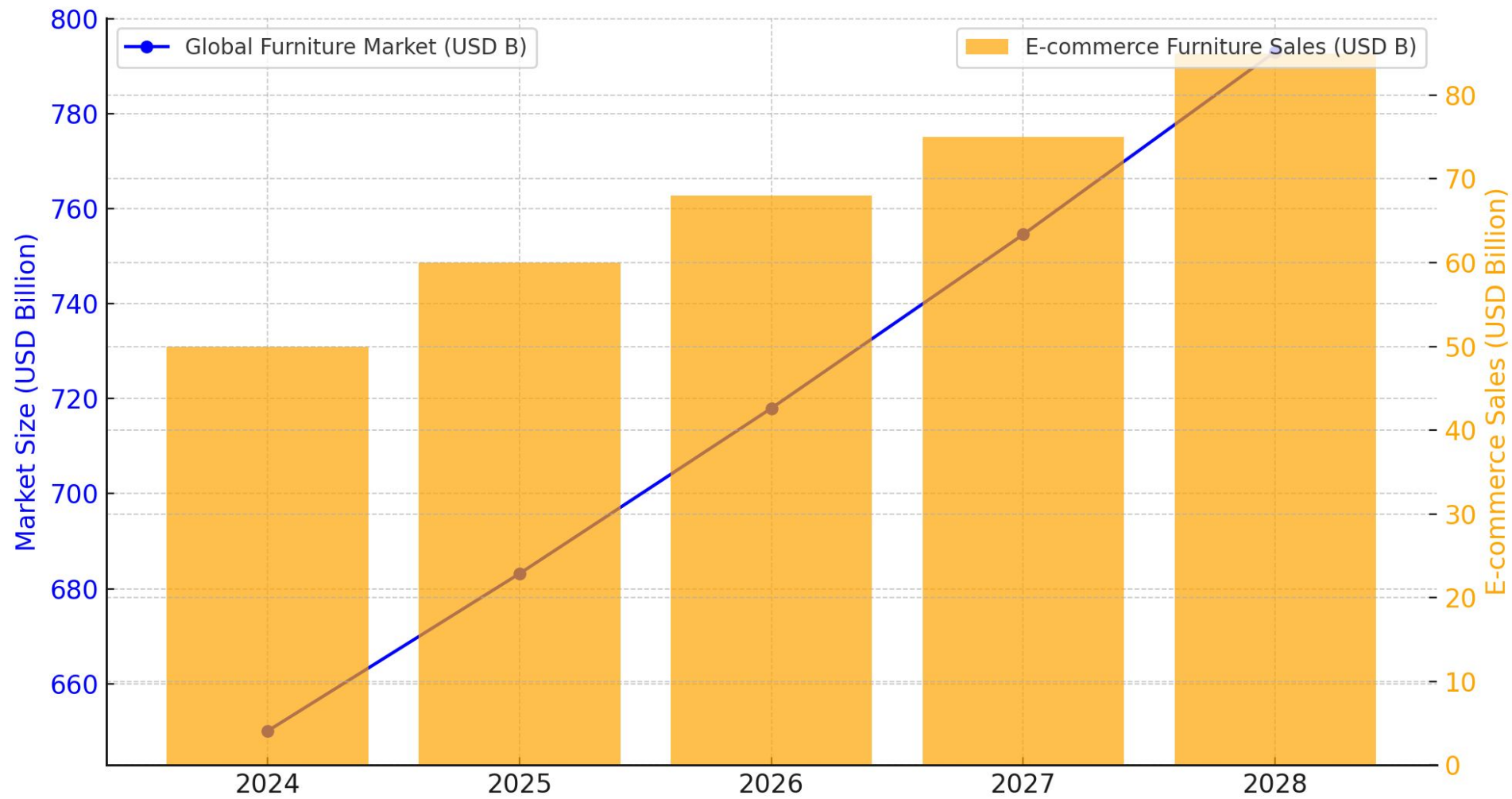
- ❑  **Comprehensive Catalog:** Wide variety of products with detailed specs.
- ❑  **Enhanced Security:** Secure transactions with encryption.
- ❑  **User-Centric Design:** Easy-to-use interface with personalized recommendations.
- ❑  **Fast Performance:** Quick loading times across devices.
- ❑  **Competitive Pricing:** Cost-efficient products from digital operations.
- ❑  **Dynamic Filtering:** Sort products by price, style, material, etc.

MARKET OPPORTUNITY

The Growing Market Opportunity






- ❑  **Global Furniture Market (2024):** USD 650B, growing at 5.1% CAGR.
- ❑  **E-commerce Growth:** Online furniture sales will reach USD 85B by 2028.
- ❑  **Target Audience:**
 - ❑ **Primary:** Urban households, millennials, Gen Z.
 - ❑ **Secondary:** Businesses seeking office furniture.

The Growing Market Opportunity



PRODUCT OVERVIEW

Hekto Features

- ❑  **User-Friendly Interface:** Clean and responsive design.
- ❑  **Fast Performance:** Quick loading on mobile and desktop.
- ❑  **Secure Transactions:** Strong encryption for safe payments.
- ❑  **Personalized Experience:** Tailored product recommendations.
- ❑  **Seamless Checkout:** Simple and efficient process.

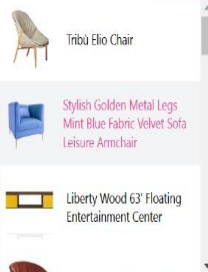
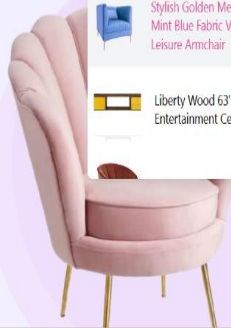


Best Furniture For Your Castle...

New Furniture Collection Trends in 2020

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Shop Now



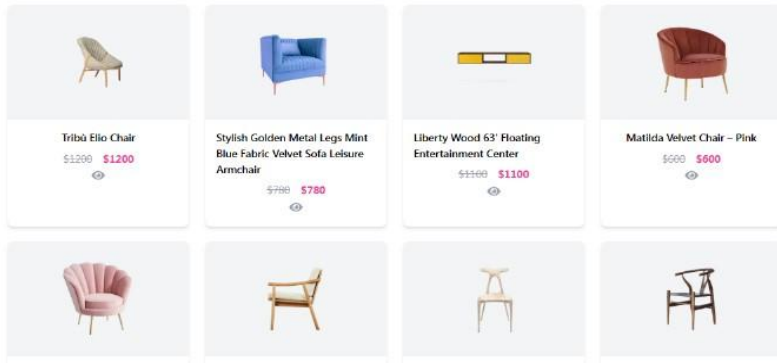
Products

Home > Pages > Products

Ecommerce Accessories & Fashion Item

About 9,620 results (0.62 seconds)

Per Page: 12 ▼ Sort By: Best Match ▼ View: Grid ▼



Shop

Home > Pages > Shop

Ecommerce Accessories & Fashion Item

About 9,620 results (0.62 seconds)

Per Page: 12 ▼ Sort By: Best Match ▼ View: Grid ▼

Product Brand

- ☒ Coaster Furniture
- ☒ Fusion Dot High Fashion
- ☒ Unique Furniture Restor
- ☒ Dreams Furniture Flipping
- ☒ Young Repurposed
- ☒ Green DIY Furniture

Discount Offer

- ☒ 30% Cashback
- ☒ 5% Cashback Offer
- ☒ 25% Discount Offer



Dictum morbi

\$20.99 ~~\$29.99~~

★★★★☆

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Sodales sit

\$37.99 ~~\$49.99~~

★★★★☆







Know About Our E-commerce Business, History

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Contact us

BUSINESS MODEL

How Hekto Makes Money




- ❑  **Product Sales:** Core revenue from furniture sales.
- ❑  **Vendor Partnerships:** Featured brand listings.
- ❑  **Premium Features:** Subscriptions for exclusive deals.
- ❑  **Advertisements:** Monetizing traffic through targeted ads.






MARKETING & GROWTH STRATEGY

How We'll Grow Hekto

❑ Customer Acquisition:

-  **Digital Advertising:** SEO, Google Ads, Social Media.
-  **Social Media Presence:** Influencers, Instagram, Pinterest.
-  **Referral Programs:** Incentivizing customer recommendations.

❑ Customer Retention:

-  **Email Marketing:** Newsletters, discounts, and new arrivals.
-  **Loyalty Programs:** Repeat customers rewarded with points.
-  **Exceptional Support:** 24/7 support via chat.

HEKTO

Building the Future of
Furniture Shopping



FINANCIAL PROJECTIONS

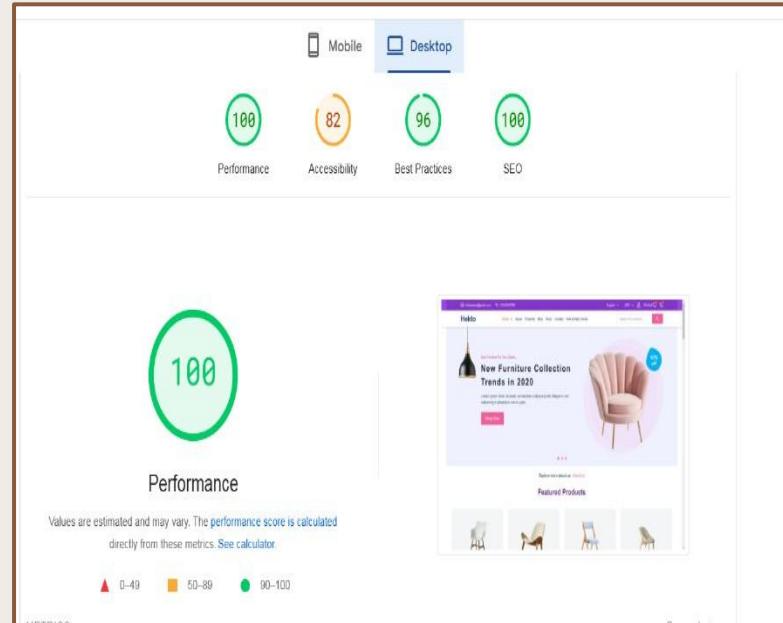
Hekto's Growth and Financial Outlook

- **Revenue Forecast (First 3 Years):**
 - Year 1: USD 150K
 - Year 2: USD 300K
 - Year 3: USD 600K
- **Funding Requirements:**
 - **Amount:** USD 50,000
 - **Allocation:**
 - 40% Platform Enhancements
 - 30% Marketing and Advertising
 - 20% Team Expansion
 - 10% Operational Costs

PERFORMANCE METRICS

Platform Performance

- ❏ ☁ Performance: *100*
- ❏ 🌐 Accessibility: *82+*
- ❏ 🔍 SEO: *100*
- ❏ ✓ Best Practices: *96+*



CALL TO ACTION

Why Invest in Hekto?

Focus on the benefits of partnering with Hekto:

- ❑  **Growing Market:** High demand for online furniture shopping.
- ❑  **Scalable Platform:** Ready for rapid growth.
- ❑  **Innovative Team:** Focused on customer satisfaction and product innovation.

What We Need:

- ❑ Funding and partnerships to expand and scale.

CONCLUSION

Join Us in Building the Future of Furniture
Shopping

Closing Statement: Hekto is more than just a platform;
it's a revolution in furniture shopping, offering
convenience, security, and reliability. Let's build the future
together!

THANK YOU

"Thank you for your time and support. Let's revolutionize furniture shopping together!"



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