Market Research

Here's what i learned about the furniture market in Pakistan.

Market Size and Growth

- The furniture market in Pakistan is estimated to be worth around $3-4 billion annually.
- The market has been growing at a rate of 8-10% per year in recent years.
- Demand for furniture is driven by factors like rising disposable incomes, growing urbanization, and a young population.

Key Product Segments

- The furniture market is dominated by wooden furniture, which accounts for around 60-65% of total sales.
- Other major segments include metal furniture, plastic furniture, and upholstered furniture.
- Demand is highest for bedroom, living room, and dining room furniture.

Competitive Landscape

- The furniture market is fragmented, with a mix of large manufacturers, medium-sized companies, and small local workshops.
- Some of the leading furniture brands in Pakistan include Artistic Furniture, Serena, Springfiled, and Sitara Furniture.
- Imported furniture, especially from China, is gaining market share and competing with local manufacturers.

Retail Channels

- Furniture is sold through a combination of showrooms, retail stores, and online channels.
- Major furniture retail chains include Daewoo Furniture, Serena Home, and Springfiled.
- E-commerce platforms like Daraz and Homeshopping.pk are also gaining traction.

Challenges and Opportunities

- Key challenges include high raw material costs, lack of skilled labor, and competition from imports.
- Opportunities exist in expanding to smaller cities, developing more affordable furniture lines, and leveraging online sales.

For now we will focus on online channels with imported stock as that seems like the fastest way to grow. Afterwards we will focus on producing locally.

Business Focus

A traditional E Commerce platform specializing in providing high quality furniture to the customers door step.

Requirements

- A high quality front end for users to place orders on.
- A fast backend designed with responsiveness in mind.
- Storage for stock in key locations to aid in quick deliveries.
- A fast third-party shipping provider to assist with reliable order fulfillment .
- Efficient organization of data to reduce duplication and make it more manipulatable.
- Good customer service for rapid response times.

Target Audience

We are planning to targe the young adult urban and suburban market. This is the fastest growing market as disposable income throughout the nation increases and young adults tend to be more savvy so they wont have issues with online shopping.

Goal

The goal is to create a business strong enough to not only survive but thrive in the highly competitive furniture market. Corners cant be cut as customer satisfaction is of the upmost importance.

Schema Draft

Product

- ID
- Name
- Description
- Image
- Price
- Sizes
- Colors
- Rating
- SKU
- Category
- Tags

Customer

- ID
- Name
- Phone
- Email
- Orders
- Wishlist
- Cart

Order

- ID
- Customer ID
- Products
- Status

Shipment

- ID
- Order ID
- Address
- Zone
- Provider

Review

- ID
- Product ID
- Customer ID
- Stars
- Body