

MERIDIAN FURNITURE

High-Quality Furniture Delivered to Your Doorstep

*Connecting customers with exquisite, sustainable
furniture.*

- **Platform Focus:**

Direct-to-customer eCommerce experience for high-quality furniture.

- **Mission:**

Provide modern, durable furniture with a blend of imported stock and local production.

- **Vision:**

Become a market leader by disrupting the traditional furniture sales model via a digital-first approach.

FURNITURE MARKET SNAPSHOT

- **Market Size:**

Estimated at \$3-4 billion in Pakistan, growing at 8-10% annually.

- **Key Segments:**

Dominated by wooden furniture (60-65% of sales) with high demand in bedroom, living room, and dining room segments.

- **Emerging Trends:**

Rise in online shopping, particularly among young urban and suburban adults.

COMPETITIVE LANDSCAPE

- **Key Competitors:**

Artistic Furniture, Serena, and numerous local workshops.

- **Opportunities:**

- Expand market in smaller cities.
- Create affordable and trendy furniture lines.
- Utilize online platforms to bypass traditional showroom limitations.

CUSTOMER-CENTRIC APPROACH

- **Target Audience:**

Young adults comfortable with digital purchases in urban and suburban areas.

- **Value Proposition:**

- High-quality products at competitive prices.
- User-friendly eCommerce experience.
- Reliable shipping and customer service.

BUSINESS FOCUS AREAS

- **Product Quality:**
Constant emphasis on quality and aesthetics.
- **Customer Experience:**
Intuitive design, streamlined registration, and easy product navigation.
- **Technology Integration:**
Robust platform built with Next.js, integrated with Sanity CMS and third-party APIs.

SYSTEM ARCHITECTURE

- **Frontend:**

Built on Next.js for a responsive, high-quality user interface.

- **Backend:**

Powered by Sanity CMS API integrated with various third-party APIs.

- **Scalability & Flexibility:**

Designed for seamless expansion, including future plans for local production capabilities.

KEY WORKFLOWS

1. User Registration:

- Secure, straightforward user sign-up via the custom frontend.

2. Product Browsing & Filtering:

- Dynamic product listings powered by Sanity API.

3. Order Placement & Processing:

- Efficient order handling with integrated validation and processing.

API SUCCESS STORY

- **Migration:**
Seamless transfer of product data from an external API to Sanity CMS.
- **Schema Refinement:**
Adjustments to product schema (renaming fields, data type alignment) to ensure API compatibility.

DYNAMIC FRONTEND COMPONENTS

- **Live Cart & Real-Time Updates:**
Ensures optimal user experience, preventing duplicate entries.
- **User Interface:**
Engaging and responsive design to enhance customer interaction.

TEST REPORT HIGHLIGHTS

- **Successful Outcomes:**
 - Core functionalities such as adding items, viewing cart, and checkout processes.
- **Areas for Improvement:**
 - **TC006:**
Empty cart message display.
 - **TC008:**
Navigation from cart to product details.

IMPACT

- **Market Penetration:**

Tap into the growing online furniture segment, especially among young consumers.

- **Cost Efficiency:**

Reduced overhead compared to traditional retail spaces.

- **Brand Differentiation:**

Emphasis on quality, modern design, and customer-centric approach.

FINANCIAL PROJECTIONS

- **Short-Term Objectives:**
 - Establish a robust online presence.
 - Achieve break-even in the first 12-18 months.
- **Long-Term Growth:**
 - Expand product range.
 - Increase market share by leveraging local production capabilities.

- **Why Invest in Meridian Furniture?**

- Strong market potential with a growing eCommerce trend.
- Strategic focus on market segmentation and customer engagement.

- **Join Us!**

Partner with Meridian Furniture to redefine the future of furniture retail in Pakistan and beyond.

Contact Us:

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Thank you for your time and consideration.