

# FURNIO: Revolutionizing Online Furniture Shopping

FURNIO is a smart and seamless marketplace for high-quality furniture, offering a unique shopping experience for both consumers and businesses.



by Kanwal Samuel



## Empowering

We envision a world where everyone has access to beautiful, functional furniture that improves their quality of life.

## Inspiring

We aim to inspire a passion for furniture design and craftsmanship, fostering a community of furniture enthusiasts.

## Connecting

We want to build lasting relationships with our customers, providing exceptional service and personalized experiences.

# Our Mission

## Quality

We believe in crafting furniture that lasts, using durable materials and timeless designs.

## Sustainability

We prioritize eco-friendly practices, from sourcing responsibly to minimizing waste.

## Style

We offer a range of contemporary and classic designs to complement any home style.

# FURNIO's Financial Projections: Sustainable Growth





# FURNIO's Go-To-Market Strategy: Scaling Our Reach



## Social Media

1

Engaging content and targeted campaigns on popular platforms.

## SEO & Content Marketing

2

Optimizing for organic search and creating valuable content.

## Paid Advertising

3

Targeted campaigns on Google and Facebook to reach potential customers.

## Partnerships

4

Collaborations with interior designers, manufacturers, and other industry players.

# FURNIO: A Seamless and Personalized Experience

## Home Page

Intuitive search filters and curated product collections.

## Product Page

360° product views, AR/VR integration, and detailed descriptions.

## Secure Checkout

Seamless checkout process with secure payment options.

## Seller Dashboard

Analytics, inventory management, and customer communication tools.



## A Thriving Market with Huge Potential

600B

Market Size

The global furniture e-commerce market is projected to exceed \$600 billion by 2025.

10%

Growth Rate

The market is expected to grow at a rate of over 10% annually.

# FURNIO: The Solution

## 1 Curated Selection

Discover a curated marketplace of premium furniture from verified sellers.

## 2 Personalized Recommendations

Our AI-powered engine provides personalized recommendations based on your style and preferences.

## 3 Immersive Shopping Experience

360° product views and AR/VR integration bring furniture to life.

## 4 Secure Transactions

Enjoy a seamless checkout process with secure payment options.









# The Pain Points of Traditional Furniture Shopping

## Limited Selection

Finding high-quality, stylish furniture online can be a frustrating experience.

## High Shipping Costs

Expensive shipping and long delivery times deter many buyers.

## Lack of Personalization

Customization options are often limited, making it difficult to find furniture that perfectly fits your needs.

## Trust Issues

Uncertainty about product quality and seller reliability can lead to hesitation.

# FURNIO's Business Model: Multiple Revenue Streams

## Commission Model

Earn a percentage on every sale made through the platform.

## Subscription Model

Offer premium listings for sellers, allowing them to showcase their products prominently.

## Ad Revenue

Generate revenue through targeted advertising and promotions.

## Customization Services

Provide personalized furniture solutions tailored to individual needs.



## Connect with Us



Email

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