

Day 1 Laying the foundation for your market place journey.

Step#1

Choose your market place , From three option I have chosen “general ecommerce” and the primary role for this is product (Furniture) will be browse by customer (interior designer , house owner etc) .Our Aim is to give “Flash sale” when there is prime season like on eid , Christmas. We will also Bundling like for a room setup.Price will be based on “dynamic pricing”

We can also do Affiliate marketing for product.Also provide ad on different wesite to promote it . localization can also be added . here PPC will also be involved by adding ad on different wesite.

For now on we will use supplier to provide furniture but in future we will start “white labelling”. And starting a new business we will start minimum value .this is business to consumer business.

Step2

Our aim is to solve by providing customize product.There will be form which user will filled the picture of the room will be provided we can also suggested what to put in room.

Our target audience will be want home owners.

Speed depends on customer needs

Accessblity our furniture will be costly for customerization.