

HOW TO START YOUR OWN ONLINE FURNITURE STORE

Learn how to start your own online Furniture store with Zero capital, expertise, goods or a physical shop and make potentially 100k to 1M monthly.



domot.com.ng / book-store

Introduction

Congratulations! You are one of the many people who have paid for and downloaded our eBook and we assure you that if you put all you will learn here to work, you will start making passive income monthly in no time.

Reading a book seems like a big task for some but this one would be brief and straight to the point.

This book is for anyone who wants to start a side gig and make money without breaking the bank, taking out a loan or borrowing money from friends and family.

You may have a 9 to 5 job and still get into this furniture business because what we are about to show you will be easy to do for anyone that has a little a time to spare.

Keys

Furniture and Interior decor business is legit and one of the most lucrative businesses around the world:

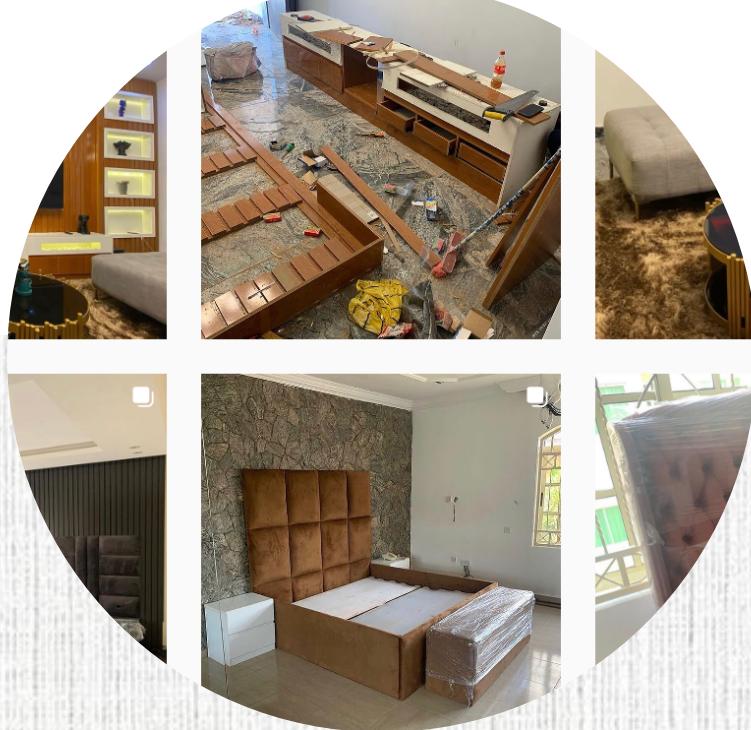
- You will make real quality furniture and supply to your clients?
- You will stick to what can be done so as not to disappoint clients
- All these can be done by proxy once the initial contacts are made.

If you followed Domot.ng from the start you will know that we are not a furniture store but an online marketplace. find out how we added furniture and interior works to our craft next...

Co Founder (Domot.ng)

Melvin Zife

about u s



Domot.ng is an online store that was established in 2019 and is fully registered as a company in Nigeria. Our slogan "We dey your domot" might be popular with vendors at Computer Village, Ikeja and some other markets places around Lagos Nigeria. We started as an App and online Marketplace that connects customers and vendor together in one place and act as the middleman until the global lock downs began.

This made business slow down and it got harder to get vendors who were willing to subscribe to our services, so we began to look for other businesses to add to our already existing business. Hence, the birth of our furniture store.

Now you will learn how you can replicate the simple process we went through in establishing our furniture store online without spending capital, having a physical shop or furniture making skills and landing big jobs without stress.

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chapter 01

COLLABORATION



Now to the matter at hand. The secret of any successful business is in its ability to collaborate and partner with other companies that will help propel them towards their goal. This brings us to our first step of setting up a successful online furniture store. "Collaboration".

Bear in mind that you are starting out in an industry that you have little or no knowledge about how it is run so, what you need to do like we did is collaborate. Find and approach any furniture company you know and are familiar with online or offline or around your place of residence with a proposal of bringing businesses their way in exchange for using their store as your go to shop, because while some customers don't mind paying for goods to online vendors, other see it as risky since there are many scammers online therefore, there might insist on seeing your store before purchase.

We recommend a smaller furniture store you are familiar with or know the managers there as some shop owners or bigger companies may be skeptical about your authenticity and might decline.

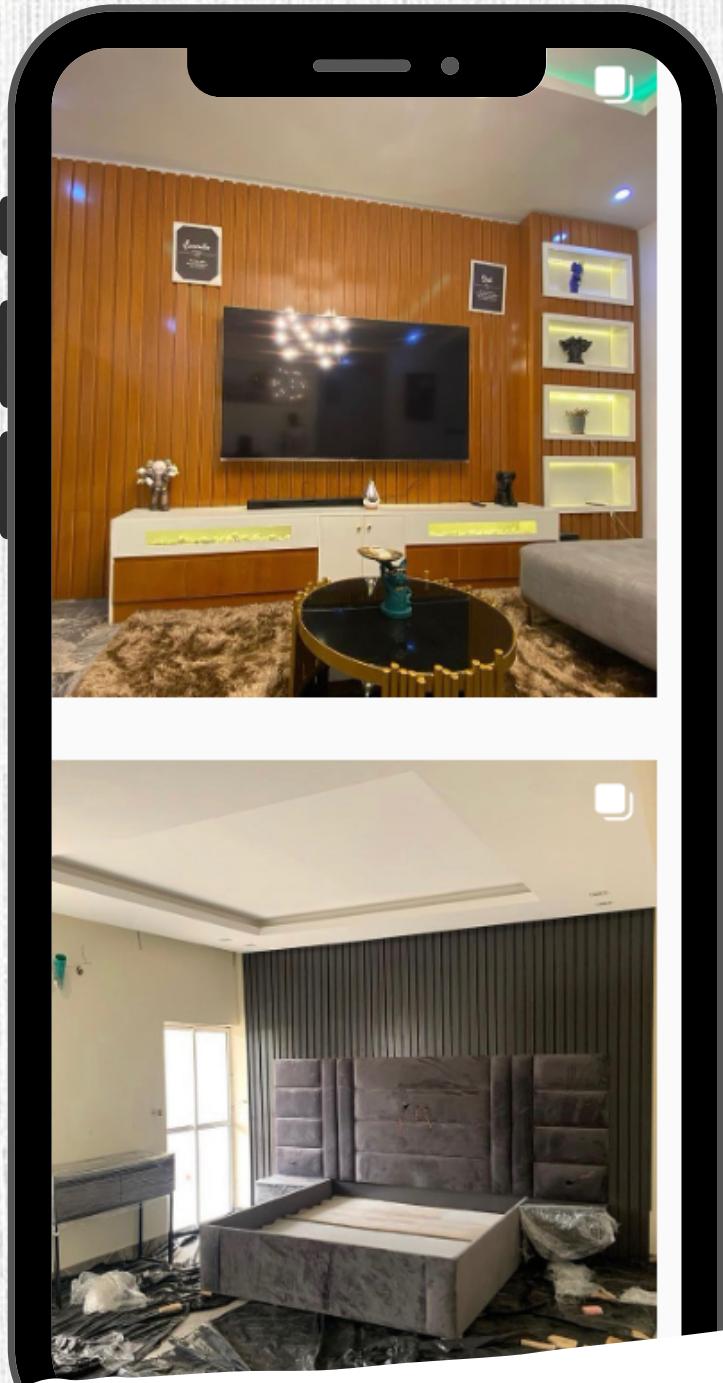
In our case we approached several companies we were familiar with and eventually collaborated with Martbutter Furnitures Limited a big furniture and interior design company based in Lagos and Abuja in Nigeria. It was a bit easy for us as we already had knowledge of many vendors as some had previously used our app and marketplace to get clients while the app was still functioning.

NOTE: You have to approach these companies as a social media or digital marketing expert who wants to work with them on a pay as you bring bases, you have to give them something to work with e.g.: A social media account if you have any.

Now we are aware that some of you might not have or know any furniture store or showroom around you to approach, read the next chapter for the solution...

CHAPTER 2

Find a
m a n u f a c t u r e r



Next step is to find a manufacturer, those who are the direct makers of the furniture. Since you might not have any furniture store around you to collabo with and your store isn't large enough to start importing foreign or Italian styled furniture, you can make use of locally made products and the direct makers' store as most of the clients and buyers online and offline go for these products because they are cheaper, affordable but still of great quality and durability.

K e e p
G o i n g !

The below image is a Beautiful 6 by 6 bed Frame with 2 side stools and an ottoman was manufactured by our partners Martbutter Furnitures and delivered to one of our clients. Price ranges from ₦250k to ₦750k depending on the design.

POINTS TO TAKE ● ● ●

Collaborate and find an actual Furniture store...

The Catch: In exchange for using their store as your offline showroom, you will bring clients to them for free. (This could mean that you are like their remote staff on a pay as you bring bases.



Keep
Going!

In show rooms and big furniture stores a bed like that will cost ₦700k to ₦1.2Million and above but it can be made in the wood market by the young makers themselves for far less and sold for a good profit Now that you have learn some strategies if you are not aware of any wood furniture market for those in Lagos Nigeria, where you can find these furniture makers, they are several, but we will recommend one for you.

1. Paco Market, At Barlet bus stop, before/after Iyana Itire bus stop Lagos. (depending on if you are coming from Oshodi or Cele mile 2).

Now once you have found a good furniture maker in these paco/wood market as they are several, ensure he has a store where he keeps, he's work tools and then collaborate with him/them to use his/their store as your factory. Your catch is that you will bring jobs to them, so when clients come along you can bring them to the wood market and show them furniture makers shop as your factory where the wood is directly cut and made.

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Collaborating with people at the wood market is even a better option than using an already established showrooms while you are starting out as they place no demands on you and are willing to do the works you bring for market price. e.g. You charge and sell your beds for ₦150k and make them at the wood market for ₦90k. You go home with a profit of ₦60k from nothing!

Keep
Going !

Our first furniture client was from our Instagram page who lives at Lekki in Lagos, and she asked for a bed and TV stand she saw on our page, after negotiations, she made a payment of 70% to our account. we charged ₦250k for the bed frame and side stools, and ₦150k for the Tv stand.

At the wood market we made them for nicely within 2weeks and delivered it to the client. She paid the balance on delivery and of course, she liked it because we worked with some of the best wood and furniture guys at the wood market.

Our profit from this job alone stood at ₦150k+ because wood and finishing were cheaper then and this was a few weeks into starting the furniture arm of our business.

So, if you get 5 clients every month which is not so hard once you promote and arrange your social media page nicely to attract real buyers you can make potentially ₦100k to ₦1Million every month with ease.

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Keep
Going!

CHAPTER 3

B e y o u r o w n
m a r k e t e r

Now that you have collaborated and made contacts with a direct manufacturer and have confirmed that they make good quality products by viewing and testing their products, you have to be your own marketer.

FIRST CHANNEL OF MARKETING

1. Family & Friends: In most startup businesses your first customers or patrons will most likely be your family and good friends especially for a buy and sell business. So tell everyone around you what you do now. Get them to do their furniture with you and buy from you. They might not trust you enough yet to do the big ones like furnish a big house, but they could ask you to do a side stool, center table, tv stand etc for starters. Do it well.

2. Social Media: If you do not realize, everyone is a marketer for something. so, you have to be your own marketing agent and what other best place to go to in these our days if not social media (Facebook, Instagram, google and twitter). Instagram and Facebook are easier to get started with as people see and react faster there Create a page on Facebook and Instagram with your brand store name, E.g., Atomic Furniture & Interiors. Set it up with eye catching information and pictures of furniture piece you must have taken pictures of at the showrooms you collaborated with or the finished furniture piece at the wood factory.

K e e p
G o i n g !

Note: Do not post anybody's work without their permission, it is stealing and can get you in trouble, we are strongly against these practices. Plus, it is easier to contact them and collaborate with them. and in a little while once you have made and delivered a few furniture or work you can take pictures of them from the making process to delivery. This will build more trust in your followers and clients when they see you actually a in business of satisfying your customers.

GROW YOUR FOLLOWING.

Spend a little time looking into other similar brands with a lot of followers and engagement. Follow their most active followers, like their page and possibly comment on their post to get them to follow you and maybe one day become your client. A large following does not guarantee that you will get jobs because they could be people who are not interested in your business or don't have money to buy or order your product. Stay active and post at least one furniture every day for Facebook and Instagram algorithm to send it to more people.

Once you have successfully made your first sale, save some profit to **Run Ads!**

Keep
Going!

CHAPTER 4

A D S

. While we do not encourage starting out with ads since you may not have the capital for it, it is important to learn how to run social media ads and do them for your store, this cannot be over emphasized. Major brands and companies such as Jumia, Konga, etc. run social media ads 360 days a year.

Furniture is a visual product and appeals to the eyes first and Instagram being a visual app is probably the major app we will recommend for you once you are ready to dive into ads for your page. Facebook also. The rest can be looked into later on when you are established.

ADS BUDGETS

We started running ads for our store once we sold our first furniture. The ads help grow our page and keeps bringing us new clients. An ad ran with as little as ₦5k for 4days can bring you a client of ₦500k and above. So Image spending ₦100k on ads everyday month. You most likely get more niche followings, prospects, leads and make higher profits.

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Keep
Going!

- . Recommended Furniture To Start With
- 1. Bed Frames
- 2. Tv stands/Panel
- 3 Center Tables and stools
- 4 Dressing mirror.
- 5. Kitchen Cabinets

These furniture are relative easier to make as they do not require too much design or foam work like sofas chairs and upholstery designs. We recommend you start out with these

Disputes

It is important to get familiar and friendly with the furniture makers you work with as they may arise in rare occasions moments when the client isn't satisfied with the work. Especially incases of sofa chairs (Hence why we do not recommend starting with these). The vendor/manufacture should be ready to amend the product to satisfy the client. but as long as the product you deliver to the client is 90% similar to what he choose from your page or in any picture example he/she might have sent or shown as what he/she wants then you are clear.

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Keep
Going!

CHAPTER 5

CONCLUSION

In the coming days we will be sending out invites and adding people who have purchased this e-book to our telegram group of furniture manufacturers and vendors. There you will be able to get vendors who can make your furniture on demand at an affordable price, get fresh and new images and products for your social media pages and also participate in ads sponsorship give aways in the group. It is a private group and a place where we can all collaborate. Watch out for our email.

In conclusion, starting any side gig or work is easy but only the consistent will succeed.

Note Worthy Points to take away from here also:

Note: all the furniture will be made on order. You don't have to make any furniture and keep till a buyer comes along, because you have no store/showroom to showcase them yet, therefore all your online client should be made aware that it is done on order. 2 weeks is a good time for manufacturing and delivery.

Keep
Going!

Note: It is important you learn furniture and wood type while building your brand. e.g. Some type of wood finishing boards used to make this furniture are HDF, MDF, GLOSSY AND HIGH GLOSSY BOARDS. high glossy is more expensive, but it all depends on the clients' needs. most time you will stick to MDF and HDF boards. Ask the wood market vendor you get to collabo with for a detailed explanation, clients can ask you specific questions and like to know that you know your stuff.

Final Note: Collaboration and partnership will take you closer to your goal.

Be your own marketer always.

Invest in yourself and in your business.

Best of luck!

ALL
DONE!