
Business Pitch Deck and Presentation:

1. Introduction:

Marketplace Name: Faisal Furniture and Super Store

Tagline: "Where Quality Meets Convenience - You're One-Stop Shopping Experience"

Overview:

Faisal Furniture and Super Store is a dynamic online marketplace offering a wide range of products from furniture, chairs, wristwatches, handbags, video games, cameras, jackets, makeup items, perfumes, and more. Our platform is designed to provide a seamless shopping experience, bringing the best of diverse categories under one roof. We connect buyers with high-quality products sourced directly from trusted suppliers via Sanity, ensuring top-notch quality and reliability.

Vision:

Our vision is to create an inclusive and reliable digital shopping hub where consumers can find high-quality products across multiple categories, all in one place. With an easy-to-navigate interface and quick checkout process, we aim to redefine the online shopping experience by offering convenience, diversity, and customer satisfaction.

2. Problem Statement:

The Problem:

Consumers face difficulty finding a reliable, all-encompassing platform that provides a wide range of high-quality products from various categories in one place. Existing online stores are either niche or fail to provide the convenience of cross-category shopping. Additionally, tracking and quality assurance for diverse products across categories can often be inconsistent.

Data/Examples:

- 65% of online shoppers prefer marketplaces that offer a variety of product categories.
- 75% of consumers report frustrations over the lack of convenience in shopping for multiple types of products from different platforms.
- Inconsistent product quality assurance is a leading complaint for online shoppers.

By addressing this problem, we aim to provide a comprehensive, reliable, and trustworthy online shopping experience.

3. Solution:

Our Solution:

Faisal Furniture and Super Store solves the problem by offering an all-in-one online marketplace where customers can purchase everything from furniture to electronics, clothing, and beauty products. By partnering with Sanity for product data management, we ensure consistency and high product quality, making it easier for customers to shop with confidence.

Unique Selling Points:

- Wide product selection (furniture, electronics, fashion, and beauty).
 - Seamless integration with Sanity for quality control and product consistency.
 - Fast and easy shopping experience with "Add to Cart" and "Checkout" features.
 - Secure transactions and user-friendly interface.
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4. Market Opportunity:

Target Market Size and Growth Potential:

- The global e-commerce market is expected to reach \$8 trillion by 2026, growing at a CAGR of 14%.
- Consumers are increasingly shifting toward multi-category online marketplaces. In 2024, the global e-commerce marketplace market size is projected to reach \$3 trillion.
- The home furniture market alone is expected to reach \$288 billion by 2027, with a steady increase in online sales.

Key Trends:

- Growing preference for online shopping due to convenience and variety.
 - Increase in the adoption of mobile shopping platforms.
 - Consumer demand for quality assurance and convenience in e-commerce transactions.
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5. Product:

Key Features of the Platform:

- **Product Categories:** Chairs, Wrist Watches, Handbags, Video Games, Cameras, Jackets (Men and Women), Makeup, Perfumes, and more.
- **Sanity Integration:** All products are sourced and managed through Sanity for seamless updates and consistent quality control.
- **User Experience:**
 - Add-to-Cart feature for easy shopping.
 - Simple, streamlined checkout process.
 - Fast load times and intuitive navigation.

6. Business Model:

Revenue Generation:

- **Commissions on Sales:** We earn a percentage of each sale made through the platform.
- **Subscription Models:** Offering premium memberships for customers to get discounts, early access to new products, and exclusive offers.
- **Advertising:** Potential for third-party brands to advertise on the site, generating additional revenue.

7. Marketing Strategy:

Customer Acquisition & Retention:

- **SEO & Content Marketing:** Organic growth via product SEO, blog posts, and content creation around home décor, fashion trends, and other categories.
- **Social Media Marketing:** Leverage platforms like Instagram, Facebook, and Pinterest to reach potential customers, particularly for fashion and lifestyle products.
- **Email Marketing:** Personalized offers, promotions, and newsletters to keep customers engaged and encourage repeat business.
- **Referral Programs:** Offering discounts for customers who refer friends to the platform.

8. Team:

Key Team Members:

- **Founder & CEO:** [Muhammad Faisal] – With expertise in e-commerce and business management, responsible for strategic direction and overall vision.
 - **Product Manager:** [Muhammad Ibrahim] – Responsible for curating the wide range of products and ensuring quality control through Sanity integration.
 - **Marketing Director:** [Muhammad Umair Khalil] – Leading the digital marketing strategy, including social media campaigns and SEO.
 - **Operations Lead:** [Muhammad Asif Ali] – Managing logistics, shipping, and customer service.
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9. Financial Projections:

Revenue Projections:

- **Year 1:** Estimated revenue of \$500K from sales commissions and subscriptions.
- **Year 2:** Projected revenue of \$1M as the customer base and product offerings expand.
- **Year 3:** Expected revenue of \$2M with significant growth in brand recognition and repeat customers.

Costs:

- Platform development and maintenance.
 - Marketing expenses, including social media ads and SEO.
 - Operational costs for logistics and customer service.
 - Partner commissions and Sanity subscription fees.
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10. Call to Action:

What We're Asking For:

We are seeking a funding investment of Rs.1000,000 to help scale our operations, expand our product offerings, and enhance our marketing efforts. This investment will help us enhance the platform's user experience, increase brand visibility, and drive growth over the next 12 months.

We are also open to partnerships and collaborations with key players in e-commerce, logistics, and digital marketing to further grow Faisal Furniture and Super Store.

Checklist for Day :

Deployment Checklist: ✓

Security Checklist: ✓

Post Go Live Checklist: ✓

Business Pitch Deck: ✓

Resume PDF: ✗

Gratitude and Appreciation:

Dear Sir Obaid, Sir Anus, Sir Ameen Alam, Sir Zia, Governor Sindh Kamran Khan Tessori and the entire faculty,

I would like to extend my deepest gratitude to each one of you for your unwavering dedication and support throughout my journey at GIAIC. Your hard work, guidance, and encouragement have not only shaped my learning but also inspired me to reach greater heights. Thank you for sharing your wisdom, for always being approachable, and for making a lasting impact on my academic and personal growth.

I truly appreciate your commitment and feel incredibly fortunate to have been a part of this wonderful learning environment.

With sincere thanks and respect,

Muhammad Faisal

CEO Faisal Furniture and Super Store