

A large, solid pink rectangular area on the left side of the page, with a white, hand-painted brushstroke graphic that starts from the right edge of the pink area and extends into the white background on the right.

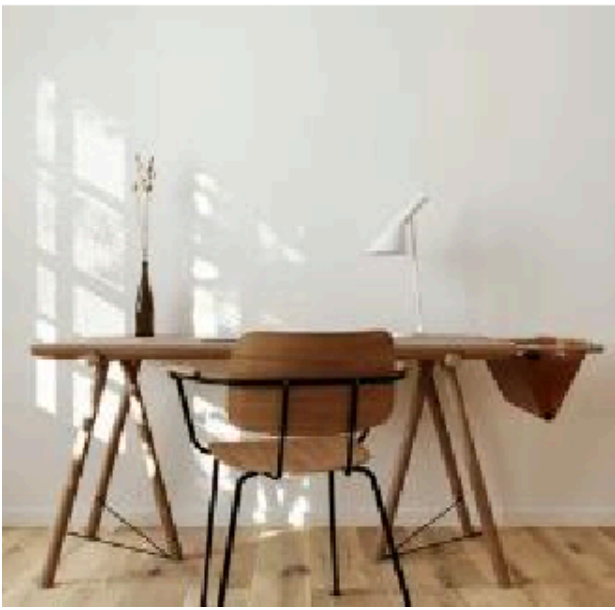
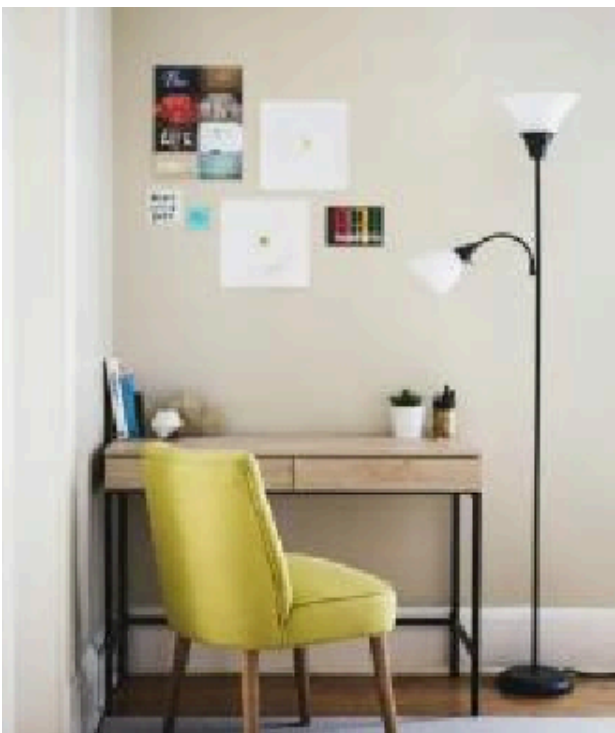
*FURNIO*

MARKETPLACE  
BUSINESS PITCH

# Outline

- Introduction
- Market problem
- Solution
- Target Market
- BusinessModel
- Technical Skills
- Marketing Strategy
- Competition
- Future Plans
- Financials
- Contact me

Presentation Title





*Outline*

A large, horizontal, pink brushstroke graphic with a textured, hand-painted appearance. It has irregular, feathered edges and a vibrant pink color.

## About us

*Welcome to Furnioyour go-to destination for stylish and high-quality furniture. We believe in blending elegance with comfort, offering a wide range of modern and classic designs to suit every space. Our commitment to craftsmanship ensures durability and beauty in every piece. Whether you're furnishing your home or office, we are here to bring your vision to life. Shop with us for timeless designs and exceptional quality!*

A large, horizontal, pink brushstroke graphic with a rough, textured edge, resembling a paint stroke. It is positioned on the left side of the slide, partially overlapping the text 'Market Problem'.

## Market Problem

- *High prices make quality furniture inaccessible for many customers.*
- *Limited customization options leave customers with fewer choices to fit their unique needs.*
- *Lack of durable, stylish, and affordable furniture options.*
- *Long delivery times and poor after-sales service lead to a frustrating customer experience.*
- *Difficulty in finding furniture that combines both functionality and aesthetics.*

A large, horizontal pink brushstroke graphic with a textured, hand-painted appearance. The word "Solution" is written in white, serif font across the middle of the stroke.

# Solution

- Affordable Pricing**—Offering high-quality furniture at competitive prices without compromising durability.
- Customization Options**—Providing tailored designs, sizes, and colors to match customer preferences.
- Premium Quality**—Using top-grade materials and expert craftsmanship to ensure long-lasting furniture.
- Fast & Reliable Delivery**—Ensuring quick delivery with real-time tracking and hassle-free setup.
- Exceptional Customer Service**—Offering responsive support, easy returns, and after-sales assistance for a seamless experience.



## Target Market

- Homeowners & Renters**–

Individuals looking to furnish their homes with stylish and functional furniture.

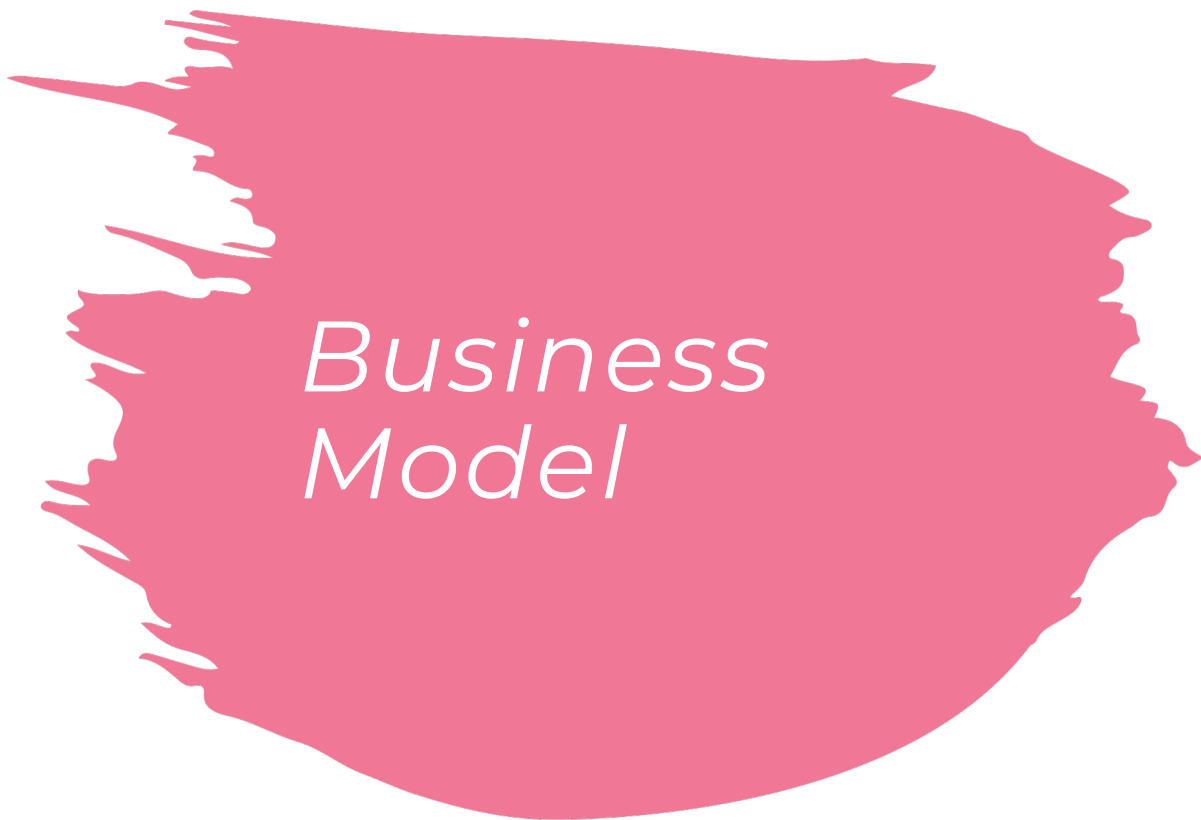
- Young Professionals**–People seeking modern, space-saving, and trendy furniture for apartments or home offices.

- Newlyweds & Families**–

Couples and families setting up new homes with durable and aesthetic furniture.

- Businesses & Offices**–

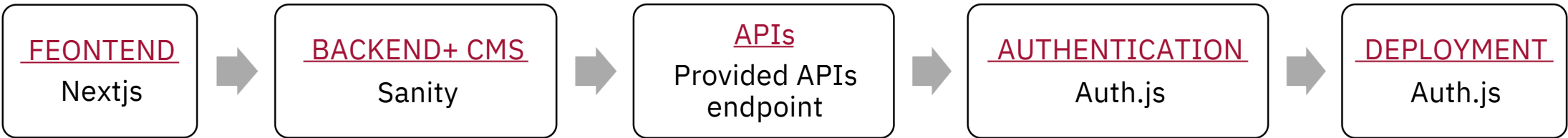
Companies in need of ergonomic, comfortable, and professional furniture for workspaces.



Direct-to-Consumer (DTC)	<i>Sell furniture directly through your website, cutting out middlemen to offer better prices and higher quality.</i>
Custom & Made-to-Order	<del>Allow customers to choose size, color, and material to get furniture that perfectly fits their space.</del> Offer rental plans for students,
Furniture Rental	expats, and businesses on a monthly or yearly basis. Supply bulk furniture to offices,
B2B Sales	hotels, and interior designers with special pricing and customization options. Combine online shopping with a
Online + Showroom Model	physical showroom or experience center for a better customer experience.



# Technical Skills





# Market Strategy

- **Social Media Marketing**—Promote products on Instagram, Facebook, and Pinterest with high-quality visuals and targeted ads.
- **SEO & Google Ads**—Optimize the website for search engines and run paid ads to attract potential buyers.
- **Influencer Collaborations**—Partner with home decor influencers and interior designers for brand awareness.
- **Referral & Loyalty Programs**—Encourage customer referrals and reward repeat buyers with discounts.
- **Festive & Seasonal Sales**—Offer special promotions during holidays, wedding seasons, and home renovation periods.



# Competition

- **Established Brands**—Large furniture companies like IKEA and Home Depot dominate the market with strong brand recognition and global reach.
- **Local Manufacturers**—Small-scale furniture makers offer customized products at competitive prices, attracting budget-conscious buyers.
- **E-Commerce Giants**—Platforms like Amazon and Wayfair provide a wide range of furniture with fast shipping and customer reviews, making them tough competitors.
- **Custom & Luxury Furniture Brands**—High-end brands target premium customers with exclusive designs and handcrafted furniture.



## Future Plans

- **AI-Powered Virtual Design Tool -**  
*Develop an AI-based tool on the website that allows customers to visualize and customize their furniture in 3D. This would enable customers to experiment with colors, sizes, and styles before making a purchase, providing a personalized shopping experience that enhances customer satisfaction.*
- **Sustainability&Eco-Friendly Collections -**  
*Launch a line of eco-friendly and sustainable furniture made from recycled materials or responsibly sourced wood. This will attract environmentally conscious customers and align with the growing trend towards sustainable living, giving your brand a competitive edge in the market*

A large, horizontal, pink brushstroke graphic with a rough, textured edge, resembling a paint stroke. The word "Financial" is written in white, italicized, serif font across the center of the brushstroke.

# *Financial*

- Revenue Streams:**Direct sales, customizations, furniture rental, B2B bulk orders, after-sales services.
- Costs:**Production, marketing, operational expenses, warehousing, and customer service.
- Profit Margins:**Focus on high-margin custom pieces and recurring revenue from rentals.
- Cash Flow:**Maintain balance in inventory and utilize upfront payments for custom and rental orders.

# Contact me

**Linkdin :**

<https://www.linkedin.com/in/radiyakhan-133b112ba/>

**Github:**

<https://github.com/radiyakhan/>

**Email :**

[radiyakhan59@gmail.com](mailto:radiyakhan59@gmail.com)

**Explormy work :**

[Protfolio](#)

