

NAME: RUBA HAROON
ROLL NO: 00441882
SLOT: FRIDAY 9 TO 12
TEACHER: SIR HAMZAH SYED

Business Pitch Desk:

Introducing Market Place Avion:

- To provide a convenient and accessible platform for customers to browse, select and purchase a wide variety of furniture, including chairs, sofas, vase and lamp.
- Avion display a wide range of these items with a high quality products with their description, affordable prices, inventory management, and order processing and customer service.
- The advantage for customers is that they can easily shop from anywhere online. They don't want to visit physical stores in order to buy these items.
- Avion offers handmade crafted goods made with real passion and good quality.
- Customers can personalize furniture dimension, materials or color etc., according to their choice.
- This platform builds a strong customer loyalty by offering unique products according to their needs.
- Avion focus on building trust of customer through premium quality.

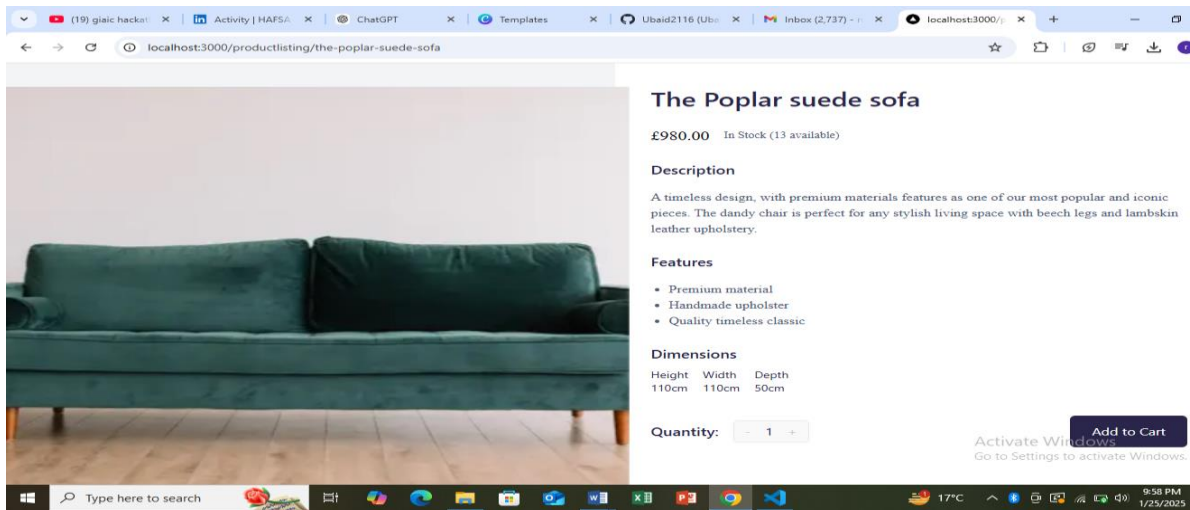
Challenges faced in the e-commerce furniture market:

- Limited accessibility of furniture stores in some areas.
- Customers struggle to find unique or customizable furniture styles.
- Customers often lack detailed information about the dimension or materials of their items.
- Customers are uncertain about delivery.
- Difficulties in managing and tracking orders.

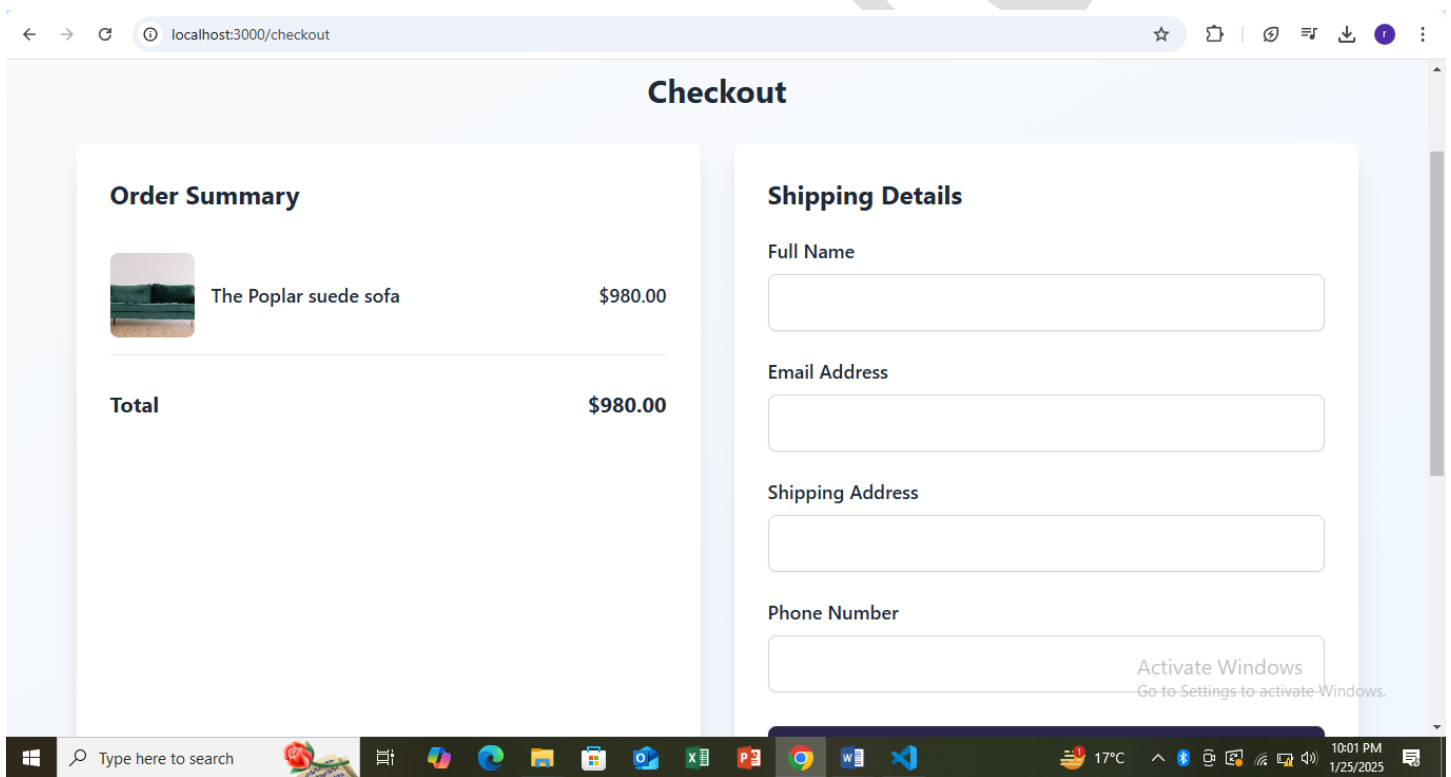
Avion solution to solve these problems:

Avion addresses these challenges with:

- Avion provides a wide variety of online platform where they can easily order furniture items according to their demand and affordable prices by sitting at homes.
- Avion offers customizable variety of styles with high quality and affordable prices.
- Avion provide detailed product description, materials or dimension for every item dynamically and a search bar functionality for every products.



- User-friendly order management system powered by Sanity.



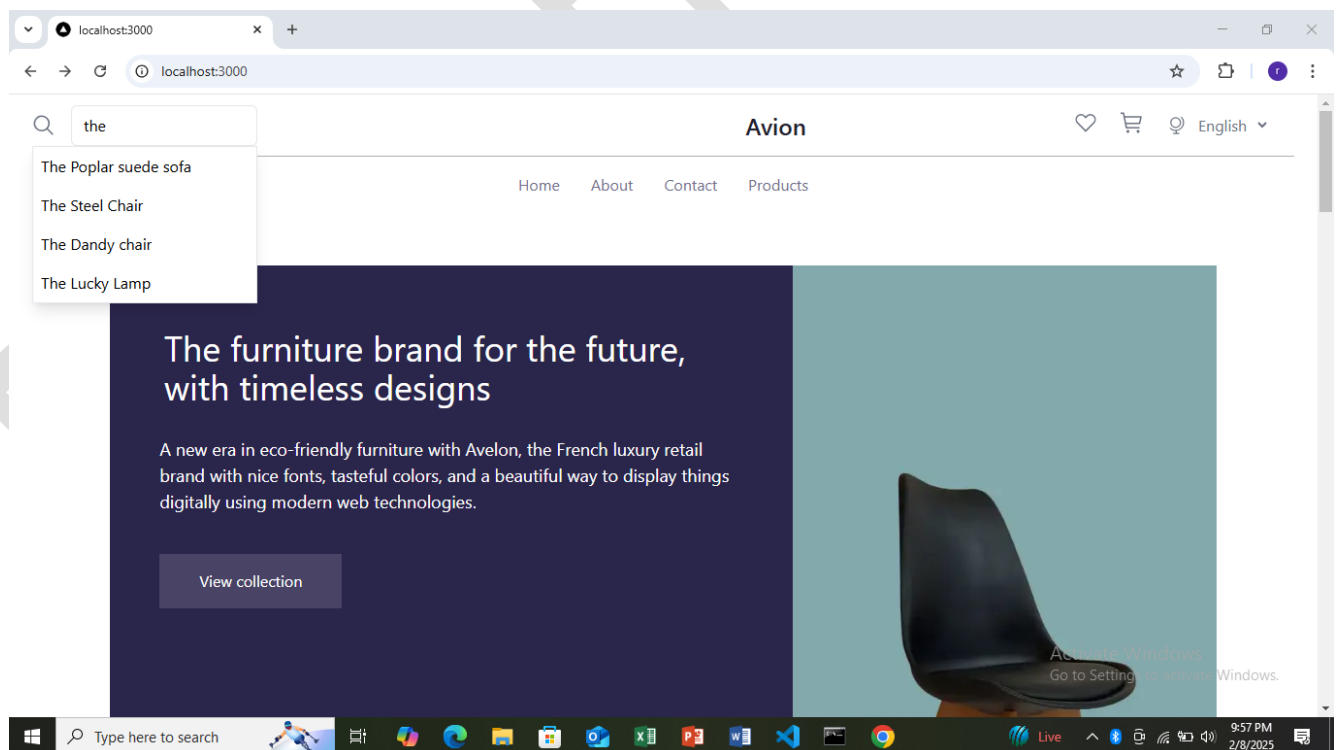
Target Market Audience:

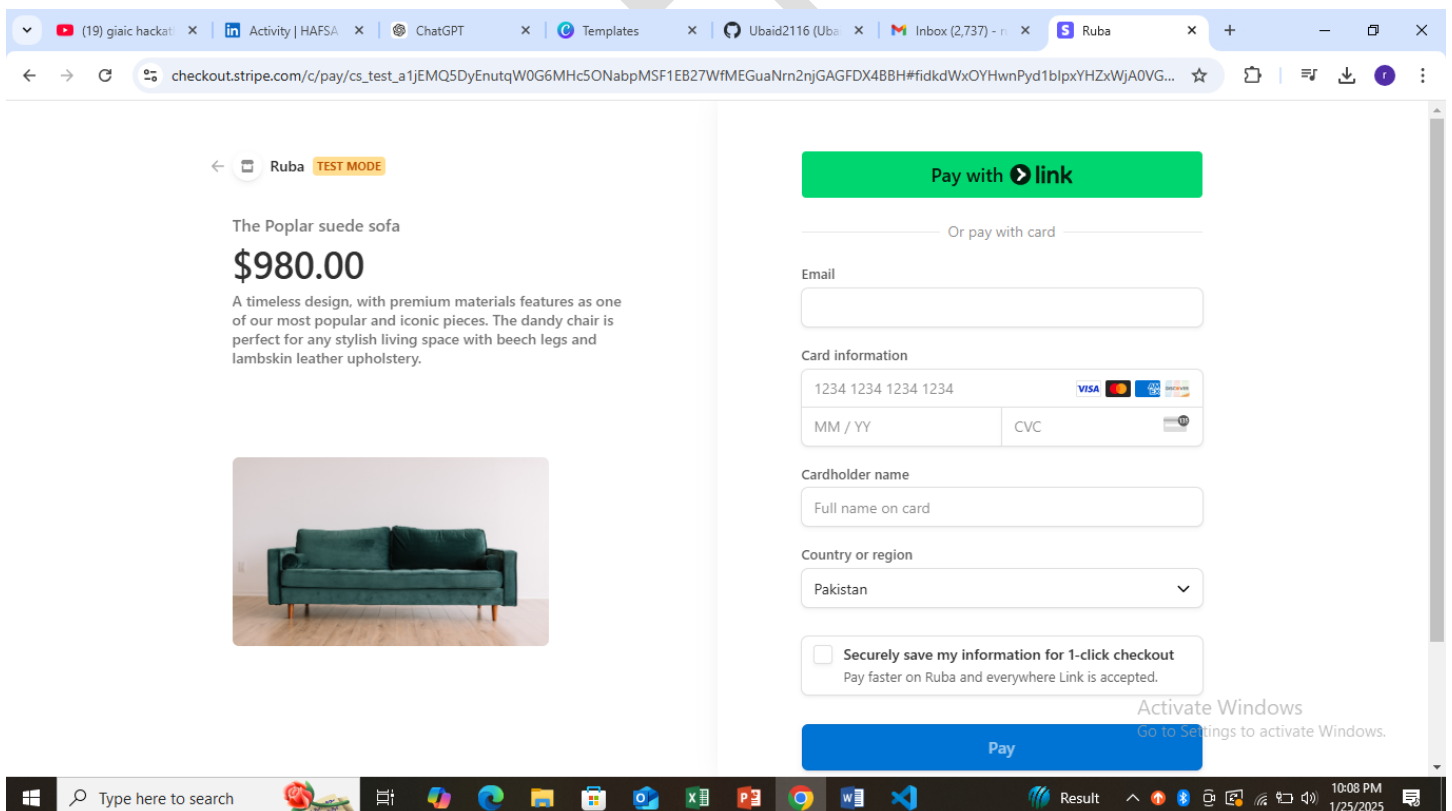
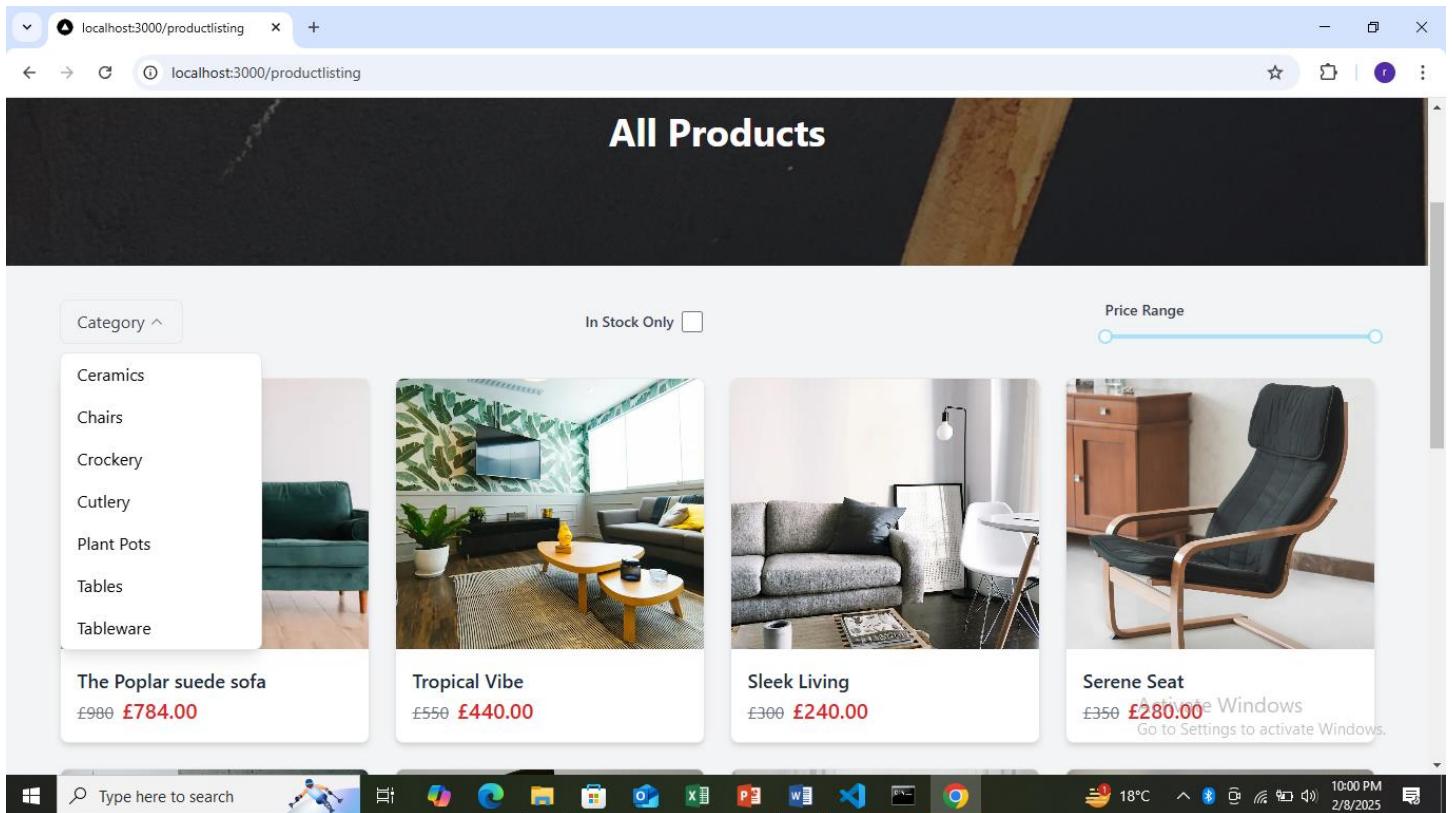
- Young professionals looking for affordable, modern or stylish furniture for smaller living spaces.

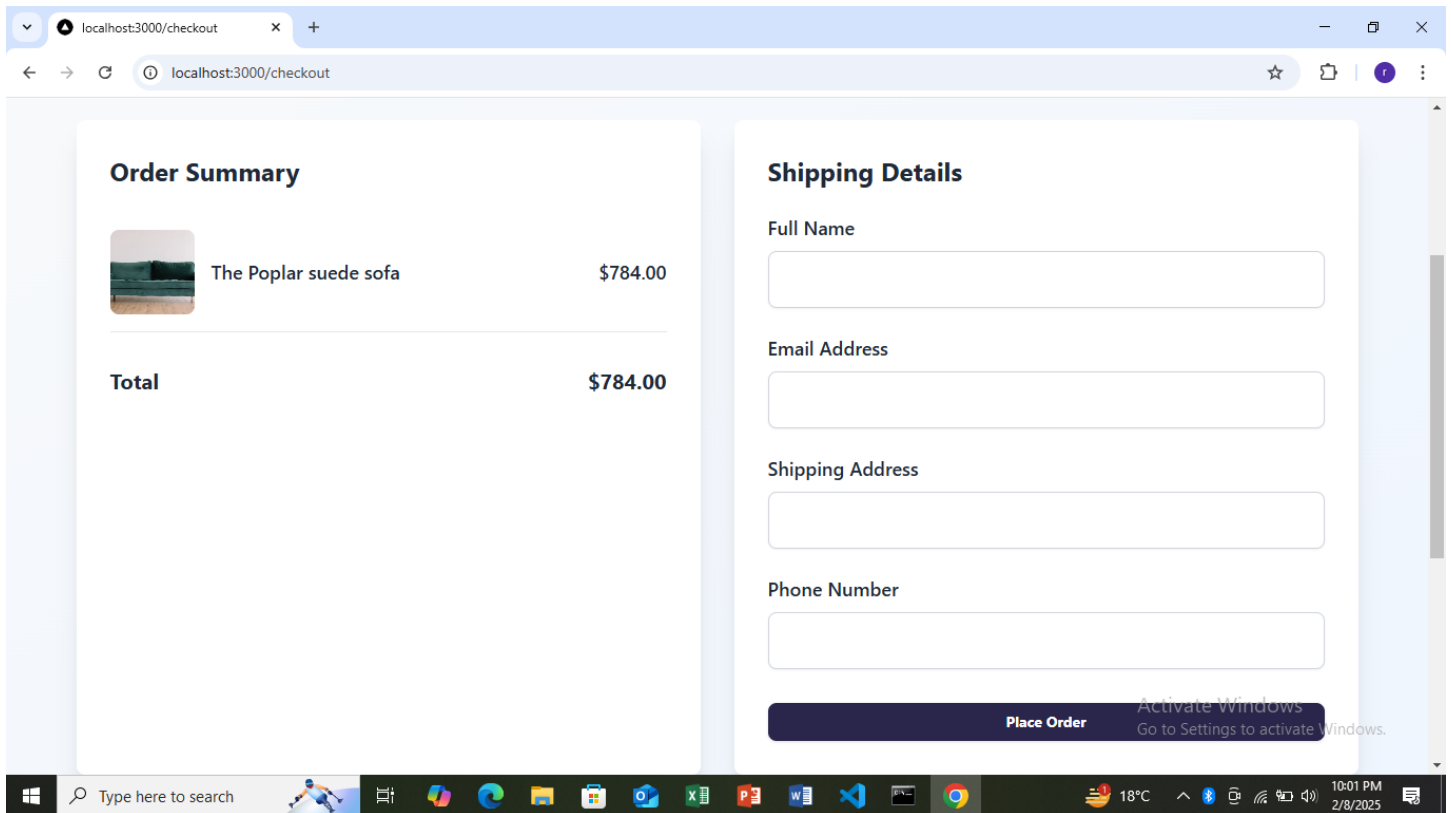
- Family's needs durable, comfortable and high quality furniture for their use.
- Interior Designers and Architects who needs customizable designs and want in bulk purchasing, so it is a reliable platform for them.
- Office Managers who want customizable furniture in bulk quantity.

Key Features:

- Responsive design for all devices.
- Add to cart and checkout functionality.
- Dynamic product details page.
- Advanced category search and price filter options.
- User order management integrated with Sanity.
- Payment integration through Stripe.
- Tracking through Ship Engine.







Business Model:

- Browse our extensive range of furniture.
- Use category search and filters to find the perfect items.
- Add selections to your cart and proceed to checkout.
- Easily manage orders with our backend system powered by Sanity.

Marketing Strategy:

- Keep customers updated with timely delivery and order tracking notifications. Solve their queries related to anything. Interact with them through social platforms such as Facebook, Instagram etc.

- Avion offers handmade vase sets, chairs etc. and customers can customize furniture such as fabric, color according to their choice.
- Avion provide eco-friendly furniture crafted from recycled materials.
- Avion offers free shipping or 20% discounts in every products and with affordable price.

My Team:

- *Admin: keep record of everything such as stock of products, quantity, update price, offers discounts, etc. to see the order placement, tracking etc.*
- *Marketing Manager: product advertisement through social media platforms such as Facebook, Instagram, etc.*
- *Financial Manager: Handle the price related activities and see the payment related activities.*
- *Delivery Man: See the shipment related activities and provide product through door step.*

Financial Projection:

Revenue:

- A percentage of each sale from vendors. (e.g., 10-20%)
- Paid promotions for products advertisement.
- Delivery & Logistics Fees.
- Commission from referrals or partnerships.

Cost Consideration:

- Website Development & Maintenance through hosting, domain, design, and technical

updates.

- Marketing & Advertising through social media platforms, SEO.
- Payment processing through Stripe.
- Customer Support & Operations such as staff salaries or AI-based support tools.
- Storage of products and delivery costs.
- Legal & Compliance, Business registration, contracts, and data protection policies.

Checklist for Day 07:

<i>Deployment Checklist</i>	✓
<i>Security Checklist</i>	✓
<i>Post Go Live Checklist</i>	✓
<i>Business Pitch Deck</i>	✓
<i>Resume PDF</i>	✓

Ruba Haroon