

## Furniture Website

### Business Idea:

Modern & Compact Furniture for Urban Living in Pakistan: Design and manufacture stylish, space-saving furniture pieces that cater to the needs of modern Pakistani households, particularly in urban areas with smaller living spaces. Offer these pieces at competitive prices to capture a wider market share.

### Key Selling Propositions:

#### Style:

Contemporary designs that align with current trends, moving away from traditional ornate furniture.

#### Compactness:

Furniture designed to maximize space utilization, ideal for smaller rooms. Think multi-functional pieces like sofa beds, foldable tables, and storage ottomans.

Affordability:

Competitive pricing to make the furniture accessible to a broader audience.

Quality:

while budget-friendly, maintain reasonable quality and durability to ensure customer satisfaction and repeat business.

Business Goals:

Short-Term (1 year):

Develop a core product line of 5-7 key furniture pieces (e.g., sofa, bed, dining table, chairs, coffee table).

Establish a manufacturing or sourcing process (either your own workshop or partnerships with local manufacturers).

Set up an online presence (website and social media) and explore partnership with online marketplaces.

Achieve a target of selling X units (set a realistic number based on market research).

Build brand awareness within target market.



### Mid-Term (3 years):

Expand the product line to include more furniture pieces and home decor items.

Open a physical showroom or retail space in a strategic location.

Establish partnerships with interior designers or architects.

Increase production capacity and streamline operations.

Achieve a specific revenue target and profitability.

### Long-Term (5 years):

Become a recognized and trusted furniture brand in Pakistan.

Expand to other major cities within Pakistan.

Explore potential export opportunities to neighboring countries.

Introduce innovative designs and materials.

Establish a strong customer loyalty program.

## Strategies to Achieve Goals:

### Market Research:

Conduct thorough research to understand customer preference, pricing expectations, and competitor offerings.

### Design & Manufacturing:

Focus on efficient design and manufacturing process to control costs without compromising quality. Explore using locally sourced materials where possible.

### Marketing & Sales:

Utilize online marketing (social media, targeted ads) and potentially offline marketing (local events, collaborations) to reach your target audience.

### Customer Service:

Provide excellent customer service to build a loyal customer base.

### Partnerships:

Collaborate with local artisans, manufacturers, or retailers to expand reach and capabilities.



Challenges to Consider:

Competition:

Existing furniture businesses, both traditional and modern.

Material Costs:

Fluctuations in material prices can impact profitability.

Logistic & Distribution:

Efficiently delivering furniture across Pakistan.

Building Brand Trust:

Establishing a new brand in a competitive market.

By focusing on key selling propositions and addressing these challenges strategically, we can create a successful furniture business that caters to the evolving needs of the Pakistani market.

# Data Schema

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## [Product]

Name : Rovak sofa set (3+2 seater)

SKU : BERBUSAAB142002

Color : Green

Availability: In stock

Product Type: Living Room

Rs. 89,000

Quantity : 1

Description

Add to cart

Buy it Now

## [Add to Cart]

Name : Revok sofa set (3+2 seater)

Rs. 89,000

Quantity : 1

Subtotal : Rs. 89,000

Total : Rs. 89,000

checkout

View Cart



# Data Schema

Page 7

## [Checkout]

Order summary : Rs. 89,000

Contact customer contact with login option

Email customer email

## [Delivery]

Country Pakistan

Your Name Customer name

Last name customer last name

address customer address

Appartment, suite, etc (optional)

City : Customer city

Postal code (optional) :

Your phone : customer phone

Save this information for next time

## [Shipping Method]

Your shipping address : Customer address

Payment method : Debit / credit

Cash on delivery

Billing address : Same as shipping  
use different address

Shipping charges : Rs. 1000

## [Order Summary]

Revak Sofa set : Rs. 89,000

Discount code : apply

Subtotal : Rs. 89,000

Shipping : Shipping address

Shipping charges : Rs. 1,000

Total : Rs. 90,000

Pay Now

Refund policy

Terms of services



# Marketplace: E-Commerce "Furniture Store"

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