

Market Plan For

E-Commerce

Step: 01

Type: General E-Commerce

Primary Purpose:

To provide stylish, high quality and customisable furniture for modern homes and offices, and a variety of products ensure secure payments, reliable delivery and easy convenient for shipping experience.

Step: 02 Business Goal:

Problems: Many customers struggle to find furniture that combines style afford ability, and durability, local store often lack variety while international brand can be expensive.

Solution:

A online marketplace offering a wide range of furniture including customisable options and virtual try on tools e.g AR for room placement.

Target Audience:

- ⇒ Young professional furnishing their first home.
- ⇒ Families upgrading their living spaces.
- ⇒ Businesses looking for functional office furniture.

Products/Services:

- ⇒ Furniture categories: Chairs, Sofa, Tables, beds, wardrobes.
- ⇒ Customization: Select fabric, colors, and sizes for selected products.
- ⇒ Bundles: Discounted packages.
- ⇒ Accessories: Cushions, rugs, and decor items.

Differentiators:

Affordable luxury with premium designs. Customizable options for personalized touches, AR tools for virtual room placement and Eco-friendly materials.

