

# Day 1 Hackathon

*General-Ecommerce:  
Building an Online Furniture  
Store*

# Agenda

Introduction

Problem Statement

Business Goals

Target Audience

Business Approach

Marketplace Features

Data Schema

Challenges and Solutions

# Introduction

A creative challenge to build an innovative online marketplace in just a few days

## Project Overview

Creating a platform to sell furniture online with a focus on quality and convenience

## Key Focus

Highlight marketing through social media and an easy-to-use e-commerce website



# Problem Statement

Limited access to affordable, high-quality furniture online.

## Customer Challenges:

- Difficulty finding unique designs.
- Lack of trust in product quality.
- Limited shopping convenience.

# Business Goals

## Primary Goal:

- Build a trusted furniture marketplace.

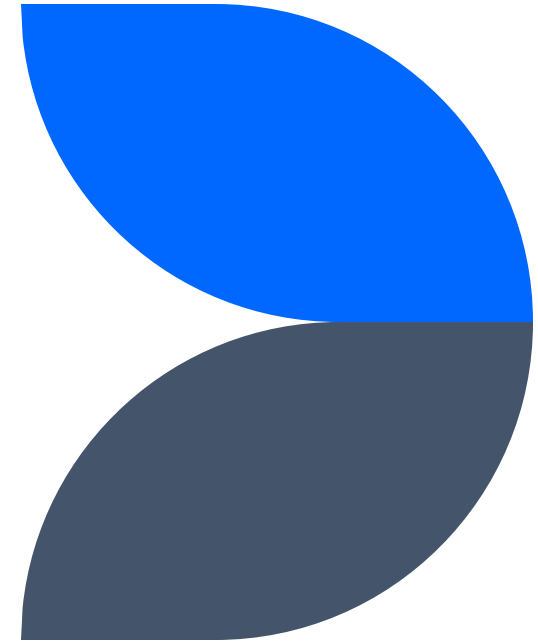
## Supporting Goals:

- Activate social media accounts to drive traffic.
- Create a seamless online shopping experience.
- Establish a strong brand presence in the furniture market.

# Target Audience

## Who Will Benefit:

- **Young Adults (18-30):** First-time renters or homeowners seeking affordable, trendy, and space-saving furniture.
- **Middle-Aged Professionals (30-45):** Working individuals or families looking for durable and stylish pieces, including ergonomic options.
- **Families/Homeowners:** Stable-income families prioritizing comfort, durability, and timeless designs for their homes.
- **Luxury Shoppers:** High-income individuals preferring premium, custom, or designer furniture.
- **Small Business Owners:** Seeking affordable and functional furniture for offices or commercial spaces.



# Business Approach

## Marketing Strategy:

- Use Instagram, Facebook, Tiktok and other social platforms for targeting audience and brand promotion.

## E-commerce website:

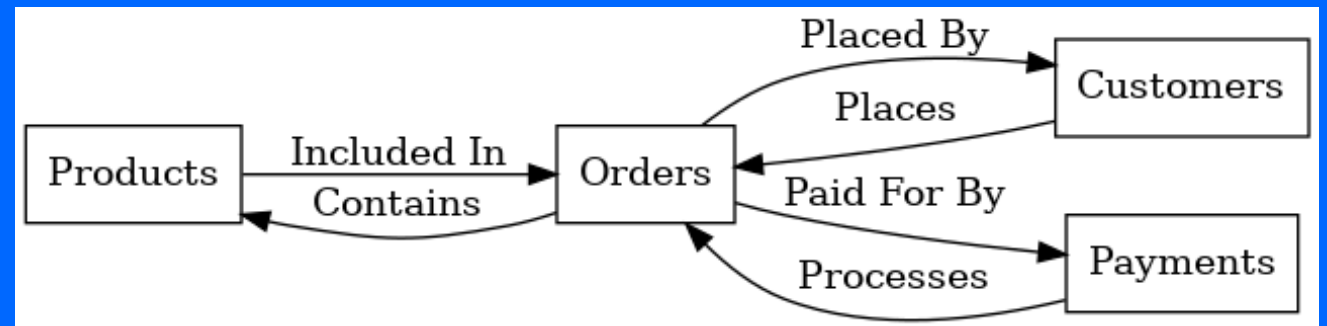
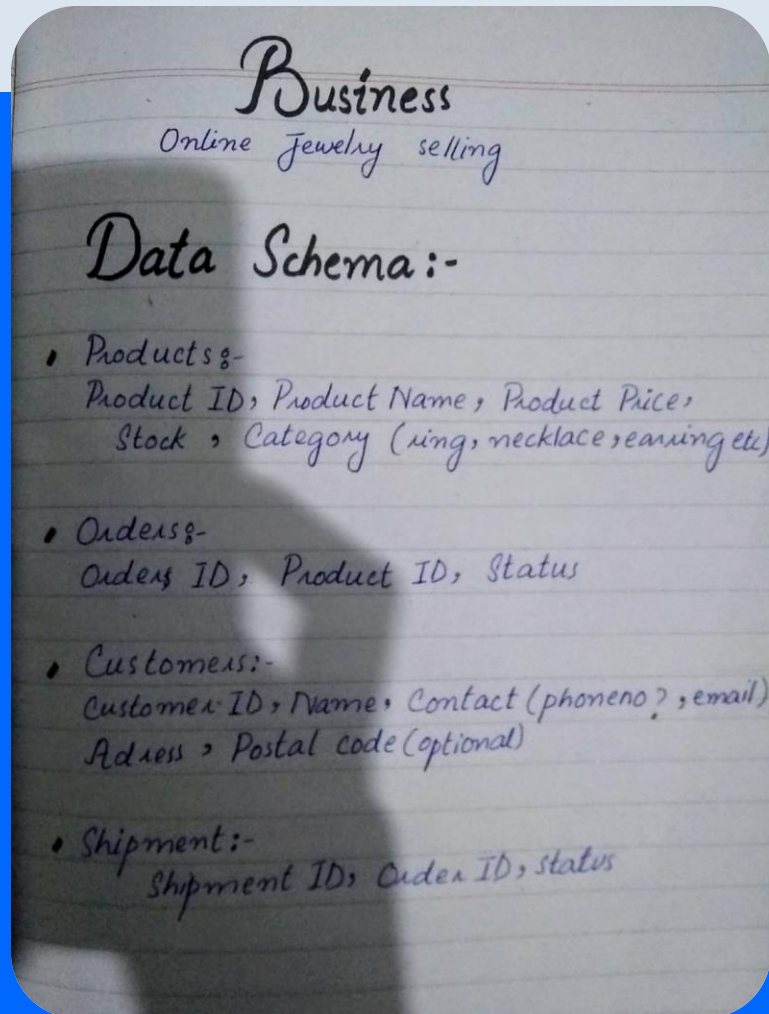
- Responsive design.
- Easy navigation and secure payment options.

# Marketplace Features:

1. Product catalog with detailed descriptions.
2. User reviews for trust-building.
3. Wishlist and cart functionality.
4. Secure payment gateways.



# Data Schema:



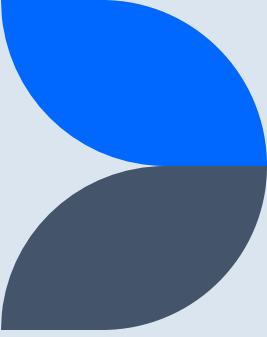
# Challenges and Solution:

## Challenges:

- Building brand trust.
- Managing inventory efficiently.
- Engaging with the audience on social media.

## Solutions:

- Offer guarantees and transparent policies.
- Use analytics for inventory and marketing optimization.





# Thank you

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