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Business Plan

Niche :- E-commerce (Furniture-focused)

Summary :- Primary Purpose

Comforty is an e-commerce platform specializing in high-quality Sofas, Chairs and Office Chairs. Its goal is to provide customers with a seamless shopping experience by leveraging web technologies, responsive design.

Business Goals :-

Short-term Goals.

Launch a user-friendly website showcasing the products catalog.

Build customer trust through clear policies and quality assuring

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long - term Goals

Expand the product range to include
complementary furniture

Establish partnerships with reliable
suppliers for stem like logistics.

Targeted Audience :-

Primary audience:-

- Interior designers and decorators
- Small office setups and startups

Secondary Audience :-

- Homeowners looking for affordable, stylish, and durable furniture.
- business seeking ergonomic chairs.

3: Unique selling proposition (UPS)

Exclusive focus on sofas, chairs and office furniture.

Customizable options for product styling

Affordable pricing with periodic discount

Free shipping and easy return policies

Tech Stack

Front-end :- Next.js

Back-end :-

Key Features :-

Product Catalog

- Showcase detailed product descriptions, high-quality images and specifications.

Inventory Management :-

Manual stock updates through a system.

- Reorder notifications for low-stock products.

Order Tracking :-

- Customers can track their orders with status update updates.

Customization Options

Marketing strategy :-

- Social Media Presence.
- Local partnerships
- Search Engine optimization (SEO)

Revenue Model:-

Product Sales : Revenue from Selling Soft
Chair and office chairs.

Customizations Charges:-

additional fees for Personalized
furniture.

- Upselling and Cross-Selling
Offer discount on bundles of
complementary products.

Development Roadmap :-

Phase 1 :

- Launch a responsive website with basic catalog and order system
- Implement manual inventory tracking

Phase 2 :

- Add products filters and sorting option
- Introducing customization features for selected items

Phase 3 :

- Expand the product range.
- Set up a subscription service for furniture care and maintenance.

Conclusion:

Comfortly can thrive by focusing on customer satisfaction; By building a robust and visually appealing e-commerce platform

The business will position itself as a trusted furniture provider.

1 Product

- Product ID
- Name
- Price
- Stock
- Category

3 Payment

- Payment id
- Order id
- Payment method
- Transaction date

2 Orders

- Order ID
- Customer ID
- Product ID
- Quantity
- Order date
- Delivery Date

Customer

- Customer id
- Name
- Email
- Phone
- Address

Delivery Zone

Zone id

Zone Name

Shipping Cost

Shipment Order tracking

- Shipment id
- Order id
- Delivery status
- Estimated Delivery Date

Relation between entities

Products

= include

Order

Customer

Payment system

keeping track

Shipment and tracking

Delivery Zone