

Comfy chair



Revolutionizing ergonomic seating with comfy Experience unparalleled comfort and support .

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Introduction: our key benefits

1

Promotes upright posture

Reduces back pain and promotes healthy posture.

2

Enhanced Comfort

Provides superior comfort during prolonged sitting.

3

Improves Productivity

Boosts focus and reduces discomfort.

Key Features



U-Shaped cushion

Offers targeted support to the lower back.



Eco friendly materials

Ensure recycle and sustainable materials.



Active sitting

Facilitates dynamic movement while seated.



Pain points

Poor posture

Addresses the discomfort and health issues associated with prolonged poor posture .

Back and leg pain

Offers relief and support for users experience discomfort in these areas

Discomfort during long hours

Provides ergonomic support to reduce strain and discomfort during extended sitting periods

Unique selling points (UPSs)

Quality of materials

Addresses the discomfort and health issues associated with prolonged poor posture .

versatility

Suitable for various work environments.

Customer satisfaction

Positive testimonials highlight its effectiveness and comfort.

Competitive advantages

1

Superior Comfort

The cushion adapts to the body shape, while the ergonomic design promotes proper alignment .

2

Unique active sitting technology

We combines the benefits of ergonomic support with the advantages of movement , this feature sets it apart from traditional static chairs and added value to customer .

3

Versatile

This versatility ensures a comfort and personalized sitting experience.



Brand mantra

Raise your efficiency



Enhance your comfort

Brand positioning

To: struggles with maintain posture and comfort during long hours at the computer

Comfy chair consumer furniture

That:

- Improve posture
- Reduce back and neck pain
- Eco friendly and sustainable
- Durable and comfortable

Because:

- Relieves lower back pressure
- Engaging core muscles
- Relieves disc stress
- Lightweight and portable





Target Customer Personas

Remote and hybrid Workers

Need for posture support.

Students

Long study sessions.



Niche (1): remote and hybrid workers

demographics

Age	Gender	Income level	Education	marital
35-45	Male or female	Middle or upper middle (\$5000-8000)	Collage educated , with degree in business, technology, or creative field	Married, with or without childrens

Psychographics

Lifestyle

Health conscious employees who prioritize their physical well-being

personality

Practical, detailed oriented, and eager to adopt innovation products

motivations

Driven to find effective solutions for improving posture

Pain points

Physical health

Work life balance

Ergonomic confusion

productivity

Customer journey for remote and hybrid workers

stage	Touch points	Customer goal	Strategy
Awareness (search)	Instagram , snapchat	Discover solutions	Ads about the pain points of posture issues from prolonged sitting in standard chairs.
Evaluation	Facebook , website	Evaluate options	Help the customer to know more about our quality
Testing	Youtube	Test the product	Send our product to customers to review it
Purchase	Website	Complete purchase without conflicts	Make call to action all in one place and easy to pay and deliver
Retention	Website , facebook	Stay satisfied	Take customers feedback and try to solve the problems as we can

Niche (2):collage students

demographics

Age	Gender	Income level	Education	marital
18-24	Male or female	Limited income, reliant on part time jobs or family support (\$500-1000)	Currently in collage	Single, some in relationships

Psychographics

Lifestyle	personality	motivations
Health conscious employees who prioritize their physical well-being	Practical, detailed oriented, and eager to adopt innovation products	Driven to find effective solutions for improving posture

Pain points

Physical health	Work life balance	Ergonomic confusion	productivity
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Niche (2): collage students

Geographic location

Saudi arabia, Bahrain, Qatar

Professional background

- 1-occupation: full time student, some with part time jobs (freelancing, retail, tutoring)
- 2-industry: diverse field of study like business,technology, arts, health science
- 3-work invironment: at home

Media consumptions

Social media	Online communities	Search engines	Content interests
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Customer journey for college student

stage	Touch points	Customer goal	Strategy
Awareness (search)	Instagram , snapchat , tiktok	Discover solutions	Simple language content for persuade the students
Evaluation	Facebook	Evaluate options	Help the customer to know more about our quality
Testing	Youtube	Test the product	Make many influencers try our product and say their feedback
Purchase	Website	Complete purchase without conflicts	Make call to action all in one place and easy to pay and deliver
Retention	Website , facebook	Stay satisfied	Take customers feedback and try to solve the problems as we can

Smart objectives



Specific: Increase brand recognition among Wellness Enthusiasts who value ergonomic solutions and holistic health practices

Measurable: Achieve a 30% increase in website traffic from organic search and social media channels related to ergonomic products within 6 months

Achievable: Implement targeted SEO strategies, influencer partnerships, and social media campaigns focused on ergonomic benefits and product features

Relevant: Align with the target audience's interests in holistic health, active sitting, and ergonomic design

Time-bound: Measure progress monthly and aim to achieve the goal by the end of the 6-month period

SWOT analysis

strengths

- Ergonomic benefits: promote better posture
- Increased productivity: by reducing pain
- Growing health awareness: rising awareness of ergonomics and healthy work

Weaknesses

- Limited user base: kneeling chairs may not be suitable for everyone
- Price point: compared to standard chair, kneeling chairs can be more expensive
- need for user education: not everyone is familiar with kneeling chair benefits

opportunities

- Online marketing and sales: leveraging digital platforms like VILNO.CO to reach wider audience
- Health and wellness trend: growing emphasis on health and well being

threats

- Ergonomic alternatives: standing desks or other ergonomic furniture options could pose competition
- Economic downturn: in eco downturn business and consumers might prioritize lower cost furniture options



Multichannel Marketing Strategies



1

Social Media platforms

Snapchat-instagram –tik tok

2

Target audience

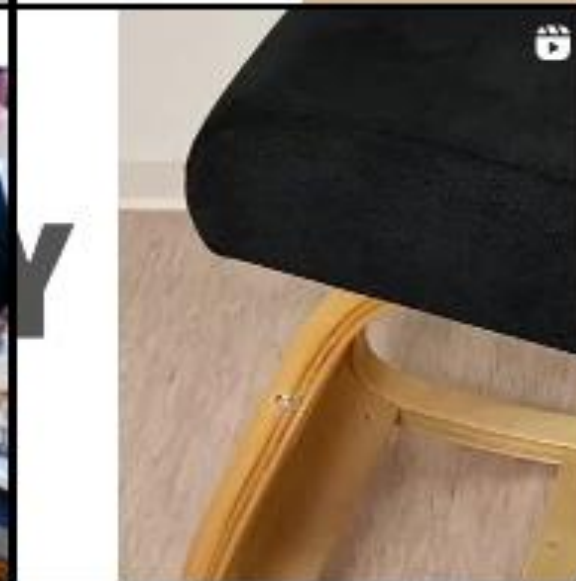
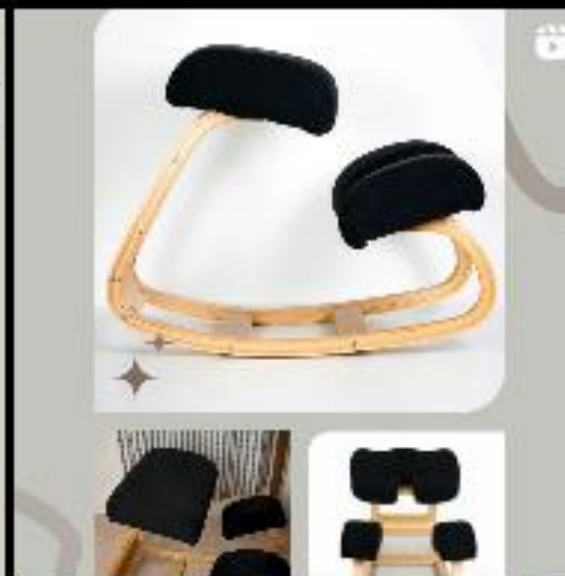
Saudi arabia

3

Content Marketing

Blog posts, videos, and infographics.

instagram



instagram

تصدير

الزيارات

زيارات الملف الشخصي على Instagram

100% ↑



snapchat



comfy

Public Stories

Saved Stories

Spotlights

Lenses



1 Snap

مذاكرة بالساعات
بدون آلام الظهر



10/19/2024

0

0s



3 Snaps



10/19/2024

0

0s



1 Snap

آلام الركبة
صارت من
الماضي



10/19/2024

0

0s

TIK TOK



comfy_chair comfy_chair

Edit profile



0 Following 1 Followers 1 Likes

راحة..أمان..لفتترات طويلة

📺 Videos

🔖 Favorites

📁 Liked

▶ 0

▶ 1

نعودي يدعى أبو سلطان، يحب حضور المجال

Story telling

Pixar model

<https://www.tiktok.com/@c>



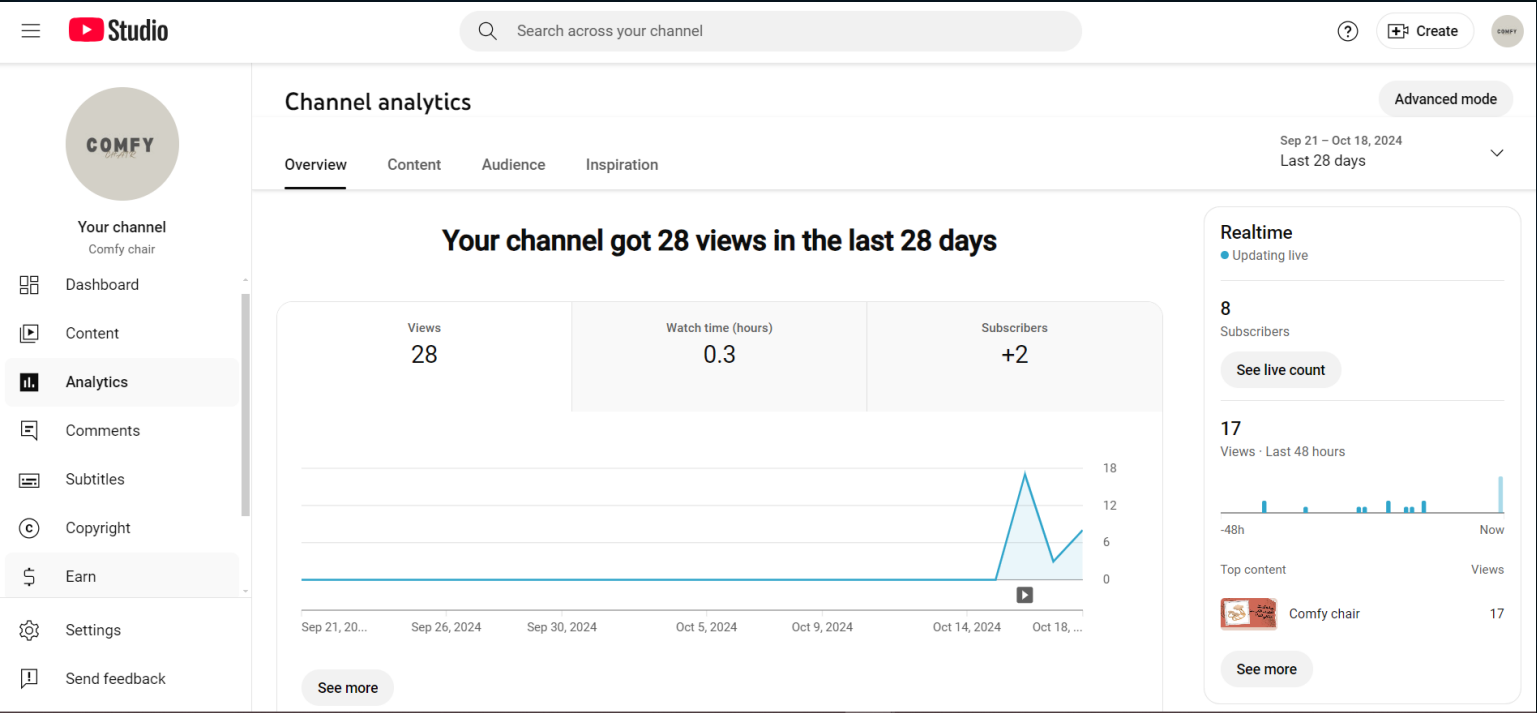
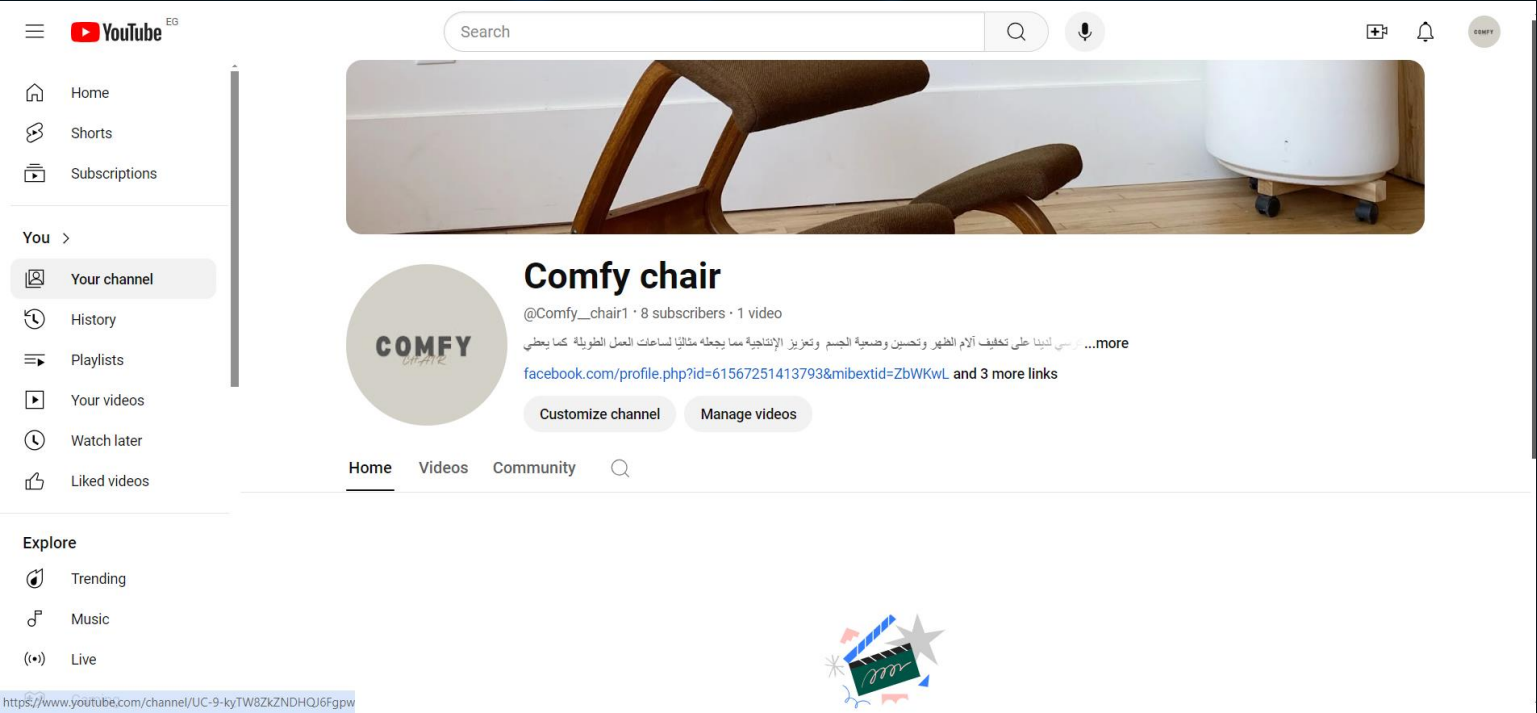
Story telling

Pixar model

لاستمتاع بهذه اللقاءات الطويلة . كان هناك عجوز سعودي يدعى أبو سلطان، يحب حضور المجالس ولقاء أصدقائه
زمن لا ابتعاده عن أحبائه . يوماً بعد يوم، بدأ أبو سلطان يتجنب الذهاب إلى المجالس، خوفاً من الألم الذي سيشعر به
ديد . في أحد الأيام، سمع أبو سلطان من حفيده عن كرسي جديد مصمم خصيصاً لكبار السن في المجالس السعودية
نوعاً الألم المعتاد . بعد إلحاح من عائلته، قرر أبو سلطان أخيراً زيارة المجلس الذي يحتوي على هذا الكرسي الخاص
، وتناول القهوة دون الحاجة للتحرك بسبب عدم الراحة . لدهشته، مرت الساعات وهو جالس دون أي شعور بالألم
في دعوة أصدقائه المسنين لتجربة الكرسي الخاص . منذ ذلك اليوم، أصبح أبو سلطان من أكثر رواد المجلس حماساً



YouTube



Google Sites

website

