

DAY 7- LIVE DEPLOYMENT AND POST-LAUNCH PRACTICES

1. Introduction:

Welcome to Meubel House, the ultimate platform connecting customers with high-quality, affordable, and stylish furniture. Our mission is to revolutionize the furniture shopping experience by providing convenience, customization, and competitive pricing.

2. Marketplace Overview

Meubel House is an online platform that bridges the gap between furniture manufacturers, sellers, and consumers. Our marketplace offers:

- A wide variety of furniture styles and designs.
- Special discounts on running products.
- Seamless browsing, customization, and purchase experience.
- Free delivery & delivery within 01 day.
- Return policy within 07 days.

3. Problem Statement

The traditional furniture shopping experience presents multiple challenges:

- **Limited Accessibility:** Customers struggle with finding the right furniture due to limited store availability and stock.

- **High Costs:** Quality furniture often comes with high price tags due to middlemen and overhead costs.
- **Lack of Customization:** Buyers face constraints in customizing furniture to fit their space and style.
- **Logistics & Delivery Issues:** Shipping costs and long delivery times discourage online purchases.

4. Our Solution

Meubel House addresses these challenges with:

- **A Centralized Online Marketplace** – Access to a wide range of furniture from multiple sellers.
- **Direct-to-Consumer Model** – Eliminating middlemen to offer better prices.
- **AI-Powered Personalization** – Smart recommendations based on customer preferences.
- **Flexible Payment & Financing Options** – Making furniture affordable for all.
- **Fast & Reliable Delivery** – Efficient logistics partnerships ensuring timely delivery.

5. Business Model

We generate revenue through:

- **Commission-Based Sales** – Charging a percentage per transaction from vendors.
- **Premium Vendor Subscriptions** – Offering exclusive features to premium sellers.
- **Advertising & Sponsored Listings** – Paid promotions for vendors to gain visibility.
- **Value-Added Services** – Customization, white-glove delivery, and installation services.

6. Market Opportunity

- **Global Furniture Market Size (2024):** \$650 Billion+ 🌐
- **E-commerce Furniture Market CAGR:** 10%+ 📈
- **Target Audience:** Young professionals, homeowners, renters, and businesses seeking convenient furniture solutions.

7. Competitive Advantage

Our marketplace stands out with:

- Personalized AI-driven recommendations
- Direct manufacturer-to-consumer model
- Timely delivery and home service installation.
- Return policy within 07 days.

8. Go-To-Market Strategy

- **Digital Marketing & Social Media Ads** – Targeted Facebook, Instagram, and Google campaigns.
- **Influencer & Brand Collaborations** – Partnering with interior designers & influencers.
- **Referral & Loyalty Programs** – Encouraging word-of-mouth growth.
- **Partnerships with Manufacturers & Sellers** – Building a strong vendor network.

9. Financial Projections:

I'm seeking **08 Lakh PKR** in funding to scale operations, enhance technology, and expand market reach.

💰 Fund Allocation:

- **40%** – Platform Development & Tech Enhancements
- **30%** – Marketing & Customer Acquisition
- **20%** – Logistics & Vendor Partnerships
- **10%** – Operations & Team Expansion