



# E-Commerce Business Pitch

Tehreem Asghar

Roll No : 00136294

Phone : 03481293364

Email : tehreemmeo818@gmail.com

## Introduction

Our e-commerce platform offers a **modern, user-friendly, and secure** online shopping experience. We specialize in **high-quality furniture** (sofas, chairs), **electronic accessories** (Bluetooth devices, bags, watches, cameras, headphones), and **daily-use products**.

We provide customers with **affordable prices, fast delivery, and a hassle-free shopping experience**, making online shopping seamless and enjoyable.

## Market Opportunity

The online shopping trend is **rapidly growing**, and the demand for **digital commerce in Pakistan** is increasing at an accelerated pace.

### 🎯 Target Audience:

1. Home decorators
2. Tech enthusiasts
3. Professionals

4. Families looking for high-quality and convenient shopping options

### **Market Growth:**

1. The online retail industry is witnessing exponential growth every year
2. Customers are shifting from physical stores to online platforms due to convenience and competitive pricing

## Unique Selling Proposition (USP)

Our e-commerce store stands out due to the following key factors:

- ✓ **Fast & Reliable Delivery** – Quick and time-bound shipping services
- ✓ **Exclusive & Trending Products** – A unique collection based on the latest market trends
- ✓ **Secure Payment Methods** – Multiple payment options (COD, Credit/Debit Cards, Digital Wallets)
- ✓ **Easy Returns & Exchange** – A seamless process ensuring customer satisfaction
- ✓ **Furniture & Electronics Combo** – The best collection of both categories in one place

## Revenue Model

We generate revenue through multiple streams:

**Direct Product Sales** : Customers purchase products directly from our website

**Subscription Model** : Exclusive discounts and early access for premium members

**Affiliate Marketing & Brand Collaborations** : Partnerships with influencers and brands for promotions

## Growth & Expansion Plan

Future plans to take our business to the next level:

- ✓ **Expanding Product Range** – Adding home décor, smart gadgets, and customized products
- ✓ **AI-Based Personalized Recommendations** – Smart product suggestions based on customer preferences
- ✓ **Strong Digital Marketing & Influencer Collaborations** – Boosting brand awareness and sales
- ✓ **Mobile App Development** – Providing a seamless and fast shopping experience

## Technology Stack

- 💻 **Platform:** Next.js – Fast and SEO-friendly frontend
- 🎨 **Styling:** Tailwind CSS – Lightweight and responsive design
- 🗄️ **Database:** MongoDB – Scalable and fast data management
- 🔒 **Authentication:** Auth.js – Secure login system
- 📦 **Product & Orders Management:** Sanity CMS – Efficient backend system

## Call to Action

We are open to **investors, partners, and e-commerce experts** who want to collaborate with us.

💡 **If you want to be a part of Pakistan's growing digital commerce ecosystem and invest in a scalable and profitable business, connect with us today!**

✉️ **Email:** [tehreemteo818@gmail.com](mailto:tehreemteo818@gmail.com)

📞 **Contact:** 03481293364

🌐 **LinkedIn:** <https://www.linkedin.com/in/tehreem-asghar-1003772b7/>

**Join us in revolutionizing Pakistan's e-commerce industry!**