

Business Pitch Deck

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Introduction:

- **Marketplace Name:** Furniro
- **Tagline:** "Luxury Furniture Store"
- **Vision:** To create a seamless and scalable e-commerce platform offering a personalized shopping experience for customers worldwide

Problem Statement:

- **Identified Issue:** Customers face challenges with unoptimized shopping experiences, including poor navigation, limited payment options, and lack of trust in online marketplaces.
- **Impact:** Reduced user retention, cart abandonment, and low satisfaction rates in existing platforms.

Solution:

- **Furniro provides:**
 - A user-friendly interface with advanced search and filtering.
 - In future, Secure and diverse payment integrations are available.
 - In future, AI-powered personalized product recommendations are available.

Product Features:

1. Real-time product tracking and updates.
2. In future, Cross-border support with multi-currency functionality are available.

Business Model:

- **Revenue streams include:**
 - Vendor subscriptions.
 - Commission on sales.
 - Premium ads for product visibility.

Marketing Strategy:

- Initial campaigns on Google Ads and social media platforms.

Call to Action:

- Seeking \$20,000 funding for platform enhancements, marketing, and scaling operations.

