



1. Executive Summary

The furniture industry has always been competitive also an inevitable part of our everyday lives. We deal in manufacturing of different furniture types such as tables, chairs, almiras, book shelves, sofas, conference tables etc. but with brands engaging heavily in direct mail and digital marketing campaigns to attract new customers and this digital landscape is leading to new customer pain points in e-commerce with which customers have lost ability to touch and view the product.

2. Description of Products/ Services

We deal in every type of furniture's i.e. Classroom tables, conference tables, classroom chairs, revolving chairs, book shelves, podiums, library shelves, cabinets etc.

3. Description on Solution/Business Idea

The idea is to carefully design and manufacture furniture keeping in mind respect for people, the environment and the materials used by refurbishing old furniture into modern ones. Our aim is to make minimal use of our resources and the harmful chemicals. We will be serving across the India with time.

4. Founders/Promoters/Directors Background

Daizy Jain (Founder with 51% of shares)

Director of an IT company and has rich past experience in managing FMCB distribution and IT system enterprises and currently working towards a sustainable environment.

Sukmal Kumar Jain (Managing partner with 49% of shares)

A Retired officer from Uttarakhand Power Corporation Limited in the year 2014, presently working as a technical hand and guiding the team of young enthusiast for creating a niche in field of renewable furniture also working towards a sustainable environment.

5. Competition analysis

Most of our furniture are and will be collected from the scrap dealers by refurbishing them, converting un-usable old furniture into the usable modern and fresh looking furniture's, which will reduce the cost of making as well as the selling cost so that we can reach large number of customers and provide them with the reasonable and long lasting products.

6. Strategy and Implementation

Our marketing strategy is based mainly on making the right information available to the right target customer. We can't afford to sell people on our expensive products,

because most don't have the budget. What we really do is make sure that those who have the budget and appreciate the product know that it exists, and know where to find it.

We also focus on building a successful furniture business demands more than just creating beautiful furniture.

7. Organization and Management

The legal entity is a Partnership Firm.

We have a team of three people:

- 1- Sonal Srivastava: Working as a manager, holds a good experience in the field of marketing and designing, and helps in guiding the team and creating a good environment.
- 2- Anandita Rawat: Working as an Accounts Manager holds a good knowledge in accounting and audit field and is responsible for maintaining our Books of Accounts.
- 3- Sachin Bhasin: Working as a store in charge and is responsible stock validation and keeps a good track of inward and outward stock.
- 4- Mahak Bhatia: Working in Operations.

8. Area of operations

The services will be delivered PAN India.

9. Marketing & sales

- Correct technical optimization;
- No errors in the code correctly placed metal tags, fine quality wood, a well-chosen semantic core.
- Up-to-date design
- Resources with simple light design are a success
- User-friendly interface
- Advertising in all social networks

10. Current traction

Most of our customers are Government Organisations and orders are taken mostly from Government E-Market Place portal.

Few of our customers are:

- 1) Higher Education Department, Uttarakhand
- 2) Chief Education Office
- 3) National Highways Authority of India
- 4) Executive Engineer, RWD

