

EXECUTIVE SUMMARY

Indonesia's Furniture industry has a great potential to grow and develop because it has a lot of material and local skilled craftsmen. Local furniture makers currently have been competing with International Furniture brands with competitive prices. The Internet can be accessed conveniently to push penetration and e-commerce growth in Indonesia. Indonesia's E-commerce business has lots of potential markets especially in Cities outside Java Island that are still untouched. Nowadays, only several Marketplaces focus on Furniture selling. The main problems that customers face when buying furniture online often occurred fraud, late production, inflexible payment methods, high delivery cost, and unsuitable quality. FurniHauzz offer solutions for customers to buy quality Local Furniture Products and can be customized, also offer Local Furniture makers to grow and develop together through Digitalization.

FurniHauzz is a Marketplace application for quality Furniture sellers that have a distinctive characteristic and quality to meet and sell their products to potential customers. This application offers different solutions for customers in choosing any Furniture product that is suitable for their needs and tastes, possibilities to customize the product, offers Augmented Reality services to visualize selected products in a room, and a bidding feature to get competitive pricing. The application also gives updates to customers regarding order tracking and working progress on the Furniture Production process, quality matched guarantee also provides several payment methods that make it easier for potential customers to purchase and provide payment security for both furniture sellers and buyers. From the side of FurniHauzz's partners, namely furniture sellers, this application can also help them to increase market share by promotions that are considered effective to targeted potential consumers.

The main target market for FurniHauzz is a young person or family aged 23 - 34 years who will look for furniture for their homes, who live in cities with upper-middle consumption levels (BCG Population and household expenditure database 2012). Based on sources from Bappenas in 2013, the population in Indonesia's big cities in 2020 is 18 million. And according to a survey we conducted in July 2020, as many as 87.9% said they were interested in shopping on a marketplace application specifically for furniture.

Some of the superior services of this business are presented in the form of application features which consist of: (1) Customization services in purchasing furniture products, (2) Order Tracking Feature, (3) FurniHauzz transaction Bidding Features, and (4) 3D Simulation (Augmented Reality) and Portfolios.

In line with the FurniHauzz's vision to become the number 1 furniture marketplace in Indonesia, through this business, FurniHauzz is projected to provide economic value for both consumers, founders and shareholders. The break-even point is projected in years 5 to 6 with a rate of return (IRR) of 42.7%. With the development of the furniture industry, economic growth and the population of Indonesia, in the future, FurniHauzz will run a business to business model (B2B) by

serving the needs of office furniture and can be adjusted according to consultation by interior designers. The platform can also be used as a portfolio of the interior designer. Subsequent developments also include the service of buying and selling used furniture as an effort to preserve the earth. To ensure that there is reforestation, every sale of furniture product will be set aside for forest cultivation.

