

# **PROJECT DISSERTATION**

## **Exploring online furniture industry: A Research on starting a new venture**

Submitted by:

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2K14/MBA/20

Under the guidance of

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## **CERTIFICATE FROM THE INSTITUTE**

This is to certify that the project titled “Exploring online furniture industry: A Research on starting a new venture “ is a bonafide work carried out by Divyanshu Yadav of MBA 2014-2016 and submitted to Delhi School Of Management, Delhi Technological University, Bawana Road, Delhi 110042 in partial fulfillment of the requirement for the award of the degree of Masters of Business Administration.

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Signature of Guide

Place:

Date :

## **ACKNOWLEDGEMENT**

With profound sense of gratitude and regard, I express my sincere thanks to my guide and mentor Dr Rajan yadav for his valuable guidance and the confidence he installed in me to sell furniture online , that helped me in successful understanding of challenges in running a business . Without his help , this project report would have been a distant affair. His motivation and the professional guidance is indeed of immense help to me. I am also thankful to Mr Anurag tiruwa and other faculty members of our institute who cooperated with me and gave their valuable time.

Divyanshu yadav

Delhi School Of Management

## **EXECUTIVE SUMMARY**

This case study takes up the initiative to understand the online furniture market with the perspective of an online merchant selling book shelves successfully with the major ecommerce websites. This study outlines the challenges faced in various verticals of the supply chain process and showcases the loop holes of the ecommerce websites and their monopoly of doing business on their own terms and conditions. Case study starts with the introduction of the furniture market in india and how online furniture retailing is picking up, it also gives examples of various new startups in the field while giving a brief introduction about the major niche furniture websites in India. The research design is completely based on expert interviews, this study also takes inspiration from the experience as an online merchant walnutgrove which started in march 2015. The case study also touches upon the various critical points to be understood to plunge into the furniture manufacturing business and lays out the supply chain as clearly as possible.

## **DECLARATION**

I Divyanshu Yadav, Student of MBA 2014-16 of Delhi school of Management, Delhi Technological University , Bawana road , Delhi -110042 declare that project report on “An overview on selling furniture online ” submitted in partial fulfillment of the requirement for the award of the degree of Masters of Business Administration is the original work conducted by me

.

The information and data given in the report is authentic to the best of my knowledge

The report is not being submitted to any other university for award of any other Degree, Diploma and fellowship.

Divyanshu yadav

(2K14/MBA/20)

Place

Date

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