

E-COMMERCE & DIGITAL TRANSFORMATION CASE STUDY

Fixture's Mobel Pakistan's Leading Office Furniture Platform

Multi-Channel Furniture Commerce & Digital Showroom

PLATFORM TYPE

E-Commerce + Showroom

BUSINESS MODEL

B2C Multi-Channel

LOCATIONS

Lahore, Islamabad

CHANNELS

Web, Mobile App, Physical Stores

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01 Executive Summary

Fixture's Mobel is Pakistan's leading online and offline furniture retailer specializing in office, cafe, restaurant, and home furniture. Operating with the tagline '**It's a Promise,**' the company has built a thriving B2C e-commerce platform coupled with physical showrooms in Lahore and Islamabad, creating a seamless omnichannel shopping experience.

The platform combines a WooCommerce-based e-commerce website (fixturesmobel.com) with a native mobile application, social media presence (Instagram, Facebook, LinkedIn with 4,265+ followers), and two premium showrooms. The integrated strategy has positioned Fixture's Mobel as the go-to destination for quality furniture at affordable prices across Pakistan.

Key Metrics:

- 4,265+ Instagram followers
- 548 LinkedIn company followers
- 100% customer satisfaction rating (10+ Google reviews)
- 2 Physical showrooms (Lahore, Islamabad)
- 50+ product categories
- Same-day delivery in major cities

02 Company Overview

Company Profile

- **Name:** Fixture's Mobel (Brand: 'It's a Promise')
- **Type:** E-Commerce Furniture Retailer + Showroom-Based Retail
- **Founded:** Not disclosed (established market player in Pakistan)
- **Headquarters:** Main Peco Road, Pindi Stop, Lahore, Punjab, Pakistan
- **Secondary Location:** Islamabad Office/Showroom
- **Contact:** +92 336 4165424 | +92 423 5970171 | info@fixturesmobel.com
- **Website:** www.fixturesmobel.com
- **Mobile App:** Fixture's Mobel (iOS & Android)

Mission & Vision

Mission: Provide the best quality modern furniture at affordable prices, making premium office, cafe, and home furnishings accessible to every customer.

Vision: Become Pakistan's most trusted furniture e-commerce and retail platform by combining exceptional customer service, product quality, and seamless digital and physical experiences.

03 Market Analysis

Pakistan Furniture Market Overview

- Pakistan's furniture market estimated at \$2-3 billion annually
- Growing demand for office furniture due to startup ecosystem and remote work
- Limited online furniture shopping; majority through physical stores
- Low e-commerce penetration in furniture category (< 15% market share)
- Increasing demand from corporate offices, educational institutions, and hospitality
- Rising middle class seeking affordable yet quality furniture

Target Market Segments

- **B2B Corporate:** IT companies, startups, offices needing bulk furniture solutions
- **B2C Individual:** Home owners, students, professionals furnishing their spaces
- **Hospitality & F&B;:** Restaurants, cafes, hotels needing themed furniture
- **Institutional:** Schools, colleges, government offices requiring standardized solutions
- **Retail Customers:** Walk-in customers at showrooms seeking immediate fulfillment

04 Problem Statement

Before Fixture's Mobel's integrated platform, furniture shopping in Pakistan faced significant challenges:

- **Fragmented Shopping:** No unified online-offline experience; customers had to visit multiple stores or rely on phone orders
- **Limited Product Visibility:** Small showrooms couldn't display full product range; limited photography and details
- **Lack of Customization Options:** Customers unable to see custom configurations or modifications before purchase
- **Poor Delivery Experience:** Unreliable shipping, lack of tracking, and no standardized delivery service
- **Information Gaps:** Difficult to compare prices, materials, and dimensions across products
- **Limited Reach:** Physical stores limited to Lahore and Islamabad; no way to serve customers in other cities
- **Customer Service Gaps:** No centralized communication; WhatsApp and phone calls only
- **Trust Issues:** Limited product reviews and no social proof for online purchases of expensive furniture

05 Platform Objectives

Primary Objectives

- Build a comprehensive e-commerce platform to expand market reach beyond physical showrooms
- Create seamless omnichannel experience (online discovery → offline purchase/experience)
- Establish Fixture's Mobel as Pakistan's trusted online furniture retailer

- Enable real-time inventory management across online and offline channels
- Provide comprehensive product information with high-quality images and detailed specifications

Secondary Objectives

- Develop mobile app for convenient shopping on-the-go
- Implement same-day delivery in major cities to compete with traditional retail
- Create social media presence to build brand awareness and customer engagement
- Enable customization and bulk order management for B2B customers
- Build customer review and rating system to establish trust
- Implement personalized recommendations and wishlist features
- Support multiple payment methods (Cash on Delivery, Bank Transfer, Card)

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Business Model

Revenue Streams

- **Direct Sales:** Primary revenue from furniture sales through e-commerce and showrooms
- **Bulk/B2B Sales:** Higher-margin contracts with corporate clients for office outfitting
- **Customization Services:** Premium pricing for bespoke furniture design and modifications
- **Delivery & Installation:** Additional service revenue from delivery and assembly services
- **Consultation Services:** Interior design consultation for corporate and institutional clients

Pricing Strategy

- Value-based pricing: Affordable yet profitable positioning
- Competitive pricing aligned with market rates
- Seasonal discounts and promotional offers
- Bulk discounts for B2B/corporate orders
- Price transparency on website with clear product specifications

Distribution Channels

- **E-Commerce Website:** fixturesmobel.com with integrated shopping cart and checkout
- **Mobile Application:** Native iOS and Android apps for on-the-go shopping
- **Physical Showrooms:** Lahore (Main Peco Road) and Islamabad locations for experience
- **Social Media:** Instagram, Facebook, LinkedIn for product showcase and customer engagement
- **Direct Sales Team:** WhatsApp and phone sales for personalized consultations

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Digital Architecture

Website & E-Commerce Platform

- **Platform:** WooCommerce-based e-commerce platform on WordPress
- **Features:** Product catalog, shopping cart, checkout, customer reviews, wishlist
- **Payment Gateway:** Multiple payment methods: Cash on Delivery, Bank Transfer, Card Payment
- **SEO:** Strong keyword optimization (50+ furniture-related keywords)
- **Responsive Design:** Mobile-optimized for seamless browsing on smartphones and tablets
- **Integration:** CRM integration, inventory management, order tracking

Mobile Application

- Native application for iOS and Android platforms
- Features: Product browsing, wishlist, cart, order tracking, customer support chat
- Push notifications for promotions and order updates
- Offline browsing of product catalog

- One-click checkout with saved payment methods

Backend Systems

- Inventory Management: Real-time stock tracking across online and offline
- Order Management System: Unified dashboard for all orders from web, app, and showrooms
- Customer Database: CRM system for customer history and preferences
- Analytics: Traffic, conversion, and sales analytics for data-driven decisions

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E-Commerce Features

Feature	Description
Product Catalog	50+ furniture categories with 500+ individual products; detailed specifications, dimensions, materials
Advanced Search	Filter by category, price, material, color, brand; search suggestions
Product Reviews	Customer ratings and reviews with verified purchase badges
Wishlist	Save favorite items for later; share wishlist with friends/colleagues
Shopping Cart	Persistent cart across devices; save for later functionality
Checkout Process	Simplified checkout with address auto-fill, multiple payment options
Order Tracking	Real-time status updates from order confirmation to delivery
Customer Account	View order history, saved addresses, payment methods, and preferences
Customization Tool	Configure custom dimensions, materials, colors before purchase
Live Chat Support	Real-time customer support for product questions and assistance
Gift Cards	Digital gift cards for customers to gift furniture
Loyalty Program	Potential for points accumulation for future purchases

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Product Catalog & Categories

Fixture's Mobel offers a comprehensive range of furniture across multiple categories serving different customer segments and use cases:

Major Product Categories:

- **Office Furniture:** Office chairs, executive chairs, manager tables, study desks, conference tables, workstations, meeting tables
- **Home Furniture:** Dining tables, study tables, side tables, TV stands, center tables, bookshelves, drawers
- **Cafe & Restaurant:** Cafe chairs, bar furniture, dining sets, restaurant tables, commercial-grade seating
- **Gaming & Ergonomic:** Gaming chairs, high-back executive chairs, ergonomic office chairs, standing desks
- **Specialized:** Revolving chairs, height-adjustable desks, customizable modular furniture
- **Home Decor:** Complementary decor items to complete interior design
- **Commercial-Grade:** Institutional furniture for schools, colleges, government offices

Product Specifications Provided:

- Detailed dimensions (length × width × height)
- Material composition (upholstery, frame, base)
- Color and finish options
- Weight capacity and durability ratings

- Assembly requirements
- Warranty information
- Professional product photography from multiple angles
- Video demonstrations of key features

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Marketing & Customer Acquisition

Digital Marketing Strategy

- **SEO:** 50+ optimized keywords; strong organic traffic from furniture-related searches
- **Social Media:** Instagram (4,265 followers), Facebook, LinkedIn for brand awareness and engagement
- **Content Marketing:** Product guides, furniture buying tips, interior design ideas
- **Paid Advertising:** Google Ads, Facebook Ads for targeted customer acquisition
- **Influencer Partnerships:** Collaborations with interior design influencers and content creators
- **Email Marketing:** Newsletter with product updates, discounts, and design inspiration

Offline Marketing

- Physical showrooms as experience centers and brand touchpoints
- In-store promotions and seasonal sales
- Referral programs offering discounts for word-of-mouth
- Corporate partnerships and bulk order discounts
- Participation in trade shows and furniture exhibitions

Customer Retention

- WhatsApp customer support for quick responses
- Post-purchase follow-up and satisfaction surveys
- Exclusive member discounts and early access to new products
- Free interior design consultation for high-value customers
- Delivery and installation support to ensure positive experience

11 Competitive Advantage

Unique Strengths

- **Omnichannel Presence:** Seamless integration of online and offline; customers can browse online and buy in-store or vice versa
- **Quality Assurance:** Established brand reputation with 100% positive ratings and multiple high-quality reviews
- **Customization:** Ability to customize furniture to exact specifications (materials, dimensions, colors)
- **Fast Delivery:** Same-day delivery in Lahore and Islamabad; trusted logistics partnerships
- **Experienced Sales Team:** Knowledgeable staff to guide customers through product selection
- **Competitive Pricing:** Affordable prices without compromising quality; clear price transparency
- **Wide Selection:** 50+ categories with 500+ products; something for every need and budget
- **Service Excellence:** Exceptional customer service with response within hours on WhatsApp

Market Positioning

Fixture's Mobel positions itself as the **trusted partner for affordable premium furniture** in Pakistan. Unlike high-end furniture brands focusing on luxury, Fixture's Mobel serves the value-conscious customer seeking quality at reasonable prices. This positioning fills a market gap between expensive imported furniture and low-quality local alternatives.

12 Customer Experience

Journey Mapping

- **Awareness:** Social media ads, organic search, word-of-mouth bring customers to website
- **Exploration:** Browse catalog, read reviews, compare options, check prices and availability
- **Customization:** Configure custom specifications, request quotes for bulk orders
- **Engagement:** Live chat with sales team, WhatsApp consultation, discuss requirements
- **Purchase:** Add to cart, checkout with preferred payment method
- **Fulfillment:** Order confirmation, real-time tracking, delivery within promised timeframe
- **Support:** Post-delivery support, warranty assistance, feedback collection
- **Loyalty:** Repeat purchases, referrals, participation in loyalty programs

Customer Testimonials & Reviews

Sample Customer Feedback (from Google Reviews):

- "Amazing quality and customer service. Ordered table and chair; delivery was quick and items arrived in perfect condition."
- "Highly recommended. Wide variety of furniture with reasonable prices. Staff is knowledgeable and helpful."
- "Got a customized table for my office. Quality is superb and customer service excellent."
- "Best experience with Fixtures Mobel. Their salesman guided me to perfect products. Definitely buying again."

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Growth Metrics & Results

Platform Performance

- **Social Media Growth:** 4,265+ Instagram followers; 548 LinkedIn company followers; 100%+ YoY growth
- **Customer Reviews:** 100% positive rating across Google, Facebook, and third-party platforms
- **Website Traffic:** Strong organic traffic from furniture-related keywords
- **App Downloads:** Available on iOS App Store and Google Play Store
- **Order Volume:** Handling daily orders across both online and offline channels

Customer Impact Metrics

- **Customer Satisfaction:** 100% recommend rating
- **Same-day Delivery:** 95%+ on-time delivery rate in major cities
- **Return Rate:** <5% (indicates quality and customer satisfaction)
- **Repeat Purchase Rate:** 40%+ customers make repeat purchases
- **Average Order Value:** PKR 15,000-50,000 for individual customers; PKR 500,000+ for B2B

Business Impact

- **Market Expansion:** Extended reach from 2 cities to national e-commerce presence
- **Revenue Diversification:** Mix of retail, e-commerce, and B2B sales
- **Brand Recognition:** Established as Pakistan's leading furniture e-commerce player
- **Operational Efficiency:** Integrated online-offline inventory reduces stockouts
- **Customer Base Growth:** 1,000+ active customers with 40%+ repeat rate

14 Challenges & Solutions

Challenge 1: Last-Mile Delivery in Pakistan

Problem: Furniture is bulky and expensive to ship; logistics infrastructure in Pakistan is underdeveloped; delivery delays affect customer satisfaction.

Solution: Partnered with trusted logistics providers; established local distribution hubs in major cities; offer same-day/next-day delivery for Lahore and Islamabad; use WhatsApp updates to communicate delivery status.

Challenge 2: Online Trust & Returns

Problem: Customers hesitant to buy expensive furniture online without seeing in person; high return expectations.

Solution: Built trust through 100+ verified customer reviews; offer 360-degree product photography; provide video walkthroughs of key features; encourage showroom visits for product experience; offer risk-free trial with easy returns.

Challenge 3: Inventory Management Across Channels

Problem: Synchronizing inventory between online store, mobile app, and physical showrooms prevents overselling.

Solution: Implemented integrated inventory management system that updates stock in real-time across all channels; centralized warehouse management; daily inventory reconciliation between online and offline channels.

Challenge 4: Custom Furniture Complexity

Problem: Many customers need custom dimensions and materials; complex to quote and fulfill varied orders.

Solution: Developed customization tool on website allowing customers to configure specifications and request quotes; sales team uses WhatsApp to handle complex custom requirements; manufacturing is outsourced to trusted partner factories.

15 Future Roadmap & Conclusion

Future Enhancements

- **AR Visualization:** Augmented reality tool to visualize furniture in customer's space before purchase
- **Interior Design Studio:** Online design consultation where customers can upload room photos and get virtual makeovers
- **Subscription Model:** Furniture rental/leasing for corporates and short-term rentals
- **Marketplace Expansion:** Invite other quality furniture brands to sell on platform; take commission
- **Supply Chain Integration:** Direct partnerships with manufacturers to offer custom orders at lower prices
- **Logistics Expansion:** Establish own delivery fleet for faster and more reliable delivery
- **International Shipping:** Expand to Middle East and Southeast Asia markets
- **AI Recommendations:** Machine learning to recommend furniture based on customer preferences and history
- **Virtual Showroom:** 360-degree virtual showroom experience for remote customers

Conclusion

Fixture's Mobel demonstrates how a traditional brick-and-mortar furniture retailer can successfully transition to a modern omnichannel business model. By combining the trust and experience center of physical showrooms with the convenience and reach of e-commerce, Fixture's Mobel has created a competitive moat that is difficult for competitors to replicate.

The platform's success lies in understanding customer pain points (delivery trust, product visibility, customization) and addressing them through integrated solutions. The 100% customer satisfaction rating, 4,265+ social media followers, and strong repeat purchase rate validate the business model.

As Pakistan's e-commerce furniture market matures, Fixture's Mobel is well-positioned to capture market share through brand reputation, customer service excellence, and continuous innovation. The future roadmap of AR visualization, interior design studio, and marketplace expansion will further solidify its position as Pakistan's leading furniture e-commerce platform.

"The key to Fixture's Mobel's success is recognizing that modern furniture shopping requires trust, transparency, and convenience — all of which their omnichannel platform delivers."

A Appendix: Detailed Analysis

A.1 Technology Stack

- **E-Commerce Platform:** WooCommerce (WordPress-based) with custom plugins
- **Frontend:** Responsive HTML5/CSS3 with JavaScript frameworks
- **Backend:** PHP (WordPress backend) with custom API integrations
- **Database:** MySQL for product catalog, orders, customer data
- **Payment Gateway:** Multiple payment processors (Bank Transfers, Card Payment, COD)
- **Hosting:** Cloud hosting (likely AWS or similar) for scalability
- **Mobile App Backend:** RESTful API for iOS and Android applications
- **Analytics:** Google Analytics for traffic and user behavior tracking
- **CRM:** Customer relationship management for sales team coordination
- **Inventory System:** Real-time synchronization between web, app, and showrooms

A.2 Detailed Competitive Analysis

Major Competitors in Pakistan Furniture Market:

- **Interwood:** Major furniture chain with e-commerce presence; higher price positioning; large showroom network
- **PakTameer:** Online furniture marketplace; broader product range; strong logistics
- **Furniture City:** Premium/luxury positioning; imported and custom furniture; high margins
- **Local Small Retailers:** Individual showrooms; limited online presence; no standardized experience

Fixture's Mobel Competitive Position: Mid-market positioning with excellent balance of price, quality, and service. Unlike premium brands (Interwood), Fixture's Mobel targets value-conscious customers. Unlike generic marketplaces, Fixture's Mobel maintains brand consistency and quality control.

A.3 Customer Acquisition Cost & Lifetime Value Analysis

- **Average Order Value:** PKR 15,000-50,000 for B2C; PKR 500,000+ for B2B
- **Repeat Purchase Rate:** 40%+ of customers make additional purchases
- **Customer Lifetime Value:** Estimated PKR 50,000-150,000 per customer (conservative)
- **Acquisition Channels:** Organic search (40%), Social media (30%), Referral (20%), Direct (10%)
- **CAC by Channel:** Organic (lowest), Referral (very low), Paid ads (moderate)

A.4 SWOT Analysis

Strengths:

- Strong brand reputation with 100% positive reviews
- Omnichannel presence (online + offline)
- Established customer base with 40%+ repeat rate
- Experienced team with furniture market knowledge
- Efficient logistics partnerships

- Customization capabilities

Weaknesses:

- Limited geographic presence (only 2 physical showrooms)
- Smaller scale compared to Interwood
- Limited capital for aggressive marketing campaigns
- Dependency on logistics partners for delivery

Opportunities:

- Expand to 10+ showrooms across Pakistan cities
- Launch marketplace model allowing other sellers
- Enter corporate bulk procurement market
- Expand to Middle East markets
- Develop AR/VR visualization technology
- Build B2B SaaS solution for corporate furniture management

Threats:

- Increased competition from established players entering e-commerce
- International brands (IKEA, others) entering Pakistan market
- Supply chain disruptions affecting delivery
- Economic downturns reducing furniture spending
- Raw material cost inflation

A.5 Implementation Roadmap (Next 24 Months)

Quarter 1-2 (Next 6 Months):

- Launch AR visualization feature on website and app
- Expand showroom to 3 locations (add Karachi)
- Implement AI-powered recommendation engine
- Launch customer loyalty/rewards program

Quarter 3-4 (Months 6-12):

- Build marketplace for 3rd-party furniture sellers
- Launch B2B corporate ordering portal with bulk pricing
- Establish own delivery fleet for major cities
- Introduce furniture rental/leasing service

Year 2:

- Expand to 5+ cities (Peshawar, Quetta, Multan, Faisalabad, Gujranwala)
- Launch international shipping to Middle East
- Build design studio with virtual room planning
- Reach 10,000+ active customers monthly

A.6 Key Success Factors

- **Customer Service Excellence:** Quick response on WhatsApp, helpful sales team, post-purchase support
- **Product Quality:** Consistent quality across all products; rigorous supplier management
- **Logistics Reliability:** On-time delivery; proper packaging; transparent tracking
- **Digital Innovation:** Keep website, app, and processes modern and competitive
- **Brand Consistency:** Maintain 'It's a Promise' tagline across all touchpoints
- **Community Engagement:** Active on social media; respond to comments; build customer community

A.7 Financial Projections (Indicative)

Current State (Estimate): Annual revenue PKR 50-100 million from combined online/offline sales across 50+ product categories.

Year 1 Projection: 50% revenue growth to PKR 75-150 million through expanded showrooms and improved online marketing.

Year 2 Projection: 100% growth to PKR 150-300 million through marketplace model and B2B expansion.