



Fur'cly

“Not a chance, just art”



Summary



Identification and
genesis of the
brand's universe



Market analysis &
customer
benchmark



Website



Project
management

Our team



Mathis



Yanis



Océane



Brice

Presentation of the brand

It all started with a simple discussion between 4 students about **apartments**. A subject of debate then arose, the furnishing, a subject for which we all have a strong interest.

Afterwards, a few observations came out: there is a very **strong standardization of furniture**, the majority of styles are similar and very few companies are making the effort to act in the face of the **ecological emergency** we are facing.

After some research, we read that a French person, for example, gets rid of more than **1400kg of furniture** throughout his life. 80% of these are then either given away or sold, but also thrown away. That's why the idea of recycling was confirmed

Fur'cly, an innovative furniture company. Which is able to meet an expectation of **environmentally friendly** furniture in their entire production chain, without leaving for account the **artistic, design** of its furniture.

13 products

- for the middle and upper class
- interest by art or ecology.
- The price will vary depending on the product.

Pop'up galleries

- mainly in e-commerce
- that's why we created the pop-up galleries. Our artists will be represented by their art.

Fur'cly 2 B

We have decided to work with companies in order to exploit as many features as possible for the well-being of the planet.

Save your room

This service (only in certain regions) provides an interior designer to improve the layout, style and ergonomics of your room with elements from our range. In addition, it is possible to add custom-made furniture.



Products and services



Opportunities to exploit

Noma edition

Noma sends their furniture to few countries. Moreover, it is impossible to buy directly on the site, everything is done by quotation. The products are also very expensive, which means that they are accessible to few people.

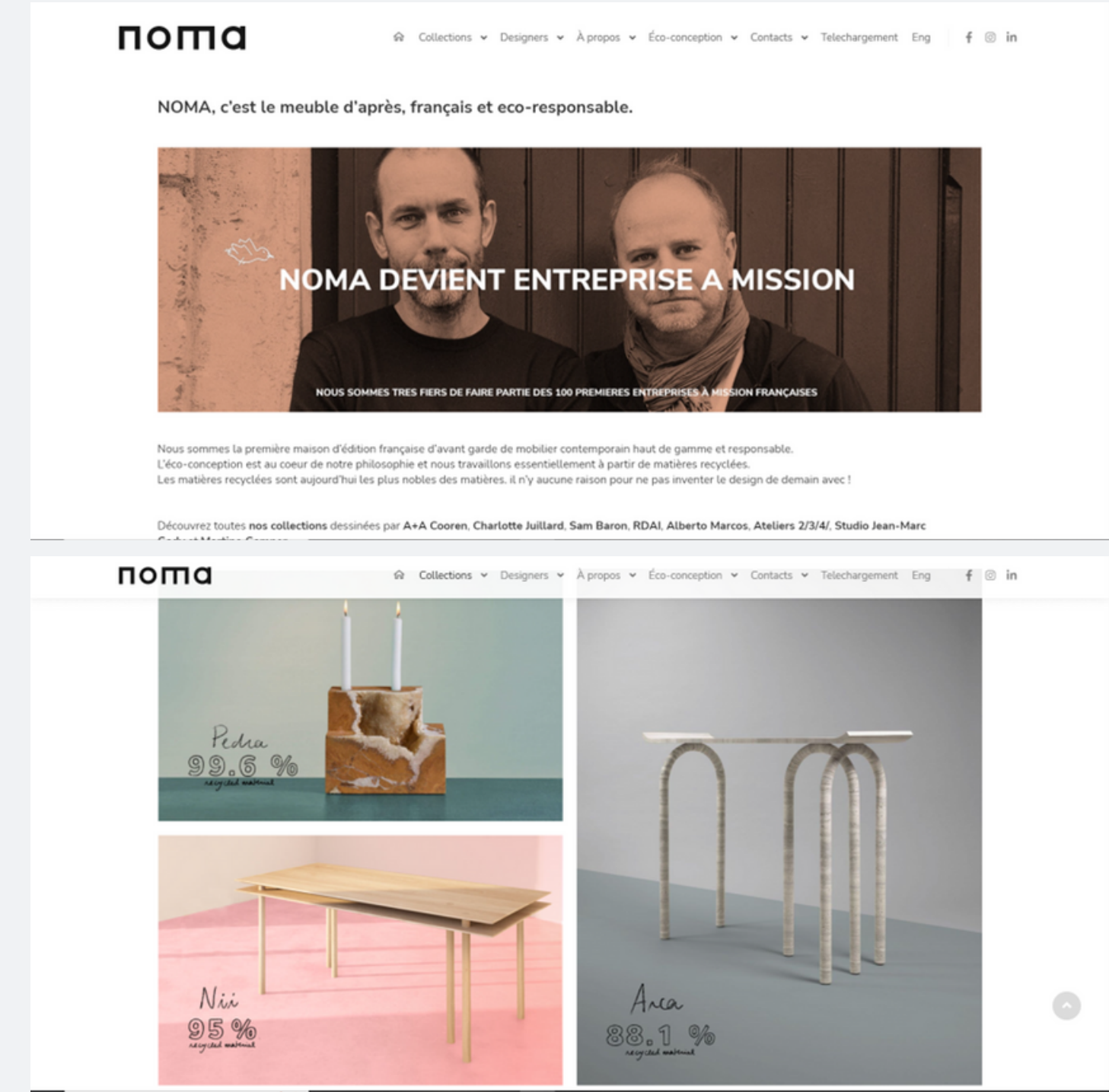
Camif Edition

Camif imports a large part of their material and does not carry out environmentally responsible delivery. The brand focuses exclusively on the French market.

Tiptoe

Tiptoe presents a very limited range with very simple designs. Like its two predecessors, delivery is not taken into account in their approach. As for the price, it's also quite high, which brings the brand to a more restricted public.

Noma edition website



Noma's website is a very clean site, with a white background, highlighting the products with bright product and background colours. The site is easy to access, ergonomic, and overall beautiful. However, it's a site who uses a lot of Wordpress plug-ins and JS Libraries, so it must not be very stable.

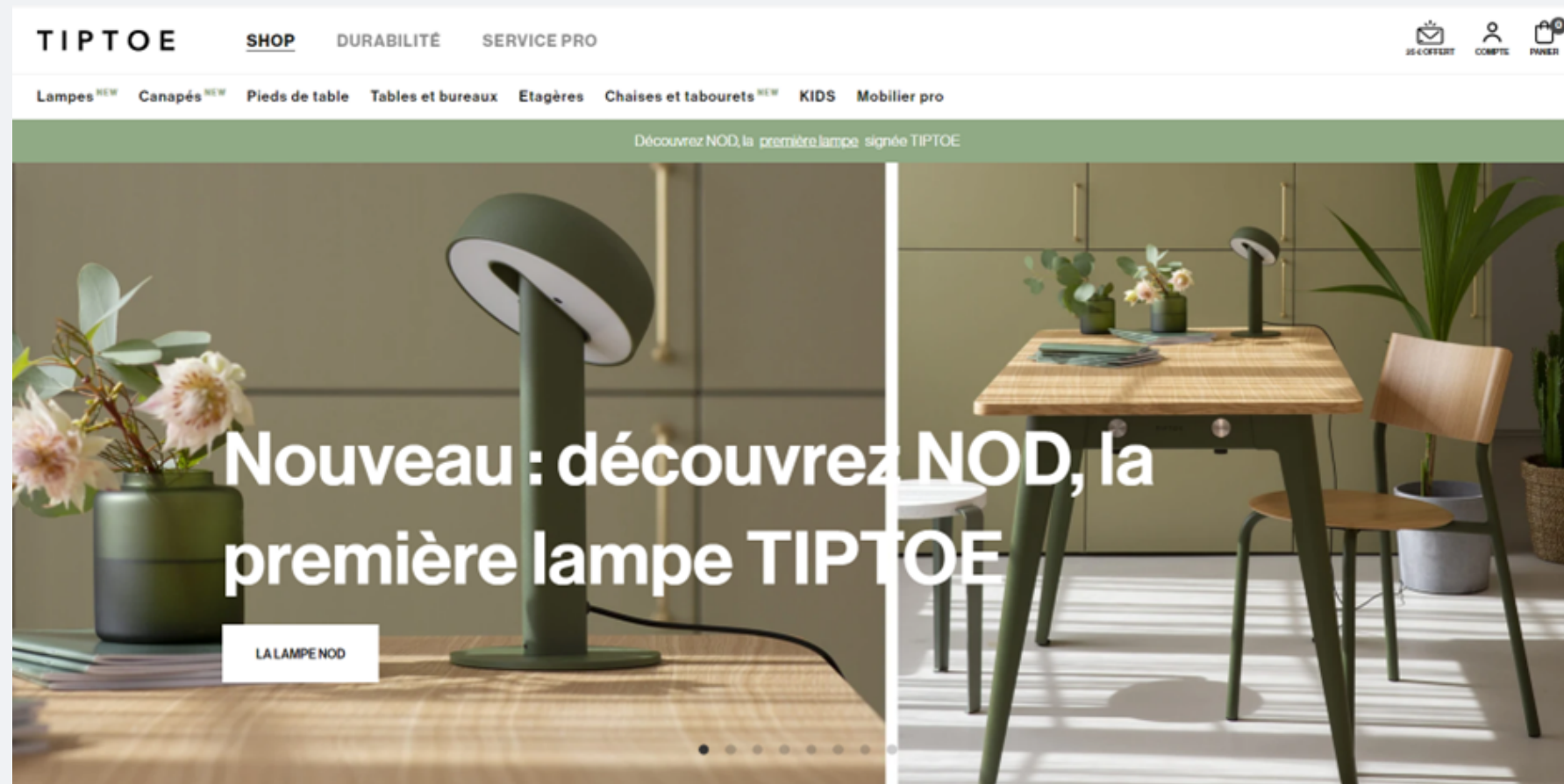
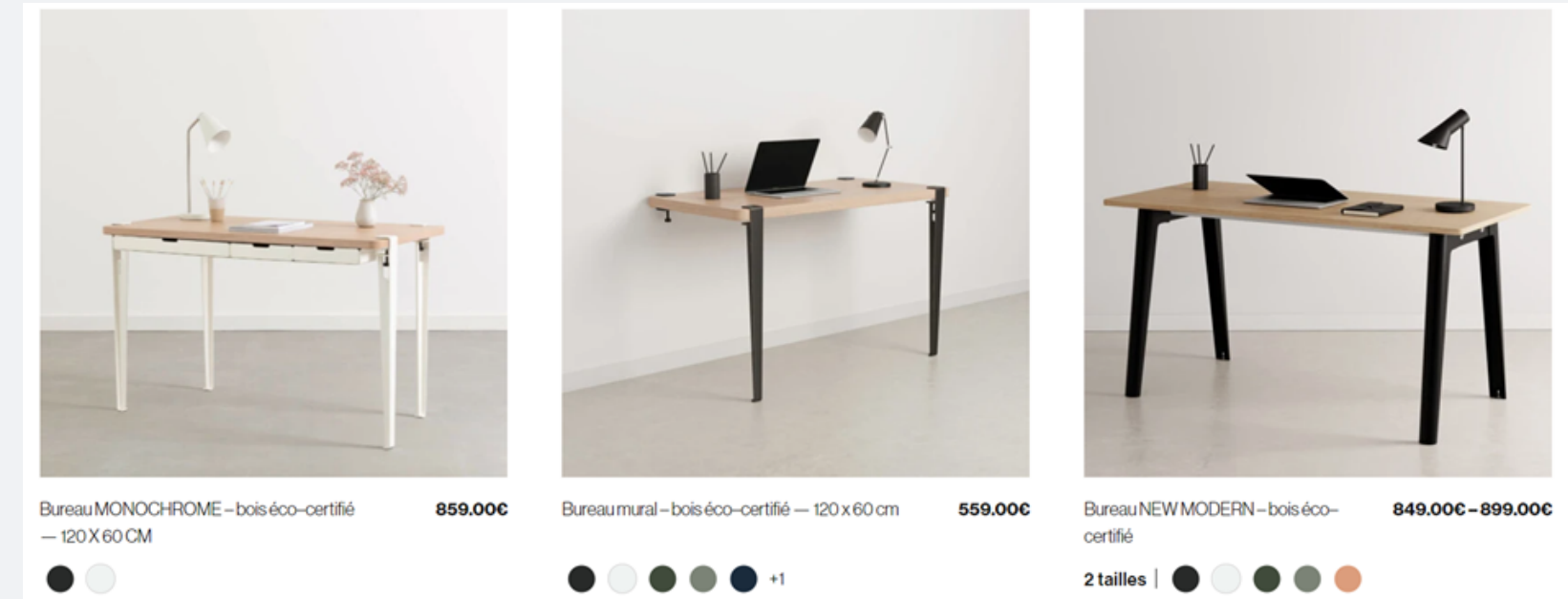
Camif edition website



Camif's website is a site that brings together the impressive quantity of the brand's products. For this, they have chosen to push the UX almost to the extreme to the detriment of the design. Indeed we can observe the very important number of sub-categories for all the products.



Tiptoe website



Tiptoe's website is ergonomic, and it is easy to find the elements thanks to the many diagrams that help in the search. The colours used are based on light colours in relation to the environment (brown, green, white, etc.). It is very pure.



Target audience

Our interest is based on European people who cares about **environment and ecology**, also people who loves **art and architecture**. Because of our prices, we have to touch middle and upper class between 25 years old to 60 years old.

People between 25 and 34 years old accumulate about 95kg of furniture per year and throw away 30kg. This is due to the average period of marriage and children. However, adults between 35 and 44 years old accumulate 37kg of furniture and throw away 37kg per year. That's why they remain our potential customers.



NOMA : 167.000 €

This brand limits the ecological impact of their furniture by using recycled materials. By manufacturing their products locally, they limit travel and avoid toxic products. They also indicate on their website the percentage of recycled content of each product.

Camif Edition: 50 Million €

Strategy almost exclusively focused on sustainable development with nature as the main theme. Camif Edition's products are created by a French workforce, their production is local and eco-responsible. They produce a wide variety of products.

Tiptoe : 6,9 Million €

This brand's sustainable and recycled products made of wood and recycled materials allows Tiptoe to deliver more than 18 in Europe and America. Also, their design is efficient and resource-saving.

Benchmark

16 products and services

-
- Sofa 3200€
 - Chair 320€
 - Coffee table 890€
 - TV Stand 1500€
 - Table 2500€
 - Armchair 1900€
 - Chest of drawers 1800€
 - Desk 1200€
 - Desk chair 820€
 - Shelf 2400€
 - Lamp 300€
 - Cupboard 1700€
 - Dressing room on quotation
 - B2B with other companies to the development of their building
 - Pop-up furniture create by artists (create by designers)
 - Provision of an interior designer for the customers



Price comparison

Products	NOMA EDITION	CAMIF EDITION	TIPTOE
Sofa	LAIME 42 Starting from 5640€ (only 46% of recycled matters)	Fabric sofa 1085€ to 2999€	EASY 2399€ - 3349€
Chair	SEN 93,7 Starting from 390€ (only 93,7% of recycled matters)	294€ - 869€	SSD 219€ - 349€
Coffee table	GHAN 92,8 Starting from 822€ (only 92,8% of recycled matters)	899€ - 2079€	499€ - 649€
Desk	Nii 95 Starting from 3840€ (only 95% of recycled matters)	849€ - 1749€	NEW MODERN 849€ - 1299€
TV Stand		1029€ - 1899€	
Table	Nii 95 Starting from 3840€ (only 95% of recycled matters)	1699€ - 4055€	NEW MODERN 1099€ - 1899€



Price comparison



Products	NOMA EDITION	CAMIF EDITION	TIPTOE
Armchair	ART 77,5 Starting from 2880 € (only 77,5% of recycled matters)	929€ - 2129€	
Chest of drawers		1099€ - 1859€	
Desk chair		ART PROG - SIMMOB 329€ - 769€	SSD 219€ - 349€
Shelf		849€ - 3349€	Wall shelves 357€ - 559€
Lamp		189,90€ - 469€	NODES 199€ - 219€
Cupboard		999€ - 2199€	



Personas



Maria Padra
30 years
Owner of a luxury
brand of clothes
Spanish Madrid
\$10.000

Activities

- Yoga
- Pilates
- Cooking
- Designing

Values

Ecology
Nutritional
Authentic

Social media



Websites

Ikea
Chanel

Needs

Maria and her husband want an atypical interior design. She wants nonconformist furniture for her new house. Her idea was to help the planet as the same time as she wants beautiful furnitures. She is ready to pay anything to find the design she wants.



Georges Lion
38 years
Architect
Swedish Stockholm
\$8.000



Activities

- Play with his dog
- Sport
- Cooking
- Designing

Stéphanie Durand
56 years
CEO
French Nice
\$9.000



Activities

- Take care of her family
- Watching TV
- Gardening

Values

Respect
Accomplish
ment
Animals
values

Social media



Websites

Archdaily
Noma

Values

Family
Spontaneous
Open minded

Social media



Websites

Jardiland

Needs

Georges gives many of his furniture to associations because he want to change his house into an ecologic house. He needs his furniture to be recycled or good for the planet. He also his an architect so he likes when furniture is not ordinary, he just want simple furniture to complete his decoration.

Needs

Stéphanie has a daughter and it's her birthday in 5 days so she wants to give her a gift but quickly! She needs a good present because she wants her daughter to be extremely happy about it, also she likes modern art. So she need a brand who transports furniture quickly.



FEW STATISTICS

Camif's website visits

It can be seen that the site has a fairly high visit rate. However, it has a high bounce rate (42,46%), which means that one in five people arrive on the site and leave immediately. One can assume that the site does not really attract at first sight.

Trafic & Engagement le mois dernier

Visites totales

407.3K

Évolution du mois dernier

8.05% ▼

Durée moyenne de la visite

00:04:11

Taux de rebond

42.46%

Pages par visite

5.17

Total des visites au cours des 3 derniers mois

La tendance des visites des 3 derniers mois sur desktop et mobile

515.2K

443.0K

407.3K

JUIL.

AOÛT

SEPT.



FEW STATISTICS

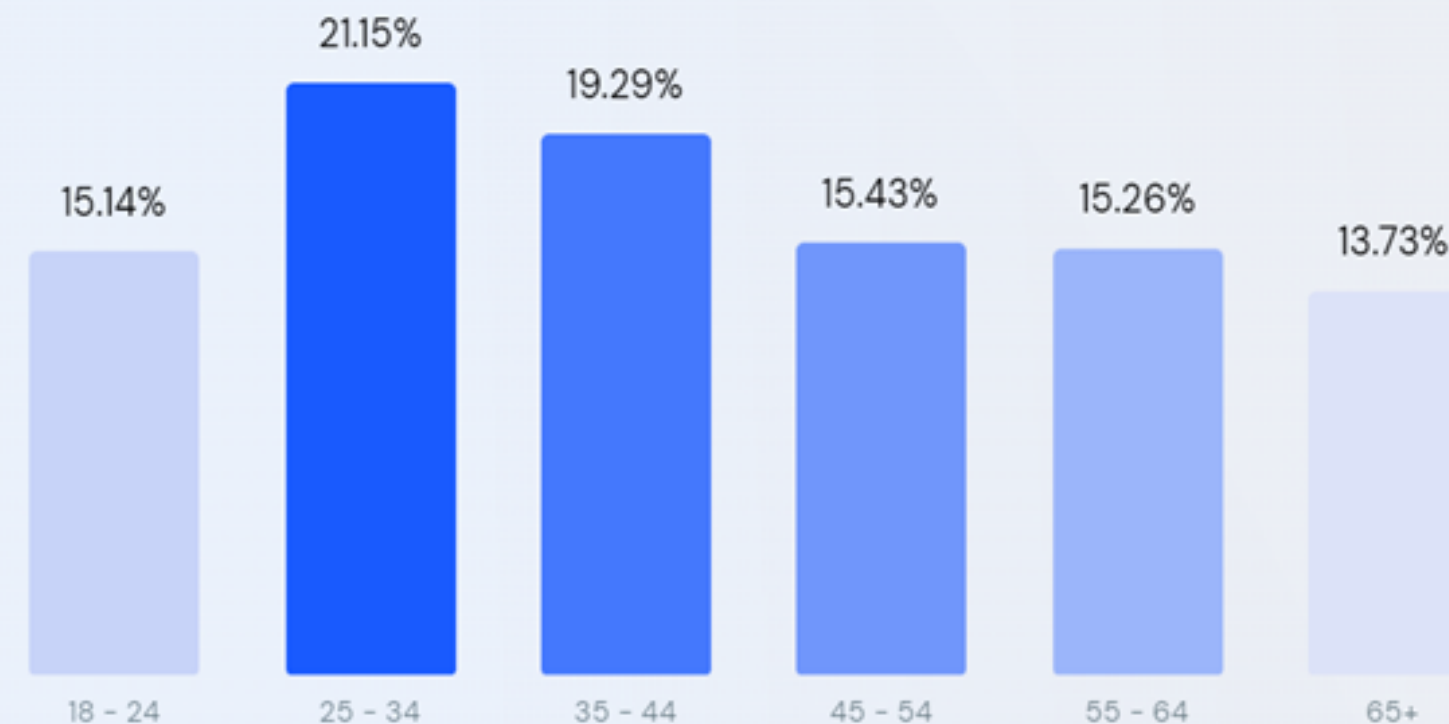
Camif's website visits

The majority of people are between 25 and 34 years old. This is an audience who has already a good purchasing power. In addition, it is an audience mainly accessed

Répartition par genre



Répartition par tranche d'âge



Via the web and social networks.

Because of that, we decide to concentrate more in this population.

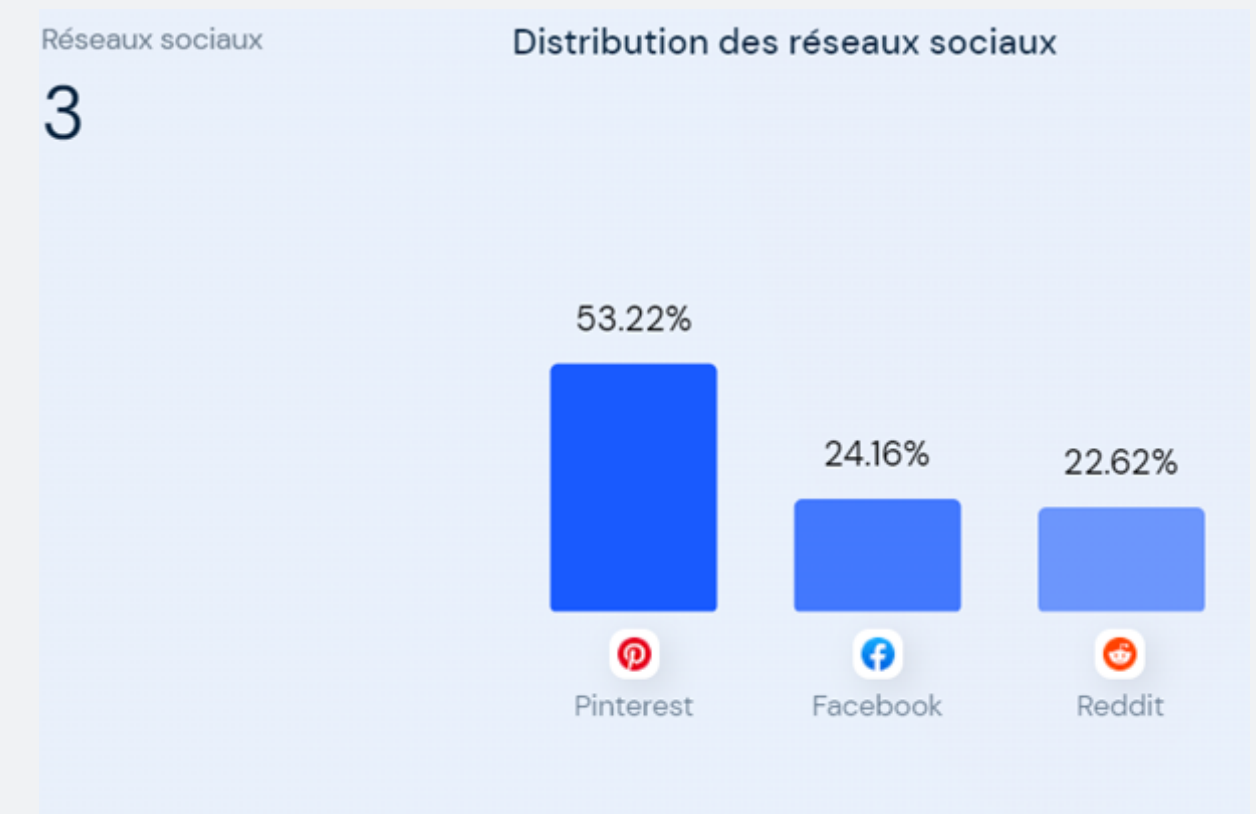
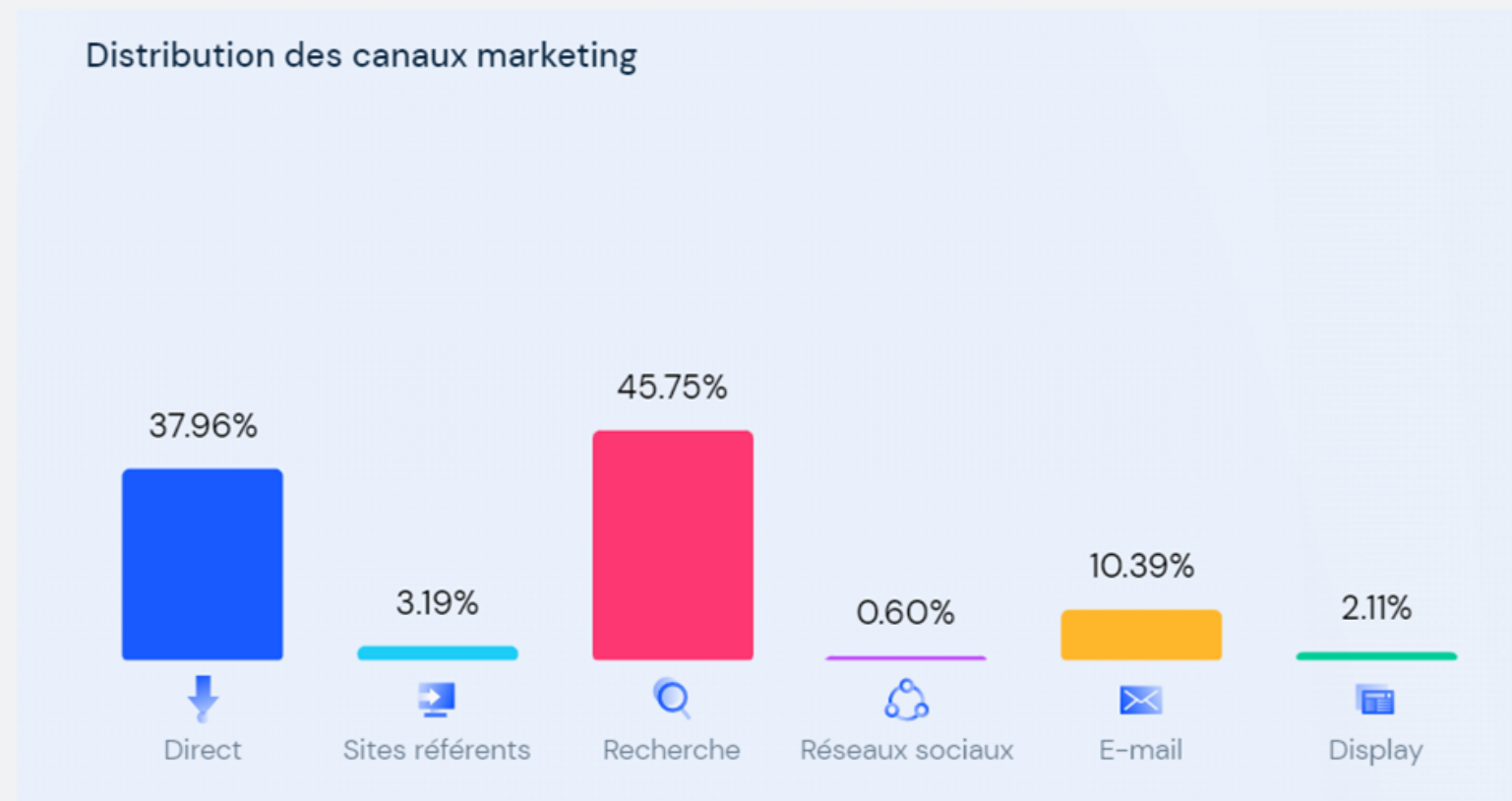


FEW STATISTICS

Camif's social networks

- Instagram : 28,7k followers
- Youtube : 2,43k followers
- TikTok : 522 followers
- Twitter : 1982 followers
- Pinterest : 53,22% – 28,7k followers
- Facebook : 24,16% – 10,2 k followers
- Reddit : 22,62%
- Linkedin : 4022 followers

Pinterest is one of the main networks for furniture



FEW STATISTICS

Tiptoe's website visits

We can see that the number of views is lower than most other competitors. The bounce rate is quite high which means that almost one out of two people come to the site and leave directly. The time users spend on the site is very low (1.20 min), which means that the site does not really attract at first sight.

Trafic & Engagement le mois dernier

Visites totales

108.8K

Évolution du mois dernier

30.11% ▲

Durée moyenne de la visite

00:01:20

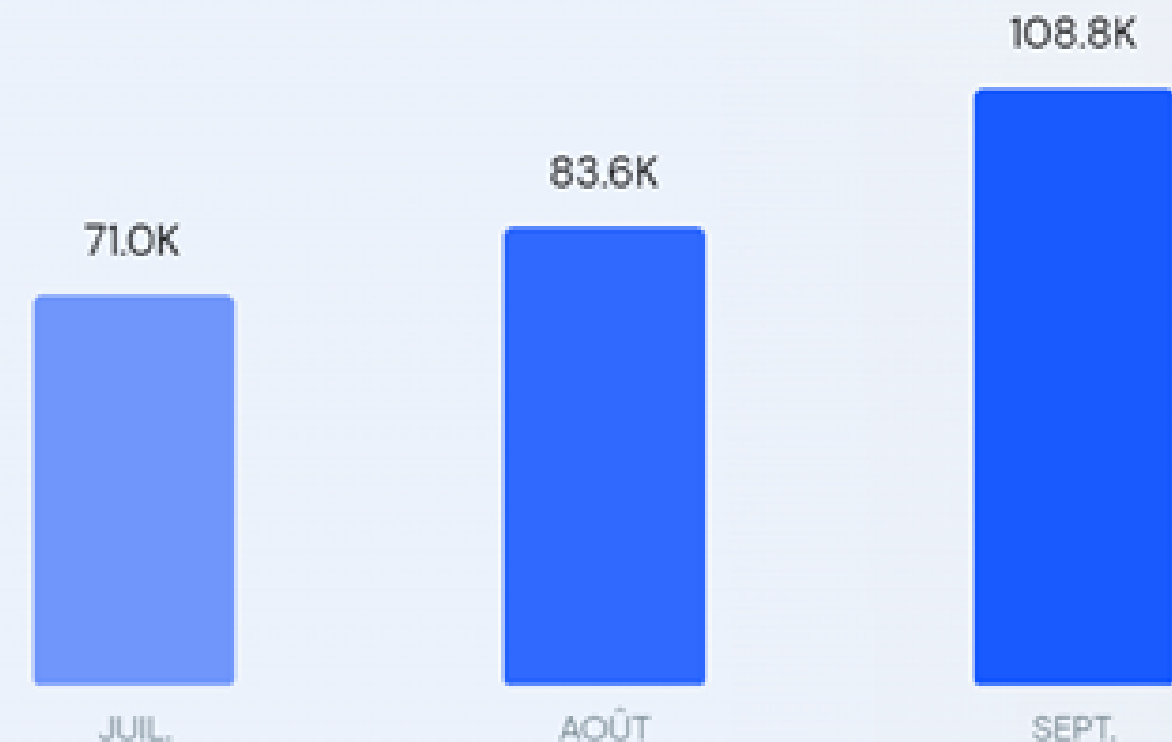
Taux de rebond

45.54%

Pages par visite

3.24

Total des visites au cours des 3 derniers mois

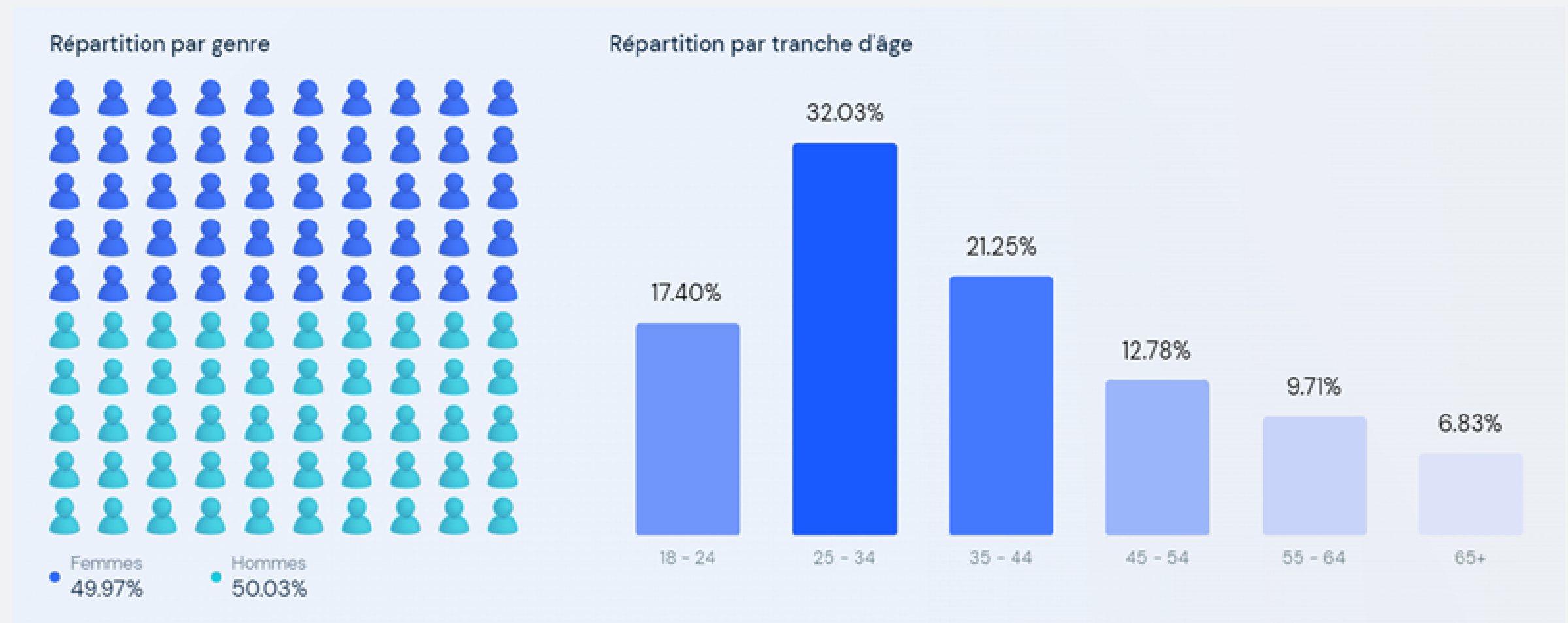


FEW STATISTICS

Tiptoe's website visits

Looking at the statistics, we can see that the majority of their audience is in the 25–34 age group. This confirms the audience we want to base our analysis on the competition.

This confirms the interest of our field in this targets.

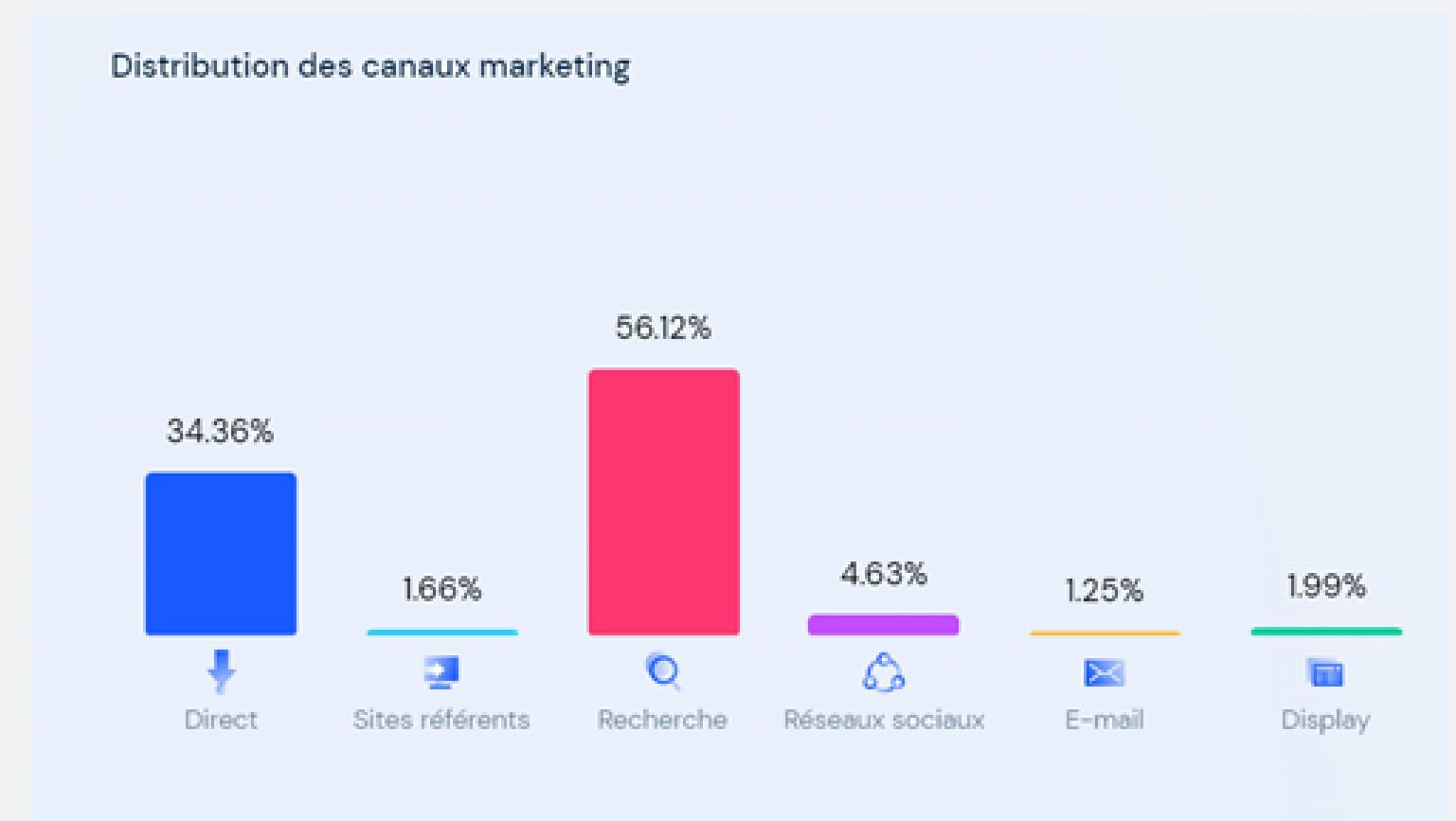
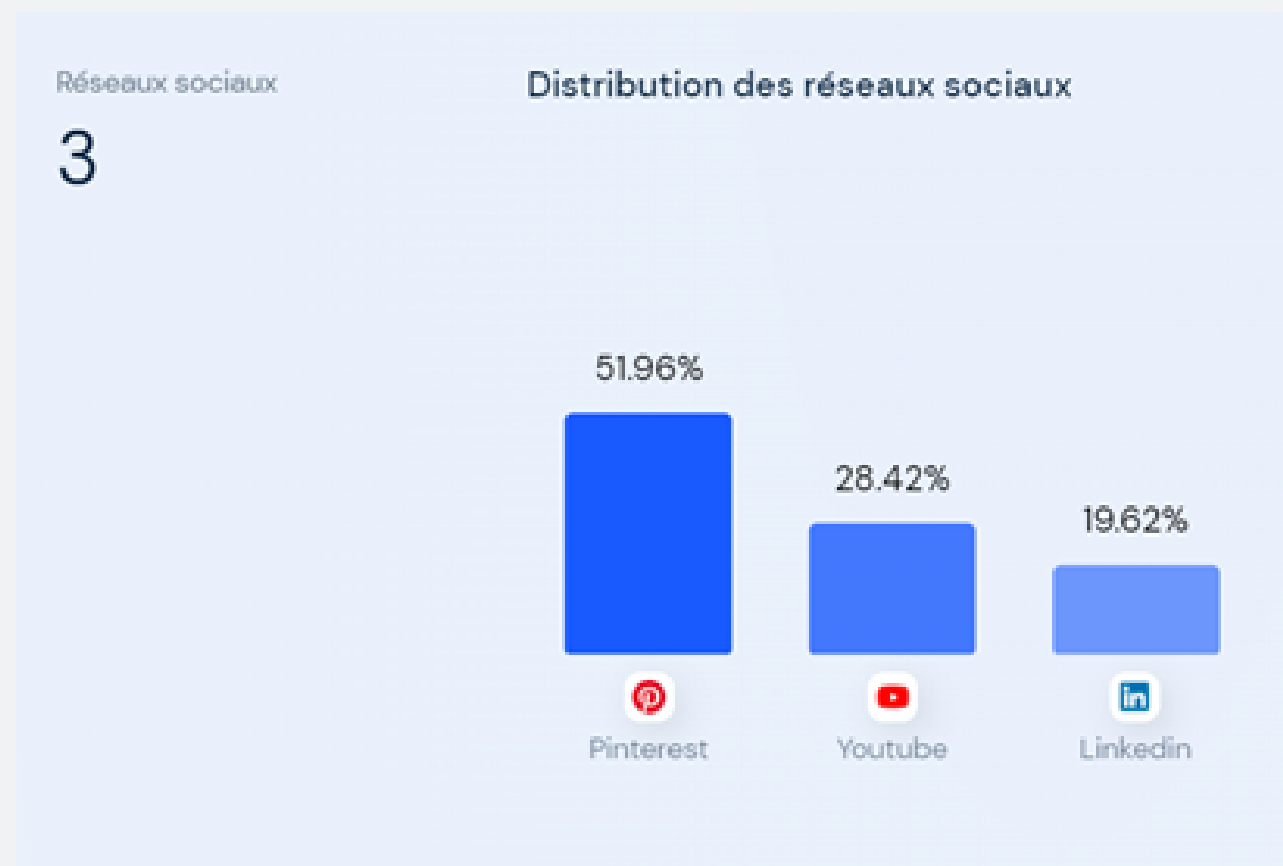


FEW STATISTICS

Tiptoe's social networks

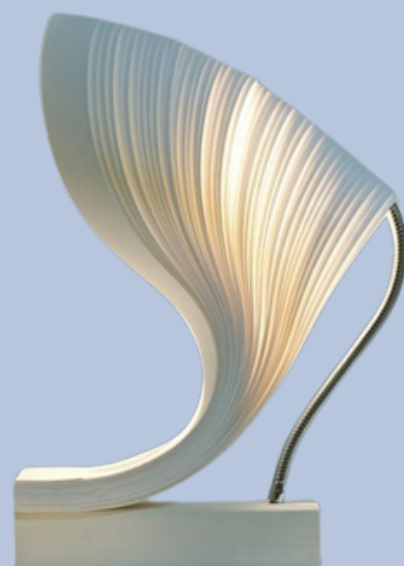
- Pinterest : 51,96% – 9,3k followers
- Youtube : 28,42%
- Facebook : 76 489 followers
- Instagram : 227k followers
- LinkedIn : 19,62% – 4 337 followers

Once again we find pinterest which brings a lot of people to the site. As well as a great popularity on networks like instagram.



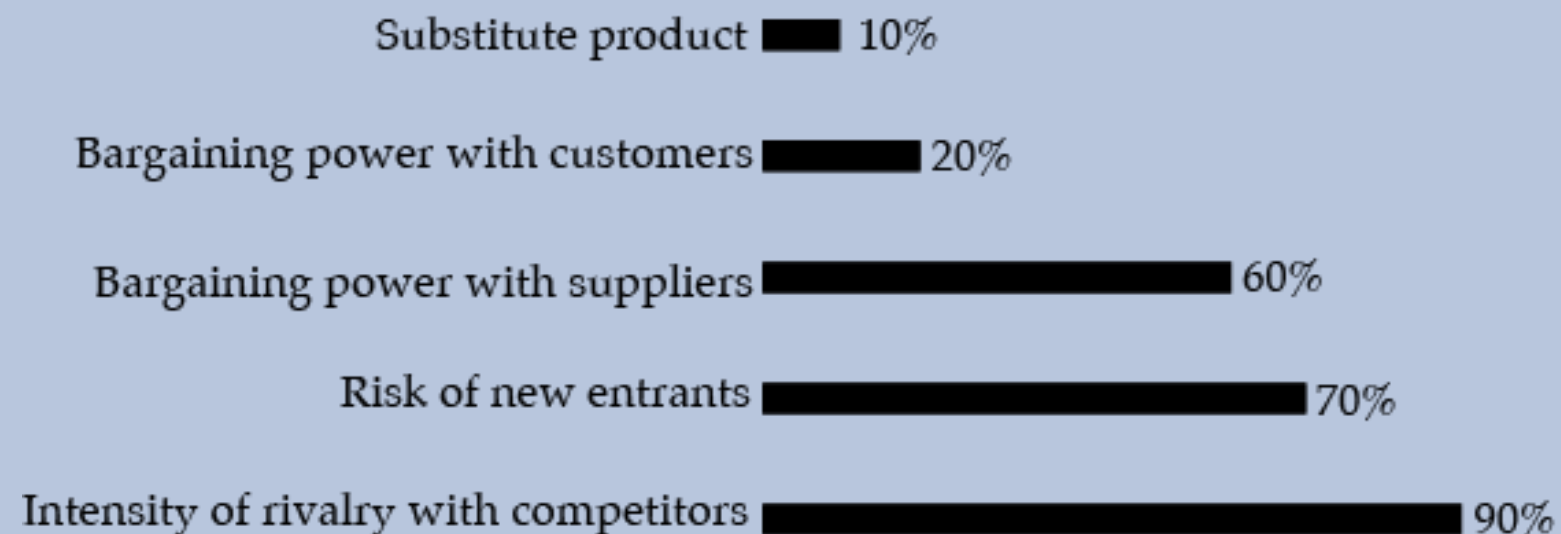


5 strengths of porter



Fur'cly is mainly impacted by substitute products, indeed, substitute products from emerging countries are a reality to be taken into account (Finland...). Similarly for new entrants, ecology is an area that is highly prized by the competition. more than half of the furniture is not manufactured in France. However, since the Covid-19 crisis, the French industry has expressed a desire to move away from this dependence on other countries. In order to avoid being overly impacted by substitute products, Fur'cly has chosen to specialise, offering specific solutions to avoid being impacted by the arrival of other products on the market.

The second key success factor, the risk of new entrants to the market, is also an important variable to take into account. The market is established, the competitors are known, if a new brand emerges the market risks being destabilised. Here again, the solution is to spécialise. Indeed, if the company chooses to specialise in a niche area, it becomes harder to be impacted by a competitor.



SWOT

Strenght

- ECOLOGIC
- RECYCLED
- DESIGN
- ECO-FRIENDLY
- GOOD QUALITY
- RESALE SERVICE

Weaknesses

- EXPENSIVE
- NOT MUCH PRODUCTS
- ONLY IN EUROPE
- MODERN ART SO PEOPLE WHO ARE NOT INTO IT WILL NOT BE INTEREST

Opportunities

- GOOD FOR THE PLANET SO PEOPLE WHO ARE INTERESTED CAN BUY IT
- GROWING MARKET
- MADE IN EUROPE

Threats

- MANY INTERN COMPETITORS





PESTEL

Political

- EUROPEAN BRAND
- NEED POLITICAL STABILITY TO GROW THE TURNOVER
- ALLOWED TO RECYCLED ET CREATE FURNITURE

Economic

- LOT OF COMPETITORS
- GROWING DEMAND

Social

- MARKETING STRATEGY CORRESPONDS TO THE NEEDS OF THE CUSTOMERS
- MIDDLE AND UPPER CLASS CONSUMER
- PEOPLE WHO HAVE THINK ABOUT WHAT THEY BOUGHT

Technology

- IMPORTANT ROLE BECAUSE THERE IS NO STORE
- WE ONLY HAVE A SITE
- IMPORTANT FOR COMMUNICATION AND TO SALE OUR PRODUCTS
- ALLOWS TO DEVELOP A LARGER CUSTOMER BASE

Ecologic

- OUR BRAND IS BASED ON THE ECOLOGY
- FURNITURE RECYCLED
- TRANSPORTATION WITH A SMALLER CARBON FOOTPRINT

Legal

- ACTIVITY THAT WORKS IN THE DIRECTION OF ECOLOGY
- CONSUMER PROTECTION



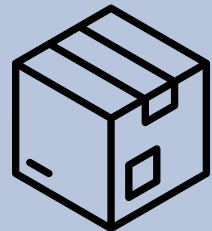
Keys Factors



Ecological transport



Zero waste



Less packaging possible



Furniture 100% recycle



Made in France



Our own interior design team



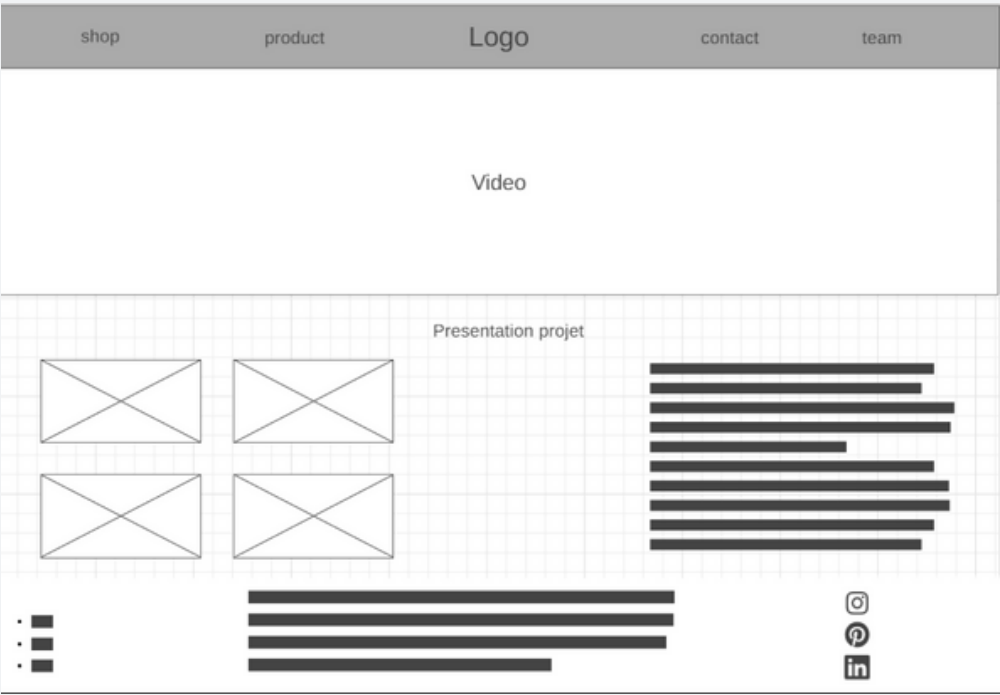
Designed by real artists



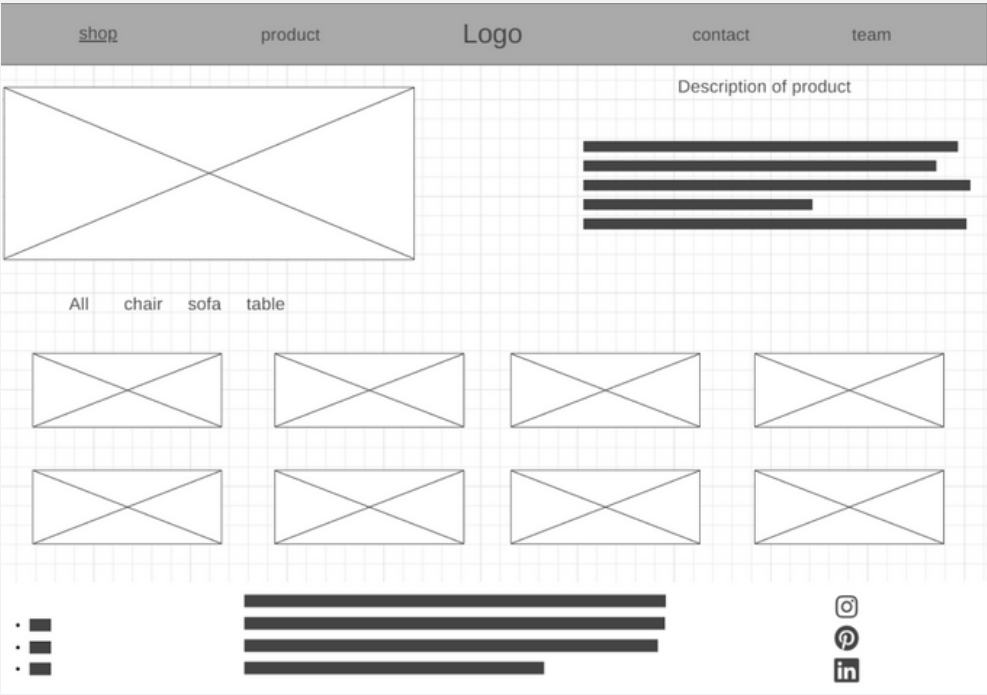
each furniture is unique



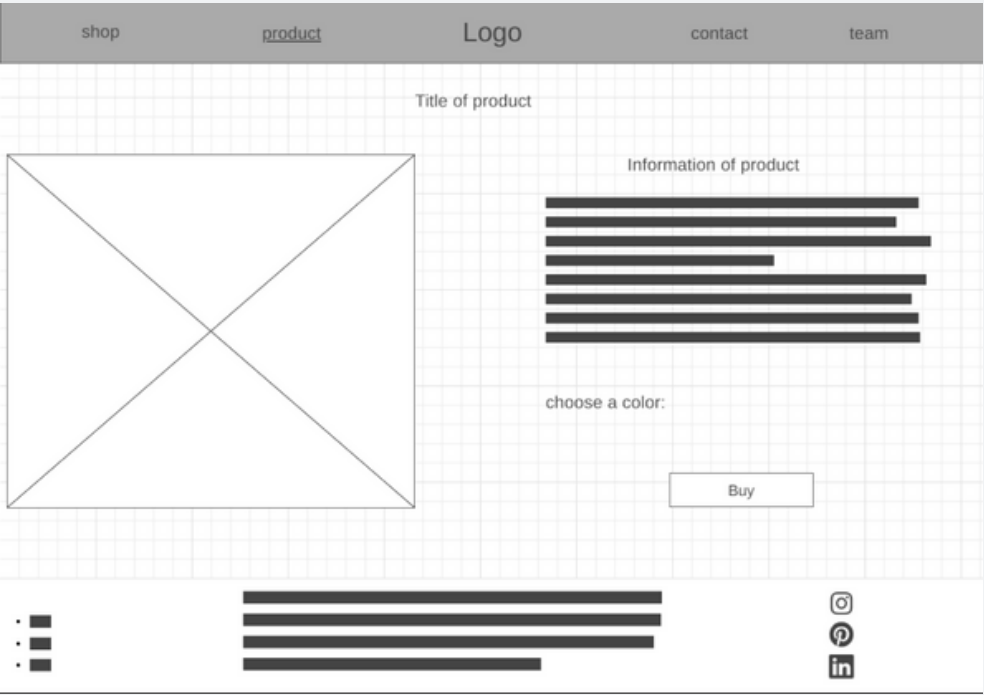
Wireframe



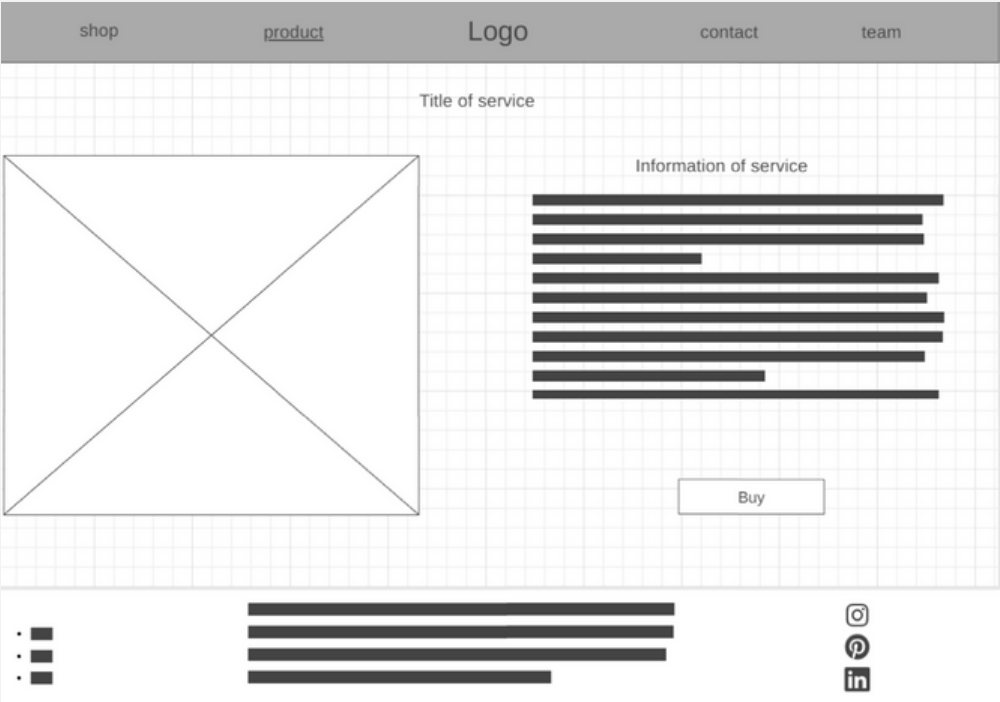
Home page



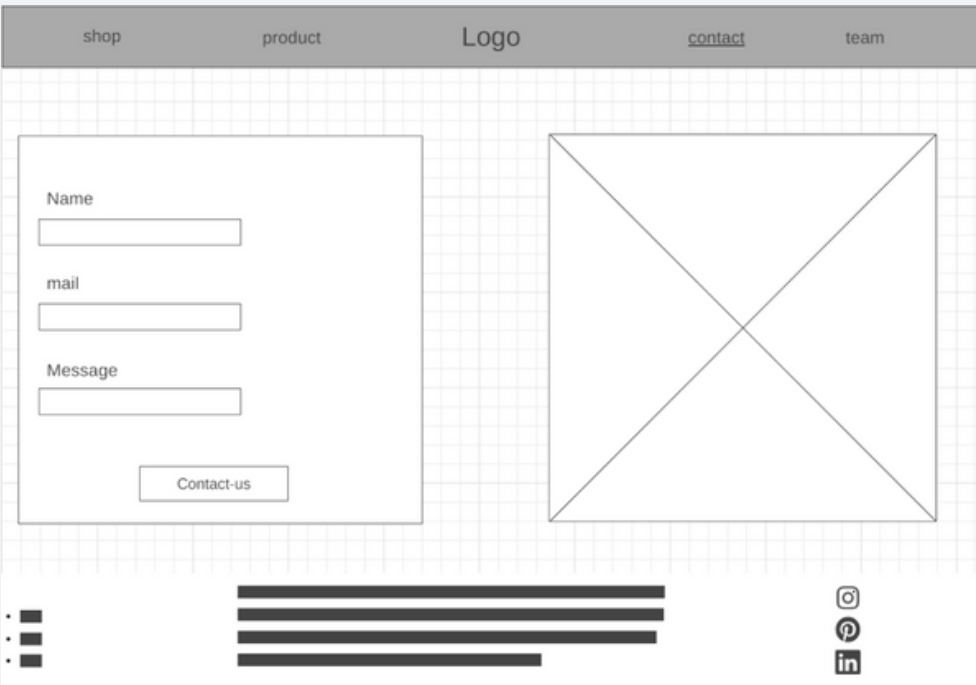
Shop page



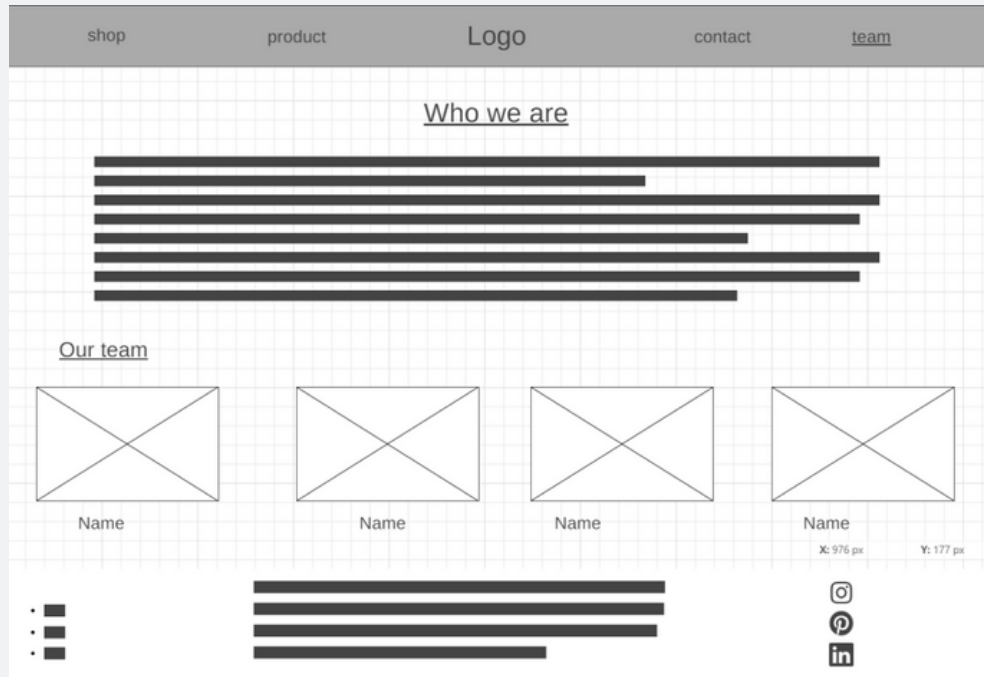
Product page



Service page

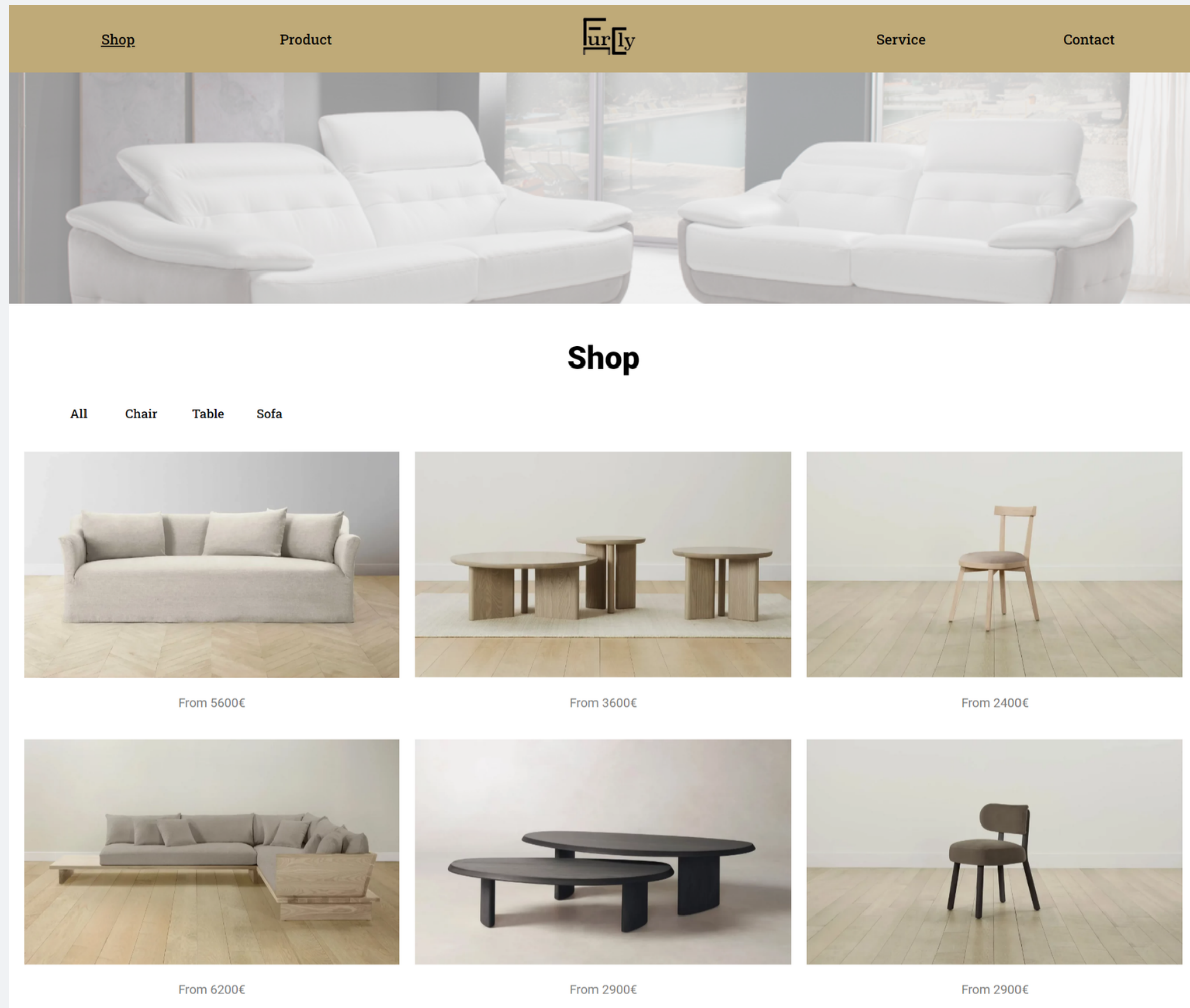


Contact page



Team page

MOCK UP SHOP PAGE





MOCK UP SERVICE PRODUCT / SERVICE PAGE

Service page

Product page

ShopProductFurlyServiceContact



Information on service

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On quotation

Buy

ShopProductFurlyServiceContact



Information on product

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From 5600€

Buy

Pages features

Home page

- BACKGROUND VIDEO
- SOME IMAGES TO PRESENT THE BRAND
- SHORT TEXT TO PRESENT OUR VALUES, OUR GOALS, OUR PROJECT

Shop page

- ALLOWS YOU TO PURCHASE OUR PRODUCTS AND SERVICES ON WEBSITE.
- IMAGE GRID WITH PRICE AND PRODUCT NAME
- POSSIBILITY TO FILTER BY TYPE OF PRODUCT (CHAIR, TABLE,...)

Product page

- HAVE MORE INFORMATION ABOUT THE PRODUCT OR SERVICE (PRICE, MATERIALS, COLOUR ...).
- THIS INFORMATION WILL BE ACCOMPANIED BY A LARGE IMAGE TO SEE THE PRODUCT IN DETAIL
- IT CAN BE ACCESSED FROM THE SHOP PAGE WHEN CLICKING ON THE IMAGE OF A PRODUCT.

Contact page

- THIS PAGE ALLOWS US TO GET FEEDBACK FROM CUSTOMERS ON OUR PRODUCTS, SERVICES, WEBSITES.
- IT IS SET UP TO HAVE A DIRECT CONTACT WITH FUR'CLY'S CUSTOMERS..

Team page

- THIS LAST PAGE ALLOWS THE CLIENT TO KNOW MORE ABOUT US: WHO WE ARE AND WHERE OUR PROJECT COMES FROM. THIS DESCRIPTION OF OUR TEAM IS ACCOMPANIED BY A PHOTO OF EACH OF US.



Technical choices

For our website, we have chosen to build a site in the image of the brand. We will choose the graphic charter ourselves, so that our pages are unique.

We want to create a modern, clear and essential site with mainly images and animations, so that our customers will immediately understand our values and the image of Furcly.



Choice of CMS

To create our website we will use a CMS, we first hesitated between two: Shopify or wordpress. Both CMS are easy to access and use but we finally chose wordpress.

We made this choice because last year we had courses on this CMS. So everyone in this group knows how to use Wordpress and if there is a problem on the site we can all try to solve it.

Our choice is also influenced by the price difference between the two. Since we already have a domain name and a host, using wordpress is free for us. While Shopify is free for a fortnight and then increases to 27€ per month.

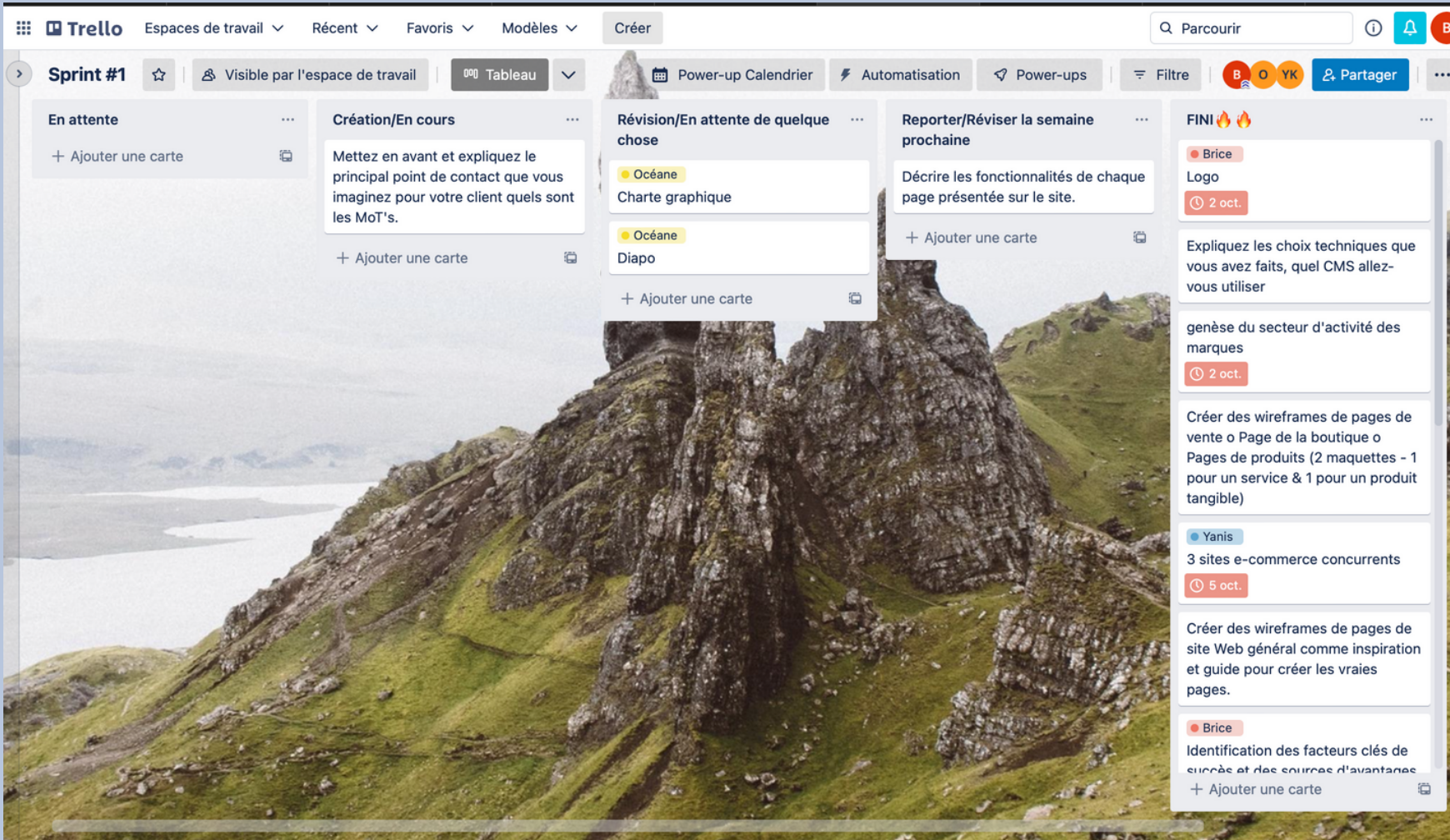
For us, when creating a project, a company, the budget is essential.



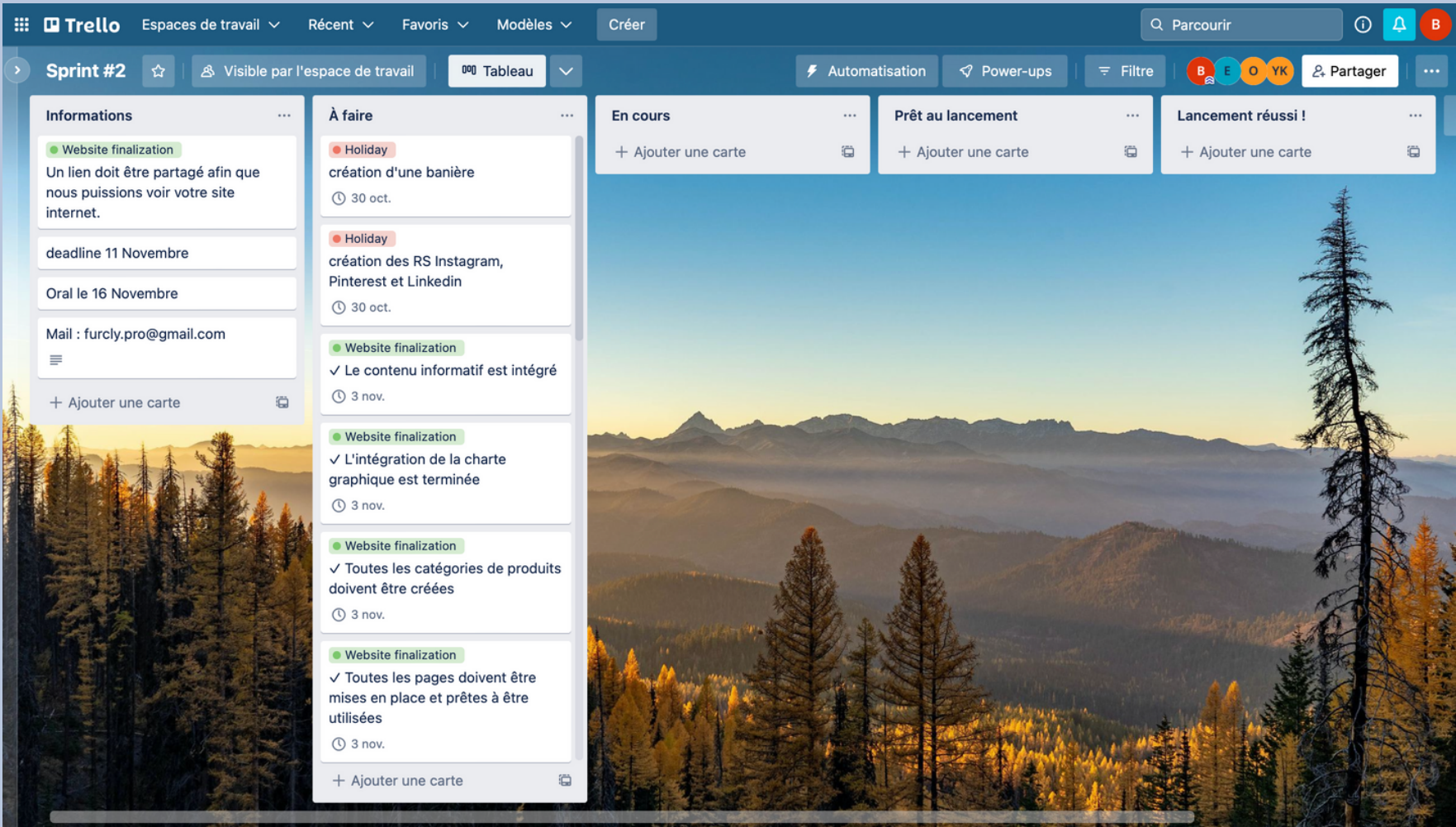
Project Management

We organise with a Trello because it is the most clear platform. on it, we put all the task we have to do with deadline. Then, every body took a task, done it, and put the work on the drive. Once done, we all check the work of each member of the teem and say what it good and what do we have to change.

During the break, we gonna do all the socials networks to start the sprint #2 on a good base. We will also continue the website



	Week 1 03/10 to 07/10					Week 2 10/10 to 14/10						Week 3 31/10 to 04/11					Week 4 07/11 to 11/11				
	M	T	W	T	F	M	T	W	T	F	Holidays	M	T	W	T	F	M	T	W	T	F
Sprint #1																					
Presentation of the brand																					
Genesis of the brand																					
Products and services																					
Target audience																					
Prices justifications																					
16 products/services describe																					
Benchmark 3 competitors																					
5 forces of porter																					
analyse of strenghts/weaknesses																					
SWOT / PESTEL																					
3 personas																					
Key factors of succes																					
Sources of competitive advantages																					
Create general Website pages																					
Create selling pages																					
Describe the fonctionnalités of each pages																					
Explain the technical choices																					
Explain the main touchpoint for a customer																					
Explain how we work																					
Divide the list of task for the break																					



trello Sprint #2