

AKIBA Furniture - Research Proposal

Goals: Elegance, Integrity and Sustainability.

I'm engaging with individuals aged 20-45, both men and women. This demographic includes students, parents and individuals initiating small businesses which need furniture to perform their daily lifestyle. Their average income ranges from \$100 to \$300 monthly, and they are primarily based in Rwanda.

Market research (Painful current state, Desirable dream state and Values & Beliefs)

People want affordable and good quality furnitures for their homes and offices, the transaction methods need to be seamless and communication with customer services needs to be superb, follow up with your clients ask them to subscribe on your newsletter (which you definitely don't have) for new hot deals, discount announcements, most important the uniqueness of your products compared to what other competitors have.

Pain in the industry; misinformation on your website (delivery time, price). Smoothly and honest answers (if someone is picking up a call, he/she needs to be aware of the company's policy and delivery days). Put in mind that the buyer wants the product to the fact that it might define a lot to him/her more than we think (a furniture for his/her children, office which is needed asap). What if the product they order doesn't fit well, and they need a return/exchange costs this needs to be stated on the website. In case something bad happens, late delivery, quality issue, getting unfriendly from customer care services, a compensation or return/exchange and an apology call or email can be applied.

Values & Beliefs

Most people talks about Durability and Longevity, Craftsmanship Appreciation (the value of artistry, efforts, skill, attention to detail), Sustainability (eco friendly options), Timelessness (a look that remains relevant and stylish over the years), Emphasis on Comfort (not only they are focusing on quality but also comfort, materials that provides comfort for extended periods), Personal Connection (where the materials are made), Investment Mindset (spending more on high-quality products leads to savings in the long run), Brand Reputation (if possible put client's feedback on your platform, you will get that through newsletter ensuring you put a review or comments section) and Functionality (why do I need this product, does it serve my intended purpose effectively?).

Avatar.

Meet Alex, a hardworking individual with a monthly income ranging between \$200 and \$300. His family, including a wife and two kids, relies on his dedication and effort. Alex follows a routine of waking up early, taking a shower, having a simple breakfast, and heading to work from 9 am to 5 pm. His work requires him to return at 2 pm after a lunch break at 1 pm.

Despite being meticulous about providing for his family, Alex faces challenges in purchasing durable, affordable wood furniture such as chairs, desks, and floors. He often encounters frustration when trying to find reliable sources, even after seeking recommendations from others. This constant struggle motivates Alex to seek a solution for quality and reasonably priced furnishings for his home.

How to trigger desires and pains on command!

1. Visual sensory language about your products. Why AKIBA?

Step into a world of extraordinary craftsmanship and timeless elegance with AKIBA, where every piece tells a unique story. Envision your home, office and hotel adorned with the richness of AKIBA's African wood furniture, starting with the luxurious AKIBA water-impenetrable wooden floors that exude warmth and sophistication.

As you step onto these exquisite floors, picture yourself working at an AKIBA desk inspired by the captivating designs of an African safari – a unique blend of functionality and cultural aesthetics. Settle into the unmatched comfort of AKIBA chairs, each piece meticulously crafted for both style and support.

Pause to enjoy a moment at AKIBA's fascinating tables, where your drink rests upon a surface that reflects the beauty of African artistry. Experience the grandeur of AKIBA doors, not just entryways but expressions of art and durability that leave a lasting impression.

Moving to the heart of the home, picture yourself preparing a meal using remarkable AKIBA home accessories, each item embodying the essence of quality and design. When it comes to organization, AKIBA's high-quality storage accessories offer both functionality and aesthetic appeal.

In this sensory journey, AKIBA stands apart from the ordinary. Unlike cheap, poorly-made flatpack furniture, AKIBA's wooden furniture lasts, made from high-quality wood that could stay within a family for generations. Elevate your living and working spaces with the enduring beauty of AKIBA – a testament to the art of African craftsmanship.

In case they are trying to get a discount - Newsletter proposal.

It's time ...

Unlock the love for savings! Join now and be the first to experience the magic of discounts on your inaugural purchase. Sign up today and indulge in exclusive offers crafted just for you!

Thanks for signing up!

Use the code AKIBA10 and get 10% OFF Sitewide.

2. Power of time to amplify emotions.

You're sitting on a worn-out, uncomfortable chair that represents more than just discomfort—it embodies the disappointment of low-quality furniture. The industry you've been buying from seems oblivious to the urgency of delivering your purchases on time, leading to missed special occasions for which you bought those pieces. Adding to the frustration, the company you trusted doesn't believe in accommodating returns or exchanges without imposing hefty costs. In unfortunate situations, where issues arise during transactions, apologies or compensations are notably absent.

Now, envision a brighter future with AKIBA furniture: As you sink into a plush, expertly crafted chair, you experience the embodiment of true craftsmanship and high-quality materials. The products from AKIBA are not merely pieces of furniture; they are statements of lasting comfort and elegance. AKIBA is not just a company; it's a caring partner that values your views and understands your needs. Special occasions are never missed, as AKIBA ensures timely deliveries. Moreover, if you ever encounter an issue, AKIBA is there to apologize, rectify, and compensate, fostering a relationship built on trust and satisfaction. Embrace the future of furniture shopping with AKIBA—where craftsmanship, quality, and client care redefine your expectations.

3. Leveraging identity and status to take action.

You stand in the heart of your living space, surrounded by the captivating AKIBA Arts, comfortably seated in AKIBA Chairs, working diligently at your African safari-inspired AKIBA Desks, welcomed by the grandeur of AKIBA Doors, walking on water-impenetrable wooden AKIBA floors, preparing meals with remarkable AKIBA home accessories, and organizing everything with well-designed, high-quality AKIBA storage accessories. As you step outside, your most memorable comfort awaits on AKIBA's outdoor furnitures, offering a delightful space to enjoy a drink or dinner on the enchanting AKIBA tables.

Now, ask yourself: Do you have the courage to elevate your surroundings with high-quality, cost-saving elegance and craftsmanship furniture? This isn't just an ordinary advertisement—it's a call to action for tremendously ambitious people. It's for those who desire the best, the ones who seek to stand out among competitors and peers. Be the person who commands respect, leaving a lasting impression in every meeting and gathering. Remember, the first impression matters, and AKIBA offers you the opportunity to make the best choice—become the best version of yourself, standing out among others, or let the chance for greatness slip away, becoming your worst nightmare. The choice is yours.

Roadblocks, Solutions, Products.

One day, as Alex embarks on his usual quest for affordable and high-quality wood furniture, he stumbles upon a realization. The roadblock that has been hindering his success in finding the perfect furniture has been the places he's been exploring – establishments with questionable reputations, poorly managed manufacturing processes, and lackluster customer service that fails to understand the urgency and importance of meeting clients' needs promptly.

Feeling a sense of frustration and disappointment with his past experiences, Alex discovers a beacon of hope: AKIBA. Intrigued by the promise of a solution, he learns that AKIBA offers an alternative – a seamless, efficient, and cost-effective experience. By choosing AKIBA for his furniture needs, Alex envisions a future where the process is easier, faster, and involves fewer sacrifices. He realizes that this decision not only fulfills his family's requirements but also earns him the respect and appreciation he deserves. The outcome is a home filled with remarkable, high-quality furnishings, and Alex becomes the hero of his family's living space.

Control their beliefs.

Alex, I understand that you might be hesitant considering I haven't been in this business for a long time, but let me share some stories that might put your mind at ease. Recently, I assisted a friend who was struggling to find a good-quality second-hand laptop, and helped a colleague establish her fashion store in the region. The results have been remarkable, and the laptop has been serving him well in his work.

Now, let's talk about your struggle with finding reliable furniture and a trustworthy company. This is where AKIBA comes into play. I believe it's the perfect fit for you because it addresses all the criteria you're searching for. AKIBA was established with the goal of helping people just like you – those seeking quality, affordability, and trustworthiness in their furniture purchases.

In fact, according to a study by a local news reporter, people in our region are increasingly choosing AKIBA furniture over options from other countries due to its exceptional quality and cost-effectiveness. Despite being relatively new to the market, AKIBA is committed to providing high-quality products, excellent customer service, and outperforming competitors to earn your trust. We aim to be in this business for the long haul and become your go-to choice for all your furniture needs.