

Mahogany into Perspective **Business Case**



Agenda

1. Key Insight

- What is the “a-ha” about your concept?
- What is the key question and how does your concept answer it?

2. Value Proposition

- What are the benefits of this concept?
- Who gets these benefits?

3. Detailed Description of Business Concept

- How could you visualize your concept?
- What additional detail about each of the major aspects of your concept can you provide?

4. Rough Estimate of Size of Prize

- How big is the market? What portion of the market does the business concept target?
- What is a reasonable estimation of the value captured by your client?

5. Business Model

- Which stakeholders (including your client) give or receive value?
- How will you make money of this value exchange?

6. Action Plan

- What next steps would you recommend for this business concept?

7. Bonus Content

- Eco-Luxury Lodging Experience at the Mahogany Farm

Revenue Generation



Direct Sales

- Purchase of custom-designed **furniture directly through the website**. Pricing reflects the premium nature of the products due to their customizable features and sustainable materials.



Subscription Services

- Subscription for **periodic renewals of furniture**, allowing them to refresh their interiors regularly.
- This model caters to **changing trends and personal preferences**, promoting customer retention and steady cash flow.



Virtual Design Consultations

- Charge for **personalized design services** that help customers create their ideal living spaces.
- **Premium installation services** are included with purchases, with an option for extended maintenance or upgrade services at a fee



Partnership and Affiliation Revenues

- Collaborate with interior designers, real estate firms, and boutique hotels for direct referrals and joint marketing initiatives, earning commission or fixed fees for referred sales.

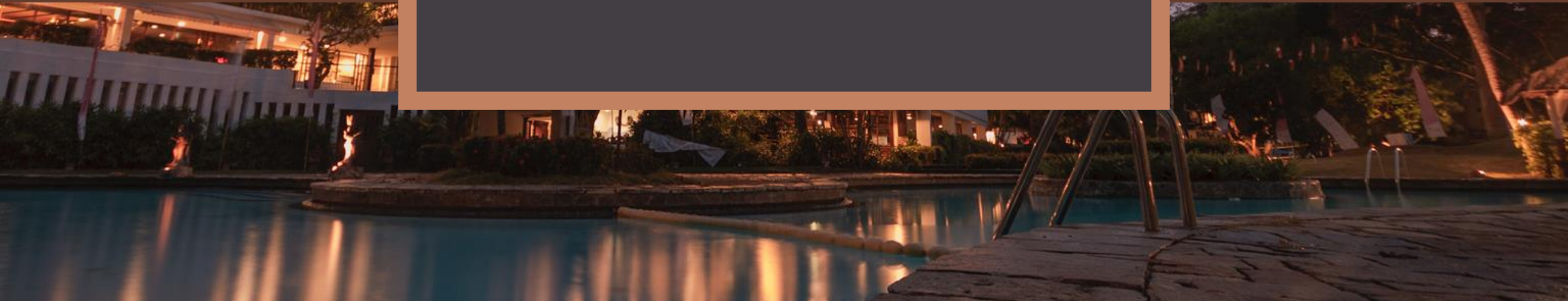


Licensing of Designs

- License unique furniture designs to other manufacturers or retailers, generating royalty income from the widespread use of our proprietary designs.



Eco-Luxury Lodging Experience at
the Mahogany Farm





About the Eco-Resort

Target Audience:

01

- **Existing Customers::**

Loyal customers of our mahogany furniture in the U.S. who value sustainability and are interested in seeing firsthand where and how their furniture starts its journey.

- **Eco-Tourists and Luxury Travelers:**

Individuals looking for unique travel experiences that combine luxury with genuine sustainability

02

Value Proposition:

- **For Customers:**

Offers an authentic and transparent view of the product lifecycle, enhancing trust and deepening brand loyalty. Provides a unique vacation experience that aligns with their values.

- **For the Business:**

Strengthens brand image as a leader in sustainability, creates additional revenue streams, and generates powerful marketing content through guest experiences.