

# IDEA #7

## Multi-functional and space saving furniture for small homes

"The idea is about re-thinking how students furnish their homes. Nowadays students have to live in tiny apartments while their rents cost more and more. For that reason, students furnish their homes with cheap and unpersonal furniture, which they will throw out as soon as they get the money to buy something better. I wish to eliminate this buy-and-throw-out culture. With my business idea the customer will get access to multi-functional and spacesaving furniture. As the objects are multi-functional, you need to spend less space and less money, on furnishing your home. It also means that the objects will fit into different situations and different homes and therefore follow the customer for longer before getting replaced. My business idea is a webshop which collects multi-functional and space saving objects at one platform, for prices that students can afford."

### Needed competences:

- economic and finance skills
- open-mindedness
- business management knowledge (business plan, targeting)
- industrial design skills
- sales skills
- knowledge about IT-systems and webshop establishing