Pentagon × THE furniture

Bringing The Furniture Home, Online



- Ecommerce Website Proposal

27 November 2026

02 · THE OPPORTUNITY

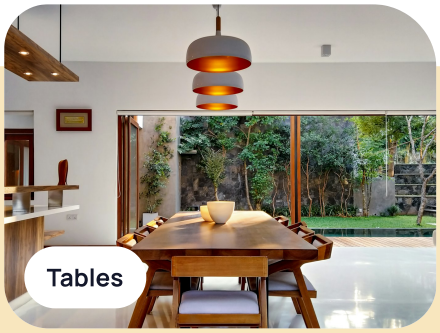
One online store for the whole UAE

A B2C website where customers across the UAE browse the full range and buy directly from The Furniture.

Office furniture | Seating | Tables | Décor | Residential | Commercial

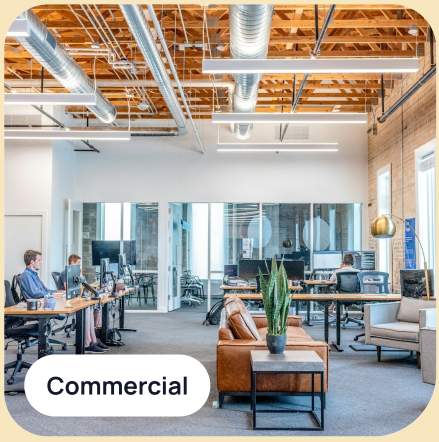






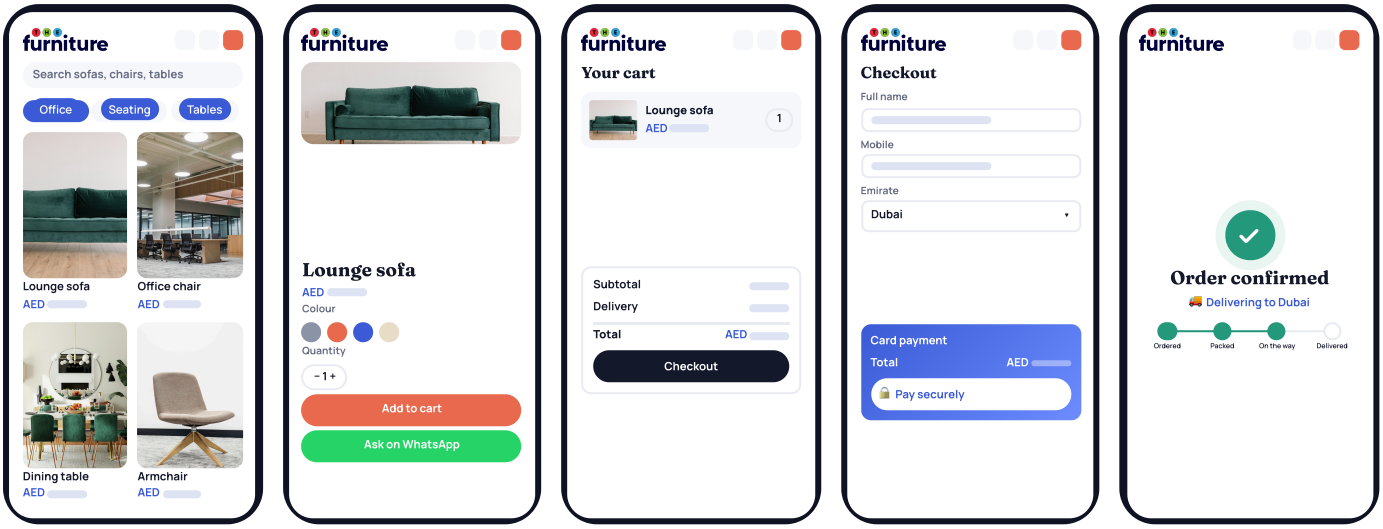






03 · OUR SOLUTION & SHOPPING EXPERIENCE

From browse to doorstep



01 Browse | 02 Product | 03 Cart | 04 Checkout | 05 Delivery

Direct online purchase

Customers order and pay on the website.

One backend

Products, stock and orders in one place.

English & Arabic

Full right-to-left layout. Try the toggle.

Prices in AED

UAE dirham across the store.

400 to 500 products initially

04 · WEBSITE, BACKEND & TECHNOLOGY

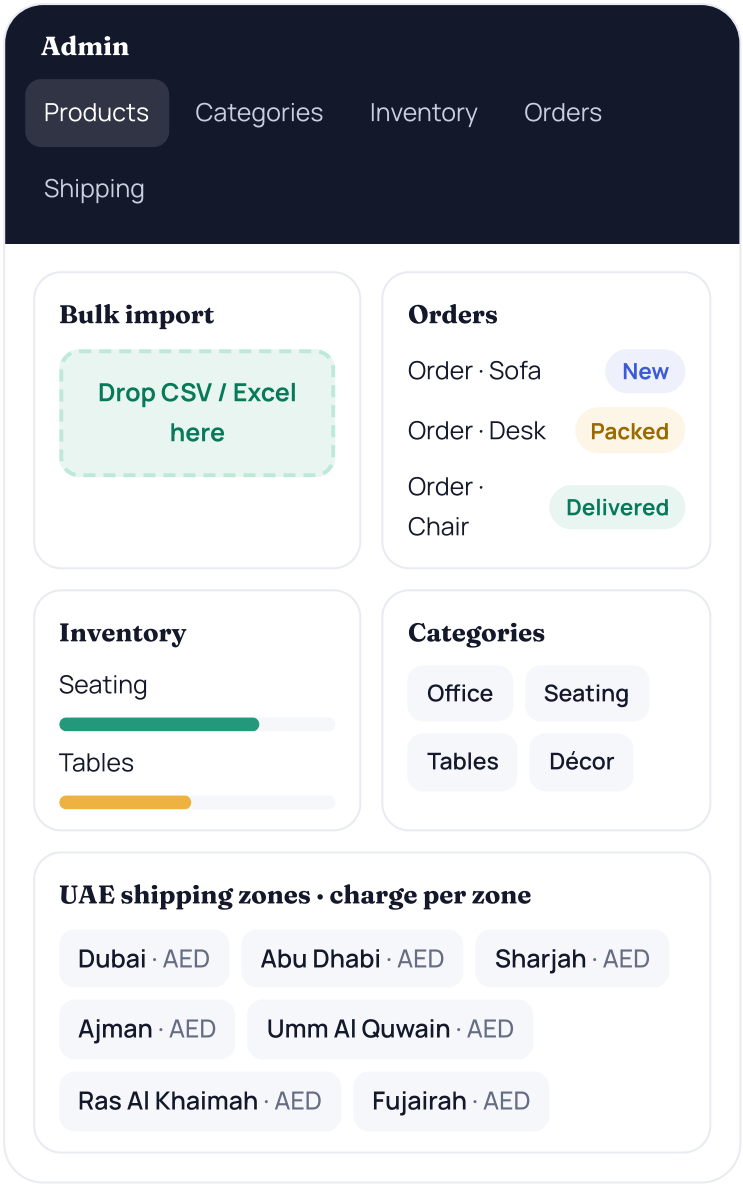
Everything the store needs

Website

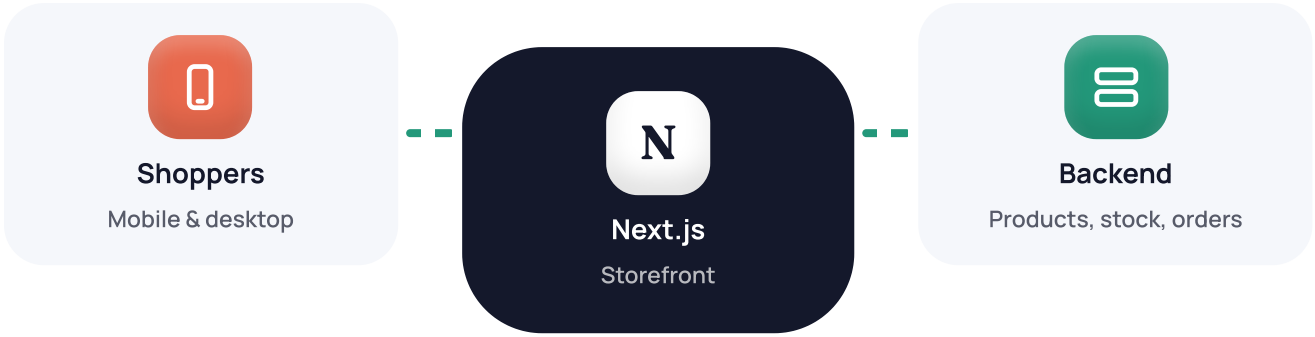
- Home page
- Categories
- Search & filters
- Product pages
- Cart
- Checkout
- One payment gateway
- Customer accounts
- Wishlist
- Content pages
- WhatsApp button
- Mobile responsive
- SEO-friendly structure
- SSL
- Analytics

Backend

1. Products with bulk import
2. Categories
3. Inventory
4. Orders
5. UAE shipping zones & charges



Technology



- Next.js storefront
- Fast, SEO-friendly pages
- Connected to one backend and one payment gateway

05 · TIMELINE & YOUR INPUTS

Live soon after design sign-off

2–3 weeks to launch after design confirmation



Design

Page designs for your approval



Development

Storefront and backend build

2–3 weeks after design



Content Setup

Products, images, pages



Testing

Orders, payment, devices



Launch

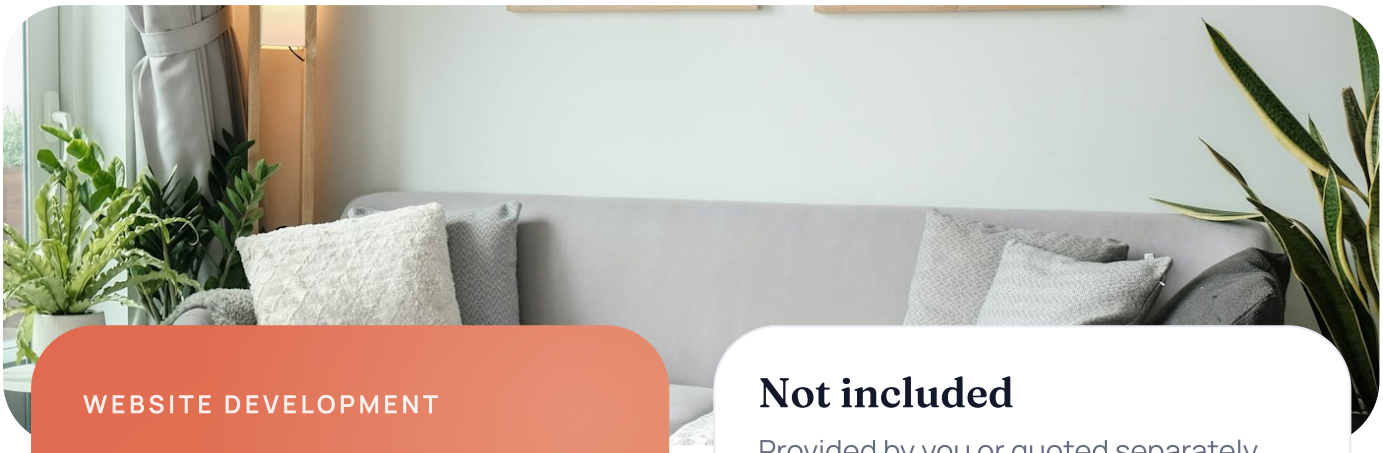
Store goes live

What we need from you

- English & Arabic content
- Product data & images
- Domain
- Hosting
- Logo
- Payment gateway account
- Delivery rules
- Timely approvals

06 · INVESTMENT

One clear, one-time price



WEBSITE DEVELOPMENT

AED 15,500

One-time | VAT exclusive

- Full scope in section 4: website, backend, technology
- 30 days of post-launch bug fixing

PAYMENT

50%	50%
Advance	Before go-live

Not included

Provided by you or quoted separately.

- × Domain
- × Hosting
- × Content writing
- × Translation
- × Photography
- × Gateway fees
- × Courier integrations
- × ERP integrations
- × Paid plugins
- × Third-party services
- × Marketing

07 · WHY PENTAGON & NEXT STEPS

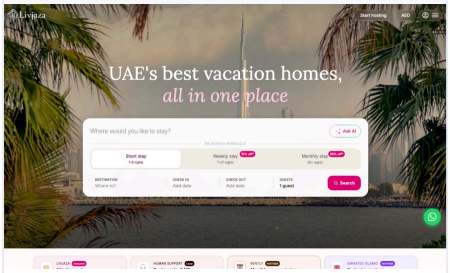
A partner that has done this before

30 years in business

- Web design
- SEO
- Google Ads
- Meta Ads

Recent work

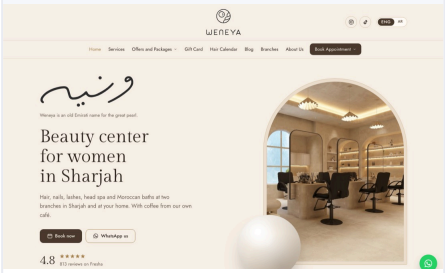
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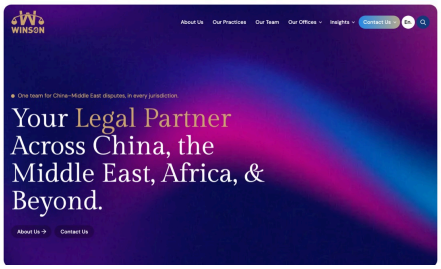
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Winson · Legal practice

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NEXT STEPS

Ready to bring The Furniture online?

- This proposal is valid for 30 days.
- The timeline depends on timely content and approvals.
- Any extra work is quoted separately.

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