

"LAYING THE FOUNDATION OF OUR MARKETPLACE JOURNEY"

Day : NO : 01

Date :

Template : NO : 05

* STEP : NO : 01

Market place type :-

* General E-commerce (Apparel or Garments)

* STEP : NO : 02

Business Goals :-

① Problems :-

According to my opinion i can face numerous problems during this commerce, but some of them can be a great task . To illustrate that raw material shortage because fluctuations in the availability and price of raw materials cotton, polyester and dyes can significantly impact production costs and lead times . On the other hand competition and pricing pressure can be another obstacle . Apparel industry is highly competitive with players from all over the world . This can lead to downward pressure on prices and thin profits and margin .

② Target Audience :-

Targeted Audience would be Frequently Shoppers plus fashionholics . People those who are interested in clothing will be first priority to target . We can

Date: _____

Run some awareness ads in the starting which can play vital role in branding to brand awareness. After awareness ads sales ads should be live to grab sales. Although in targeting demographic will cover both male and female their ages must be above 18 to 20 till 30+. More strategies can be made by using sales funnels. Initially we go for wide audience and gradually will start targeting custom Audience.

③ Products:

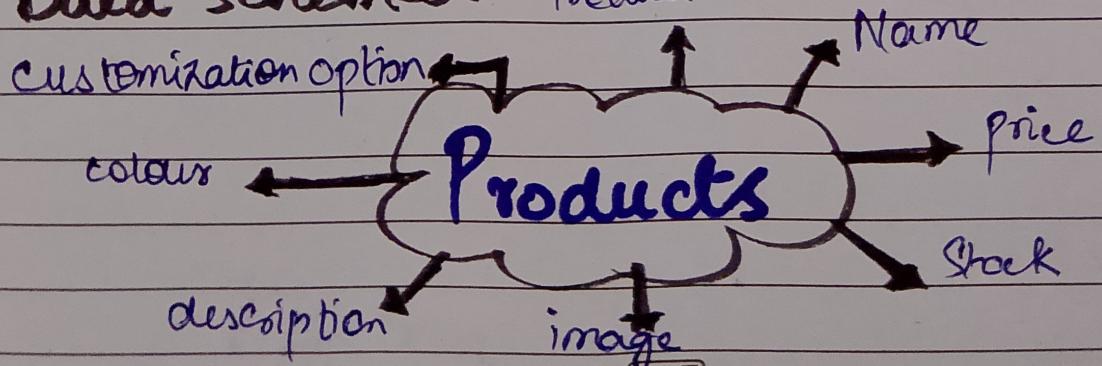
T-Shirts, Tops, jeans, skirt, maxi-Shirts
Tank-Top.

④ differentiation:

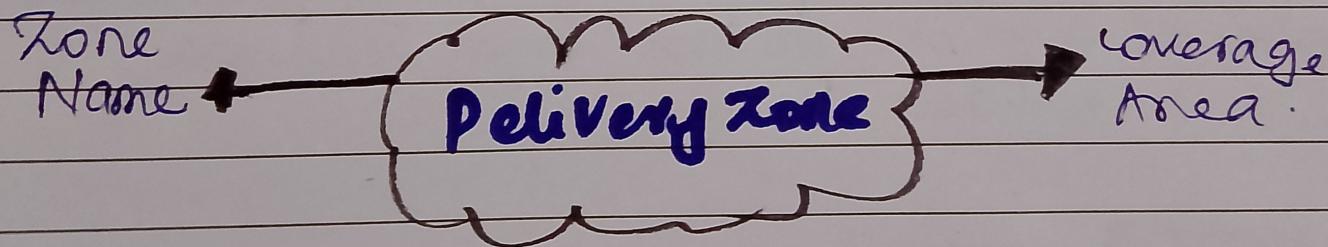
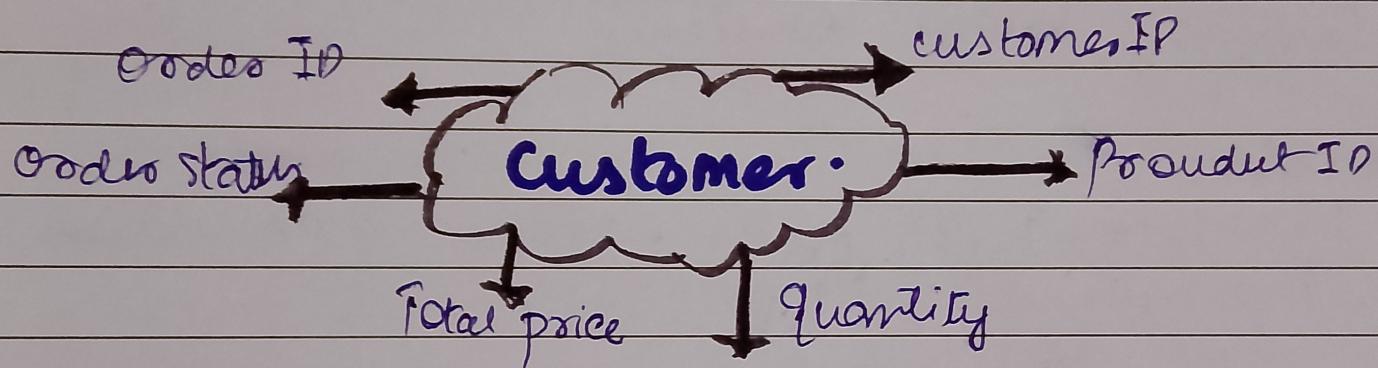
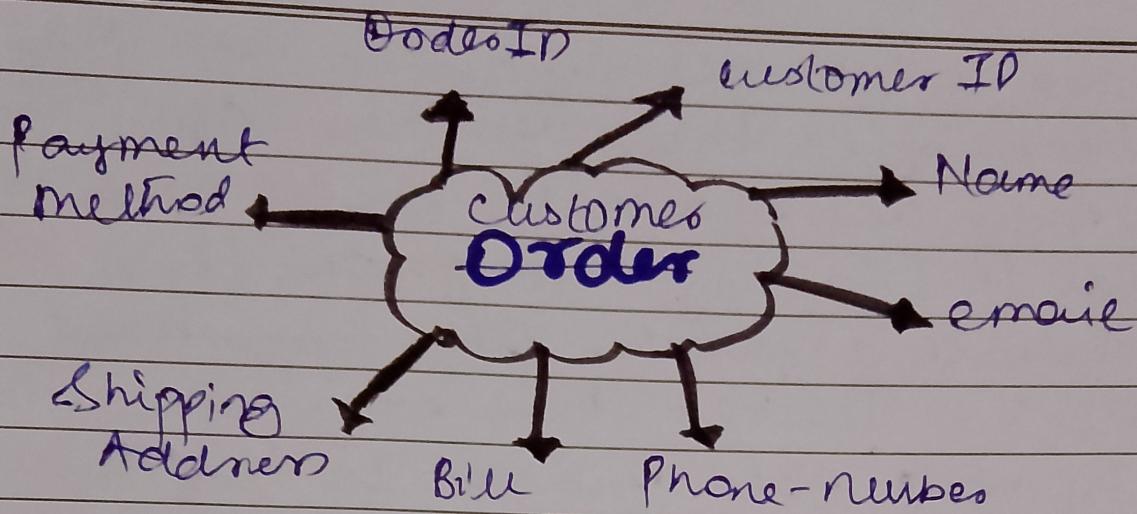
unique design and style, high quality material and craftsman, innovations and technology, Premium and value.

* STEP: NO: 03

Data Schema: ProductID



Date: _____



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