



# KOIS OPTICS

BIA 672

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# BRAND STORY



Founded In 1985,  
Syros, Greece



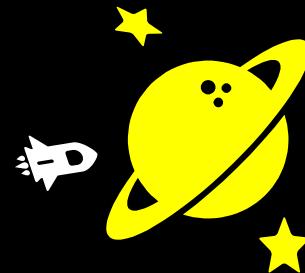
Finest in vision care &  
eyewear collection &  
accessories



Designs Inspired by  
portraits of Ancient  
Greek Gods and  
heroes



Focused on Top  
Quality and  
customization

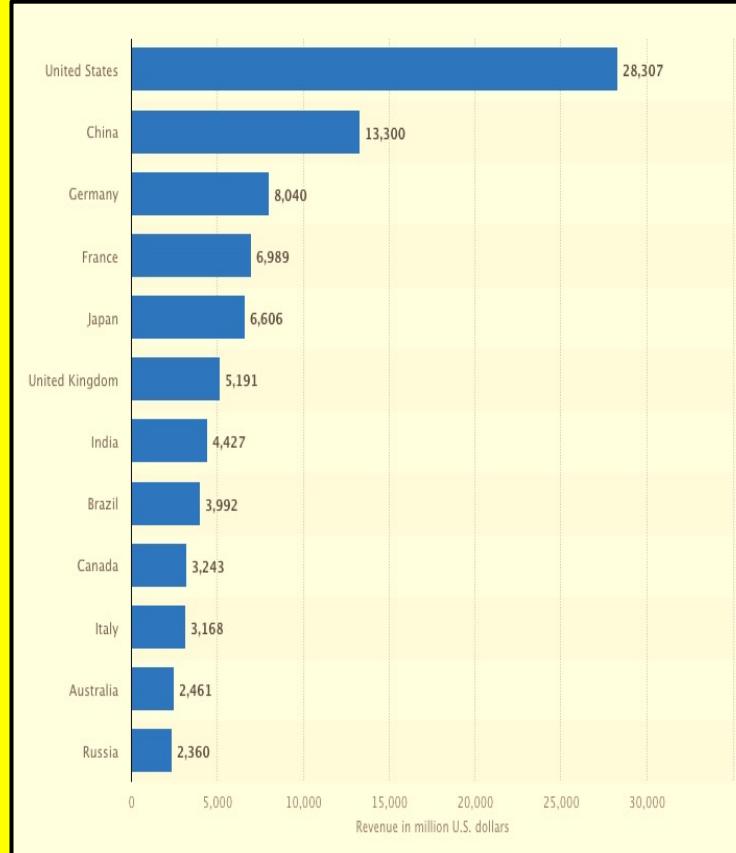


Looking to expand in  
International market

# Global Eyewear Market Analysis



Revenue of the eyewear market worldwide by country in 2021



Ref: Statista.com- Sept 2021 & Grandview Research Jan 2021

## Product lines

- Frames and Lenses (74.94% revenue)
- Sunglasses
- Contact lenses

## Production Continents

- Asia
- Europe

## Distribution Channels

- Brick and mortar retail
- Online

## Top Players

- Rayban
- Dior
- Gucci
- Boss
- Prada

# USA Eyewear Market Analysis



## Top Players:



- Vision Source (19% Sales)
- Luxottica (14% Sales) (Ray-Ban, Persol, and Oakley are part of Luxottica's )

## Market Drivers:



- Growing number of ophthalmic disorders
- Eye examinations awareness
- Perception of eyewear as a fashion accessory.

## Distribution Channel:



- Brick and mortar (79% share in 2020)
- E-Commerce

## E-commerce Market Drivers:



- Growth in Number of online eyewear start-ups
- Adoption of Smart devices
- Attractive Offers
- Try at home facility

## Effect of Covid -19 on Eyewear Industry :



- Increased demand for anti-fatigue and blue light cancelling lenses
- Work from home lead to increased screen time
- Increased use of online platform for purchases



# KOIS SWOT Analysis

## STRENGTHS

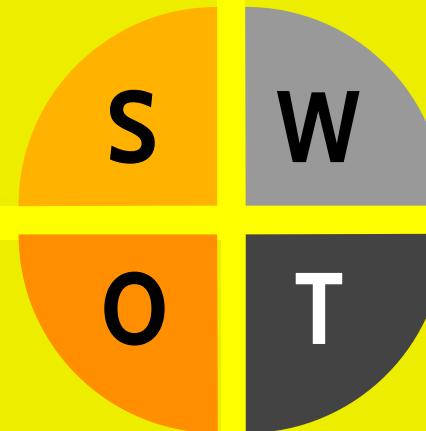
- ① International brand partnership
- ① High quality products
- ① Personalized service

## OPPORTUNITIES

- ① Increased demand for fashionable and comfortable eyewear
- ① International Market opportunities

## WEAKNESSES

- ① Low Brand Awareness
- ① Non-Friendly E-shop



## THREATS

- ① Saturated Market
- ① Number of competitors

# PESTLE Analysis

<b>Political Factors</b> <ul style="list-style-type: none"><li>Brexit- UK to leave the European Union</li></ul>	<b>Economic Factors</b> <ul style="list-style-type: none"><li>Dependency on Currency Rates</li><li>Economic Slowdown USA in Market</li></ul>	<b>Social Factors</b> <ul style="list-style-type: none"><li>Mix Demographics</li><li>Digitalization</li><li>Fashion Trends</li></ul>
<b>Technological Factors</b> <ul style="list-style-type: none"><li>Adoption of AI</li><li>Wearable Technology</li><li>Digital Customer Connect</li></ul>	<b>Legal Factors</b> <ul style="list-style-type: none"><li>Patents and Intellectual Property</li><li>Variations in tax laws and regulations</li><li>Health and Safety Laws</li></ul>	<b>Environmental Factors</b> <ul style="list-style-type: none"><li>Sourcing of Raw Material</li><li>Recycling Products</li><li>Carbon Footprint</li></ul>

# Business Model Canvas

## Key Partners

Italia Independent



Motley Eyewear

Nea Optiki

Industrial Design  
Department of the  
University of the Aegean,  
Greece

## Value Propositions



High Quality

Customized product

International Luxury brands

Appeal to the local

Wide Price Range

Virtual try on

## Strategies



Retail Showcase in Top metro cities (NY,LA)

Increase use of Social Media

Seasonal Brand Campaigns

## Customer Segments



Women

Men

Children

## Revenue Streams



Sunglasses

Eyeglasses

Lenses and Accessories

## Channels



Shop (Syros)

Online Store

# Competitors : E-commerce Startups



## Warby Parker :

- Ø Vintage inspired styled frame designs
- Ø Virtual try on/ try at home



## Glasses USA

- Ø Included Brads: Ray-Ban, Versace, Prada, Arnette, Tom Ford, and more
- Ø Prescription eyeglasses, sunglasses, and contact lenses.
- Ø Virtual try on & free shipping



## Hubble Contacts

- Ø Daily disposable contact lenses
- Ø Subscription only model



## Pair

- Ø Customizable eyeglasses, sunglasses, prescription glasses for kids
- Ø Virtual try on & free shipping

# Why KOIS ?

Why Customer Should Choose  
From Inhouse KOIS Product  
Lines



- Customization
- High Quality
- History Significance
- Luxury Products
- Variety

Why Customer Should  
Purchase Partner Brands from  
KOIS Platforms



- Exceptional Customer experience :Service and Cost
- Special Price
- Special Product Lines

# 4 Ps of Marketing





## Product

One stop eyewear shop

# KOIS OPTICS

Royal, Wealthy, Vintage & Sophisticated

SUNGLASSES



EYEGLASSES



BVLGARI

BOTTEGA VENETA

CONTACT  
LENSES



& more..



## Product

From the origin of Greek Mythology to the land of monetizing from that Mythology

### US Films on Greek Mythology:



### Elements of the ceiling fresco:



Hermes



Themis



Armetis



Poseidon



Athena



Apollo



Dimitra



Zeus

Heroes of Greek Independence

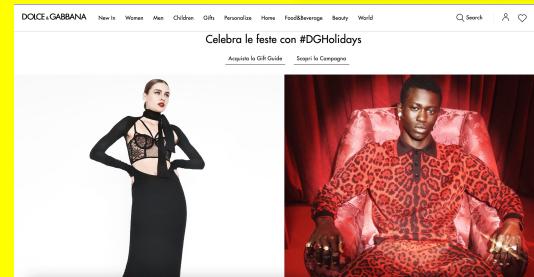
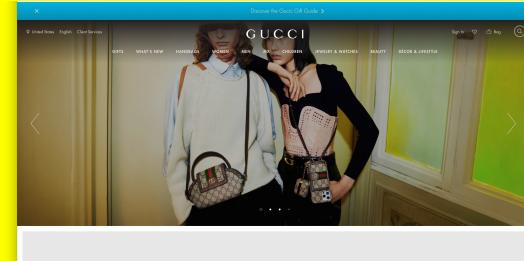
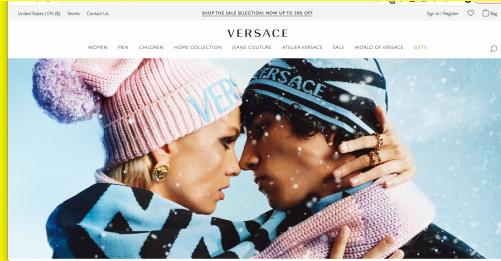




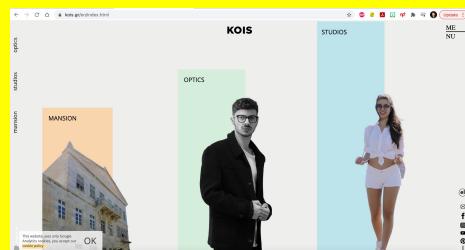
# Place

Where we are

## E-commerce brand websites in the US:



## KOIS website to KOIS Optics Website:



1 click,  
1 scroll,  
2 clicks





# Place

## Where we are

# Home Page wireframe for better interaction with customers

The wireframe shows the layout of the Kois Optics website home page. At the top, there's a header with a globe icon, the brand name "KOIS OPTICS SYROS", and links for "SUNGASSES", "EYEGLASSES", "DROPHOTOGRAPHY", "LENSES/ACCESSORIES", "SALES", "BLOG", and social media icons. Below the header, a banner section displays "Photoshoots / Offer Banners or Posters / Blogs or New Events". A "Poster & Product Display of Seasonal offers" section follows, featuring a grid of three placeholder boxes. Below this is a "Hot Products / Most Viewed" section with five placeholder boxes and navigation arrows. At the bottom is a "Collections" section with three placeholder boxes.

This wireframe includes several sections: a "Collections" section with three large circular placeholders; an "Instagram" section with three large rectangular placeholders; a "Contact Us" form with fields for Name, Email ID, and Message; and a "Footer" section containing "ABOUT US", "SECURE PAYMENTS", "NOTICE", and "CONTACT" information. The "SECURE PAYMENTS" section shows logos for PayPal, VISA, MasterCard, American Express, and Discover. The "NOTICE" section contains legal text about delivery options and payment methods. The "CONTACT" section provides the company's address in Syros, Greece, and links to their Facebook, Google+, YouTube, and Twitter pages.

What it all boils down to



Price

As a multi-brand e-commerce website, KOIS Optics places itself with



**KOIS OPTICS**



What it all boils down  
to



Price

As a luxury brand:



VERSACE

\$290 to \$1615



\$320 to \$870

COACH

\$129 to \$266

KOIS OPTICS

\$168 to \$260

Orophographia

(\$185 to \$260)



## People

Who brought us here



- GLAM-greying leisured affluent middle aged



- WOOF-well off over 50



- DI – Dual Income households



- YUPPIE- Young urban professional

# Promotion Strategy



## Social Media Promotion Impact (until now...)

**>200**

Social media posts

**+8%**

Website sessions from previous intervals

**x2**

Double visitors acquired through social media

**20%**

New website visitors

**+15%**

Unique website visitors during peak summer months

**>20,000**

Social media followers



## The Market

Rank 2021	Brand	Brand Value 2021 (USD mil)	Brand Purpose Index	Brand Purpose Change
1	Gucci	33.838	114	+10
2	Prada	3.974	106	+5
3	Fendi	3.187	101	+9
4	Bottega Veneta	2.209	96	+3
5	Armani	2.141	117	+9
6	Bulgari	1.582	104	+5
7	Salvatore Ferragamo	1.116	98	+4
8	Valentino	699	114	+14
9	Versace	544	104	+4
10	Dolce & Gabbana	498	120	+9

Cristina Beautiful Life

Milk White

Karavan

Mallory the Label

Marmarometry

Greek Designers

Kyma

WHAT HAPPENED?



# The Journey

• This article is more than **9 years old**

## Greek crisis: for the Chelsea set of Athens, it's still a life of luxury brands

As the country struggles, the rich still buy Gucci, Prada and Louis Vuitton - though they may more discreet about flaunting it



Designer outlets in Kifissia: the labels are what you expect to see in London, Paris or Manhattan.  
Photograph: Terry Harris/Alamy

But business is still brisk at the luxury stores in Kifissia, according to its shop assistants. "There is a crisis and you can feel it everywhere... but Kifissia is better because people here are richer," says Maria Douka, in the **Gucci** store. "Of course big brands like Gucci don't have such a problem, but some family businesses are in trouble - almost everyday something is closing."

Encouraged by cultural buzz and slow but steady economic growth that is now outpacing the wider Eurozone, brands like Louis Vuitton, Dior and Condé Nast are now investing in the country.

Locals have developed an appetite for local designers, many of whom established themselves abroad during the crisis. "There is a new trend for Greeks to feel very proud to wear Greek designers, to actually support our own talents and our own country," says Thaleia Karafyllidou, editor-in-chief of *Vogue* Greece.

## VOGUE BUSINESS

TECHNOLOGY SUSTAINABILITY COMPANIES FASHION RETAIL BEAUTY DATA EVENTS ADVANCED



MEMBERSHIP TALENT SIGN IN

## Greece's luxury market shows signs of recovery

After a decade of crisis and austerity, luxury operators are reconsidering a market with significant tourism and much creative energy.

BY DIMI GADATZI  
30 APRIL 2019



The way to  
do it



As Gucci did it in 1953 & has been doing it ever since:

## How Gucci Goes Hollywood (Q&A)

President and CEO Patrizio di Marco talks to THR about Gucci's relationship with Hollywood, its support of film restoration (including the works of John Cassavetes, Michelangelo Antonioni, Federico Fellini and Sergio Leone) and plans for a new Rodeo Drive boutique.

BY MERLE GINSBERG MARCH 12, 2014 11:00AM



### SHOPPING WITH THR



The 20+ Best Holiday Gifts

Kristen Stewart Engaged to Screenwriter Dylan Meyer



If you go back to the '50s, '60s and '70s, you have plenty of pictures of the most important actors and actresses buying and wearing Gucci. We've been more than 40 years in L.A. There are beautiful images from the time: **Elizabeth Taylor** on the set of *Cat on a Hot Tin Roof* carrying a Gucci Bamboo bag, etc. Many of them wore our iconic loafers and bought our luggage. Back then, there wasn't the concept of product placement you have now; people wore the bag in the movie or on the street because they liked that bag. Everything was much more genuine and sincere.



The way to  
do it



## How Kois should go Hollywood?



**John Stamos** of  
Friends, Glee,  
Two & a Half Men  
& My Big Fat  
Greek Wedding 2  
fame



**Zack Galifianakis**  
of The Hangover  
trilogy, Due Date,  
The Campaign  
fame.



**Maria Menounos**  
American  
entertainment  
reporter,  
professional  
wrestler, author,  
actress, & co-  
hosted the  
Eurovision Song  
Contest 2006 in  
Athens

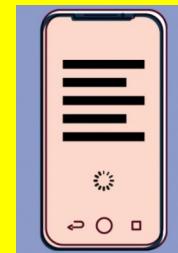
**KOIS OPTICS**

WP



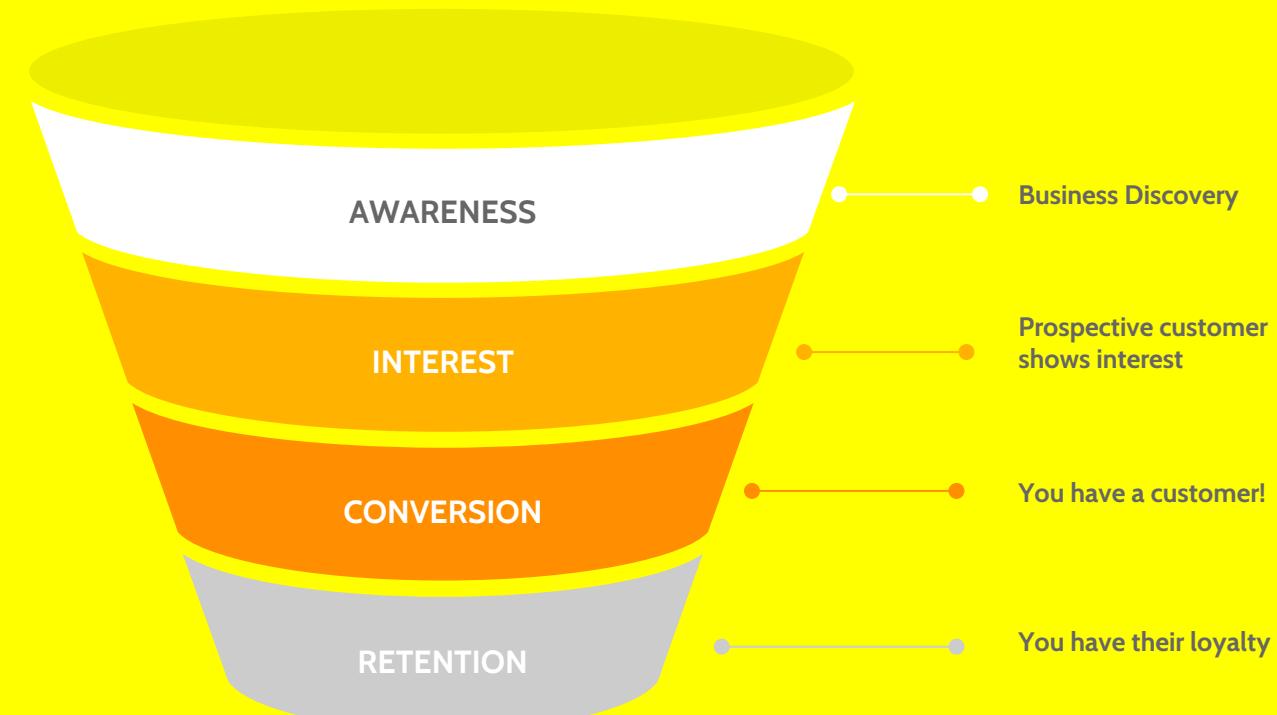
GlassesUSA<sup>TM</sup>.com

# The Infinite Scroll Problem





# Sales Funnel Analysis





## Awareness

### Impression

- Right Audience

- Good first impression

### Association

- Sense of association makes people interested

### Common Strategies

- Social Media

- SEO

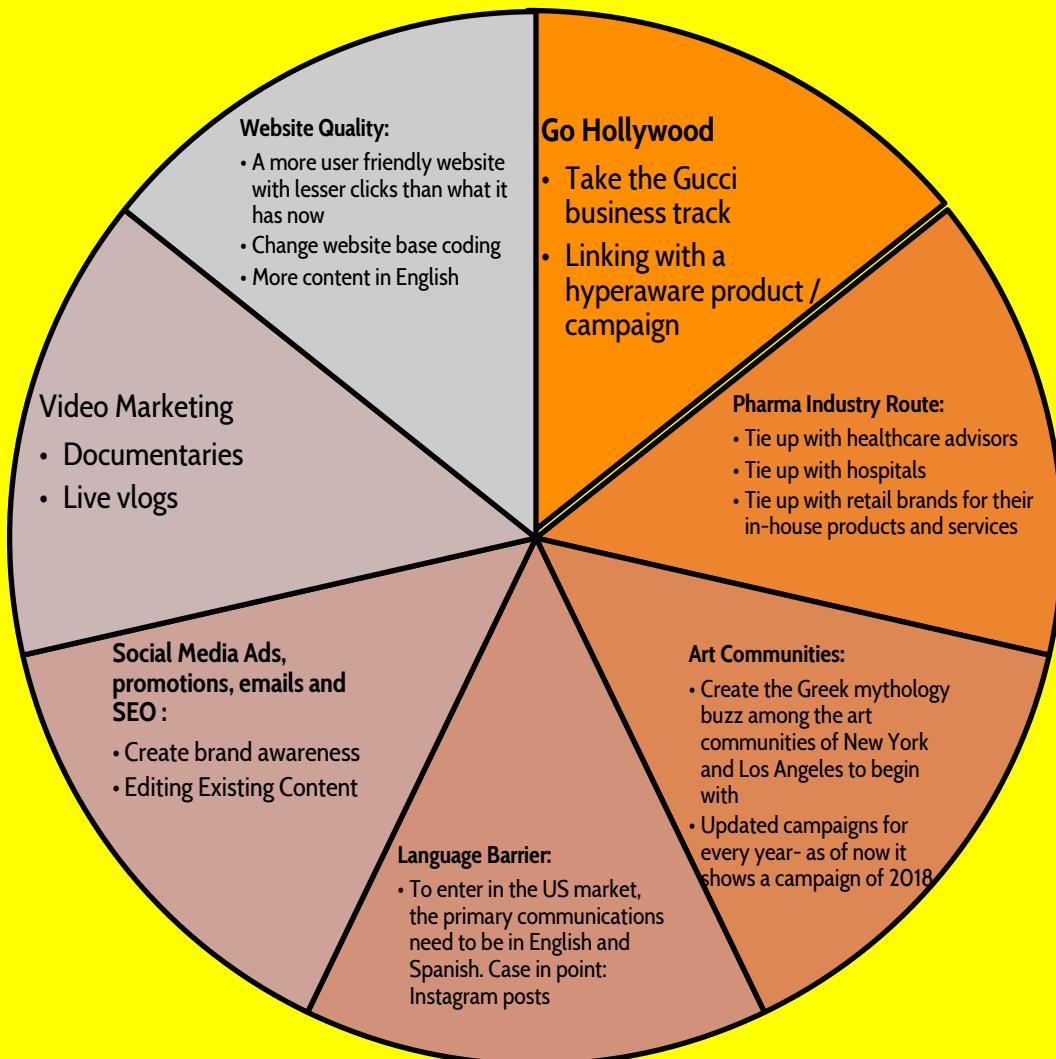
- Guest Blogging

- Social Media Ads

- Email Marketing



# Awareness





## Sample Campaign

Platform to use:  
Instagram, Twitter,  
Facebook

THIS VISION HEALTH MONTH  
DARE TO SEE THE UNSEEN ?

SALE ALERT

- Best in the industry original greek art inspired designs
- Online free eye checkup tool
- Virtual Try on
- 50% off any frame this entire month
- Tag us on instagram in a post and we will pick 20 winners at the end of the month for 2 free frames of your choice  
#KOISvisionhealth @koisoptics



## Interest

You have my  
attention now!

### Relationship

- Determining leads
- Building relationships

### Evaluation

- Data Analytics
- Site analytics tools like Google analytics are handy

### Common Strategies

- Email Campaigns
- Blog posts
- Lead magnets
- Chatbots
- Free trials



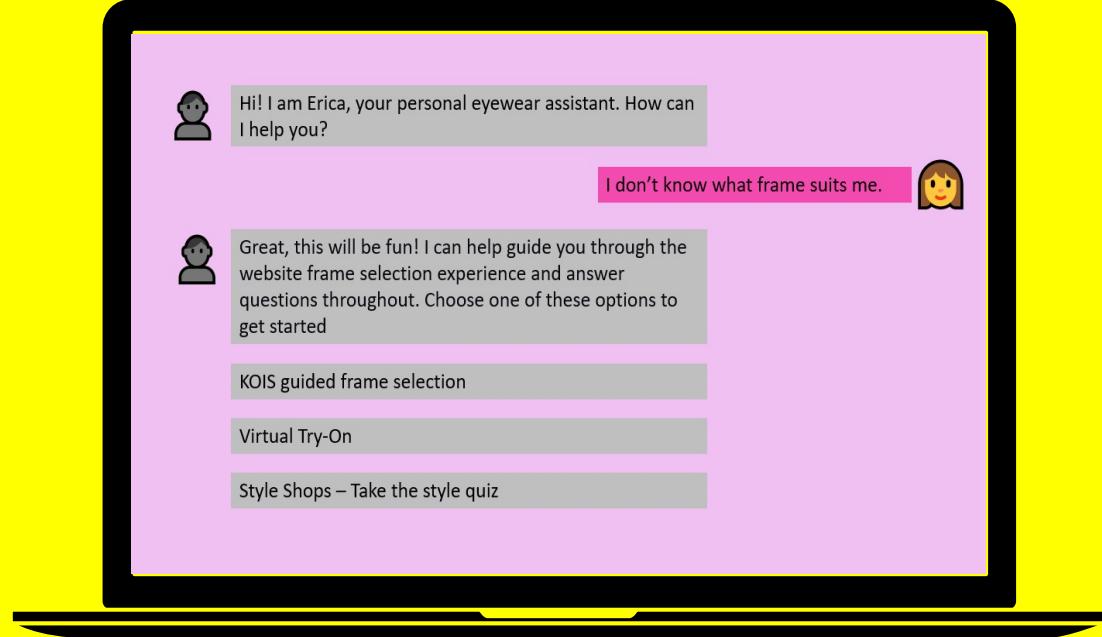
Interest

## Which category and product pages drive the most traffic?

Product Page	Implication	What to do next?
Sunglasses	Customers are interested in sunglasses	<ul style="list-style-type: none"><li>• Revise Budget Allocation</li><li>• Revise Target Audience</li><li>• Go the Hollywood route</li></ul>
Eyeglasses	Customers are interested in eyeglasses	<ul style="list-style-type: none"><li>• Revise Budget Allocation</li><li>• Revise Target Audience</li><li>• Appropriate promotional channel</li><li>• Go the pharma promotion route</li></ul>
Orphographia	Customers are interested in the in house KOIS designs	<ul style="list-style-type: none"><li>• Make in house brand the hero product</li><li>• Revise and expand on this new audience</li><li>• Lean into the artistic communities</li></ul>
Checkout	Problematic – People are reaching checkout but not making the purchase	<ul style="list-style-type: none"><li>• Remove the sign in mandate for checkout</li><li>• Give them promotional discounts</li><li>• Opportunity to use referral bonuses</li><li>• First time purchase discount</li></ul>

# Sample Campaign

Customer experience  
is key here



# Interactive Website

## CUSTOMISE YOUR OWN KOIS

EXCLUSIVELY ON [kois.com](http://kois.com)



Get it at the comfort of your couch  
**SHIPPED DIRECTLY FROM SYROS**  
\*express delivery available

**KOIS OPTICS**  
SYROS

# Conversion



## Action Plan

### Action stage

- Seal the deal
- Make them the customer

### Common Strategies

- Discount Codes
- Live demos
- Product comparisons
- Pricing pages
- Follow up email campaign



## Conversion

Seal the deal

### Discount codes

- Limited discounts on other brands
- Heavy discounts on the in house brand for a limited time frame

### Follow up email campaign

- We want the items in the cart to be sold out
- Follow up reminds the person they left something in the cart
- Points that they get with their cart value

### Make the checkout process seem easier

- Do not show all the steps the checkout process will have on the check out page – looks tiring
- Shorten the process

### Product Pairing

- Recommend accessories that can go with the product which does not increase the cart total by much

### Virtual Demos

- Recommend virtual try on demos before the person leaves the website



Hey Shelly, you forgot something.

KOIS Optics

Your order is waiting

Don't forget about the statement eye wear pieces you left in your bag Come back, and finish your order from KOIS Optics.

Clarity has never been so easy to spot.

[Finish your order](#)



# Retention

Loyal base

## Action stage

- Creation of a loyal base
- Helps increase CLV
- Can lead to new conversions

## Common Strategies

- Referral Programs
- Loyalty Program
- Upsell Campaign
- Re-engagement email campaign
- Product specific webinars and recommendations



# Retention

## Relationship building

- Preference survey – product, services, cost, expectation
- Give them points or store credit for their purchases and giveaways
- Resonate the brand value with customer values

## Referral Rewards

- Encourage members to bring more customer to the pipeline by giving referral rewards

## Loyalty program introduction

- Loyalty programs to collect points and get free rewards
- Preventive eye health programs for loyal base

## Connecting with Community

- Tell them how their purchase has helped koi's to do greater good

## Early Access

- Early access to new product launch events
- Early access to price drop events

## Build individual customer profiles

- Track their past purchases
- Add recommendations that fit their budget and style



## Retention

### Sample Campaign

Hey Shelly, your reward points are on the way!

Nice job! \$10 pending...

Your order is waiting

Your friend David just joined KOIS Optics. Now the community is a little bigger and you are one step closer to getting your **referral credit**. When your friend receives their first order, we will reach out to let you know the credit has been added to your account. You can keep an eye on your progress below.

[View Progress](#)

# **Marketing Analytics**



# Optimizing Multi - Channel Marketing

## End Goal Metrics

- Cost
- Clicks
- CPA
- Leads
- Revenue
- CTR

## Independent Variables

- Google Ads
- Facebook Ads
- SEO
- Social media
- Youtube

## Budget Optimization Strategies

- **Marketing Mix Models:** estimates impact of various marketing tactics on sales
- **Multi Touch Attribution Analysis:** calculating and assigning fractional KPI credit to the marketing touchpoints and dimensions
- **Customer Lifetime Valuation:** the total worth to a business of a customer over the whole period of their relationship.



# Marketing Mix Model Sample Analysis: Dummy data

```
OLS Regression Results
=====
Dep. Variable: sales R-squared: 0.897
Model: OLS Adj. R-squared: 0.896
Method: Least Squares F-statistic: 570.3
Date: Fri, 24 Apr 2020 Prob (F-statistic): 1.58e-96
Time: 19:56:52 Log-Likelihood: -386.18
No. Observations: 200 AIC: 780.4
Df Residuals: 196 BIC: 793.6
Df Model: 3
Covariance Type: nonrobust
=====
            coef  std err      t    P>|t|      [0.025    0.975]
Intercept  2.9389  0.312     9.422   0.000     2.324    3.554
TV          0.0458  0.001    32.889   0.000     0.043    0.049
radio       0.1885  0.009    21.893   0.000     0.172    0.206
newspaper   -0.0010  0.006    -0.177   0.860    -0.013    0.011
=====
Omnibus: 60.414 Durbin-Watson: 2.084
Prob(Omnibus): 0.000 Jarque-Bera (JB): 151.241
Skew: -1.327 Prob(JB): 1.44e-33
Kurtosis: 6.332 Cond. No. 454.
=====
Warnings:
[1] Standard Errors assume that the covariance matrix of the errors is correctly specified.
```

Dependent Variable:

Sales

Independent Variables:

TV

Radio

Newspaper

Method:

Multiple Linear Regression

Regression Equation:

$$\text{Sales} = 2.9 + 0.04\text{TV} + 0.18\text{radio}$$

Newspaper has no significant impact on sales (p value)

Optimize model spend with the equation obtained

# **Current Website Recommendations**





## Current Website Recommendations



User Friendly  
Website Interface



Chatbot for  
purchase  
assistance



Promote website  
Paid ads



Spanish Language  
Option for USA  
market

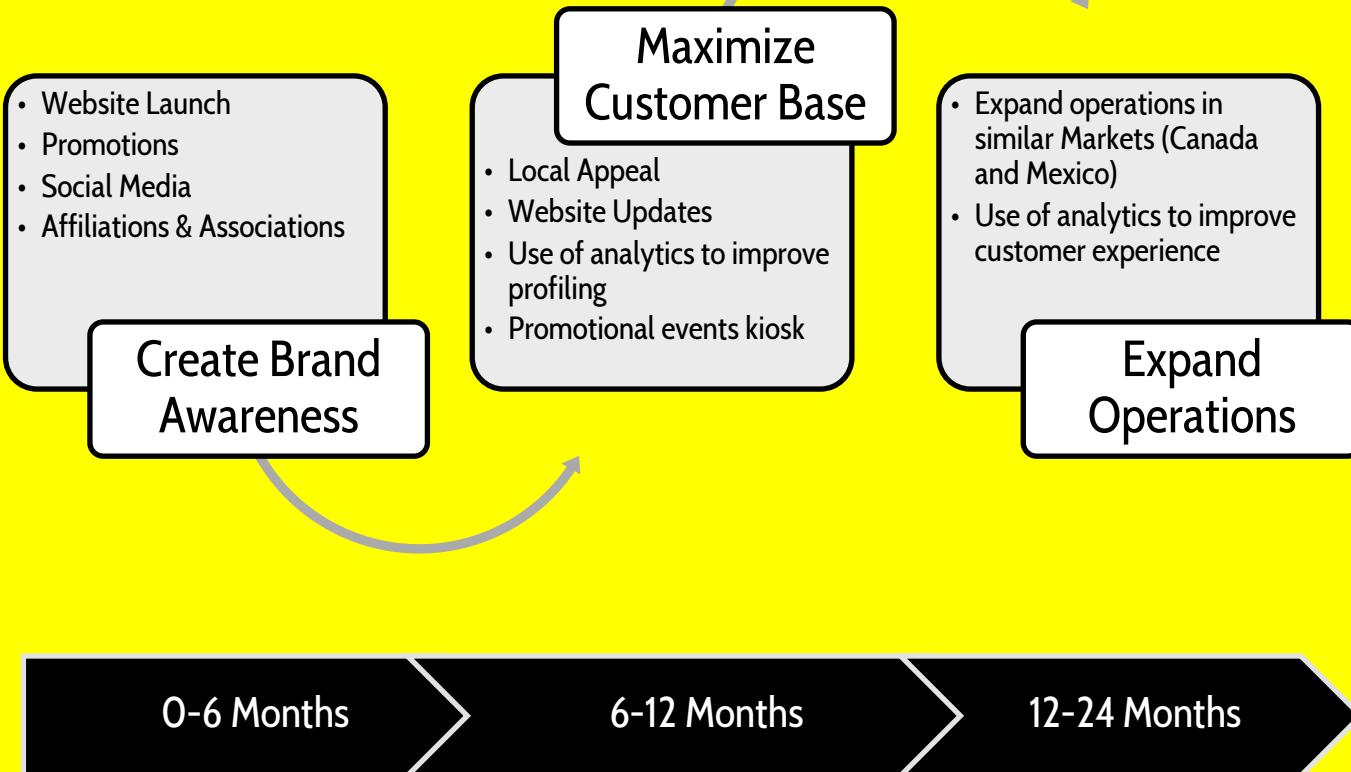


Highlight Current  
Promotions and  
New Product  
Launches



Blogs about Local  
community drives,  
fashion trends and  
Expert  
Collaborations

# Roadmap Ahead





# Thanks!

## Meet Our Team



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