5C ANALYSIS

Company

Adorable Wares

We make all different kind of female dresses

What is unique about us is home delivery and free amendment to all kind of female dresses.

Collaborators

Product/Service delivery: Self service delivery

Distribution: Customer who share our dresses

Brands: non

Customers

The needs to wear beautiful dresses

The need to amend some of their existing dresses.

Competitors

Vintage wares

Success wares

Context

Economic: Due to high inflation in the country, people tend to buy ready made dressed that is very affordable.