

Laying The Foundation for your Market Place Journey

1. Market place type:

glasses e-commerce website

Primary Purpose:

"Experience crystal-clear vision with our premium glasses. Our extensive collection offers stylish designs, superior quality and precise lens technology to meet your unique needs. Discover the perfect pair to enhance your lifestyle and elevate your confidence."

Define your business goals:

2. What problem does your market place aim to solve?

→ Our marketplace aims to solve the problem

- of:
limited access to quality eyewear:
Many people struggle to find stylish,

affordable and high-quality glasses that meet their unique needs.

- Time-consuming shopping experience:
Traditional eyewear shopping can be overwhelming with numerous options and unclear product information.
- Lack of Personalized recommendations:
Customers often rely on sales associates or online reviews, which may not provide personalized advice.

Our marketplace addresses these issues by:

- offering a curated selection of high quality, stylish glasses from top brands.
- Providing a user-friendly platform with clear product information, customer reviews, and virtual try-on features.
- Utilizing AI-powered recommendations to suggest personalized eyewear options based on customers' preferences, face shape, and lifestyle.

How is your target audience?

The Target audience include

- Profession: office workers, managers executives.
- Income: Middle to upper-middle class
- Interest: Technology, fashion, health and lifestyle.

what product or services will you offer?

Product & Services

Products

- Prescription eyeglasses
- Sunglasses
- Contact lenses
- Designer frames
- Customizable lenses
- Blue light blocking glasses
- Sports eyewear
- Kid's eyewear

Services

- Online eye exams
- Prescription lens replacement
- Frame adjustments and repairs
- Insurance coverage assistance

Q: what will set your market place apart?

set us Apart

Our marketplace will stand out from the competition in several ways:

1: Wide Selection of stylish frames:

We'll offer a vast collection of fashionable frames from top brands and designers catering to diverse tastes and preferences.

2: Advanced virtual try-on feature:

Our platform will incorporate AI-powered virtual try-on technology allowing customers to see how glasses look on them without having to physically try them on.

- Competitive pricing and Discounts
We'll provide competitive pricing discount, and promotions to ensure customers get the best value for their money.
- * Create a data schema.

