

# Marketplace Business Goals —

— SNKRS . io —

## Problems Our Marketplace Solves :

1. Style Matching ; Difficulty finding shoes that align with individual preferences.
2. Product Trial ; Lack of options to try products before committing
3. flexible Payments ; Addressing urgent needs with installment plans and "Try Now, Pay Later" options for returning customers.

4. Customized Products ; Unavailability of personalized, on-demand footwear.

### Target Audience :

- Demographics - 18-35 years old, urban, fashion-conscious individuals.
- Preferences - Style-focused, eco-aware, and tech-savvy buyers seeking personalization and convenience.
- Behaviour - Open to digital-first brands and loyalty programs.

## Unique Value Proposition :

1. Eco - friendly Practices , Bio-degradable packing to minimize environmental impact
2. Customization , Tailored solutions for unique customer preferences
3. Payment flexibility , Exclusive installment plans and "Try Now , Pay Later" for loyal customers.
4. future Innovations, AR visualization for virtual fitting and free annual cleaning services

## Products and Services

1. Products : Customizable casual, athletic , and formal footwear

2. Services : Personalized fitting,  
AR - based visualization (future),  
installment plans, and loyalty  
rewards.

### Market and Competitor Research Analysis

- Trends : custom footwear market is growing at 12% annually, driven by personalized demand
- Competitor Analysis :
  - Temu : Mass production focus; lacks customization
  - Nike : Does not offer installment plans and lacks sustainability initiatives in local Asian Market

## future Plans :

1. Integrating AR technology for virtual shoe fitting
2. Launching free cleaning and maintenance services
3. Establishing an affiliate program
4. Offering loyalty credits for discounts and rewards