

Hackathon Day 7

Bandage Online Shopping - Pitch Deck

Tagline: *Fashion For You, Comfort For Your Home.*

Logo:



Problem Statement

The Problem:

- Limited access to stylish, affordable fashion and furniture.
 - High prices and lack of variety in local stores.
 - Inconvenience of shopping at multiple locations for clothing and home decor.
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Our Solution

Bandage Online Store provides:

- A **wide range** of trendy clothing and modern furniture.
 - **Affordable pricing** with exclusive discounts and bulk purchase options.
 - **Doorstep delivery** for convenience and accessibility.
 - **Personalized recommendations** for a better shopping experience.
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Market Opportunity

- **Growing demand** for online fashion and home decor.
 - **Global fashion market** projected to reach \$2 trillion by 2027.
 - **E-commerce penetration** in fashion and furniture increasing rapidly.
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Product & Services

- **Fashion Apparel:** Casual wear, formal wear, accessories.
 - **Furniture & Home Decor:** Modern sofas, tables, decor items.
 - **Custom Styling & Interior Design:** Personalized fashion and home styling services.
 - **Exclusive Designer Collections:** Limited edition apparel and furniture.
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Business Model

- **E-commerce Platform:** Website & mobile app for seamless shopping.
 - **Revenue Streams:**
 - Direct product sales.
 - Subscription plans for exclusive discounts.
 - Affiliate partnerships with fashion and home decor influencers.
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Go-To-Market Strategy

- **Social Media Marketing:** Instagram, Facebook, Pinterest ads.
- **Influencer Partnerships:** Collaborations with fashion & home decor bloggers.
- **SEO & Content Marketing:** Blogs, styling guides, and decor inspiration.
- **Loyalty & Referral Programs:** Customer incentives and exclusive deals.

Competitive Advantage

- **Exclusive designer collections** not available in local stores.
 - **Fast delivery & customization options** for a unique experience.
 - **Direct partnerships with manufacturers** ensuring quality and affordability.
 - **Customer-centric experience** with 24/7 support and styling consultations.
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Financial Projections

Year 1-3 Projections:

- Estimated revenue: \$1M - \$5M.
 - Customer acquisition target: 50,000+ users.
 - Gross profit margin: 45%.
 - Break-even within 2 years.
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Thank you!

Prepared by: Mariam Rauf