Online Store - Business Model

Designed for:
SAP

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Version:

Problem

- Shipping Company

- Retail Partners

- Collaboration with influencers

- Sponsorship Opportunities

Solution

- Development, Fixing and Maintenance Platform
- Customer Service

Key Metrics

- Sales growth rate

- Current ratio

Unique Value Proposition

- Great quality products

- Fast shipping

- Luxury perfumes

- Accessories

Unfair Advantage

- Can't be easily copied or bought

- Good deals

- Great discounts

Channels

- Online Website (RoyalScent)

- Social media

Customer Segments

- Mass Market

- Consumers who prefer convenience and reliability

- Men and Women

Cost Structure

Expense:

- Shipping
- Warehousing
- Inventory management
- Hosting

Revenue Structure

Online sales of perfumes