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| Designed for: Designed by: Date: Version: | | | | | | |
| **Online Store - Business Model** | | SAP |  | RacoonCoding | 30.03.2024 |  |
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| **Problem**   * Shipping Company * Retail Partners * Collaboration with influencers * Sponsorship Opportunities | **Solution**   * Development, Fixing and Maintenance Platform * Customer Service | **Unique Value Proposition**   * Great quality products * Fast shipping * Luxury perfumes * Accessories | | **Unfair Advantage**   * Can’t be easily copied or bought * Good deals * Great discounts | **Customer Segments**   * Mass Market * Consumers who prefer convenience and reliability * Men and Women | |
| **Key Metrics**   * Sales growth rate * Current ratio | **Channels**   * Online Website (RoyalScent) * Social media |
| **Cost Structure** | | | **Revenue Structure** | | | |
| Expense:   * Shipping * Warehousing * Inventory management * Hosting | | | Online sales of perfumes | | | |