E-COMMERCE REPORT

A report

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1. Executive summary

FashionZilla is an online start-up business dedicated to provide branded products to customers at reasonable prices. Its an ecommerce platform where one can get their favorite fashion brands delivered right at their doorsteps. It aims at providing hassle free and enjoyable shopping experience to shoppers with vast variety of brands and products on its portal.

The demographics are majorly towards people who are from group of 16-40 years of age, as they are the most roving mass of individuals in terms of fashion and lifestyle activities and also, they are highly tech savvy and are more comfortable to computers. Most of the sales are expected to come from the people of age group 15-35 as this is the target group having a great amount of disposable income.

1.1 Objectives

- To offer our customers excellent services, at a reasonable price, and provide outstanding customer experience, measured by minimum 5 percent yearly sales growth, and customer complaints less than 1 percent.
- Create strong brand credibility among target customers

1.2 Mission and Vision

FashionZilla's mission is to offer customers the top branded wearables. We are committed to providing the service quality and value that our customers expect. FashionZilla will use its strategy, staff, and systems to provide each customer with a seamless three-part customer experience -- service product, service environment, and service delivery -- each part of which will meet or exceed our customers' expectations

Our vision is to become the first choice of shopping, and a respected company -- as measured by our customers, our employees, our shareholders, and the community we live in.

Our values are critical to our success. They are the strong foundation of FashionZilla., define who we are, and set us apart from our competitors. They underlie our vision of the future. These values include:

• Performance excellence. We act like responsible owners, always seeking to meet or exceed expectations.
• Teamwork. We act as a team, committed to each other, and bound by trust and loyalty.
• Integrity. We treat one another, and all our stakeholders with dignity and respect. Honesty, ethical behavior, and integrity are fundamental characteristics of our business conduct.

1.3   Products and Services

FashionZilla will offer a wide variety of International-style apparels, as well as shoes, bags, wrist watches, and jackets. We will continue to find new product lines that can be added to our inventory.

1.4   Market

The main market segments are: a) individuals (retail customers) accounting for more than 90 percent of our sales, and b) local businesses (corporate customers) which, in terms of purchase orders, typically make larger orders for their employees and business needs.

2.0 Products and Services

FashionZilla offers an e-commerce store for fashion and lifestyle products. It sells a range of clothing including T-shirt, Shirts, Jeans, Trousers, Winter Wear, footwear, bags & backpacks, jackets, wrist watches and other accessories from leading Indian and International brands. Prominent brands include Adidas, Nike, Puma, Biba, etc.

Some of our services include:

❖ Broader selection of products
❖ Superior buying experience
❖ Ontime delivery of products
❖ Quick resolution of any concerns

2.1.   Business Model

FashionZilla operates on an **aggregator business model (B2C) of premium brands**. It is primarily based on procuring current season merchandise from all its

associated brands and making them available on its e-commerce portal at the same time as in respective retail brand outlets.

It offers a wide selection of products with attractive discount offers. It uses a third-party courier service to reduce the lead time. FashionZilla envisages itself as a fashion portal. It serves as a platform for fashion content, trends, and tips. It has tied up with 100+ brands and offers a high-quality product. Along with this, it also focuses on marketing and sale management. It ensures it maintains a sound relationship with customers.

2.1.1. Competitive Landscape

The major players in the Indian eCommerce industry are Flipkart, Snapdeal and Amazon. The three are competing not for profit but to own the major part of the revenue pie. Between the war of these clans, there have been major acquisitions, mergers and pivoting.

2.2. Revenue Model

Revenue Model of FashionZilla earns through an **aggregator model**. It buys current season merchandise from various brands and makes the product available on its website. It earns through commission. It uses B2C revenue model.

3.0 Strategy and implementation summary

3.1 SWOT analysis

The SWOT analysis provides us with an excellent opportunity to examine and evaluate the internal strengths and weaknesses of FashionZilla, Inc. It also allow us to focus on the external opportunities presented by the business environment as well as potential threats.

SWOT Analysis is a proven management framework which enables a brand to benchmark its business & performance as compared to the competitors.

3.1.1 Strengths

I) Efficient supply chain and delivery capability helps it to cater to various locations.
II) vibrant fashion apparels that are not available in common fashion stores.
III) Affordable rates
IV) clear vision of the market needs: we know the customers' needs, we are familiar with the latest technology, and we can offer the services that would bring the two together

3.1.2 Weaknesses

I) start-up challenges
II) competitive market
III) Intense competition means limited market share growth

3.1.3 Opportunities

I) Youngsters growing craze towards fashion
II) Growth in internet traffic
III) Selling private labels can increase the market
IV) Collaboration with offline stores to sell its brand products

3.1.4 Threats

I) Competition from the established ecommerce companies who have marketplace models like Jabong, Myntra etc.
II) Fashion segment is becoming popular leading to increased competition.
III) Economic fluctuations and unfavorable govt policies.
IV) Customers can very easily switch to other online retailers; this puts pressure on the company.

3.2   Marketing Strategy

We are planning to run sponsored ads on Facebook, Instagram, Snapchat, and other social media platforms as a part of our marketing strategy. FashionZilla offers free shipping for orders above Rs 999, easy return policies and cash on delivery services. We will implement a strategy which that treats customers a community. This means our marketing resources will be centered around both sales promotion (events, displays) and personal sales (customer service, friendly atmosphere).

- We will stay within our marketing budget.
- Marketing promotions will be consistent with the Mission statement.

3.3   Long-term plans

We see FashionZilla as a successful emerging vibrant company in next five years. We are in business to retail a wide range of products to our online store. We will strive to achieve the highest level of Customer satisfaction possible.

3.4   Technical specifications

Technologies used in making the website are HTML5, CSS, Bootstrap, jQuery, Ajax, PHP, MYSQL.