

# *Sakura Wedding*

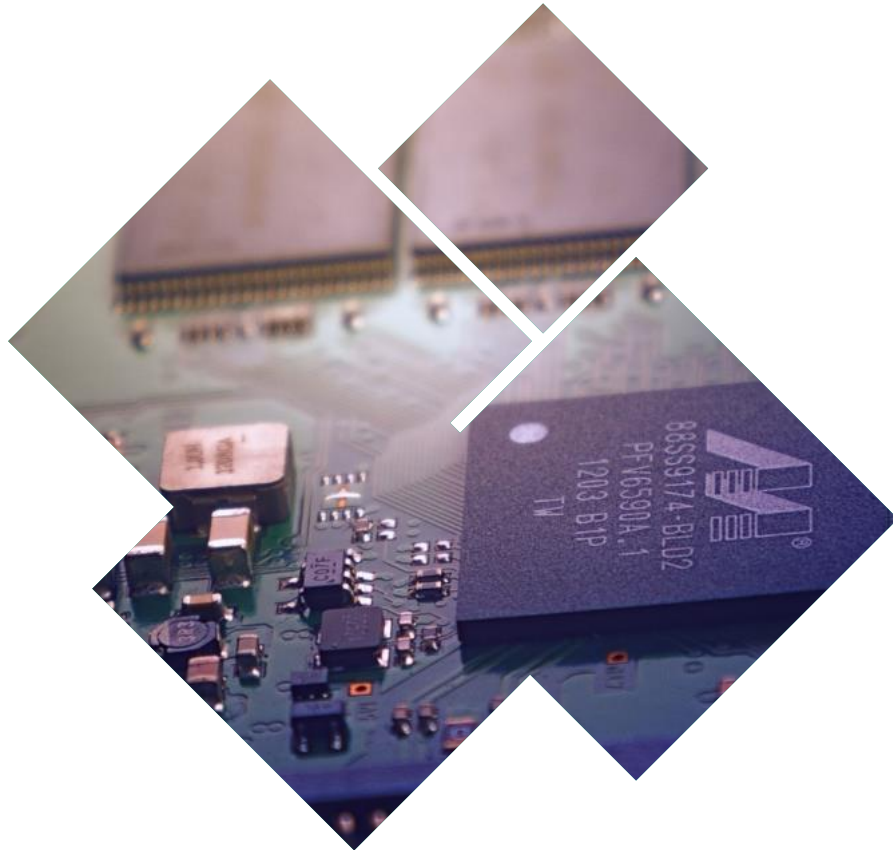
PHUONG ANH DANG  
MARKETPLACE WEB APP  
FAST TRACK — SYDNEY, 2021



# AGENDA

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1

**Outline of the problems**

2

**Website overview**





01

# Outline of the problems

# Idea

- A wedding dress costs about \$2,000 - 4,000 on average. A high-quality or luxury wedding dress may cost about \$10,000, \$50,000 or above.
- Many people cannot afford to buy a wedding dress
- Many people want to sell their used wedding dress
- Many SME wedding studios want to sell their dress at discounted price

# Competitors

- Stillwhite.com.au:
  - They are very famous in this niche market. They have done pretty good in helping wedding dress sellers and buyers to meet. However, I do not like their list's UI, it makes me feel lost in a maze after a while, and cards are not the same size. Besides, there may be one or two sponsored content on top. The business should be open to wedding-related outfits and accessories as well, so the customer can look for a veil, for instance, to match with the purchased dress. There should be blogs about wedding's tips, or photo shooting advice...

# Competitors

- [jjshouse.com.au/](http://jjshouse.com.au/)
  - a website selling wedding dresses, bridesmaid's dress, mother of the bride dress, accessories, and formal party dresses. The review of this website is pretty good, and the price is such a bargain. But they are just one-sided business, so users cannot sell their dress.

# Sakura Wedding

- My marketplace website called Sakura Wedding.
- The name means 'cherry blossom' in Japanese, and represents a time of renewal and optimism. This is indicative of the type of brand I want to build for the website, and will also contribute to it's overall aesthetic design.
- I would like my website to make the shopping experience easier for women, and to create an area where women can buy and sell wedding dresses at reasonable prices, so everyone can find their dream dress. This also fits with the current trend of sustainability, and less waste. This is a positive brand message that can be used in promoting the site.
- The first MVP will be wedding dresses buy-and-sell, but in the future, I want to add more features to this website. Users can buy-and-sell accessories and wedding shoes as well.

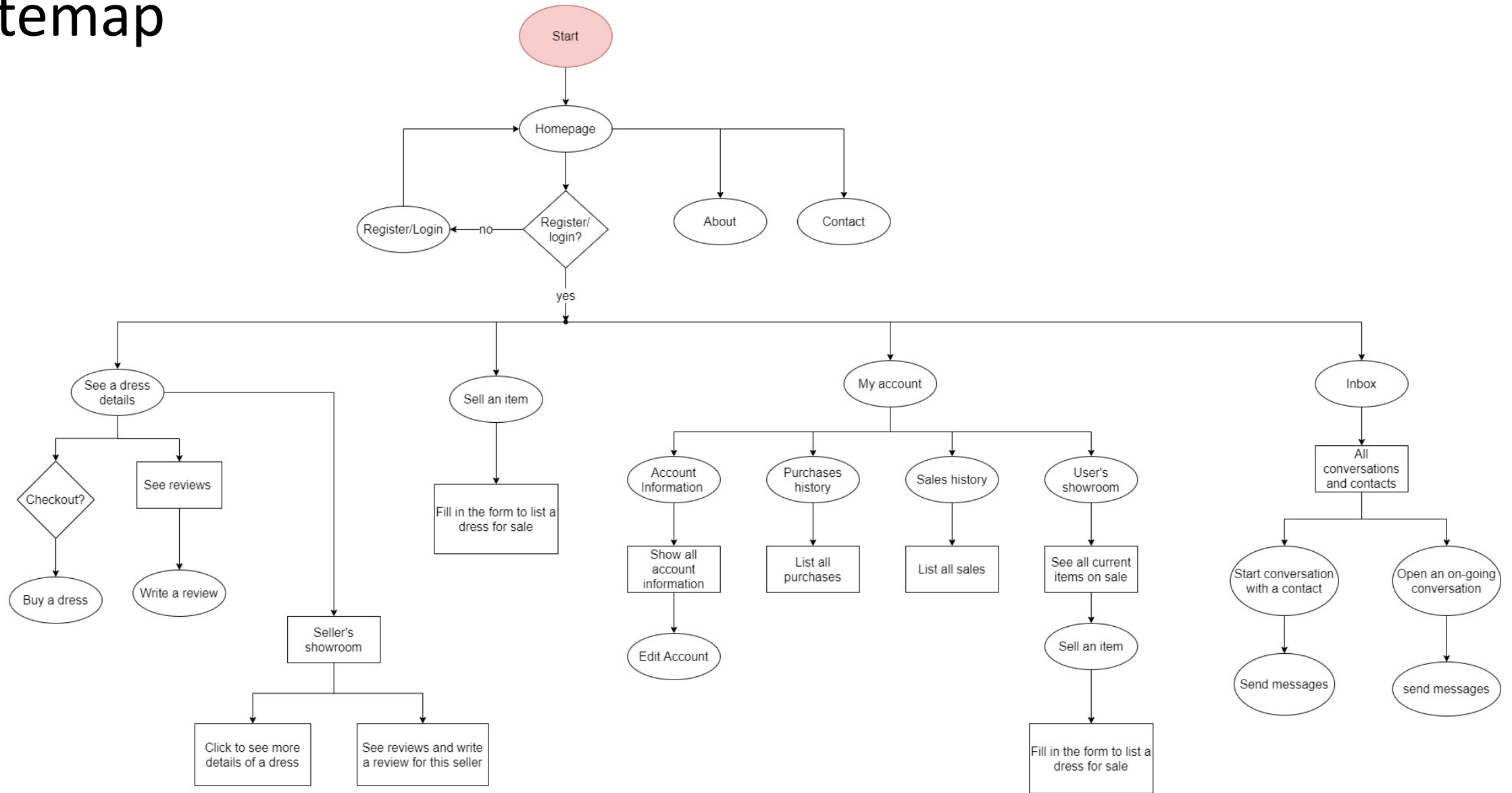
# Sakura Wedding

- Not all boutique wedding dress stores can afford a high traffic store location, so there should be an online marketplace for small businesses to join.
- This would allow them to take advantage of the in-place site infrastructure and marketing tools, and the site would also have more product lines to attract more customers. They would also be encouraged to keep prices on the site reasonably low, in order to stay competitive with users selling their second hand dresses.
- Online consumers are familiar with marketplace websites and value a large range of choice over visiting individual stores.

With Sakura Wedding Website, I hope it can support local SME businesses to grow up as well.



# Sitemap



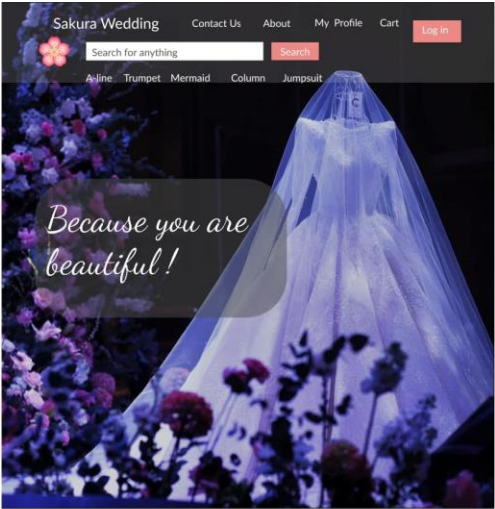
# Wireframes



Ball-Gown/Princess Scoop Neck Sweep Train...  
Color: Ivory  
AU\$ 499.00  
★★★★★ (24)



Ball-Gown/Princess Scoop Neck Sweep Train...  
Color: Ivory  
AU\$ 499.00  
★★★★★ (24)



Sort by  
Most popular

Categories  
A-line  
Trumpet  
Mermaid  
Column  
Jumpsuit



Ball-Gown/Princess Scoop Neck Sweep Train...  
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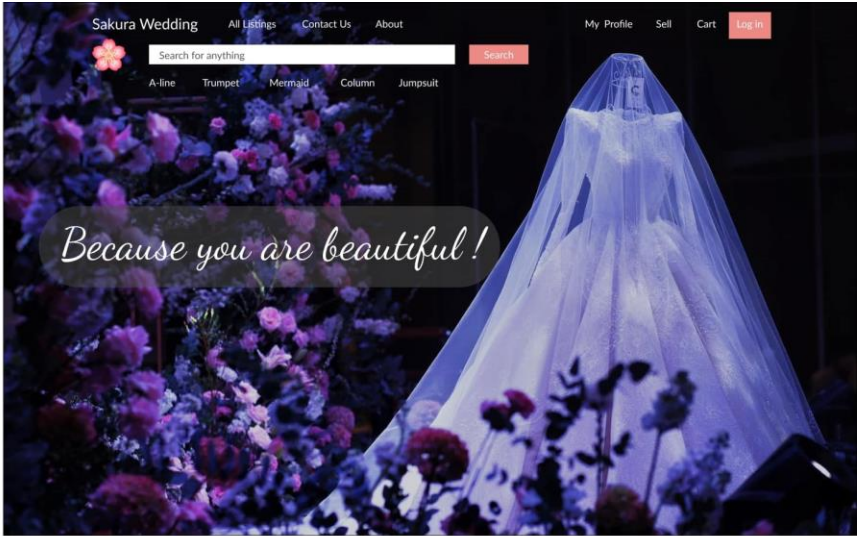
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# What's next?

- Add inventory to manage stock
- Sold-out button instead of deleting dress, because deleting dress will destroy reviews, item will disappear from purchases and sales history.
- Shopping cart
- Find a new third party payment and how to get successful payment notification.
- Shipping address form before paying.
- Disable delete function of dress. It should be marked as sold-out instead and out of the listings. So that is still shown in purchases and sales history.
- Blog with wedding tips
- Link with tailors to fix the dress (create a section where users can search for tailors in the area who can fix the dress- I know many tailors they only do part-time at home, no stores or branding)
- Attach many pictures from many angles => buyers can have more info to buying decision



02

# Live Demo