



# BUSINESS MODEL & WEB DESIGN

---

**Venus Designers**

Venus Designers  
([priyankamalla1996.wixsite.com](http://priyankamalla1996.wixsite.com))

(562)396-3155  
[Priyanka.malla1996@gmail.com](mailto:Priyanka.malla1996@gmail.com)

## Business Survey in current industry

To get started with the online clothing industry, the Online Women's Clothing Sales industry has seen a 2.7 percent growth in revenue in 2020, as dropping demand was offset by the temporary closure and capacity constraints placed on non-essential brick-and-mortar retailers, which benefited industry operators. See the Current Performance section for further information.

Over the five years leading up to 2021, revenue for the Online Women's Clothing Sales business has increased dramatically. The rise in popularity of smartphones, which allow consumers to purchase while on the go, has contributed to increased industry demand. Furthermore, better operating conditions, such as increasing disposable income and consumer spending, enhanced demand for women's clothes most of the time.

However, when compared to the losses suffered by brick-and-mortar merchants, this conclusion is far more favorable, as internet businesses will most likely be allowed to continue operating because they are not subject to social distance or shelter-in-place protocols. In addition, as the economy improves and vaccinations reach a higher proportion of the population, industry revenue is expected to rise 7.4% in 2021. See the Current Performance section for further information.

According to these reports, this is the right time for Venus Designers to get started as the covid situation has come to ease, and customers started their lifestyle again. Looking out at the consequences of raise in the apparel industry Venus designers have the probability of an increase in the revenue this year.

### *Statistics of the textile industry*

Market Size: \$38bn

business Number of Businesses: 34,751

Industry Employment: 81,143

# Innovative business model proposed

## *How unique is your business model compared with other competitors?*

Venus's Business model is unique compared with other industries. As the women's apparels have the most demand in today's businesses. Providing the best services to the customers makes them want more. Idealistic designs with professional designers available at economical prices for the customers make Venus different from the competitors.

## *How do your company's products or services fulfill the needs of customers? Why should the customer buy from you?*

Two unique features make Venus's designers outstand for their products and services. Venus designs customizable apparel for all kinds of clothes, where the user gets to design their clothes using the options provided by Venus. Who doesn't want to become a designer? The other unique feature provided by the Venus designers is that they can rent clothes, which means there might be a few dresses like gowns for ball dances, party dresses, etc. that are purchased and used only once or twice. So Venus offers rental clothes where customer can choose their dress and after a given period (15 days max) they can mail it back to Venus. In this way, they pay very less but have the privileges of much more expensive clothes.

## *How does your company earn revenue, and generate profits? How is your revenue model sustainable?*

These unique features provided by Venus's designers generate better revenue than the competitors. The idea of apparel renting helps us gain profits without even actually selling the dresses, which is revenue at zero cost. The profits of the company increased 5.4% compared to last year.

# Marketing opportunities and competitive advantages

*What market space do you intend to serve and what is its size.*

Since all the clothes are sold online, Venus does not have offline stores. All the operations happen from the warehouse of Venus located in Long beach. Surprisingly, Venus occupies less space and successfully operates with 12 professional apparel designers. Hence the expenses cost for this company is very less.

*What is your niche market if any?*

Hence Venus is started by a bunch of graduates, is it kind of a startup in the clothing industry with very fewer cost charges. Venus is a home-based apparel business and is the most comfortable working zone for all the designers to put their best to get wonderful ideas for the customers.

*What special advantages does your firm bring to the marketplace to be competitive?*

Not many companies or business organizations can offer the customers a scope to design their clothes and bring them to life, but Venus does. And huge businesses cannot risk their business by trying to rent designer clothes due to brand values and cost-effective risk, due to their brand value and huge costs. Venus offers both the features, making it a unique business model for the customers and adding its advantages to become a better marketplace in the competitive business firm.

# Market Strategy

Be it a small business or a large business, reach is always an important aspect to focus on when running a business. The most important 5Ps are product – unique designs and innovative product ideas, price – economical prices for the customers, promotion – the features are the best-promoting agents, place – online shopping accessible to all the users all over the country, and people – people's satisfaction is the main priority.

***How do you plan to promote your products or services to attract your target audience?***

In today's world, social media is the best platform for business marketing. Selecting the appropriate social media channels is a form of media planning. It helps to ask the same basic media placement questions when choosing a social media platform. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

***Any technologies to apply to your marketing plan (for example, social media)***

Instagram is the most likely to win at prom! It's popular, full of valuable tools, and need we say it—beautiful! This is a visual platform that calls for high-quality content and authentic stories. 1.1 billion active users in 2021, mainly comprising 18 to 35-year-olds. Excellent for eCommerce endeavors and influence marketing. Venus uses Instagram for promoting its product as visual content is the best platform for promoting clothes.



# Web Design

Here is a glimpse of a website designed for Venus Designers.

Link: [Home | Venus Designers \(priyankamalla1996.wixsite.com\)](https://priyankamalla1996.wixsite.com/VenusDesigners)

