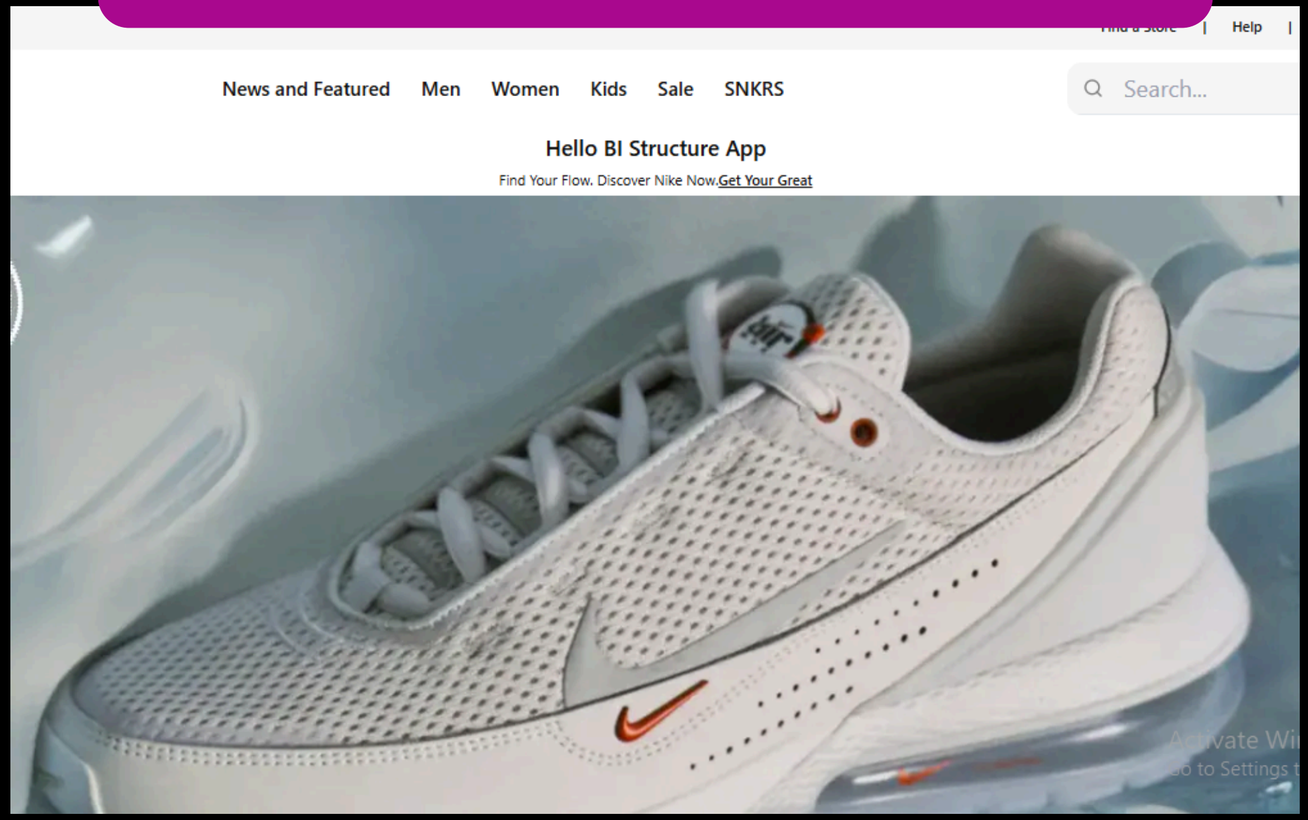
BI Structure Nike Marketplace

Find Your Flow. Discover Nike Now.



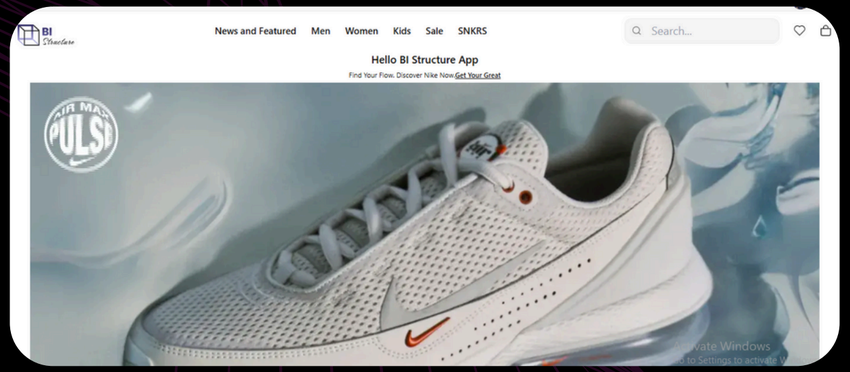
BI Structure

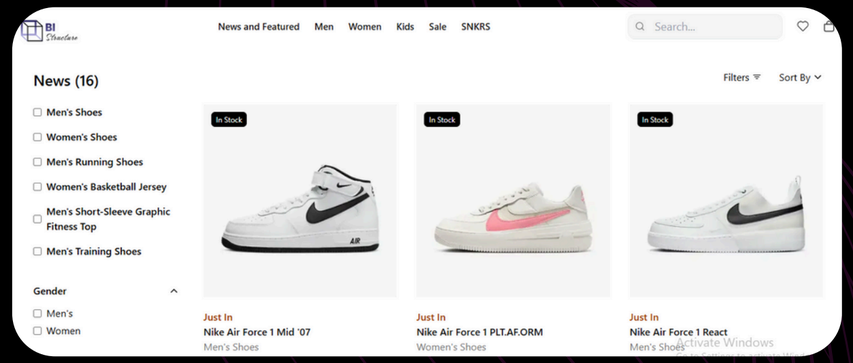
Problem Statement

Customers face difficulties in finding original Nike products, and they're not available in one centralized place."

Solution for bussiness Problem

Our platform addresses a critical gap in the market by providing a centralized hub for authentic Nike products. Here's how we deliver value:





01

Authenticity Assurance:

Every product listed on the platform is guaranteed to be genuine Nike merchandise, giving customers peace of mind about the quality and originality of their purchases.

02

One-Stop-Shop Convenience:

Customers no longer need to search across multiple stores or websites. Our platform consolidates the entire Nike product, including shoes, apparel, and accessories, into one user-friendly space.

03

Personalization

A smart e-commerce platform offering personalized recommendations, intuitive navigation, and seamless shopping experience through user-friendly features and efficient product discovery.

04

Scalable and Future-Ready

With an eye on growth, the platform's architecture allows for seamless integration of additional features, ensuring it evolves with customer needs and industry trends.

Market Opportunity

The global athletic wear market is experiencing rapid growth, fueled by an increasing awareness of health and fitness among consumers. This trend has led to a surge in demand for premium products from renowned brands like Nike, which are recognized for their quality and performance. Nike's well-established customer base and strong brand loyalty present a significant advantage, providing a ready-made audience eager for authentic and easily accessible products. Additionally, the rise of e-commerce, particularly in the fashion and sportswear sectors, offers an excellent opportunity to capture a larger market share. Your platform's online-first approach ensures accessibility and convenience, perfectly aligning with the needs of tech-savvy, urban consumers. Social media platforms such as Instagram and TikTok further amplify this potential, as they heavily influence purchasing decisions, especially among younger, trend-conscious demographics.

Target Audience

- Age: 18–35 (unisex).
- Interests: Sports, fitness, fashion, streetwear, and social media trends.
- Lifestyle: Active, expressive, and trend-conscious individuals who value both performance and style in their purchases.

Demographics:

- Location: Urban areas with high internet penetration and disposable income.
- Economic Class: Middle to upper-middle class, who can afford premium Nike products.

Psychographics:

- Values individuality, self-expression, and achievement.
- Active users of social media, frequently engaging with influencer content and online trends.
- Early adopters of new products and technology, making them ideal for online shopping.

Product Features

Login/signup.

Secure and seamless user authentication with easy registration and account access.

Product listing and details.

Comprehensive and visually appealing product catalog with detailed information and high-quality images.

Review & Rating

Interactive customer feedback system enabling transparent product evaluation and informed purchasing decisions.

Search & Wishlist

Advanced search functionality with intuitive Wishlist feature for personalized shopping experience.

Cart & Checkout

Smooth, user-friendly cart management and efficient, secure checkout process.

Help Page

Comprehensive customer support resource providing guidance, FAQs, and troubleshooting assistance.

User Profile and Order History

User profiles offer personalized dashboards with detailed customer information and order history

Filters and Paginatiion

Advanced filtering and smart pagination enable precise product discovery and smooth browsing across multiple result pages.

Business Model and Future Plan

The E-Commerce Platform generates revenue through a strategic, multi-faceted approach focused on commission-based sales and diversified income streams

Commission-Based Sales

- Commission Rate: 10-15% per Nike product sale
- Direct Percentage Earning: Percentage of each transaction
- Scalable Income Model: Grows with platform sales volume

Future: Additional Revenue Channels

- Affiliate marketing partnerships
- Premium seller listings
- Featured product placements
- Targeted advertising opportunities

Future: Personalized Marketing

AI powers targeted marketing campaigns that reach the right audience with the right message at the right time.

Marketing Strategy

Future Advertising Steps

The marketing strategy for the E-Commerce Platform is meticulously designed to maximize digital visibility and user acquisition through a phased, strategic approach. Initially, the platform will concentrate intensively on search engine optimization (SEO), crafting highly targeted content that ranks prominently for Nike product-related searches. This involves developing comprehensive, keyword-rich product descriptions, creating informative articles, and structuring website content to enhance organic search performance.

Initial SEO Focus

- Clear, descriptive product descriptions
- Keywords in URLs, headings, and body copy
- Informational articles and FAQ sections to boost search visibility

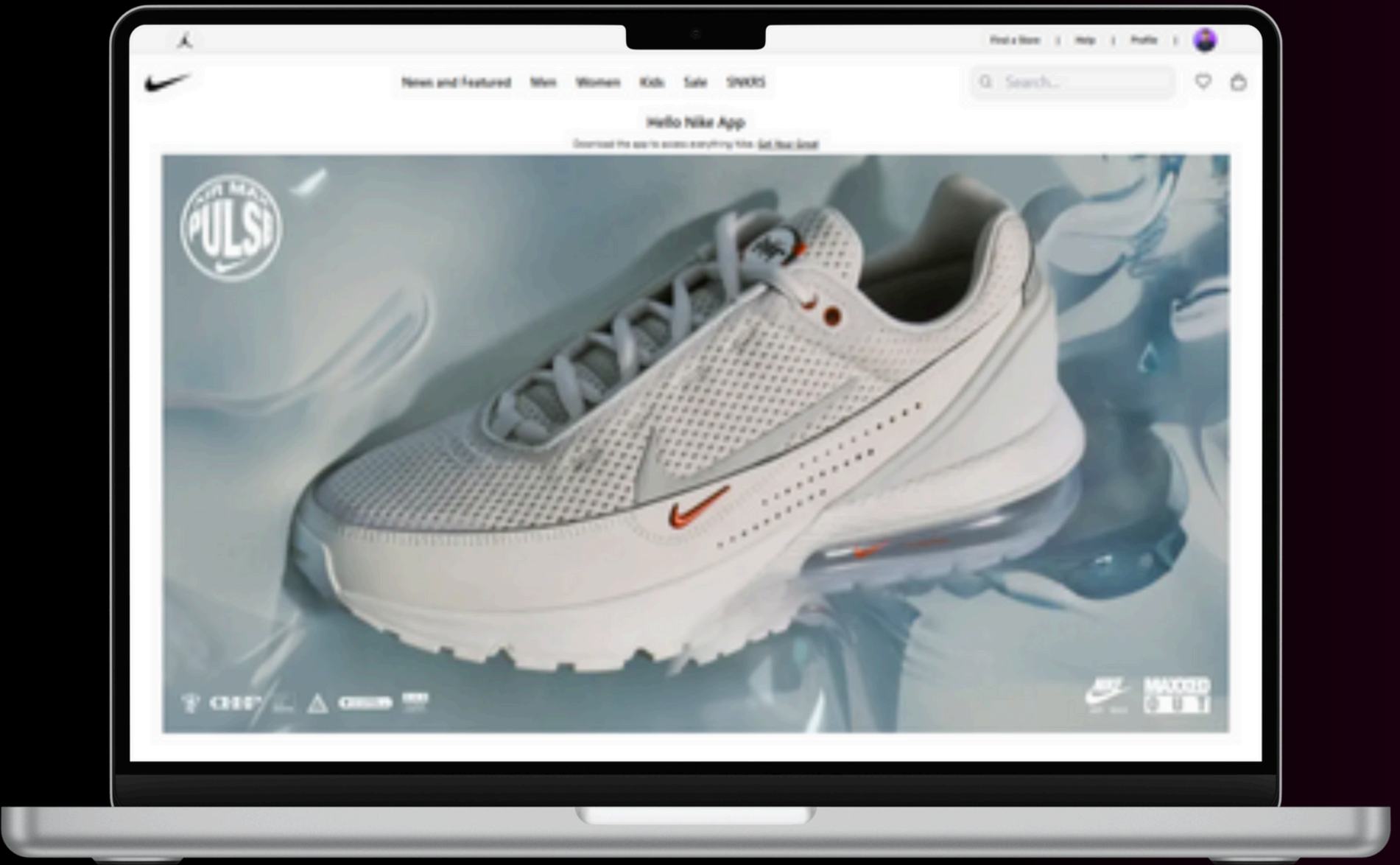
Digital Marketing Approach

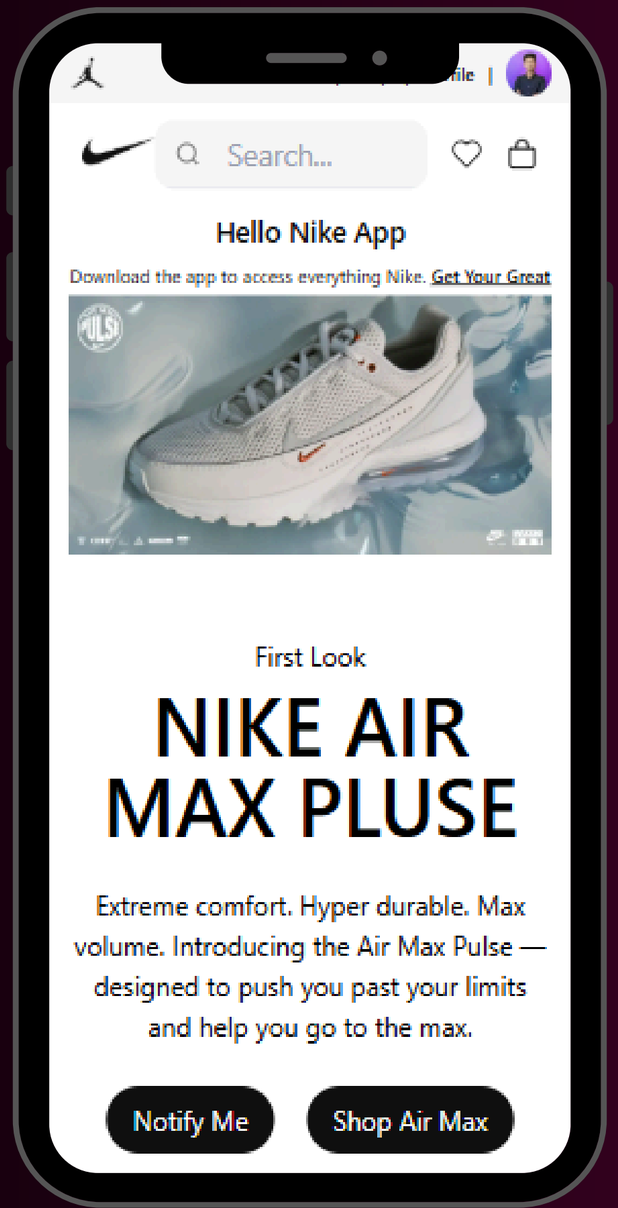
- Leverage social media platforms (Instagram, Twitter)
- Create engaging, inspirational content
- Utilize user-generated content campaigns
- Implement targeted marketing strategies

Future Advertising Steps

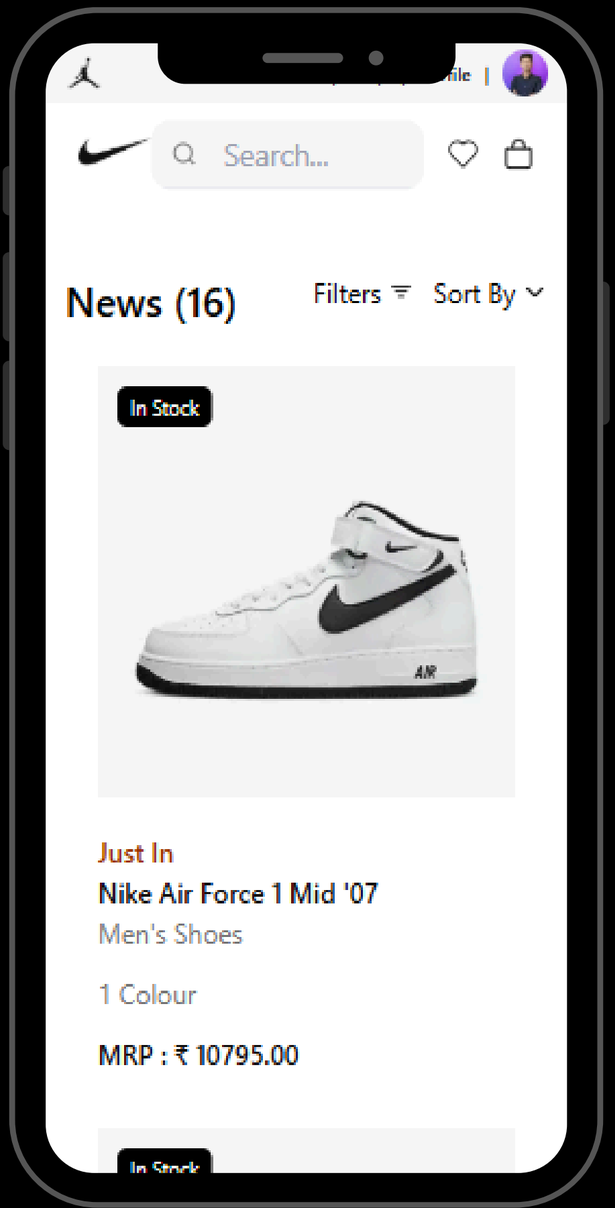
- Initiate Facebook ad campaigns once initial revenue is generated
- Target specific customer segments
- Use data-driven marketing techniques
- Focus on direct-to-consumer (DTC) digital channels

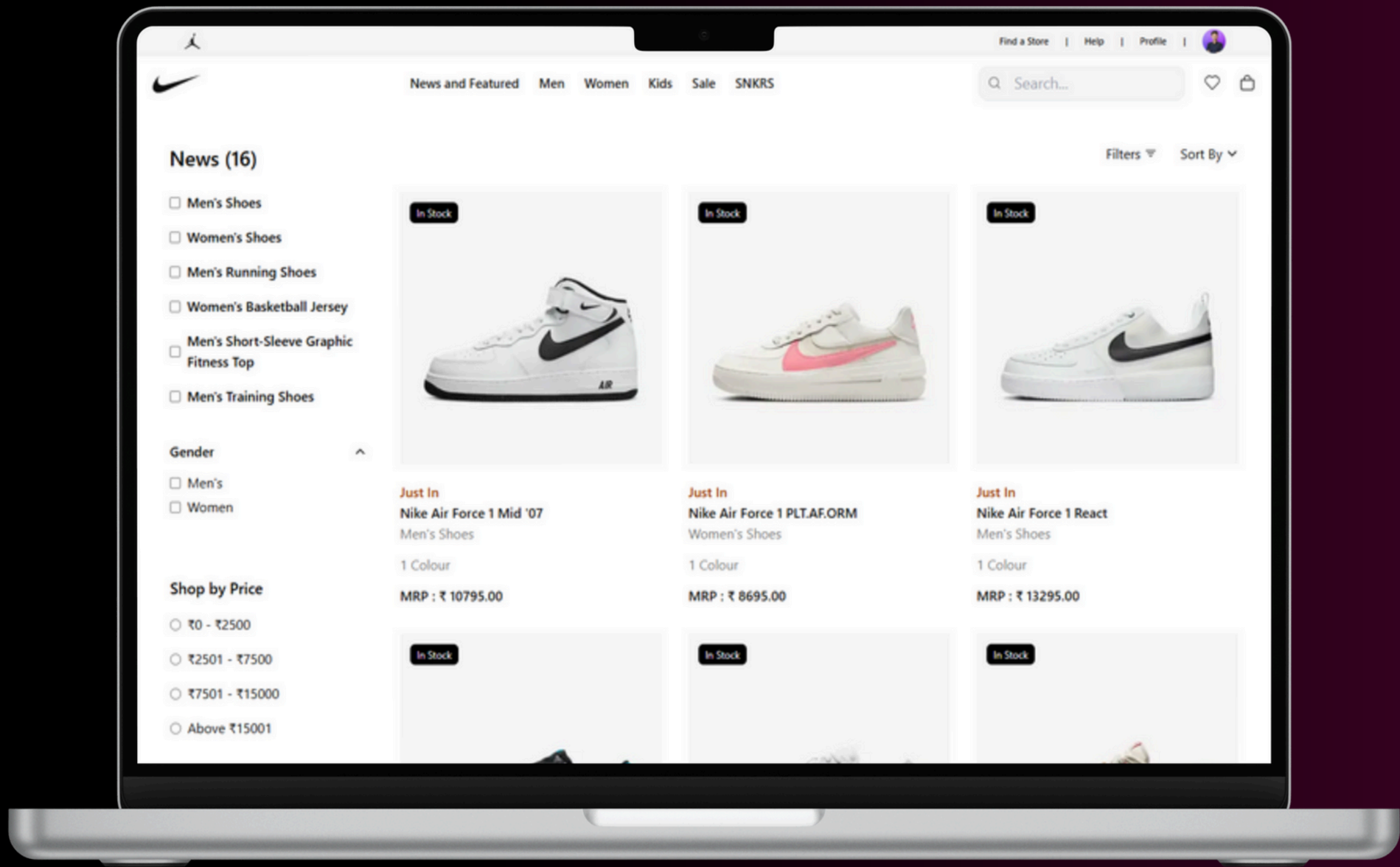
Some Mockups of Our Ecommerce Platform



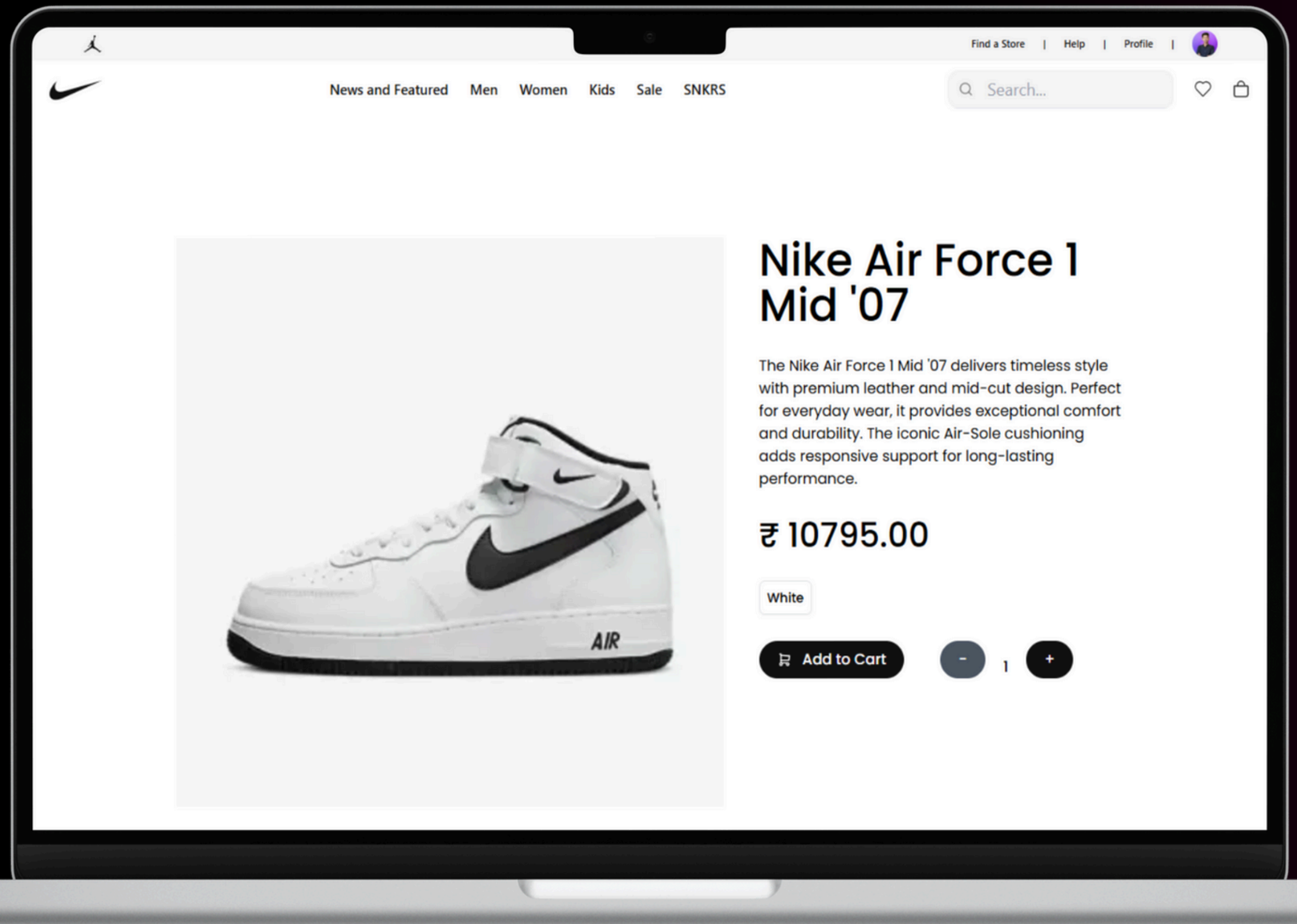


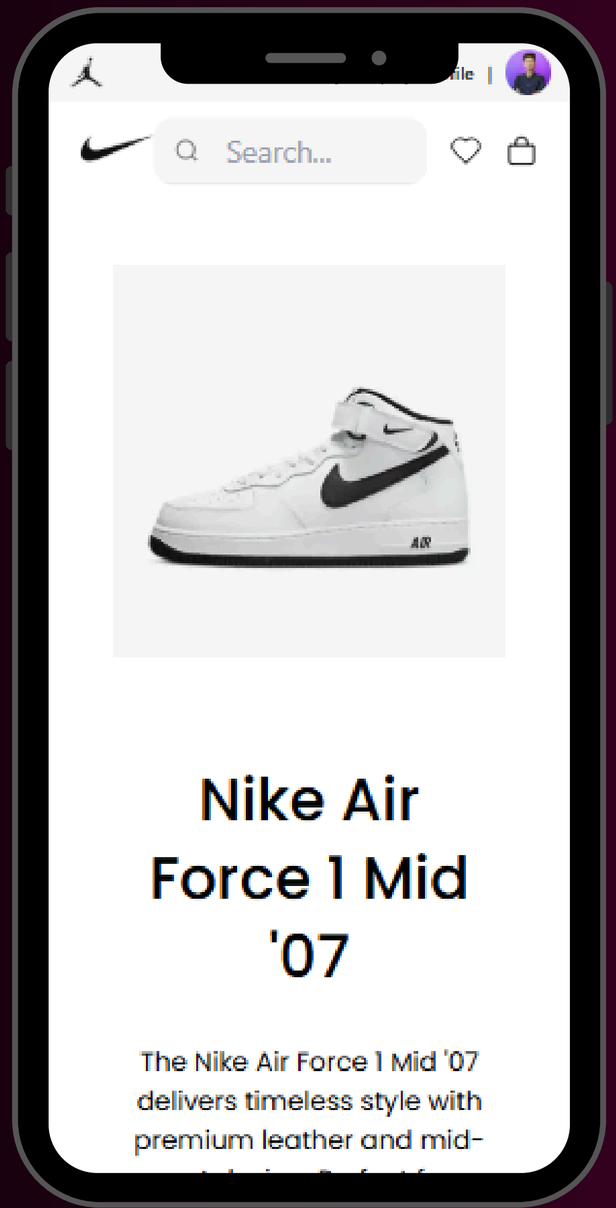
Product Page



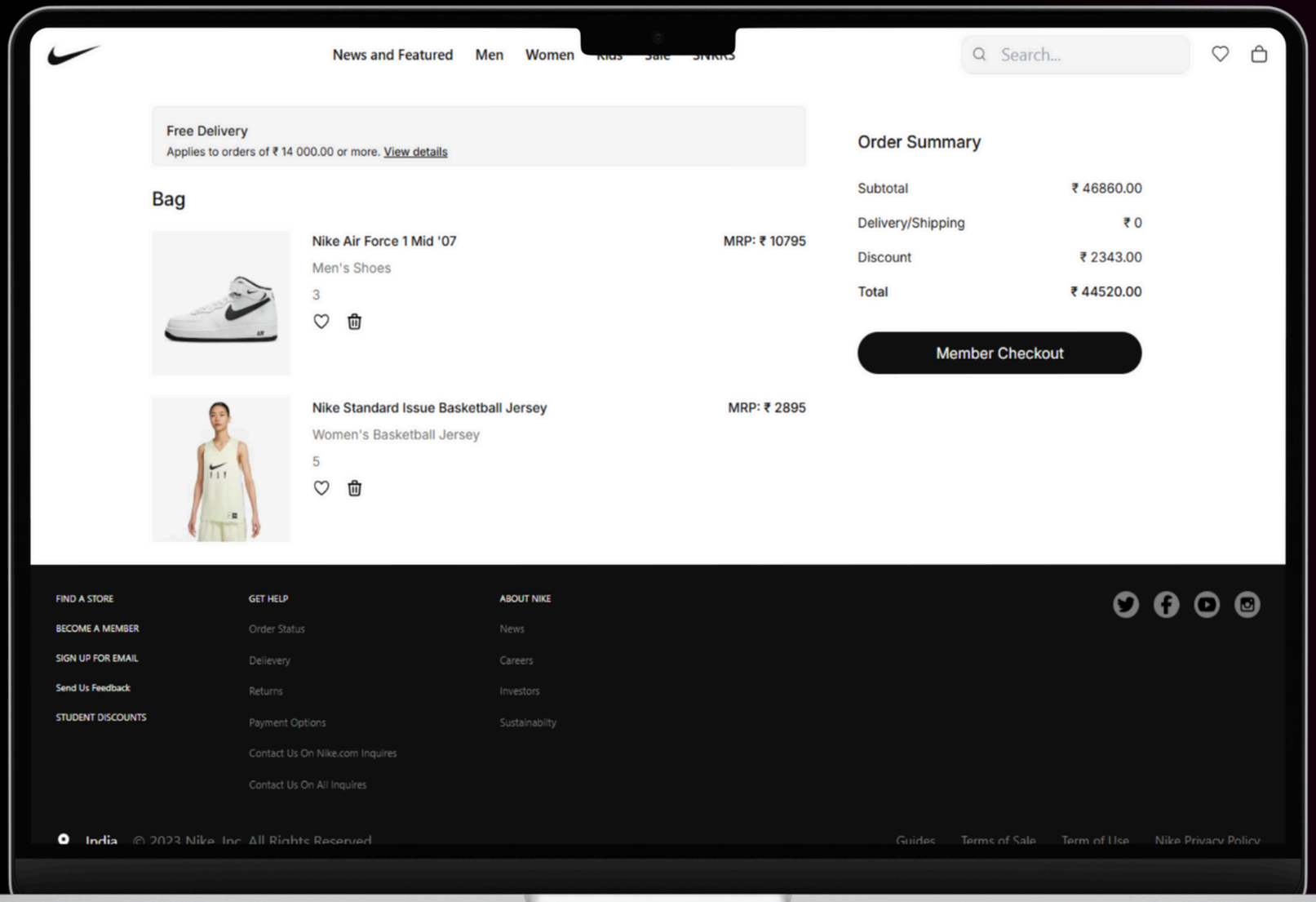


Product Detail Page





Cart Page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3
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MRP: ₹ 2895
Women's Basketball Jersey
5
Order Summary
Subtotal ₹ 46860.00
Delivery/Shipping ₹ 0
Discount ₹ 2343.00
Total ₹ 44520.00
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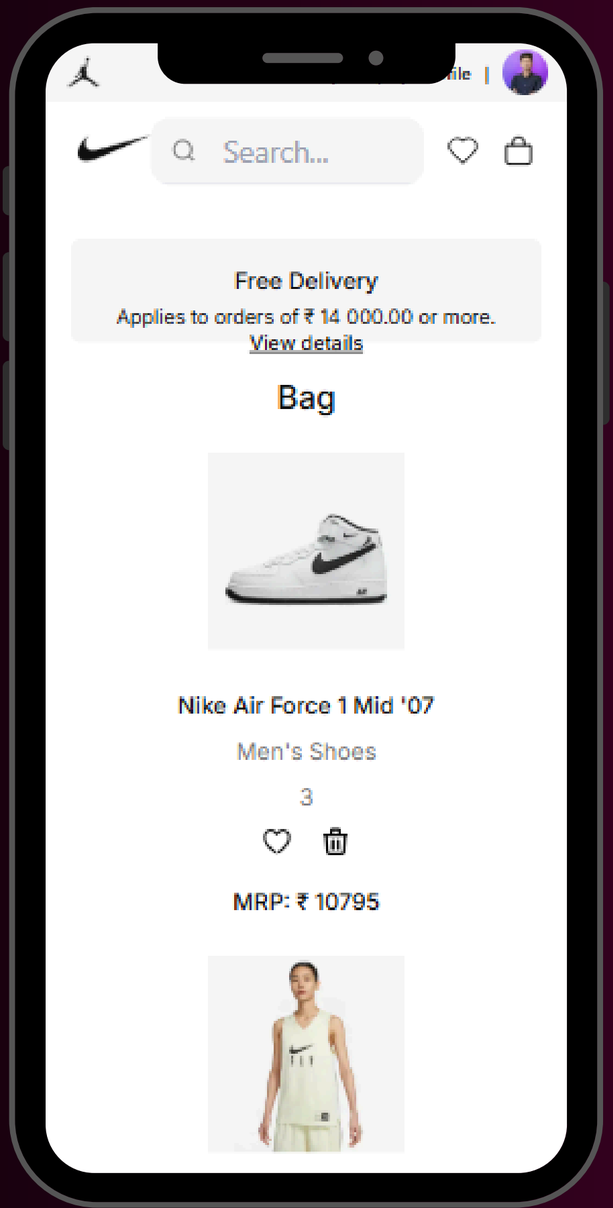
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View details
Bag
Nike Air Force 1 Mid '07
Men's Shoes
3
MRP: ₹ 10795

Call to Action

Category	Percentage	Amount (PKR)
Technology Infrastructure	5%	25,000
Marketing & User Acquisition	10%	50,000
Platform Development	10%	50,000
Stock and Product Expenses	50%	250,000
Shipment and Other Expenses	10%	50,000
Total	**100%**	**500,000**

We're seeking a strategic 500,000 PKR investment to launch a revolutionary digital marketplace that transforms how Nike products are discovered, purchased, and experienced online. Our platform isn't just an online store—it's a comprehensive digital ecosystem designed to capture the growing e-commerce potential in Pakistan's athletic wear market.

01 Key Insights

- Majority of funds (50%) allocated to product inventory
- Balanced approach to technology and marketing
- Conservative budget for initial market entry
- Focus on building product portfolio and digital infrastructure

02 Strategic Considerations

- Minimal initial investment
- Prioritize product acquisition
- Gradual technology and marketing expansion
- Low-risk initial business model

BI Structure

Contact Information

Your step towards authentic Nike products in one click.

Join us in revolutionizing the digital sports retail experience. Together, we'll transform how athletes and fashion enthusiasts connect with premium Nike products.

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https://nike-marketplace-bi-structure.vercel.app/