

Day 01:

Laying the foundation for your Marketplace.

Type: E-Commerce

Description:

Incorporate glow-in-the-dark threads into intricate embroidery patterns to create a mesmerising effect.
Design abayas using eco-friendly materials like organic cotton, recycled polyester, or plant-based textiles.

Collection Ideas:

- 1: Seasonal collection (Spring, Summer fall, Winter).
- 2: Occasion - based collection (Wedding, Eid, Ramadan).
- 3: Destination - inspired collections (Dubau, Paris, Istanbul).

Marketing Strategies:

- 1: Influencer partnerships.
- 2: Social media contests and giveaways.
- 3: Email marketing and newsletters.
- 4: Collaborations with modest fashion bloggers.
- 5: Pop-up shops and events.

Customer Engagement:

- 1: Loyalty programs and rewards.
- 2: Personalized styling services.
- 3: Customer feedbacks and review incentives.
- 4: Exclusive events and promotions.
- 5: Abaya customisation and alteration service.

Product Line:

Abaya: Various styles, fabrics and colours.

Accessories: Hijabis, scarves and scarfpins.

Target Market:

Demographics: Muslims women aged 25 - 45.

Psychographics: Fashions - conscious, modest, and culturally sensitive.

Geographic Location: Middle East, North Africa, and South Asia.

Data Schema:

Customers

User ID

User name

Email

Password

Phone No

Address

Products

Product ID

Product Name

Description

Price

Day 02

