OUT-FIT

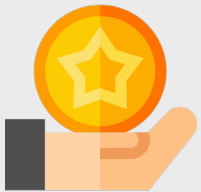Be eco-friendly & outstanding with out-fit

Shop Till You Drop

TRENDING OF CLOTHES

10 MB/day
Second-hand Cloth's
cash flow in Thailand's market

3.2 TB **(+14%)**
E-commerce Sale
per year in Thailand

Most Popular
sale's category
via online channel

Sources : https://www.smartsme.co.th/content/11682 (2014)
https://positioningmag.com/1211887 (2019)

OUT-FIT

CLOTHES WASTE?

15.1 MT/day
The largest polluter
in the world

77% of Thai adults
throw clothes away
in the previous year (2016)

Sources : https://www.thairath.co.th/news/business/market-business/1156572 (2016)
https://edgexpo.com/fashion-industry-waste-statistics/ (2019)

PROBLEM

OUT-FIT

"Fast Fashion"

↓

Inefficient Utilization

PROBLEM

Clothes Waste

⬇

Environmental Issue

SOLUTION

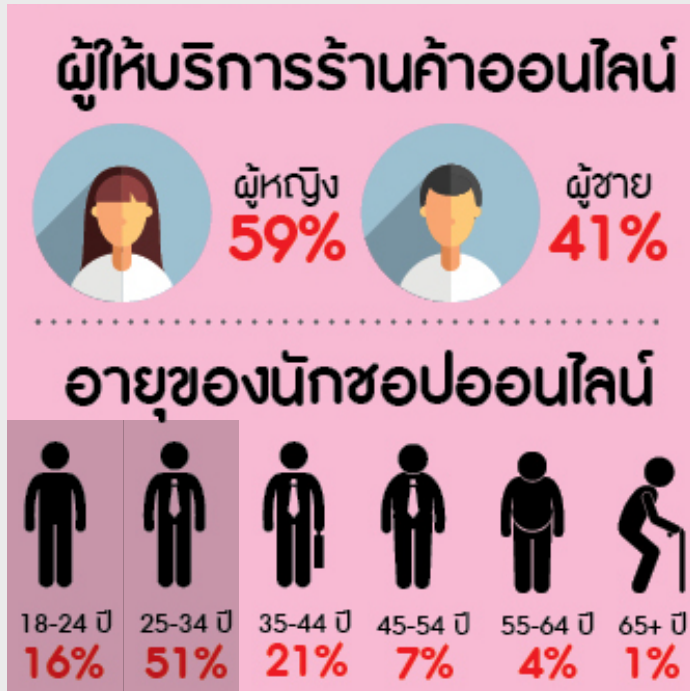## "Maximize Utilization of Clothes' Cycle"

Sell

Rent

Trade

Donate

Prototype

TARGET CUSTOMER

Demographic Criteria	Psychographic Criteria

ผู้ให้บริการร้านค้าออนไลน์

ผู้หญิง 59% ผู้ชาย 41%

อายุของนักช้อปออนไลน์

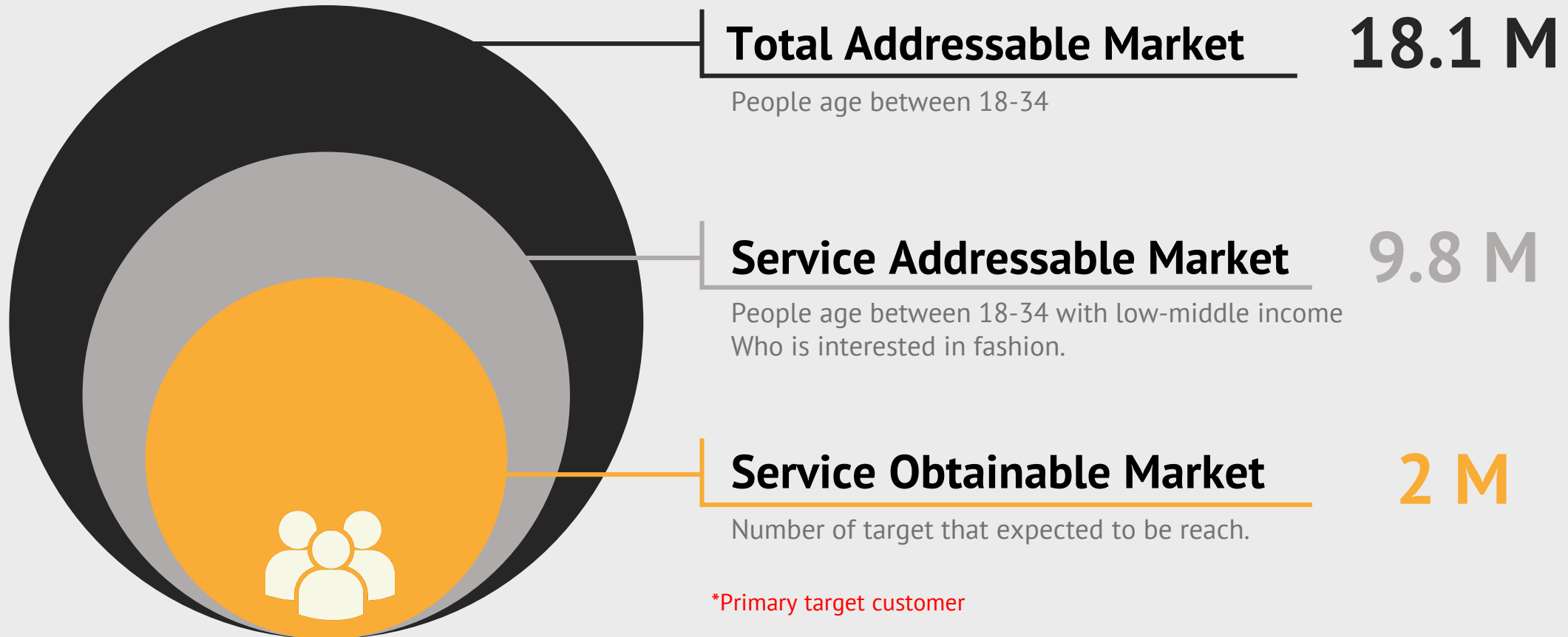| 18-24 ปี	25-34 ปี	35-44 ปี	45-54 ปี	55-64 ปี	65+ ปี
16%	51%	21%	7%	4%	1%

AGE : 18 – 34

INCOME 🪙

- Low class
- Middle class

"Interested in Fashion"

TARGET CUSTOMER

Demographic Criteria	Psychographic Criteria

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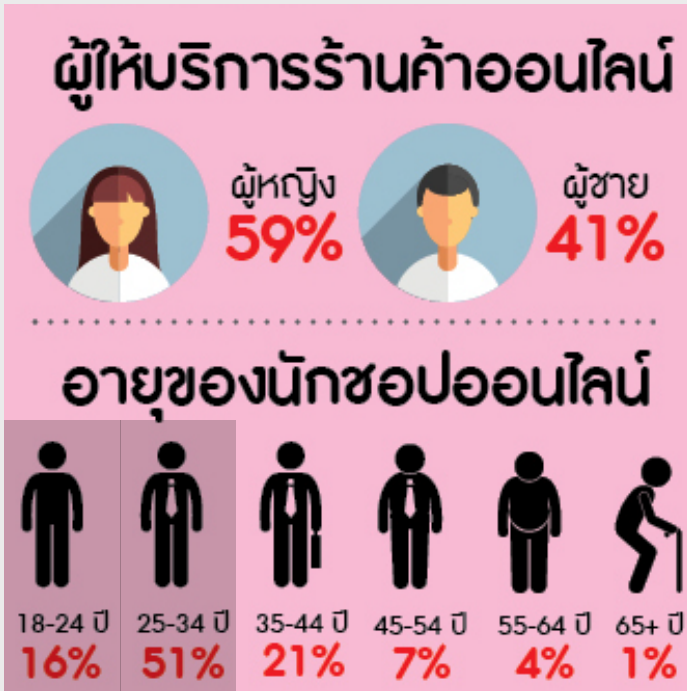
AGE : 18 – 34

INCOME 🪙

○ **Low class**

○ **Middle class**

"Interested in Fashion"

"Any gender age between 18-34 in lower-middle class who is interested in fashion"

MARKET VALIDATION

OUT-FIT

Total Addressable Market   18.1 M

People age between 18-34

Service Addressable Market   9.8 M

People age between 18-34 with low-middle income
Who is interested in fashion.

Service Obtainable Market   2 M

Number of target that expected to be reach.

*Primary target customer

Source : https://brandinside.asia/top-shopping-search-online/
https://positioningmag.com/1116556
https://www.bangkokpost.com/opinion/opinion/1379095/rich-get-richer-poor-get-the-picture
สำนักงานสถิติแห่งชาติ

COMPETITOR ANALYSIS

OUT-FIT

Company	Customization	Trading option	Second hand Available	Ensure Security & Quality	Point Earning	Social Impact	Subscription
OUT-FIT	✔	✔	✔	✔	✔	✔	✔
Kaidee	✔		✔		✔		
Facebook Marketplace	✔	✔	✔				
Shopee	✔		✔	✔	✔		
Lazada	✔		✔	✔	✔		

REVENUE MODEL

OUT-FIT

SUBSCRIPTION
- ❑ **Vouchers bundle**
- ❑ **Insurance plan**

Voucher Bundle : 250/350/420 ฿
Insurance plan : 300 ฿

Fee
Insurance fee ❑
Shipping fee ❑
Transaction fee ❑

Insurance fee : 30-50 ฿
Shipping fee : 10-200 ฿

Ads
- ❑ **In-web ads banner**

Commission
Shipping partner ❑

Subscription

Fee

Ads

Commission

Maximize Utilization
of Clothes' Cycle

Be eco-friendly & outstanding with out-fit

BACKUP

BACKUP

Age	Population - 2561		Class	Number (%)	% people interested in Fashion category			
15-19	4,050,413		Low	64.00%	55%			
20-24	4,747,669		Middle	35.00%	% people purchse clothes on e-commerce			
25-29	4,715,637		Upper	1.00%	12.24%			
30-34	4,588,425		Low+Mid	99.0%				
Sum	18,102,144							
TAM	18,102,144	SUM						
SAM	9,856,617.41	SUM x Low&Mid x % interest						
SOM	1,206,449.97	SAM x % people purchase						

Expense		Months	sum
Domain	400	12	4800
Ads	1200	12	14400
SSL Certificate	1000	1	1000
			20200

Long-term Marketing Strategies

- Seasonal donation campaign
- Promote viral content on social media
- Collaborate with the offline second hand market
- Conducting second hand market
- Promote through influencers
- Provide 1 min mix & match content; invite different influencer in each week
- Create a donation giving spot in café

Implementation Timeline

Campaigns	Q1	Q2	Q3	Q4
Donation Campaign	▬	▬	▬	▬
Viral Content	▬		▬	
Co-with offline second market		▬		▬
Conducting a second hand market			▬	
Influencers	▬			▬
1 min mix&match	▬	▬	▬	▬
Donation spot at café	▬	▬	▬	▬