



Be eco-friendly & outstanding with out-fit

A close-up photograph of a person's hand holding a red credit card over a laptop. The laptop screen is out of focus, showing a shopping website with various product listings and a prominent red banner that reads "UP TO 70% OFF". The scene is dimly lit, with a warm light source visible in the background, creating a soft glow. The overall composition suggests online shopping or digital transactions.

Shop Till You Drop

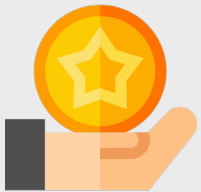
TRENDING OF CLOTHES



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



CLOTHES WASTE?



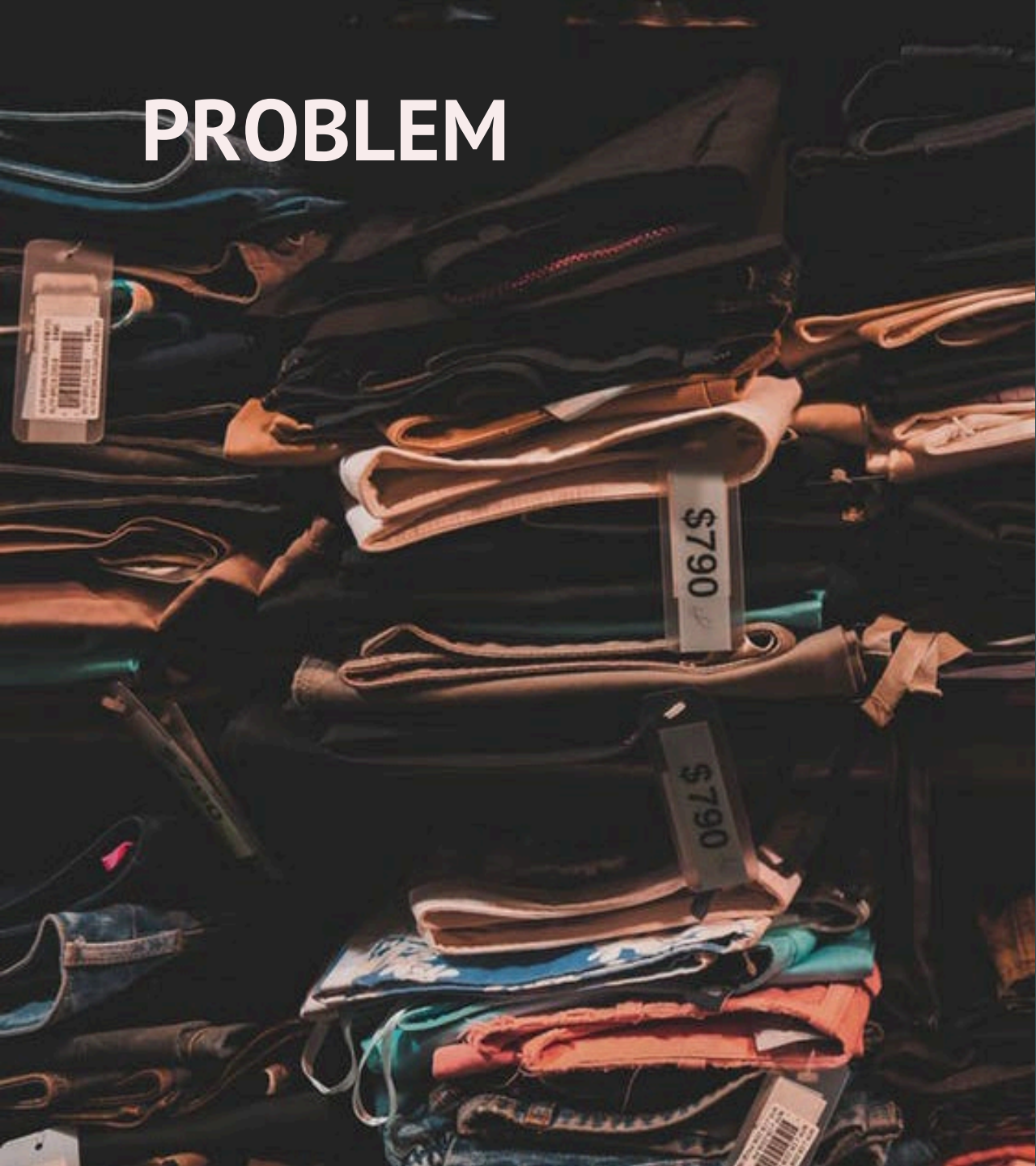
15.1 MT/day

The largest polluter
in the world



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

PROBLEM



“Fast Fashion”



Inefficient Utilization

PROBLEM

Clothes Waste



Environmental Issue



OUT-FIT

SOLUTION

“Maximize Utilization of Clothes’ Cycle”



Sell



Rent



Trade



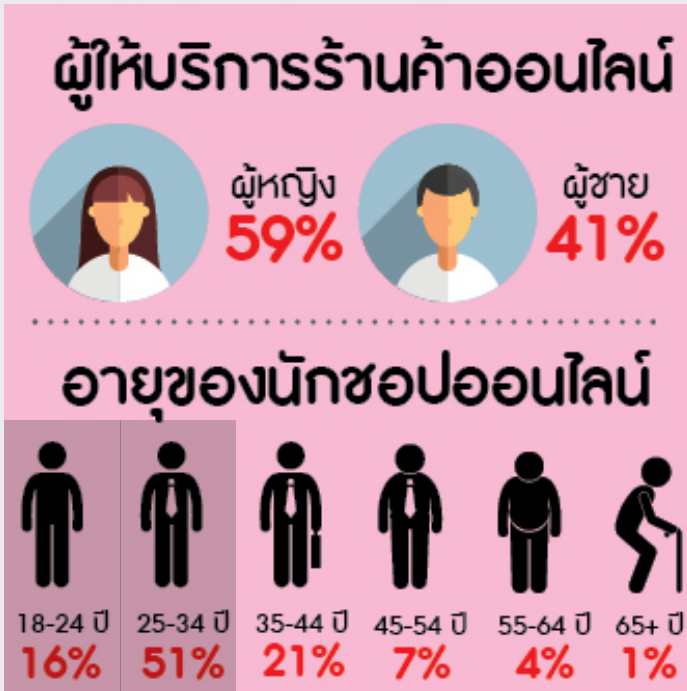
Donate

Prototype

TARGET CUSTOMER

Demographic Criteria

Psychographic Criteria



INCOME

- Low class
- Middle class

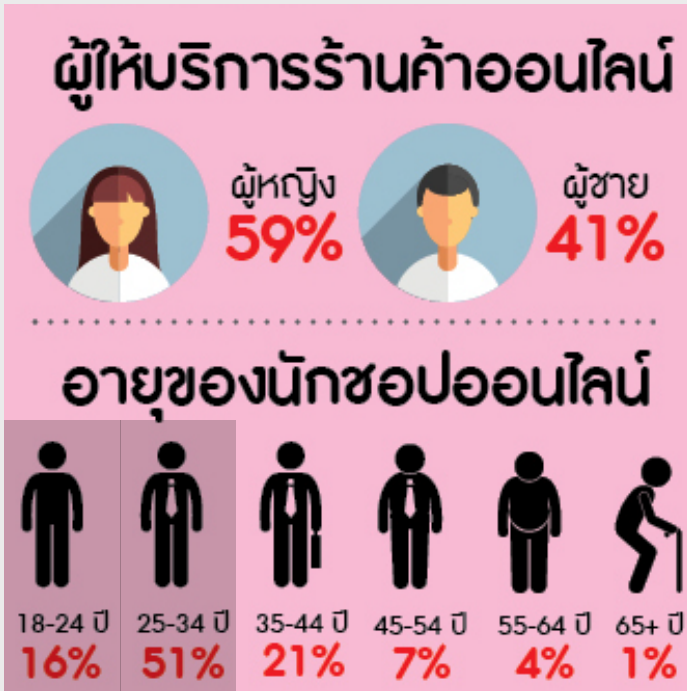
“Interested in Fashion”

AGE : 18 – 34

TARGET CUSTOMER

Demographic Criteria

Psychographic Criteria



INCOME

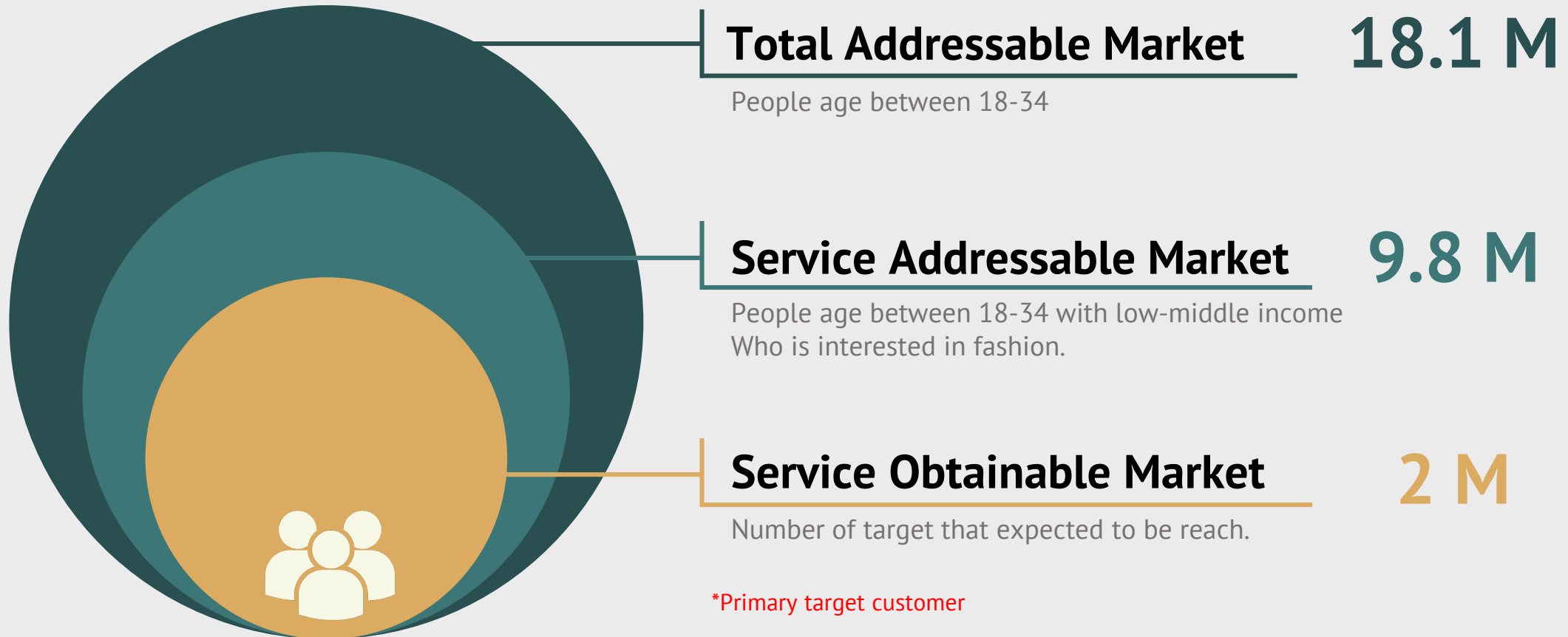
- Low class
- Middle class

“Interested in Fashion”






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

AGE : 18 – 34

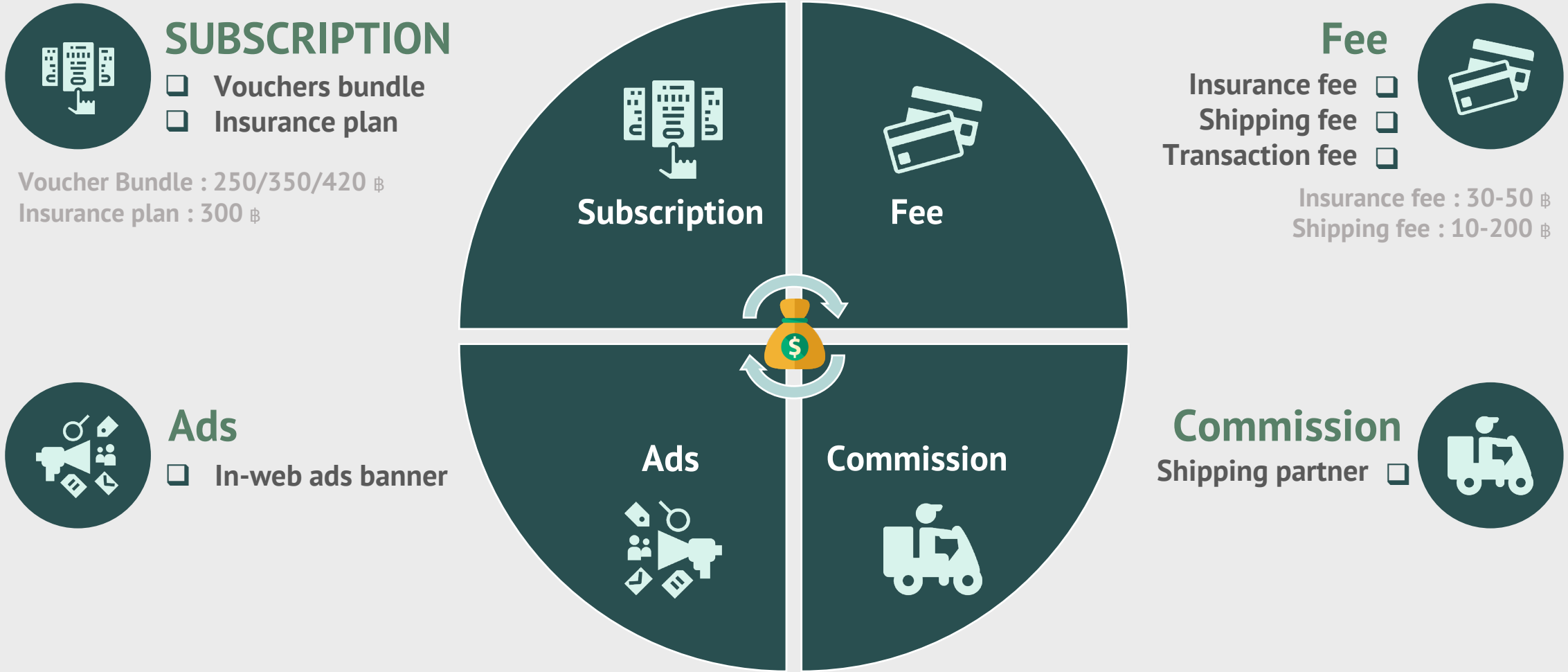
MARKET VALIDATION



COMPETITOR ANALYSIS

Company	Customization	Trading option	Second hand Available	Ensure Security & Quality	Point Earning	Social Impact	Subscription
	✓	✓	✓	✓	✓	✓	✓
	✓		✓		✓		
 Facebook Marketplace	✓	✓	✓				
	✓		✓	✓	✓		
	✓		✓	✓	✓		

REVENUE MODEL



Maximize Utilization of Clothes' Cycle





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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 purchase 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	