

Street-Ware-house (SWH)

Idea

Our vision is to create a common online marketplace place, specifically for fast fashion and streetwear brands in India, connecting emerging fashion business specialising clothing, footwear, unisex jewellery, accessories and custom make dealers, especially based in India with the youth. And also benefitting brands to get a separate niche platform pertaining to their product and get better brand recognition unlike that on other fashion platforms.

Provisions

SWH is a platform that will provide with :

- latest fashion trends
- less cluttered product range
- smart categorisation of products inclusive of separate placement of brands based on theme, sustainability, specific material etc for highlighting unique products offered by them
- Connect with custom make dealers like one specialising in custom designed sneakers, like “courtside” - a brand which sells uniquely designed as well as custom designed Nike sneakers.
- More authentic customer review and ratings system
- Price comparison
- Open forums and smart surveying methods on website for customers to discuss and suggest ideas , helping customers to suggest and brands to innovate and improvise.
- Forming a SWH community for the customers and fashion enthusiasts
- Separate advertising for new/hit products on the website
- Offers on trendy products
- Combination suggestion inclusive of multibrand outfits

Why would Brands choose SWH?

- Less cluttered platform promising better placement
- Access to forums and involvement in SWH community helping them innovate more and sell what people want to really buy
- Smart surveying output shared with the brands
- **IMPORTANT PROBLEM** – One big problem that brands face , especially new and emerging potential brands, is that marketplaces like Myntra and Ajio not only provide with bad placements but also do not share any customer data which leaves these with less idea and inputs like product sales data , customer demographics, customer demands etc ,for future decision of the company. **So, we at SWH could create a marketplace which would share proper product sales data along with customer demographics and profile without hindering any privacy concerns; apart from providing with product smart survey inputs to the brands. This is one of the important problems we would solve which would surely attract many brands instantly.**

Revenue Generation :

- Commission of 5% on each sale done by the brand
- Listing fees
- Advertising fees for highlighting products on the website

Other considerable provisions

- Providing delivery services converting into inventory model , which would attract more brands and faster delivery process and high profit margins considering buying stock at low price and selling at higher but discounted price than the brands' original website.