



*IT 3008 Introduction to E-Business/E-Commerce*

## **LUXURY GIFT SHOP**

Business Plan

Author: Arnela Sokolić

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# 1. Characteristics of e-commerce

The luxury gift shop website will incorporate key e-commerce characteristics to enhance the shopping experience. Below is a description of how each characteristic will be implemented in my project.

## 1. Ubiquity

My e-commerce website will be accessible at any time and from any location. Customers will be able to browse and purchase luxury gifts from their mobile phones, tablets, or desktop computers. The website will have a responsive design, ensuring that the layout and content adjust to different screen sizes for a seamless shopping experience.

## 2. Global Reach

The website will allow customers from different countries to purchase products. It will support multiple payment options such as credit cards, PayPal, and digital wallets, making transactions easy for international buyers. Shipping options will be available for different regions, ensuring that products can be delivered worldwide.

## 3. Universal Standards

To ensure compatibility and security, my website will follow standard web protocols. It will be built using WordPress, which supports HTTPS for secure browsing and integrates with popular payment gateways that follow global security standards. This ensures that users from different locations can access and use the site without technical issues.

## 4. Richness

The website will provide a visually appealing and engaging shopping experience. Each product page will include high-quality images, detailed descriptions, and pricing information. When a user clicks on a product, the page will display similar or related products underneath, helping customers explore more options that match their interests.

## 5. Interactivity

Users will have the ability to "heart" products and add them to a wishlist, allowing them to save their favourite items for future purchases. There will also be a customer support section where users can access frequently asked questions related to ordering, shipping, returns, and payments.

## **6. Information Density**

The website will display essential product information clearly, making it easy for customers to make informed decisions. Each product page will provide a detailed description and price. Customers will also be able to filter products based on categories such as price, occasion, and type of gift.

## **7. Personalization & Customization**

The website will offer a personalized shopping experience by showing recommended products based on customer interests and browsing history. Users will also have the option to save products to their wishlist and add a custom message during checkout, allowing them to personalize their gifts. They can choose from pre-written messages or create their own, adding a personal touch to their gift.

## **8. Social Technology**

The website will integrate social media features, allowing customers to share their favourite products on platforms like Instagram and Facebook. Popular and highly rated products will be highlighted to encourage engagement.

## 2. Target Market Analysis

### 2.1 Common E-Commerce Features & Elements for Luxury Gift Shop

#### 1. Navigation & User Experience

- **Easy-to-Use Navigation**
  - Clear menu with categories: Home Décor, Beauty, Chocolates, Gifts for Men, Women, Couples.
  - ◦ Dropdown to Sort By.
  - ◦ Sections for "New" and "Sale".
- **Powerful Search & Filtering**
  - Search bar featuring autocomplete suggestions.
  - Sorting options include Recommended, New, Price Decreasing, and Price Ascending.

#### 2. Security & Customer Trust

- **Strong Security Measures**
  - Secure payment gateways (Credit Cards, PayPal).

#### 3. Shopping & Product Experience

- **High-Quality Content & Product Descriptions**
  - HD images.
  - Detailed product descriptions with materials.
- **Wishlist & Personalization**
  - "Heart" option to save favourite items.
  - Personalized product recommendations based on browsing history.
  - Custom message option for gift box purchases.

## 4. Checkout & Customer Support

- **Fast & Simple Checkout**
    - Guest checkout option
    - Multiple payment methods
    - Order summary before final payment
  - **FAQ & Help Center**
    - Common questions on *ordering, Shipping, Returns, and Customization*
- 

## 2.2 Defining Products and Niche

### Home Décor

- **Luxury Throw Blankets & Pillows:** Made from cashmere or fine silk, these items could add a touch of elegance to any home.
- **High-End Lighting:** Luxury chandeliers, designer lamps, or unique light fixtures to elevate any space.
- **Sculptural Art Pieces:** Fine art sculptures or collectible designer figurines.

### Beauty Products

- **Luxury Skincare Sets:** Anti-aging creams, serums, and masks from exclusive brands.
- **High-End Perfumes:** Limited-edition fragrances or niche perfume brands.
- **Exclusive Makeup Sets:** Professional-grade makeup collections and limited-edition items.
- **Luxury Bath Products:** Bath oils, salts, and spa-quality products made from rare ingredients.

## Gourmet Chocolates

- **Gold-Dusted Chocolates:** Edible gold leaf or other luxury finishes.
- **Chocolate-Covered Fruits:** High-end chocolate-covered berries, figs, or other exotic fruits.
- **Gift Sets:** Curated boxes with a selection of chocolates
- **Limited-Edition Chocolate Bars:** Featuring rare ingredients, such as single-origin cacao or bespoke

## Categories for Target Audiences

- **Men:** Exclusive gifts and accessories curated specifically for men, such as luxury grooming products and premium tech gadgets.
- **Women:** High-end beauty products and elegant home décor items that align with women's luxury lifestyle preferences.
- **Couples:** Thoughtful gifts for couples, including matching items like luxury robes, paired perfumes, and romantic gift sets that include chocolates, home décor, and personalized items.

## 2.3 Researching market demand

To better understand the demand for the products in my luxury gift shop, I conducted research using tool *Google Trends tool*. Below is a summary of the searches I conducted to gauge market interest.

### *Luxury Chocolates*

A search for "luxury chocolates" on Google Trends shows increasing interest, especially during holiday seasons like Valentine's Day → strong market potential for high-end chocolate products.



● **Luxury chocolates**  
Search term

+ Compare

Worldwide ▼

Past 5 years ▼

Food & Drink ▼

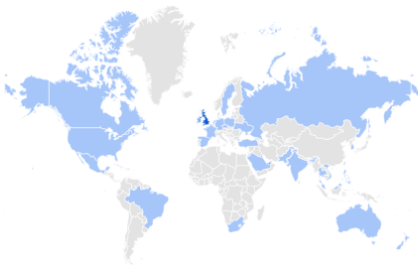
Web Search ▼

Interest over time ?



Interest by region ?

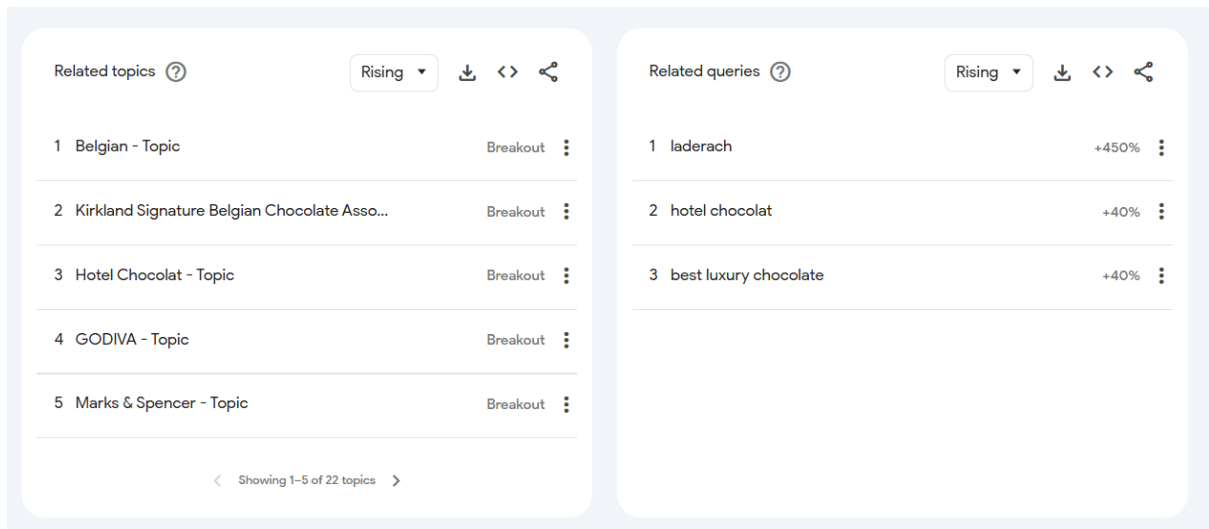
Region ▼



☐ Include low search volume regions

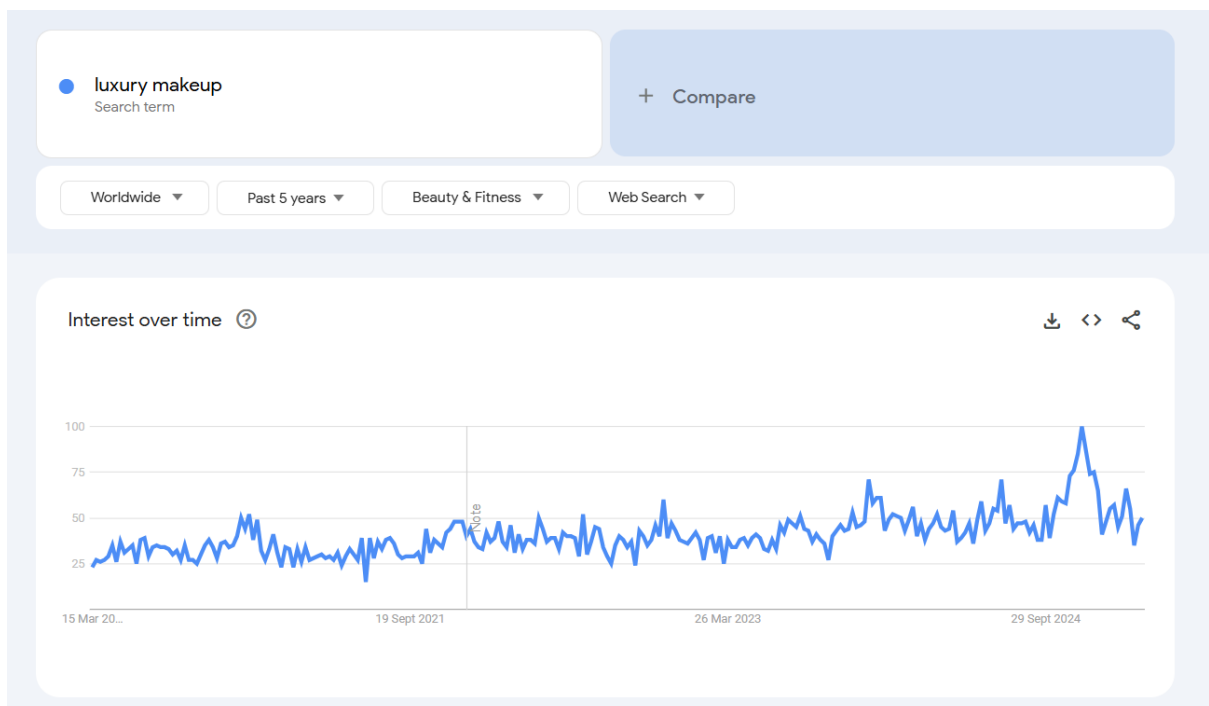
1	United Kingdom	100	<div></div>
2	United Arab Emirates	50	<div></div>
3	Ireland	25	<div></div>
4	Kuwait	25	<div></div>
5	Singapore	<1	<div></div>

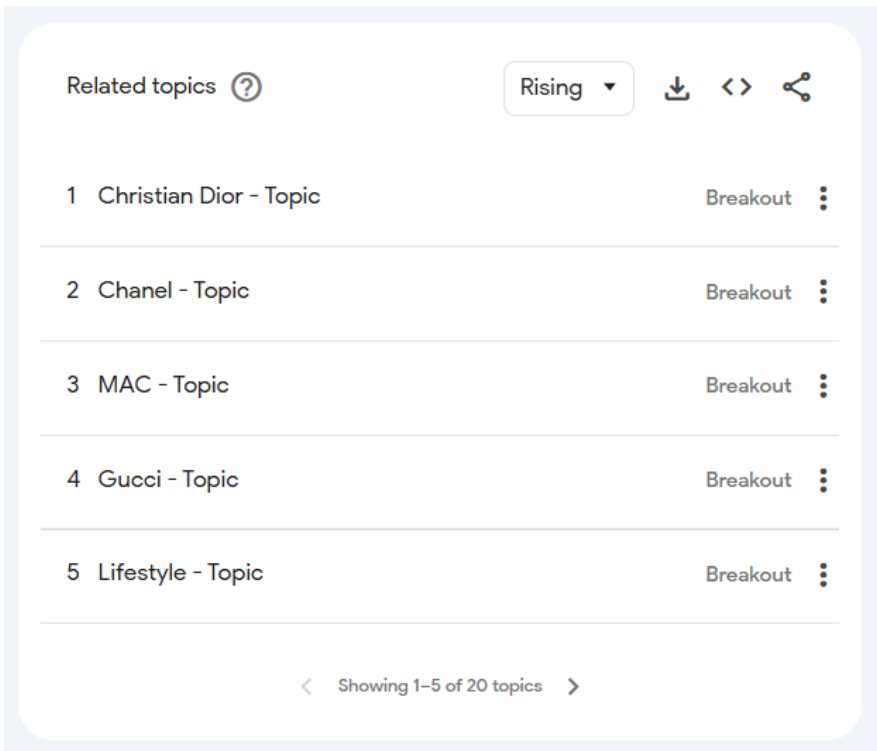
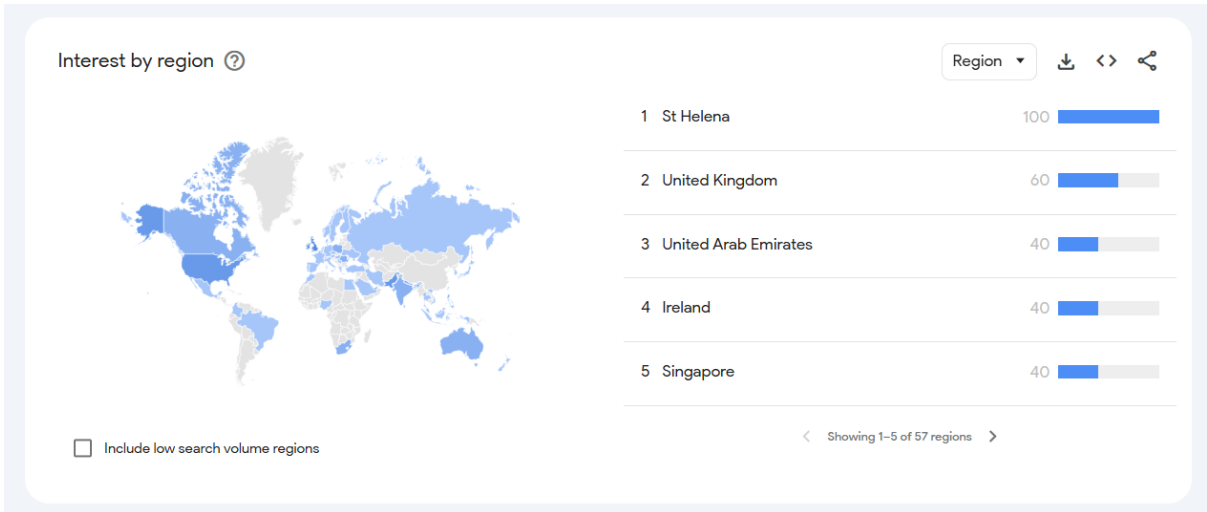
< Showing 1–5 of 31 regions >



## *Dior Makeup*

A search for "Dior makeup" on Google Trends reveals steady and growing interest, with notable spikes during product launches and holiday seasons. → Good market potential for luxury makeup products.





## 2.4 Customer Buying Personas

### 2.4.1 Customer Buying Persona 1



#### Omar Al-Farsi

##### Age

45

##### Location

Dubai, UAE

##### Info

Omar Al-Farsi is a highly successful business tycoon, owning several real estate ventures across the UAE. He lives in a luxurious villa in Dubai with his wife and three children.

With a net worth in the millions, he enjoys a lavish lifestyle, and his home is a reflection of his success—adorned with rare art collections, bespoke furniture, and high-end décor.

He's a known figure in Dubai's social and business circles, frequently attending gala events, charity auctions, and business conferences.

## Business tycoon (Real Estate)

Income: \$500,000/year

### Shopping Behaviour

Omar enjoys buying luxury items for his family, business partners, and special occasions. He prefers exclusive and high-end products like designer furniture, art pieces, and gourmet chocolates. He values excellent customer service and fast delivery. He shops both online and at exclusive showrooms for unique, custom-made products. Omar looks for rare, bespoke gifts that match his taste and lifestyle.

### Goals & Needs

**Goals:** Omar's goal is to maintain his reputation as a successful and wealthy individual while providing the best lifestyle for his family. He seeks out rare and unique luxury items, from home décor to high-end beauty products, to reflect his success. He also aims to grow his wealth and expand his businesses globally.

**Needs:** Omar needs exclusive, high-quality products that align with his image and taste. He seeks products that stand out, either due to their craftsmanship, rarity, or the brand's prestige. He values seamless shopping experiences, with easy access to the latest luxury items and prompt customer service.

### Drive

**Needs:** Omar needs exclusive, high-quality products that align with his image and taste. He seeks products that stand out, either due to their craftsmanship, rarity, or the brand's prestige. He values seamless shopping experiences, with easy access to the latest luxury items and prompt customer service.

### Pain Points

Limited availability of luxury items.  
Poor customer service that doesn't meet his high standards.  
Slow delivery times or shipping delays, which are not acceptable for high-end purchases.  
Difficulty finding personalized or bespoke products that suit his unique taste.  
Lack of quality information or transparency when shopping for premium products.

## 2.4.2 Customer Buying Persona 2



### Layla Al-Mansoori

**Age**  
38

**Location**  
Dubai, UAE

**Info**  
*Layla Al-Hamadi is a 38-year-old CEO of a successful luxury fashion brand based in Dubai, UAE. With a career focused on high-end fashion, she has built her business around creating exclusive, sophisticated pieces for an elite clientele. Layla is married with two children and maintains a busy, high-powered lifestyle.*

*She is known for her impeccable taste, preferring products that exude elegance and exclusivity. Layla values quality above all, whether it's in the beauty products she uses, the home décor she chooses, or the gifts she buys for her family.*

*Despite her demanding career, Layla prioritizes family time and enjoys rewarding herself and her loved ones with luxury.*

## CEO of a luxury fashion brand

Income: \$750,000/year

### Shopping Behaviour

Layla loves buying extravagant and exclusive luxury items, especially for her family and close friends. She often shops for high-end beauty products, designer home décor, and custom-made fashion pieces. She enjoys curating the perfect gifts for special occasions, including birthdays, anniversaries, and corporate events. She values bespoke services, quick shipping, and top-tier customer service in her shopping experience.

### Goals & Needs

**Goals:**  
Find exclusive and limited-edition luxury items.  
Discover high-end beauty and home décor that match her refined style.  
Ensure a seamless, personalized shopping experience.  
Shop efficiently with fast delivery and premium packaging.

**Needs:**  
A well-curated selection of luxury brands.  
Personalized recommendations based on her preferences.  
High-quality images and detailed product descriptions.  
Exclusive deals or early access to new collections.

### Drive

Layla is motivated by her desire for exclusivity and excellence in all aspects of her life. She's driven by her need to present her family and friends with gifts that reflect her refined taste and luxurious lifestyle. Additionally, Layla takes great pride in owning unique and custom-made items that elevate her status and showcase her sophisticated taste. Her drive also stems from the desire to provide her loved ones with memorable and exceptional experiences through the gifts she selects for them.

### Pain Points

Lack of time for in-store shopping due to her busy schedule.  
Difficulty finding exclusive, high-quality gifts that align with her refined taste.  
Discomfort with delayed shipping or poor customer service when shopping online.

## 2.4.3 Customer Buying Persona 3



### Sara Johansson

#### Age

36

#### Location

Stockholm, Sweden

#### Info

*Sara grew up in a well-off family and has always appreciated luxury and quality. She works at a multinational company, and her career is going very well, with a focus on branding and marketing.*

*She enjoys traveling, attending exclusive events, and maintaining a polished, luxurious lifestyle.*

## Senior Marketing Executive

💰 Income: \$150,000/year

### 🛒 Shopping Behaviour

Sofia loves high-end beauty products and designer home décor. She prefers minimalist and modern designs, particularly in her home and personal care items.

She frequently buys exclusive skincare products, perfumes, and luxury gifts online.

Shopping online is her go-to method, as it's convenient and offers a curated selection of premium items.

### 🌟 Goals & Needs

Goals: Maintain a sophisticated, luxurious lifestyle.

Find exclusive items that match her style and success.

Enjoy shopping experiences that feel premium and personalized.

Needs: High-quality products that are unique and stand out.

Convenience when shopping online with excellent customer service.

Items that make great gifts for her partner, friends, and colleagues.

### 💖 Drive

Sara is motivated by the desire to own exclusive, high-end products that reflect her success and taste. She values quality and craftsmanship, always seeking well-made, unique items.

Convenience is important, so she prefers easy, fast shopping experiences with quick delivery.

She enjoys products that help her maintain a sophisticated image and stand out in her social circle.

### 😞 Pain Points

She dislikes poor packaging or items that do not match their online presentation.

Frustrated with slow delivery or difficult returns.

Does not like spending time on websites with too many options or complicated checkout processes.

## 2.4.4 Customer Buying Persona 4



### David Mitchell

#### Age

41

#### Location

New York City, USA

#### Info

David is a busy professional and a family man who enjoys spoiling his loved ones with extravagant gifts. He values quality over quantity and believes that a thoughtful, luxurious gift can make any occasion special. Outside of work, he spends a lot of time with his family and enjoys traveling with them to exotic destinations.

## CEO of a tech startup

💰 Income: \$250,000/year

### 🛒 Shopping Behaviour

David enjoys purchasing luxury items for his family and friends, valuing exclusivity and quality. He prefers shopping online, especially for special occasions, and trusts product recommendations. He's drawn to limited edition items and looks for products that offer uniqueness and prestige.

### 🎯 Goals & Needs

**Goals:** David's primary goal is to find high-end, distinctive products that match his refined taste and lifestyle. He wants to make his loved ones feel valued and appreciated with gifts that stand the test of time.

**Needs:** He needs a seamless shopping experience that is convenient, with easy access to exclusive products that cater to his high standards. David also values personalized shopping experiences and appreciates recommendations based on his past purchases or preferences.

### 💖 Drive

David is driven by the desire to provide the best for his loved ones, especially when it comes to giving thoughtful and luxurious gifts. He enjoys surprising his family and friends with exclusive, high-quality items that make them feel special. He wants to ensure that his gifts reflect his success and the love he has for those around him. As a result, he seeks products that stand out in terms of craftsmanship, uniqueness, and luxury. David is motivated by the joy his gifts bring to others, and he takes pride in giving gifts that are both meaningful and sophisticated.

### 😞 Pain Points

Finding time to shop for luxury gifts while balancing his demanding career.  
Wants hassle-free delivery and a seamless online shopping experience.  
Concerned about exclusivity; wants to ensure that the gifts he gives are unique and not available everywhere.

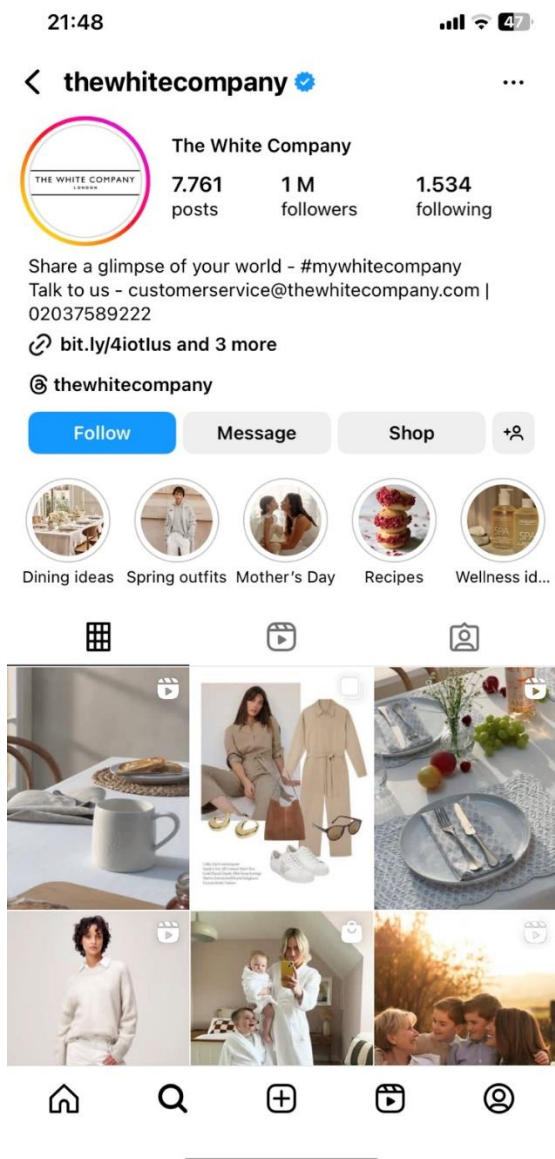
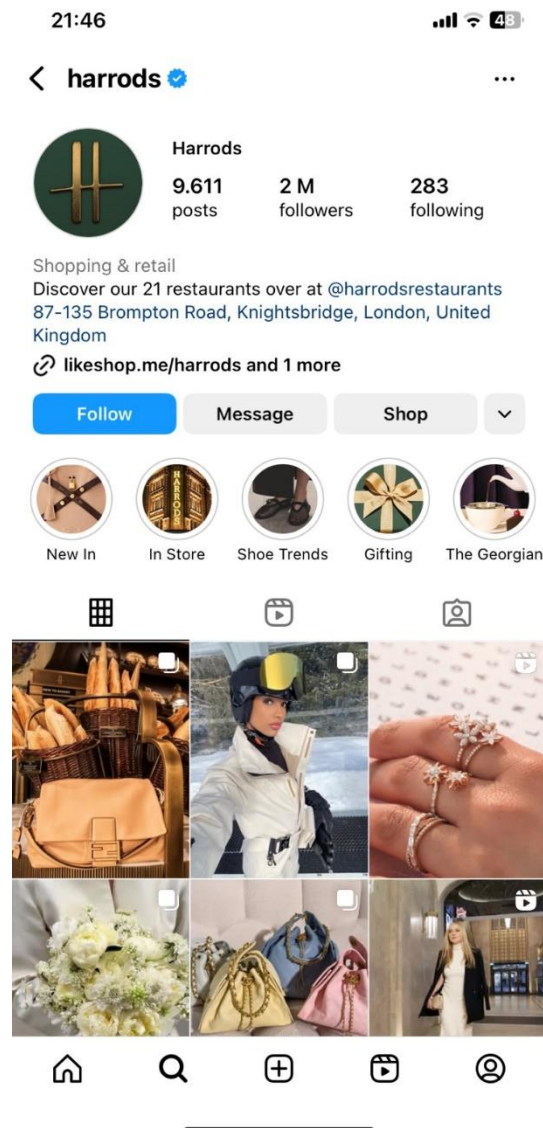
## 2.5 Finding Where My Customers Hang Out

To effectively reach my target audience—wealthy individuals who appreciate luxury gifts—I researched the best platforms for engagement. Based on their shopping habits, I identified the following key channels:

- **Instagram**— Perfect for showcasing luxury beauty products, perfumes, and designer accessories through high-quality visuals and influencer partnerships.
- **Pinterest** – A top platform for luxury home décor and interior design inspiration, making it ideal for promoting high-end vases, sculptures, and decorative items.
- **LinkedIn** – Great for targeting business executives who purchase luxury gifts for corporate gifting, networking, or personal use.



## 2.6 Analyzing Competitor Audiences





## Harrods (@harrods) – 2M Followers

- Harrods' Instagram showcases luxury products, exclusive collections, and seasonal trends.

- They use **high-quality imagery** and **aesthetic flat lays** to attract premium customers.

- The **"Shop" feature** allows seamless browsing and purchasing directly from Instagram.

- Their stories highlight new arrivals, store experiences, and gifting ideas, making the content engaging.

## The White Company (@thewhitecompany) – 1M Followers

- Focuses on **minimalist luxury**, promoting elegant homeware, cozy fashion, and soft neutrals.
- Uses **lifestyle photography** to evoke emotions and create an aspirational aesthetic.
- Their **story highlights** include seasonal collections, recipes, and home styling tips, adding value beyond just shopping.
- The **"Shop" tab** simplifies customer purchases, directly linking products to their website.

### 2.6.1 Key Takeaways for My Luxury Gift Shop

- **Visual Storytelling:** High-quality images and aspirational content drive engagement.
- **Seamless Shopping:** Integrating a "Shop" feature improves conversions.
- **Content Variety:** Including lifestyle posts, behind-the-scenes content, and shopping guides can enhance customer experience.

By adopting these strategies, my luxury gift shop will attract high-end shoppers and create a strong Instagram presence.

### 3. Competitive Analysis

E-commerce companies	Website	Product range	Main colours	Weaknesses	Strengths	Opportunities
Company 1: Louis Vuitton	<a href="http://www.louisvuitton.com">www.louisvuitton.com</a>	Ultra-luxury fashion, leather goods, accessories, fragrances, home décor	Brown, Gold, Black	Extremely high prices, exclusive clientele, limited accessibility	The iconic luxury brand, strong exclusivity, and exceptional craftsmanship	Introduce luxury homeware and limited-edition gift collections.
Company 2: The White Company	<a href="http://www.thewhitecompany.com">www.thewhitecompany.com</a>	Luxury home goods, clothing, gifts, bed linen	White, Grey, Black	Less customization available, limited product categories	Clean, minimalist style, high-quality products, great brand loyalty	Include personalized options, expand the product range in other categories.
Company 3: Harrods	<a href="http://www.harrods.com">www.harrods.com</a>	High-end fashion, luxury gifts, home décor, beauty	Green, Gold, White	High prices may alienate budget-conscious customers.	Exclusive luxury selection, strong brand prestige	Provide mid-range luxury options for a wider audience.
Company 4: Jo Malone London	<a href="https://www.jomalone.com/">https://www.jomalone.com/</a>	Luxury fragrances, candles, bath & body products	Cream, Black, White	Higher prices may alienate some shoppers.	High-end fragrance brand, sophisticated packaging, exclusivity	Offer gift sets with personalization (e.g., monogrammed candles or perfumes)

From my competitive analysis, I have learned that my luxury e-commerce shop will focus on **curating high-end products from well-known luxury brands** rather than selling handmade or in-house items. Unlike some competitors that focus on a single product category, my shop will offer a wide selection of luxury items, including beauty products, home décor, and gourmet chocolates, making it easier for customers to find the perfect luxury gift in one place.

One of the key things I noticed is that brands like Louis Vuitton and Harrods cater to ultra-luxury customers, making their products exclusive and sometimes inaccessible to a wider audience. While I want my store to maintain a high-end image, I also want to make luxury gifting **more approachable** by offering a carefully selected range of products that feel exclusive but are still accessible to those looking for premium gifts.

Another important factor is personalization. Some luxury brands, like The White Company and Jo Malone London, have limited customization options. To stand out, my store will offer luxury packaging, custom gift messages, and curated gift boxes to create a more **meaningful and memorable shopping experience** for customers. This will add an extra touch of exclusivity and allow customers to tailor their gifts to specific occasions.

I also realized that having a strong **online shopping experience** is crucial in the luxury market. High-quality visuals, detailed product descriptions, and an easy-to-use website will be essential for making my store feel premium. I want my customers to feel like they are getting a luxury shopping experience from the moment they visit the website to the moment they receive their beautifully packaged order.

By combining a diverse selection of luxury products, customization options, and an elegant online shopping experience, my store will offer something unique in the luxury gifting market.

## 4. Five key UX principles that will be applied to my luxury e-commerce website

---

### 1. Simplicity & Minimalism (Hick's Law)

Hick's Law states that the more choices a user has, the longer it takes them to decide.

A clean and simple design makes navigation easier and enhances the shopping experience.

My website will have a minimalist layout with a limited number of menu items and an uncluttered homepage. Instead of overwhelming users with too many products, the homepage will feature a curated selection of luxury items, creating a high-end and sophisticated feel.

---

### 2. High-Quality Visuals & Product Presentation (Jakob's Law)

Jakob's Law suggests that users expect websites to function similarly to ones they already know. In luxury e-commerce, this means customers anticipate high-quality visuals and an elegant presentation.

On my website, when users click on a product, it will open a new page where they can see detailed product descriptions, a bigger image, and all relevant information. The layout will be spacious, ensuring the product is the focus, without unnecessary distractions.

---

### 3. Clear & Persuasive CTAs (Fitts' Law)

Fitts' Law states that the time to move to a target (like a button) depends on its size and distance. Effective call-to-action (CTA) elements should be large, clear, and easy to click.

My website will have well-designed, visible CTA buttons, such as "Add to Cart," "Buy Now," and "Add to Wishlist." These buttons will be large, placed in easy-to-reach areas, and styled in contrasting colors to stand out while maintaining a luxury aesthetic.

---

### 4. Smooth & Intuitive Navigation (Miller's Law)

Miller's Law suggests that people can only hold  $7 \pm 2$  items in their working memory, meaning navigation should be simple and intuitive.

My website will feature a clear, well-structured menu with logical categories like Home Décor, Beauty, Chocolates, and Gifts. Instead of overwhelming users with too many options at once, dropdown menus and filters will help them find what they need. A search bar with autocomplete suggestions will further improve navigation.

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### 5. Personalized & Exclusive Experience (Principle of Least Effort)

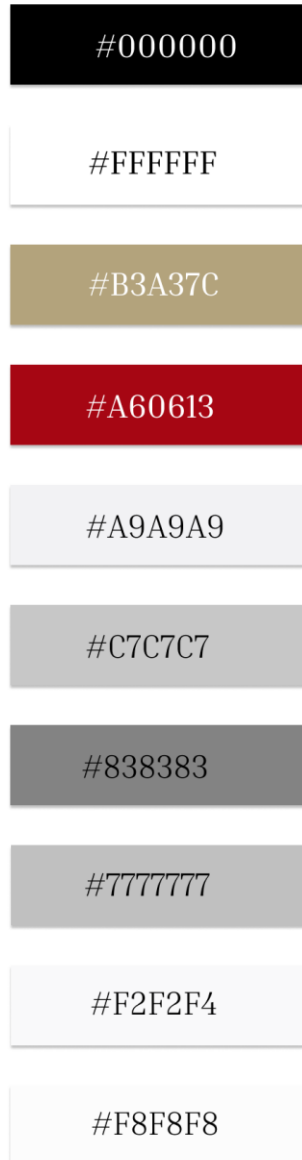
The Principle of Least Effort suggests that users prefer experiences that require minimal effort and provide personalized content automatically.

My website will offer a personalized shopping experience by displaying recommended products based on browsing history and previous purchases. Customers will have the option to save favorite products to a wishlist and receive exclusive recommendations and offers based on their interests.

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## 5. Colour palette

### COLOUR PALETTE



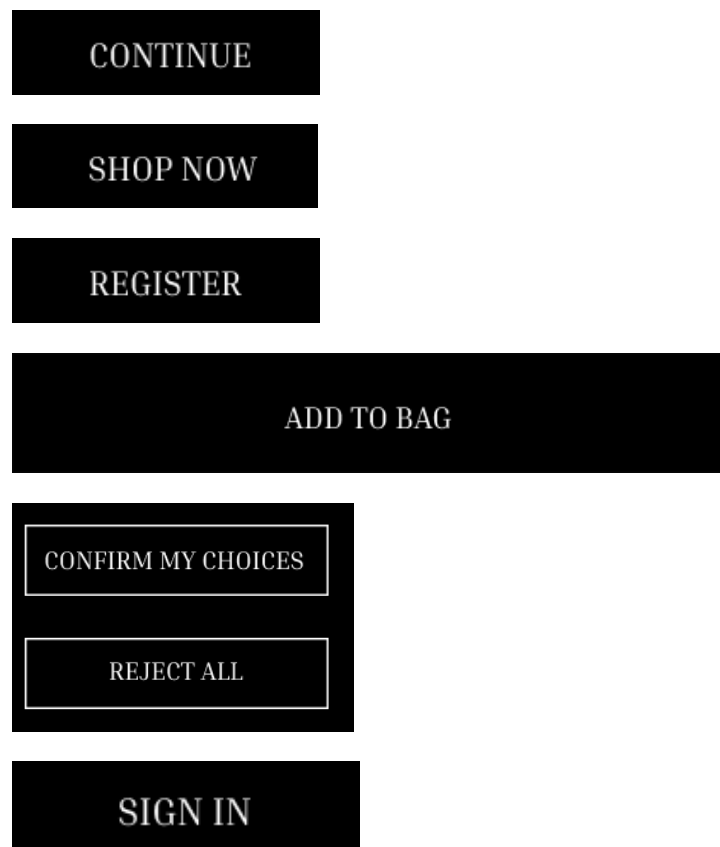
I used this colour palette in my luxury gift shop to create a sense of elegance, exclusivity, and sophistication. I chose:

- **Black (#000000)** because it represents power and luxury, giving the shop a high-end feel.
- **White (#FFFFFF)** to keep things pure, simple, and modern, balancing the darker tones.

- **Gold (#B3A37C)** to add a touch of wealth and success, making the shop feel more luxurious.
- **Deep Red (#A60613)** for passion and exclusivity, drawing attention to important elements.
- **Various Grays** for a refined and neutral background that lets the products shine without distraction.

All these colors work together to keep the shop looking premium and sophisticated while emphasizing the luxurious nature of my gifts.

## 6. CTA (Call to action buttons)



I chose black for the CTA buttons with white text because it looks sleek and sophisticated. Black represents luxury and elegance, while white ensures the text stands out clearly, making it easy for users to see and click. This simple, high-contrast design makes the buttons stand out without being overwhelming, perfect for guiding users through important actions like "Continue," "Register," or "Add to Bag."

## 7. Logo Design and Branding Choices



### 1. Font Choice: MonteCarlo

The logo uses the Montserrat font, a refined and elegant script typeface. This font was chosen because:

- It has a luxurious and sophisticated feel, aligning with the premium nature of the brand.
- The delicate, flowing script evokes a sense of exclusivity and high-end aesthetics.
- It represents elegance and timelessness, making the brand look prestigious and upscale.

### 2. Color Palette: Black & White

The color scheme of the logo consists of a black background with white typography. This choice enhances the luxury appeal:

- Black represents power, exclusivity, and sophistication, commonly used in high-end brands.
- White symbolizes purity, simplicity, and refinement, ensuring clarity and a modern, premium aesthetic.
- The contrast between black and white creates a bold yet minimalistic look, making the brand appear timeless and elegant.



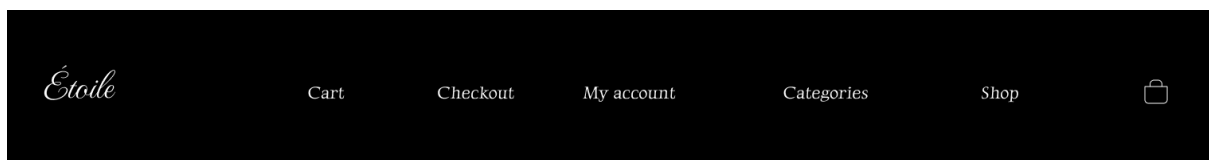
### 3. Brand Identity & Meaning of "Étoile"

The name "*Étoile*" means "star" in French, representing brilliance, prestige, and exclusivity. This aligns with the brand's vision of offering exceptional, high-quality gifts that shine and leave a lasting impression. The choice of a French word enhances the brand's luxury appeal, as French culture is often associated with elegance and sophistication.

This design ensures that the brand conveys a high-end, luxurious experience, making customers feel like they are selecting the finest gifts for special occasions.

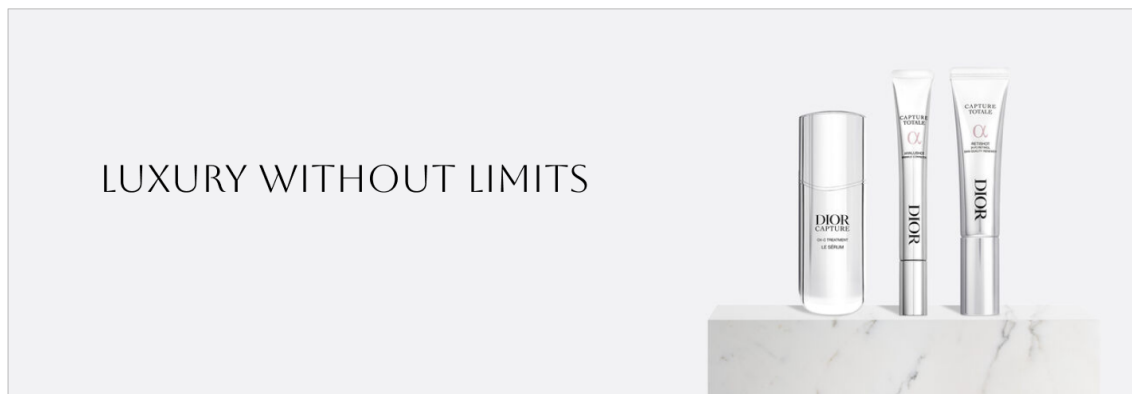
## 8. Wireframes

### 8.1 Home Page



## The Art of Gifting, Wrapped in Elegance.

At Étoile, we believe gifting should be as elegant as the moment it celebrates. From world-renowned luxury brands to our thoughtfully curated gift boxes, every gift embodies sophistication, style, and timeless beauty.



# 8.2 New In Page

TRENDING NOW



HOME DECOR

Elevate your space with timeless elegance.



CHOCOLATES

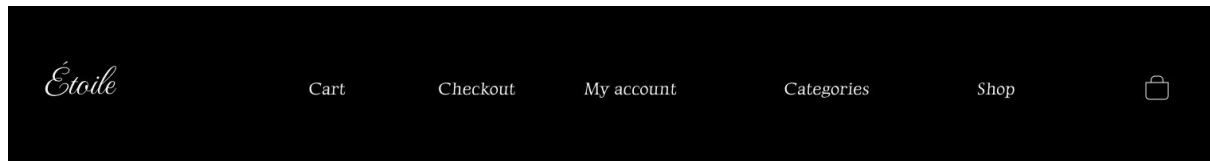
Pierre Marcolini: The Art of Luxury in Every Bite.



BEAUTY & GLOW

Glow Beyond Limits. Shine with Confidence.

## 8.3 New In Page – Ramadan Chocolates



### RAMADAN CHOCOLATES



Malline Bel Orient  
45€



Plumier XL of Petits Bonheurs  
81€



XL of Petits Bonheurs  
30€



Gourmet Cube  
58€



# 8.4 Sort By Newest Page

Etoile

Cart

Checkout


My account

Categories

Shop

RAMADAN CHOCOLATES - NEWEST


NEW



Plumier XL of Petits Bonheurs

81€

NEW



Box of small dacquoises

30€

SORT BY

RECOMMENDED

NEWEST

PRICE DESCENDING

PRICE ASCENDING

Prev

1 of 1

Next

# 8.5 Gift Boxes

Etoile

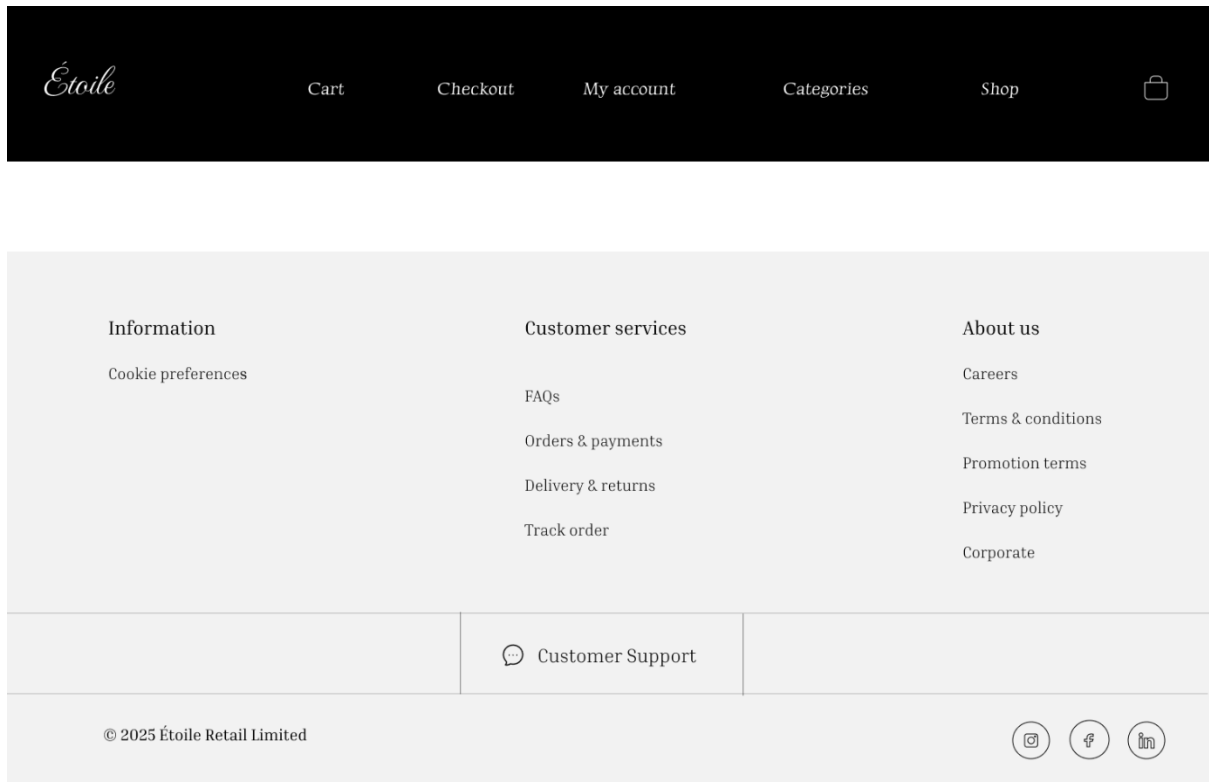
GIFT BOXES

Create the perfect gift with our curated luxury gift boxes. Choose your desired price range, customize the wrapping, and add a personalized note for a truly special touch. Whether it's for him, her, or any occasion, we have the ideal box to make every moment memorable.

SELECT THE PRICE OF THE GIFT BOX

500€	750€	1000€	1110€	1500€	2000€
3000€	4000€	5000€	7000€	9000€	10000€


## 8.6 Footer




# 8.7 Ramadan Chocolates

CHOCOLATES


SORT BY 




Malline Bel Orient  
45€




NEW  
Plumier XL of Petits Bonheurs  
81€





XL of Petits Bonheurs  
30€




Gourmet Cube  
58€







NEW



## 8.8 Sign in – Registration

*Etoile*

Already Registered ?

Email Address \*

Password

[Forgotten your password?](#)

**SIGN IN**

New User?

- ✓ Sign up for exclusive deals and discounts
- ✓ Enjoy faster checkout
- ✓ Review your past orders and saved delivery addresses
- ✓ Save your favorite items for easy access
- ✓ Get quick access to your account anytime

**CONTINUE**

This website is secure and your personal details are protected. For more information, view our [Terms and Conditions](#) and our [Security, Privacy and Cookies](#).



## 8.9 New User – Register

*Étoile*

### Register

**Full Name \***




**Email \***

**Password \***

**Confirm password \***

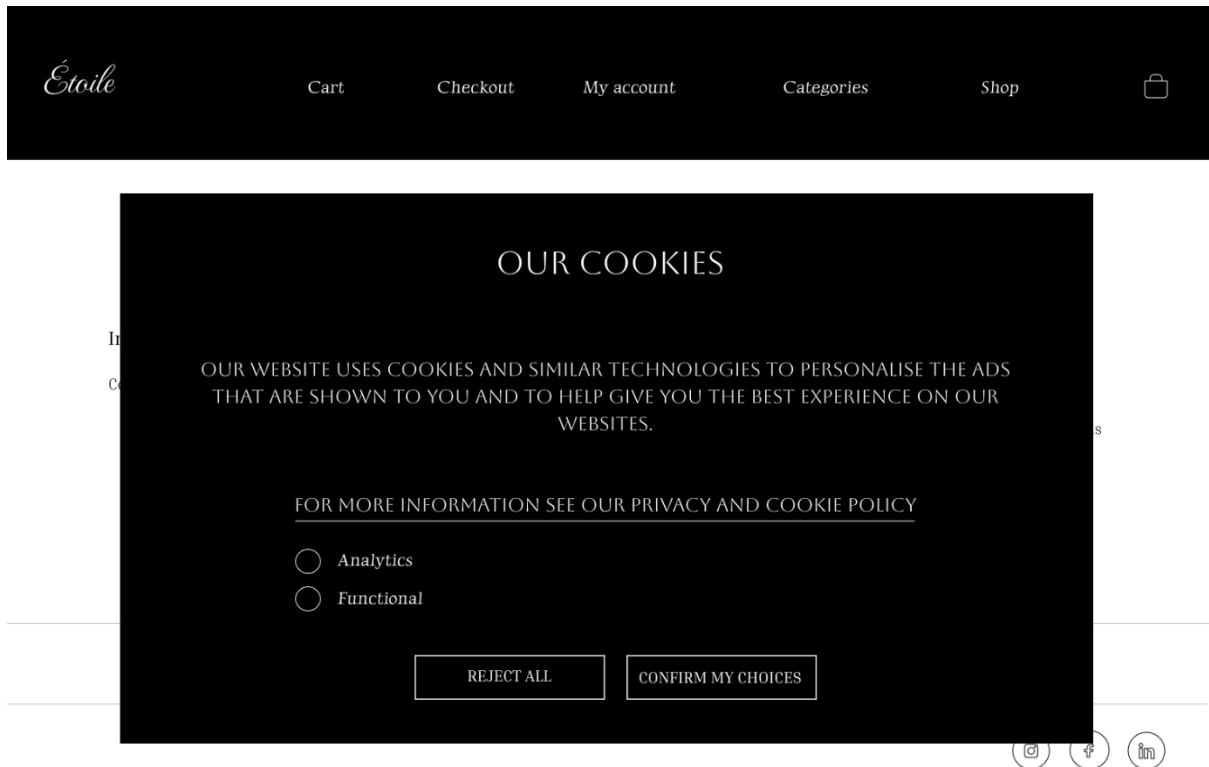
REGISTER

### Account Benefits

-  **Order Tracking**  
Keep an eye on your order status and history
-  **New Arrivals**  
Stay updated on our daily offers and new launches
-  **Wishlist**  
Save your preferred items for future purchase

☐ Yes, send me FREE email updates from Étoile about products, services, promotions and offers inline with our [privacy policy](#).

## 8.10 Cookie Settings



# 8.11 Home Decor Page

HOME DECOR

SORT BY 



Terra Bowl on Stand - Stone  
475€



NEW

Lapis Teapot  
500€



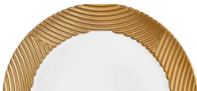
Zen Dinner Plate  
230€



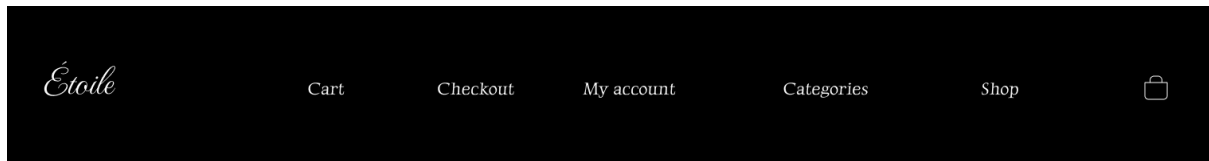
Perlée Dinnerware Set  
722€



SALE



## 8.12 Selected Product



### Terra Bowl on Stand

475€

Size:

Medium Large

- 1 +

ADD TO BAG



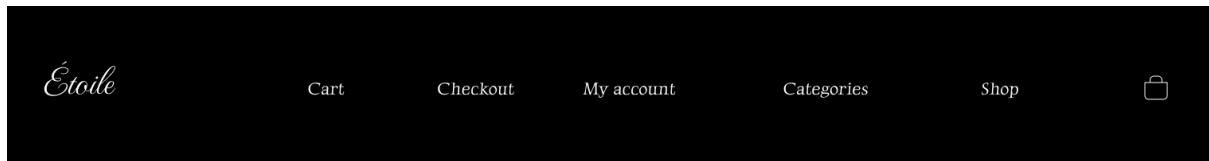
An iconic footed bowl in a weathered, mineral stone glaze that coordinates with pieces from our Timna collection.

#### DETAILS

11.25 in x 12 in dia (29 cm x 30 cm dia)

Fine Porcelain|Reactive Glaze

## 8.13 Selected Product – Selected Medium – Added to Wishlist



### Terra Bowl on Stand

475€

Size:

Medium

Large

- 1 +

ADD TO BAG



An iconic footed bowl in a weathered, mineral stone glaze that coordinates with pieces from our Timna collection.

#### DETAILS


11.25 in x 12 in dia (29 cm x 30 cm dia)


Fine Porcelain|Reactive Glaze


## 8.14 FAQ


*Etoile*


### FAQ


Orders and payments>

Delivery>

Our services>

My account>

Site policies>

Contact us>

### Call Us

Speak to one of our Customer Service advisors over the phone.

### Opening hours:

Monday - Saturday: 10am - 6pm  
Sunday: 12pm - 6pm  
Call : +387 62 234 404

# 8.15 Join Exclusive Club

*Etoile*

JOIN THE EXCLUSIVE CLUB

Monthly

Yearly

Basic Membership

€50/month

✓

Email Notifications: Stay updated on new products.

✓

Special Discounts: Enjoy discounts on select products.

SELECT

Premium Membership

€150/month

✓

All Basic Membership Benefits

✓

Access to Luxury Gift Boxes: Choose from boxes priced €500 - €10,000.

✓

Preview Box Contents: See what's inside before buying.

✓

Personalized Note Option: Add a personalized note (extra cost).

SELECT

Elite Membership

€250/month

✓

All Premium Membership Benefits

✓

Free Personalized Note: Included with every box.

✓

Free Luxury Wrapping: On all products.

✓

Free Shipping: On every order.

SELECT

## 9. Visuals

### 9.1 Billboard 1



The tagline "*LUXURY WITHOUT LIMITS*" reinforces the brand's commitment to exclusivity and sophistication. This design effectively appeals to affluent customers seeking premium gifts.



## 9.2 Billboard 2



## 9.3 Billboard 3



## 9.4 Billboard 4



## 9.5 Billboard 5



## 9.6 Billboard 6



## 9.7 Media Visual












## 10. Figma Design Link

Link to a Figma: <https://www.figma.com/design/tDq15CkETqRF7NaFFHcnv0/E-commerce-Project?node-id=0-1&t=deklqOS3sDh4zXo2-1>

## 11. Business Model Canvas (BMC)

<b>Key Partnerships</b>  <ul style="list-style-type: none"> <li>Luxury product suppliers and wholesalers.</li> <li>Payment processing companies.</li> <li>Logistics and shipping providers (BHPošta, EuroExpress, FedEx,).</li> <li>Marketing agencies and influencers.</li> </ul>	<b>Key Activities</b>  <ul style="list-style-type: none"> <li>Digital marketing (SEO, social media, email campaigns).</li> <li>Sourcing and curating premium products.</li> <li>Managing inventory and supplier relationships.</li> <li>Website development and maintenance.</li> <li>Order fulfillment, packaging, and shipping logistics.</li> </ul>	<b>Value Propositions</b>  <ul style="list-style-type: none"> <li>Premium, high-quality luxury gifts curated for discerning customers.</li> <li>Exclusive and limited-edition products in home décor, beauty, and gourmet chocolates.</li> <li>Personalized gifting experience with custom messages and luxury packaging.</li> <li>Seamless online shopping experience with intuitive design and smooth navigation.</li> <li>Secure transactions and reliable international shipping.</li> </ul>	<b>Customer Relationships</b>  <ul style="list-style-type: none"> <li>Live chat and email customer support for quick inquiries.</li> <li>AI-driven product recommendations based on browsing history.</li> <li>Loyalty programs and exclusive discounts for repeat customers.</li> <li>Personalized follow-up emails and gift reminders for special occasions.</li> <li>Customer reviews and testimonials to build trust.</li> </ul>	<b>Customer Segments</b>  <ul style="list-style-type: none"> <li>High-income individuals looking for exclusive gifts.</li> <li>Professionals seeking corporate gifts.</li> <li>Luxury shoppers who appreciate premium home decor, beauty, and gourmet chocolates.</li> <li>Couples looking for special occasion gifts.</li> <li>Individuals purchasing gifts for birthdays, anniversaries, weddings, and holidays.</li> </ul>
<b>Cost Structure</b>  <ul style="list-style-type: none"> <li>Website development and maintenance costs.</li> <li>Product sourcing and inventory management.</li> <li>Digital marketing and advertising expenses.</li> <li>Packaging and branding costs for luxury presentation.</li> <li>Customer support and operational expenses.</li> <li>Logistics and shipping fees.</li> </ul>			<b>Revenue Streams</b>  <ul style="list-style-type: none"> <li>One-time product sales.</li> <li>Premium packaging and personalized message services.</li> <li>Subscription-based luxury gift boxes (e.g., monthly curated gift sets).</li> <li>Limited edition and seasonal gift collections at premium pricing.</li> </ul>	

# 12. Revenue Model

## 1. Subscription Model

- The Basic Membership gives access to basic perks like discounts and notifications.
- The Premium Membership includes all the Basic benefits, plus the ability to buy luxury gift boxes and add a personalized note (for a fee).
- The Elite Membership offers everything from the Premium level, plus extra perks like free personalized notes, luxury wrapping, and free shipping.

## 2. Transaction-Based Revenue

- One-Time Product Sales: Direct sales of luxury gifts, home decor, beauty products, and gourmet chocolates.
- Gift Cards & Store Credits: Offering both digital and physical gift cards, ensuring future spending and store loyalty.

## 3. Affiliate & Influencer Marketing

- Affiliate Program: Partnering with luxury influencers and lifestyle bloggers who promote products and earn a commission per sale.
- Referral Discounts: Existing customers receive discounts or store credits when they refer a friend who makes a purchase.

## 4. Commission-Based Model

- Corporate Gifting Service: Businesses placing bulk orders for employee and client gifting, with a commission-based pricing structure for customizations and personalization.

## 5. Pay-Per-Use Model

- Personalized Gifting Services: Customers can opt for premium customization like exclusive gift wrapping and adding a special personalized note for an extra charge.

## 6. Pricing Strategies

- Value-Based Pricing: Pricing based on the perceived value of premium products and services.
- Psychological Pricing: Prices set at €99 instead of €100 to encourage higher conversion rates.
- Competitive Pricing: Benchmarking against other luxury e-commerce gift shops to remain competitive while maintaining exclusivity.

- CAC (Customer Acquisition Cost) Strategy: Factoring in the cost of acquiring new customers through marketing and promotions to maintain profitability.

## 13. Business Strategies

### 1. Differentiation Strategy

- Premium & Exclusive Product Offering: Position the brand as a luxury gift shop by offering high-end and limited-edition gifts.
- Brand Image & Prestige: Focus on high-quality visuals, storytelling, and marketing campaigns that emphasize craftsmanship, exclusivity, and elegance.

### 2. Niche Market Strategy (Focus Strategy)

- Target high-income individuals, professionals, and luxury shoppers who are willing to pay a premium for unique and high-quality gifts.
- Cater to corporate gifting needs by offering premium packaging and branding services for businesses looking to impress clients and employees.
- Specialize in luxury seasonal gift boxes, gift boxes, and limited-edition collections to create a sense of exclusivity.

### 3. Customer Intimacy Strategy

- Loyalty & Membership Programs: Introduce a VIP membership that provides early access to new collections, exclusive discounts, and curated gift suggestions.
- High-Touch Customer Support: Provide 24/7 concierge-style support via email.

### 4. Digital & Influencer Marketing Strategy

- Luxury Influencer Collaborations: Partner with high-end lifestyle influencers and bloggers to enhance brand credibility and reach an affluent audience.
- Social media & Content Marketing: Instagram, Pinterest, and TikTok to showcase luxurious product visuals and customer testimonials.
- SEO & Retargeting Campaigns: Implement SEO strategies, Google Ads, and retargeting campaigns to maximize visibility and conversion rates.

## 5. Premium Pricing & Revenue Maximization Strategy

- Value-Based Pricing: Price products based on their exclusivity, craftsmanship, and luxury appeal rather than cost-based pricing.
- Upselling & Cross-Selling: Encourage customers to purchase premium add-ons like handwritten notes, luxury wrapping, and express shipping.
- Subscription & Recurring Revenue: Introduce a luxury subscription box model where customers receive high-end, curated gifts on a monthly or seasonal basis.

## 14. 4Ps strategy

