

Zynx's Children Shoe Boutique

Business Structure

Our business' concept mainly lies on the category of Business to Consumer (B2C) e-commerce. Meaning, we sell our products directly to the consumer. The consumer can browse their websites and look at products, pictures, read reviews. Then they place their order and the company ships the goods directly to them.

For our e-commerce business model, we have decided to be an established private label e-commerce business. One perks of our business is that we have an exclusive right to sell and since we are the only supply source, private labels with good marketing can create a demand hype and we have the ability to charge premium prices for our products.

Product Range

Both of the boys and girl's section consists of four variations: Casual, Trainers, Sandals, and School Shoes. Each has different designs and materials used for comfortability and its durability.

The range of the price varies depending on the type of shoes. Considering all the raw materials used in the products, product designer's fee, worker's fee, etc., after conducting a thorough computation for capital spent, we have ranged the product Php799 – Php1699.

School Shoes were the most affordable one which has a price Php799 for all designs of it. Trainers would be the most expensive for the price of Php1699, it has the most special materials and it has a good design which is perfect for aesthetic purposes for a young kid. Casual and Sandals would be ranging in between Php799 – Php 1699 depending on their design.

What makes us different?

Unlike any other boutique, we offer affordable shoes with durability, price, and aesthetic style as its priorities. Our shoes were cheap, but it is not made to look cheap. We are the store of the masses and not of the few. Our store also offers a variety of categories and not just focuses on one type. Our website is easy to use and is friendly to all ages and generations.