

Korkem

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KORKEM

CREATIVE STUDIO

Outline:

- Purpose
- Main Features
- SWOT
- Competitor Analysis
- Industry Analysis
- Problem Statement



Purpose

The purpose of the "Korkem" project is to establish an online platform that specializes in skincare products, uniquely focusing on catering to all skin types. It aims to provide users with a seamless shopping experience, incorporating AI-driven features such as a chatbot to assist users in product selection and guidance from sellers. The primary goal is to offer high-quality skincare items while prioritizing swift delivery to ensure customer satisfaction.



Main Features:

AI-Powered Assistance :

- AI Chatbot for Personalized Guidance: Leveraging AI technology to provide tailored recommendations, guiding users in selecting the most suitable skincare products for their specific skin types and concerns.
- User-Friendly Interface: Designing an intuitive and user-friendly interface to facilitate easy navigation, product search, and efficient browsing.

Convenient and Secure Payment

- Providing various secure payment methods to ensure a seamless checkout process.
- Emphasis on Security: Implementing robust encryption and security protocols to safeguard customer payment information.



Future Development



Marketing and Growth:

- Marketing Opportunities: Utilizing the app as a platform for targeted marketing campaigns, promotions, and loyalty programs to attract and retain customers.
- Expanded Reach: Capitalizing on the broader reach of mobile applications to tap into new customer segments and expand the market base

Enhanced Accessibility:

- Mobile Accessibility: Creating a dedicated mobile application expands Korkem's accessibility, allowing users to browse and shop for skincare products conveniently from their smartphones or tablets.
- 24/7 Availability: The app ensures constant availability, enabling users to access the platform anytime, anywhere, enhancing customer engagement and convenience.



Analysis:

1. **Technological Advancements:** Staying abreast of AI advancements and potential integration with AR/VR for enhanced user experiences.
2. **Customer Feedback Implementation:** Using user data and feedback to continuously refine the platform and product offerings.
3. **Diversification:** Exploring opportunities to diversify into related skincare segments or complementary products.

1. **Global Expansion:** Leveraging the mobile application can facilitate global outreach and diversification into new markets.
2. **Personalization:** Further enhancing AI capabilities for more personalized recommendations can augment user engagement and satisfaction.
3. **Collaborations and Partnerships:** Collaborating with skincare experts or influencers could amplify brand credibility and reach.

Conclusion

In essence, Korkem embodies not just a platform for skincare products, but a testament to innovation, customer-centricity, and the relentless pursuit of excellence in the realm of online skincare shopping.

