

1. Choose your e-commerce website from the identified products in the IM. Upload your video 10mins to 15 mins. or youtube link of the video (10pts) Incentive for showing how to use the Admin part of the website.

JD Couture Youtube Presentation: <https://youtu.be/FBECYuFm3mw>

JD Couture Website: <https://jdcouture-7f04a.web.app>

2. Integrate in your project the lessons learned: e-commerce principles, concepts, marketing and sales strategies, how your products will be paid, the delivery system, the security measures, communication framework and legal aspect. Below is a sample guide in your ecommerce project and website development. (10 pts) Upload here the documentation of the project here.

JD Couture Gantt Chart

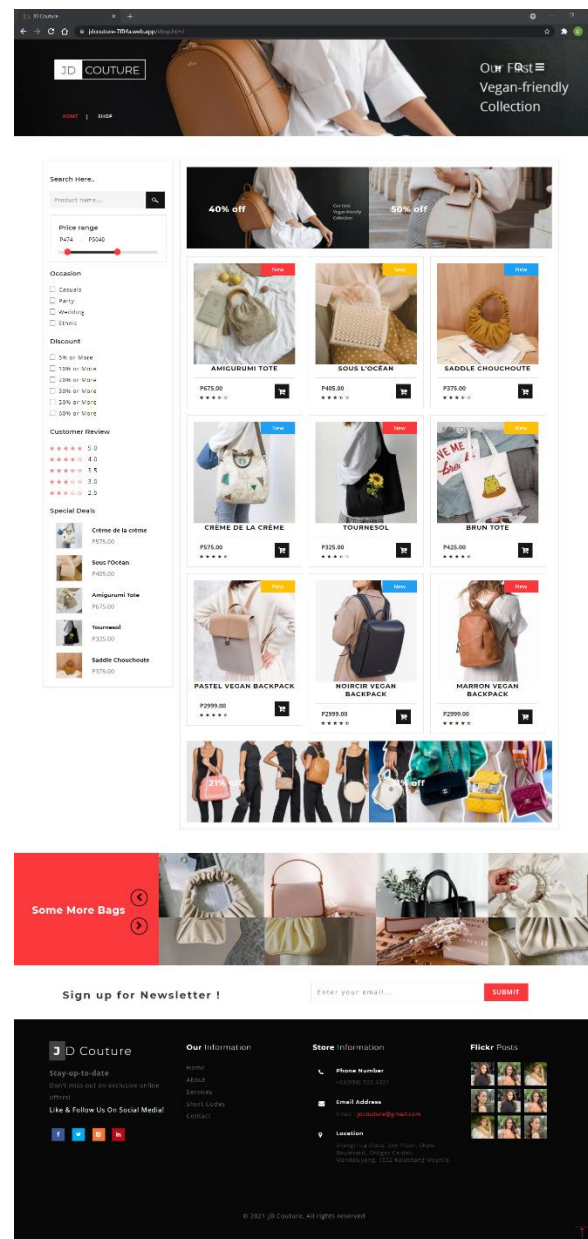
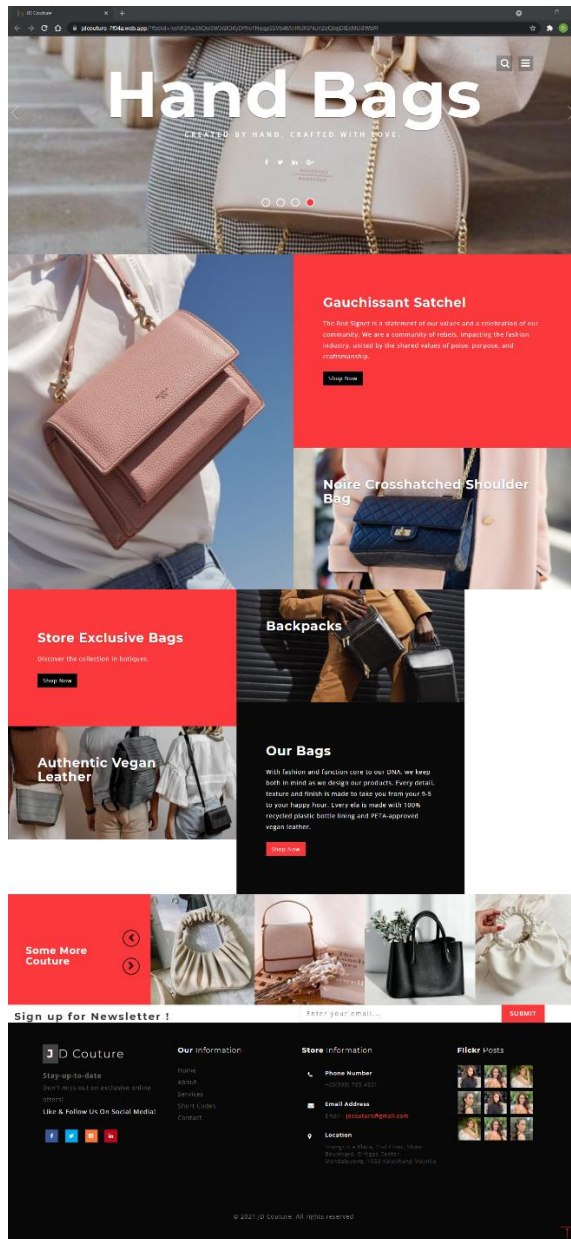
These are the tasks that have been divided to the partners through out the timeline of the project. Activities and tasks are divided to ensure the efficiency and completeness of the project.



JD Couture Home page and Shop page

Ecommerce website builders allow you to organize your website with clear product categories, product descriptions, product images, and any other ecommerce features which give store owners a customized ecommerce solution.

You can also decide how you group and price products, and whether you want to . Offering something for free at the checkout process can influence consumer behavior, as customers want to believe they are getting a good deal.






Checkout page

JD COUTURE

HOME | CHECK OUT

Our First
Vegan-friendly
Collection

Checkout

Sl. No.	Product	Quantity	Product Name	Price	Remove
1		<div>- 1 +</div>	Amigurumi Tote	P615.00	
2		<div>- 1 +</div>	Toumesail	P325.00	
3		<div>- 1 +</div>	SOUS L'OCHE	P405.00	

CONTINUE TO BASKET

Product1 - P615.00

Product2 - P325.00

Product3 - P405.00

Total Service Charges - P35.00

Total - P1435.00

Billing Address

Full name:

Mobile number:

Region:

Town/City:

Barangay:

Postal Code:

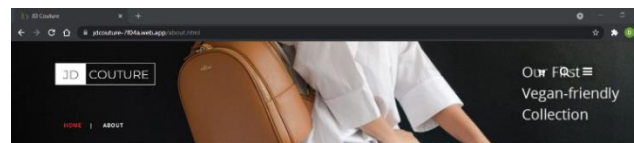
Detailed Address:

Landmark:

Address type:

Continue to Payment

About Us page



ABOUT US



Welcome to JD Couture

JD Couture is a nonformal bag company owned by a talented creative director Miss Diana F. Bautista and a promising entrepreneur Miss Joyce A. Madros. The brand name is derived from the initial letter of the entrepreneurs' first name, they are all passionate and hard workers. As a creative director and entrepreneur, they now have a shared goal: to create products that represent the pinnacle of Filipino workmanship and are unmatched in terms of quality and attention to detail.

Performance excellence is one of JD Couture's core values and is at the base of the brand's identity. We recognize that the philosophy of "Sustainable Value" is at the heart of our management policies and our corporate conduct, which means that we have implemented a process to integrate social, environmental, ethical, human rights and consumer concerns into our business operations.

Who We Are

Background

JD Couture, based in Shangri-La Plaza, 2nd Floor, Shaw Boulevard, Ortigas Center, Mandaluyong, 1552 Kalakhang Maynila, was founded on July 2, 2000. It is a retail type of business and a partnership business in which the earnings and losses are shared by the two proprietors.

Employees

Vision

Values

Our Skills

Development

Pricing

Production

Advertising

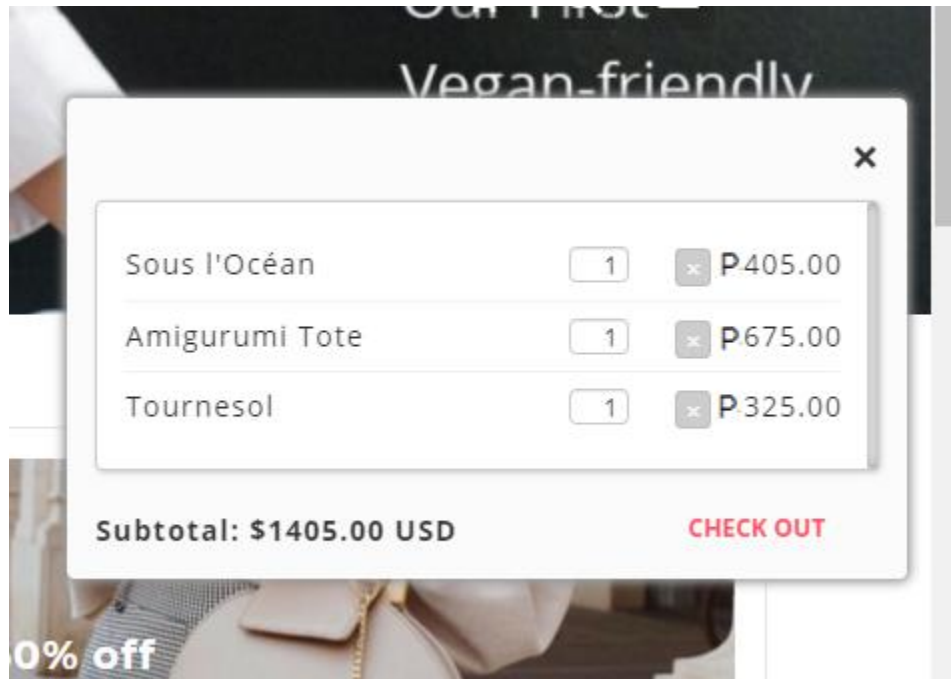
75%

65%

90%

88%

Cart



Payment page (Cash on delivery and PayPal)

Payment

CASH ON DELIVERY (COD)

PAYPAL ACCOUNT

Standard Shipping: P0


Free shipping promo runs until July 12, 2021.

CHECKOUT

Payment

CASH ON DELIVERY (COD)

PAYPAL ACCOUNT

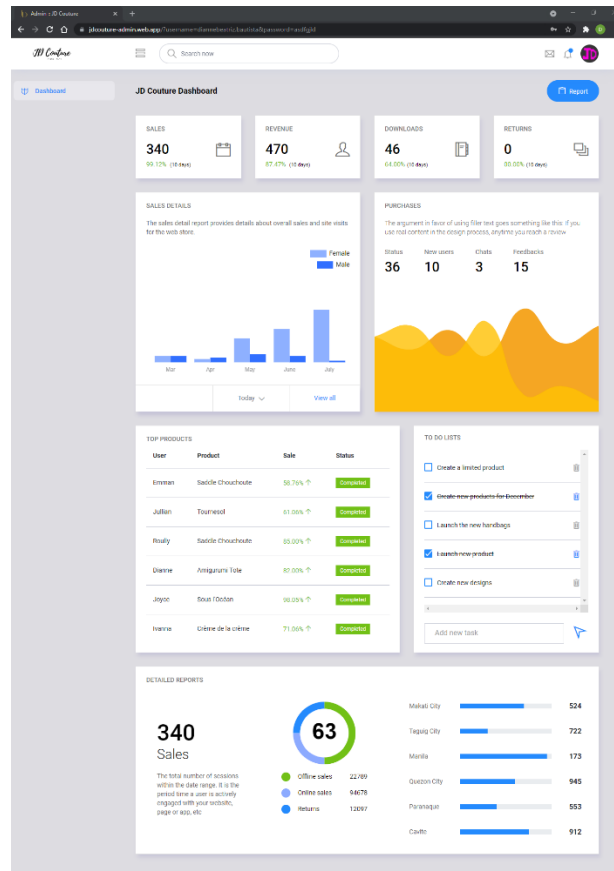
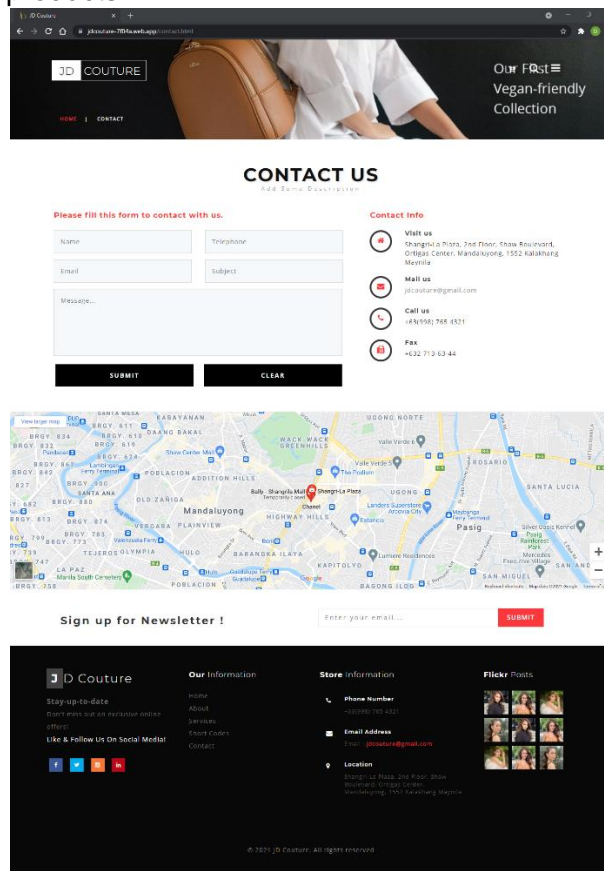


Important: You will be redirected to PayPal's website to securely complete your payment.

Pay with **PayPal**

Location, Contact page, and Admin page

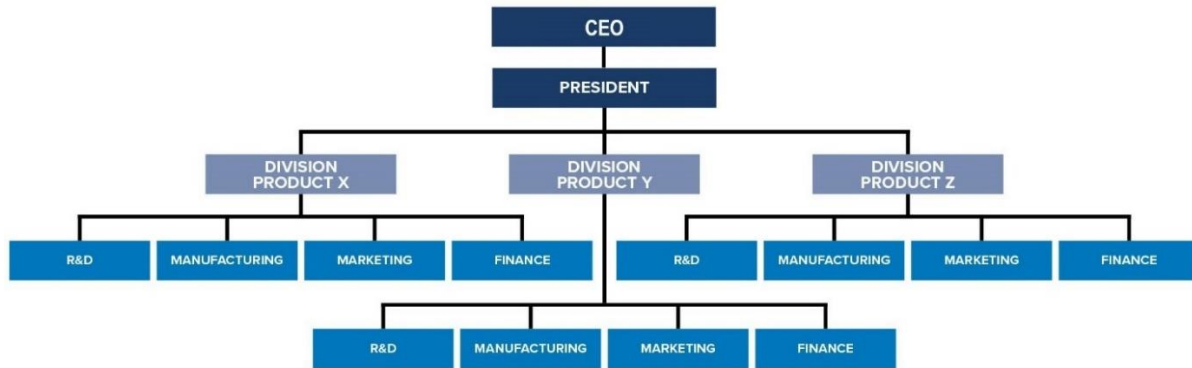
One of the most important aspects of having your own website is that you can market directly to website visitors and customers. Unlike marketplaces, where people who buy your product are the customers of the marketplace, selling directly to consumers on your website means you get to collect their contact information. When you have your customers' email addresses, you can send them email marketing promotions, offer discounts, and announce new products.



3. What Sort of E-commerce Business Are you? Identify your e-Commerce Business Structure. Identify the Scale of your product range differentiate your business.

Sort of E-commerce Business: JD Couture is a Business-to-Consumer (B2C) or Direct-to-Consumer (D2C) E-commerce business. This means that JD Couture is a business selling products, specifically non-formal bags, directly to the end consumer or customer where order values are low and recurring orders are less common, but the market is large and sales cycles are short.

Business Structure: JD Couture has a General Partnership business where there are two people that shares ownership of the business, profits and liability are also shared.



Scale of product range:

The growing fashion sector is driving the non-formal bag market, with non-formal bags serving as a major fashion statement. In addition, the expanding social media effect of Instagram and Twitter on consumers is responsible for potential customers' predisposition toward the industry. Because these social media platforms are used by the majority of the world's young adults, JD Couture will focus its product line on this demographic.

Females between the ages of 15 and 64 are the primary consumers of non-formal bags, with more than half of the female population in this age group accounting for the market's potential customers globally, according to gender demographics. In addition, the growing number of women in the workforce is increasing their purchasing power, which is driving up demand for non-formal bags.

Bags from JD Couture come in a variety of sizes and styles. They come in small or larger sizes, are constructed of leather, canvas, or suede, and include zippered compartments, metal locks, or magnetic snap closures. Some feature leather straps that can be adjusted. Black with tan leather trim, blue and white with a leaf-and-flower design, or tan and brown with light caramel-colored trim are all options for JD Couture bags. A red and green stripe runs through the center of many JD Couture bags, along with a metal JD Couture emblem. Some are so small that they resemble purses, little bags, or pouches that are primarily used to carry cash.

Differentiation:

JD Couture is one of the most promising businesses in the country. It's known for its timeless pieces, and it's just gotten a boost in image, quality, and product catalog thanks to JD Couture's Creative Directors, Ms. Dianne Beartiz F. Bautista and Ms. Joyce Madjos' new perspective. We'll look at all of the reasons why JD Couture is unique, as well as what makes it so well-known and valuable, in the sections below.

1. High-Quality Raw Materials

It's all about the quality of the product. This is one of the main reasons why JD Couture is one of the most desirable brands on the market, and why someone would spend thousands on JD Couture while other high-ranked brands, for example, sell the identical loafer for less.

2. Promoting the ultimate handmade quality

A special part of JD Couture's policy is personalizing the design of custom goods, which allows the brand to satisfy even the most demanding clients with exactly what they want, which explains why JD Couture is one of the country's most valuable brand.

3. Keeping the tradition in the innovation

JD Couture has the potential to gain audiences all around the world by maintaining traditional values and displaying them in a unique way. Everyone can now become acquainted with the brand's lavish life. Whether or not they are able to purchase an item,

JD Couture has already established a welcoming and approachable image that it could not reasonably express back in the day.

4. Establishing the Core Foundations. Build the right website and build your business for profit and growth Select your promotional strategies

Marketing Plan Infographic of JD Couture (non-formal bags)

The infographic of JD Couture includes the Marketing Objectives and Marketing Strategy of the business where product, price, promotion, and place are stated for the customers to see what the business is all about. The infographic also includes the ideal buyer, their profile and demographics, to know who are the target. Lastly, the SWOT Analysis of the business.

JD COUTURE

carry the nature with you

Marketing Objectives

- Gain and retain a 90% positive share of voice by the end of 2021 so that prospective customers know, like, and trusts us

- Define brand positioning statement and communication frameworks by the end of the month so that our team understands our strategic differentiators from the competition

- Test three new traffic generation methods every month to increase traffic month over month by 3%



Ideal Buyer

Buyer Profile

Age: 18-50
Income: P 8,000+
Location: Quezon City, Philippines

Demographics

Inclined with vegan lifestyle
Looking for style and comfort

Eco-friendly products enthusiast



Marketing Strategy

PRODUCT

- Introduce vegan product ranges
- Improve existing product quality
- Ready to carry, comfortable, and stylish bags
- Offer customized designs
- High quality luxury for low to middle-class segments

PRICE

- Set affordable but competitive prices
- Set premium prices for customized vegan products
- Starting price of P390 for basic products
- Test offers and review pricing strategies

PROMOTION

- Partner with macro and nano influencers
- Paid social media advertisements
- Boost instagram posts
- Boost website traffic
- Share customer testimonials on website and different social media platforms
- Vlogger's promotions
- Discounts and vouchers

PLACE

- Product visibility on Instagram pages of successful influencers
- Visual merchandising on brick and mortar bag shops
- Traditional boutique



SWOT Analysis

STRENGTH

- Strong brand image
- Quality products
- Directly Operated Stores
- Diversification
- Personalization

WEAKNESS

- Lower Margin

OPPORTUNITIES

- Growing market for luxury products in Asia
- Rise of ecological revolution

THREATS

- Counterfeit / ingenuine substitution



Joyce A. Madjos
Dianne Beatriz E. Bautista

GEO