**ONLINE SHOOPING STORE**

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**PROJECT REPORT**

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**1.0 Executive Summary**

The purpose of this plan is to secure additional funding from an investor and a bank to cover the start-up costs.

Online shopping store is a start-up business dedicated to providing excellent quality of products to the customers, in a manner that generates fair and equitable returns for present and future owners, and superior value to our customers. Online shopping will experience explosive growth over the past few years.

Customers are going towards Online shopping store because they are offering a better product, at a reasonable price, and will deliver it on time to the customer's door.

**1.1 Objectives**

* To offer our customers excellent services, at a reasonable price, and provide outstanding customer experience, measured by minimum 5 percent yearly sales growth, and customer complaints less than 1 percent.
* To generate positive cash flow from operations, and at least 10 percent net profits to sales.

**1.2 Mission and Vision**

We are committed to providing the service quality and value that

our customers expect.

We will use our strategy, staff, and systems to provide each customer with a seamless three-part customer experience --service product, service environment, and service delivery -- each part of which will meet or exceed our customers' expectations.

* *Performance excellence*. We act like responsible owners, always seeking to meet or exceed expectations.
* *Teamwork*. We act as a team, committed to each other, and bound by trust and loyalty.
* *Integrity***.** We treat one another, and all our stakeholders with dignity and respect. Honesty, ethical behavior, and integrity are fundamental characteristics of our business conduct.

**1.3 Products and Services**

Online shopping store will offer a wide variety of products, such as men , women , kids fashion , furniture and electronic items.

**1.4 Market**

The main market segments are: a) individuals (retail customers) accounting for more than 90 percent of our sales, and b) local businesses (corporate customers) which, in terms of purchase orders, typically make larger orders for their employees and business needs.

Our main targets for the competitors is to provide:

* interactive --providing one to one interaction between buyers and sellers.
* resourced -- what resources we are using to make our website interactive.
* affordable--making our services affordable to everyone.

**2.0 Products and Services**

Online shopping store will offer a wide variety of products, such as men , women , kids fashion , furniture and electronic items.

We take orders online at any location. the product will be delivered to the customer as fast as possible.

**2.1 Business Model**

Online shopping store is a counter where customers order for products online, as opposed to go to malls or any brick and mortar place.

As explained in the previous section, our main products are a variety of fashion accessories, that are served at the counter, delivered at the locations indicated in the customer order. We take orders online at our location.

For online store we need high quality products.

**2.1.1 Competitive Landscape**

We have better quality products , fast delivery services at huge discounts and lower prices than other online shopping store.

**3.0 Strategy and Implementation Summary**

Our strategy is based on delivering a strong customer value proposition in a niche market.

We are building our marketing infrastructure so that we can eventually reach more customers. We focus on satisfying the needs of low-to middle class residents.

We intend to use various forms of marketing communication as an efficient way to reach our target market and raise their awareness about online shopping.

**3.1 SWOT Analysis**

The SWOT analysis provides us with an excellent opportunity to examine and evaluate the internal strengths and weaknesses of the project. It also allow us to focus on the external opportunities presented by the business environment as well as potential threats.

Next sections explain major strengths, weaknesses, opportunities, and threats that our project should be aware of.

**3.1.1 Strengths**

Our project has a valuable inventory of strengths that would help it to be successful. These strengths include:

a) reliable shopping store

b) excellent quality of products that is currently not available on other stores

c) clear vision of the market needs: we know the customers' needs

**3.1.2 Weaknesses**

Strengths are valuable, but it is useful to realize the weaknesses. We have identified some of our weaknesses:

a) start-up challenges

b) limited operating capacity during peak sales periods

**3.1.3 Opportunities**

Our project.'s strengths and the awareness of its weaknesses will help it capitalize on emerging opportunities. These opportunities include, but are not limited to:

a) fast growing competitions

b) consumer behavior changes due to the economic downturn, respectively an increased preference to buy affordable product instead of expensive one

**3.1.4 Threats**

Threats that our project should be aware of include:

a) slow recovery process of the economy from the current crisis

b) changes in the business environment that might reduce our sales

c) higher taxes in the future

d) higher interest rate, and higher inflation rate than predicted