

Assignment 1: Business Scenario

Case study: Oz Attitude

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Executive summary

Clothes retailing is a new industry and has only been around for around 200 years. However, it is now one of the largest segments in the world standing 4th on the industry ranking. Retail can be understood as the distribution of goods and related services to the final customers. It originated from local markets in England in the 18th century to become department stores a hundred years later and truly began its transformation to a giant industry in the 20th century, with the introduction to eCommerce as retailing made its mark on the dot-com business. The present and future of retail will highly be focused on internet penetration as the customer needs constantly grow, allowing brick-and-mortar stores to be renewed with more added features that revolve around customer service. Being aware of this trend, the OZ Attitude company came to us for an eCommerce website solution to expand their brand online, opening its way for promotion and internationalization.

One of the most instrumental tools to gaining business success is to identify your customer demographic, therefore adjusting your services and satisfying the customers' needs. The SWOT analysis examines 4 different aspects of the business, with its advantage of having an established brand with unique styles, providing a flow of regular customers, therefore having many opportunities for growth and expansion. However, the drawback of not having an eCommerce website pose threats to the company as its rival like fast fashion stores can overtake them at any time. Porter's Five Forces gives us a more insightful look at different threats the company must face, from external forces like competitors to the bargaining power of customers and providers. Moving the company's trademark online and adding a variety of styles can curb those threats significantly. The value proposition provides the customer the reasons to trust our quality products and services through our strict policies in quality control and full refund if the customer is unsatisfied. Given an Excel datasheet on the company's product sales and business activities, we can identify 3 key patterns that can provide insights for a manager, including the peak seasons of sales, the most profitable products, and the dominating gender among our customers.

Some discussion is needed after we introduce our website to the business, including key design principles, web visibility guidelines, and additional customer tools. For the design principle, the website is user-friendly with minimal settings but still allows the customer to access every service easily. Clear labeling of every website button, a message window, and feedback form to connect to our staff is provided, helping our customers with any difficulties. In terms of the web visibility guidelines, the system curb errors by maintaining consistency throughout every page with confirmation and cancel options upon any purchase of our customer. Finally, our company seeks further improvements with the additional customer tool, including the links to our social media sites, a feedback option, and international purchases with the influx of customers from other parts of the world including Germany, Spain, and China.

Introduction

This report will examine the key factors that determine the development and success of the OZ Clothing Company. The tools involved in achieving this goal are analysis on the industry background (the past, present, and future of the big segment of the retailing industry); customer identification, value proposition, and trend prediction through the given datasets; SWOT analysis and Porter's five forces will also be used to give insights on the internal and external impact on the company, as well study the competition of this demanding field to stay relevant and seek growth opportunities. The report will also include images of a mock-up non-functioning website to propose to the business, including a home page, a purchasing page, and an example of the output product page, as well as their mobile counterpart. There will also be a discussion on customer engagement tools after the mock-up website has been created.

Part A: Business Analysis

Industry background

Retailing has always had its stand on the rank of industries in the world, with the apparel and textile sector being the 4th biggest in the world (1). Having a thorough look through the development of this industry from its past, present, and prediction to the future trends of fashion will give us an insightful look at how we can develop our business, in this case, the OZ Attitude company.

The definition of retailing

Retailing can be defined as a process of distribution, in which all the activities involved in selling the merchandise directly to the final consumer (2). It includes the sales of products and services related to the product to the user who made the purchase.

The history of retailing

(3) The first transactions of clothing sales dated back to the 1800s when small markets in England sold their clothes ware to the locals. Even then, the sector was labeled as an instrumental part of the economy and was controlled and operated through a royal charter. As time went on, together with the development of market trading, residency was granted for skilled craftsmen in the field of footwear and clothing. The first retail stores in the 18th century, which sold a wide range of merchandise, were unable to succeed due to their lack of high-quality clothing and had to transform their businesses into specialist stores. A century later, the transformation of such stores to department stores took place. The 20th century ushered in the era of business for retailing, as the manufacturer did not simply focus on profit and margin anymore, but their power and niche in the marketplace, as those once single department stores became giant businesses with their ability to manipulate the market. The chain of interconnected businesses was then born.

(4) Moving to the 1970s and 1980s witnessed another transformation of retailing, as the internet was introduced together with eCommerce applications. The dot-com business initially gained all the hype as investors and entrepreneurs from around the world were putting in big investments, but soon received the disappointment as sales numbers did not live up to their expectations. The factor leading to the early failure of eCommerce is the reluctance of brick and mortar (B&M) businesses in opening online websites due to the fear that those sites would curb their store sales. This trend also led to the failure of many start-up companies. It is only in the 1990s when the term eCommerce became popular in the U.S.

for an emerging shopping cart system. After that, the term e-business was also invented in Europe. After the Dotcom Bubble burst with the collapse of many internet ventures did the 2 terms sounded a little self-conscious.

The present of retailing

Today, with the present of the 4th industrial revolution, together with the development of automation and the relevance of eCommerce, retailing is gaining its place as one of the top 4 industry segments in the world. Online shopping can be conducted through different platforms and portals, making the internet essentially a gigantic shopping mall. Retailers must take advantage of different internet analytic tools and strategies to promote their brands and stand out from the rest, utilizing resources in building their online store to be as equally, if not more engaging in comparison to their brick-and-mortar stores (5). OZ Attitude has realized this trend and is looking for an eCommerce website solution to their business, as the old ways of selling in physical stores are going out of date. Within a couple of touches, we can make purchases of any products we desire, which leads to the rapid advancement of online retailing. Social media plays an instrumental part as online influencers shape the latest trend to clothing, and we consumers are drawn to the cycle of buying and discarding, as fast fashion stores (H&M and Zara) are releasing 52 micro seasons per year (6).

The future of retailing

(7) The future of clothing retail will be highly focused on online penetration. As for physical stores, their part of selling and marketing will still be crucial, as to socialize and try on the piece of garment themselves. Research has also shown that shopping in brick-and-mortar stores provides more satisfaction in comparison to their online counterpart. The future is unclear, but we can see the stores with newly added features and services to draw in the customer and increase the customer return rate.

As big fast fashion brands are gaining their influence on the market, it will be likely that small clothing shops will be out of business. OZ Attitude needs to be highly aware of this trend, to keep its market niche and stay relevant.

Customer Identification

Gaining awareness of the customer demographic and analyzing key business attributes will give us an insightful look at how we can make enhancement and modernize our business to its fullest potential.

SWOT Analysis

(8)

Internal	Strengths	Weaknesses
	<ul style="list-style-type: none">• Rebellious clothing style with attitude, standing out from the current common pattern in today's clothing trends.• A well-established store from the 1980s with diverse culture and loyal customers who became famous tv and film star.	<ul style="list-style-type: none">• No eCommerce facilities and only a basic billboard style.• The rebellious style is not particularly popular amongst all the age ranges and customer demographics.

External	Opportunities <ul style="list-style-type: none"> • Taking advantage of our customers who are celebrities to promote the brand and carry out a strategic marketing plan. • Setting up an eCommerce website with the option for international purchase and shipping. • Decent potential for setting up abroad stores evident in their demographic of oversea customers (ex-backpackers and tourists from Germany, Spain, and now China). 	Threats <ul style="list-style-type: none"> • The rise of big businesses and brands can shadow the company, therefore a clear plan of continuous modification is a must to maintain the business.
	Positive	Negative

Porter's Five Forces

(9)

Threat of new competitors	This threat is relatively low as opening a new clothing store requires many factors like fabric provider, stylist, budget for renting infrastructure, employee, etc. OZ Attitude will have an advantage as a well-established brand with a stable flow of customers
Threat of new substitutes	Medium. As for now, the youth is aiming for styles of clothing that make them stand out, some of which include gothic and the rebellious style that OZ Attitude has to offer. However, in the fashion industry, new trends can always emerge as shifts appear every day, and it is not simple for a brand that solely focuses on a single style that expresses an attitude.
Intensity of rivalry amongst competitors	High. A clear example of this factor that can come to consider is the rise of fast fashion together with the trend of buying and throwing in today's timeline. OZ is gravitating toward building statement pieces that have a long date of application and age well with time. This direction can go both ways depending on if the customer is sustainable-oriented or not. If not, they will be drawn to the appeal of fast fashion and this company can slowly become irrelevant through time.
Bargaining power of consumers	High. As already mentioned above, the wide choice of styles, stores, and different brands is presented, allowing customers to easily switch to another fashion provider by choice. Consumer behavior and decision can make tremendous impacts on the business. Therefore, the store must come up with strategies to keep the influx of guests to the store and to the new online website that will be added shortly after our report
Bargaining power of suppliers	Low. The cost of labor, as well as clothing material, is relatively cheap. For the scenario, the company is based in Australia, next to Southeast Asia where the needed budget for providers is lower in comparison to Australia itself as the blue-collar workforce in countries like Vietnam and the Philippines is massive (10). Therefore, suppliers will not have leverage when it comes to bargaining.

Value proposition

(11) From our beginning from scratch, we are now more than humbled to be trusted by our dearest customers, giving us the motivation needed for sustaining our products, service quality, and looking for future growth. At Oz Attitude, you can find a variety of garments and accessories made from the latest, cutting-edge technology with a reasonable price and longevity that is worth every of your penny. The product value is not promised to beloved customers by word of mouth, but through our strict criteria that are listed below:

1. The product must be current with a 'rebellious' attitude, sticking with our unique style that has gained its reputation since our early age.
2. The product must be all-purpose, functional for everyday wearing and styling.
3. The standard and quality must be double-checked by our experienced staffs with no errors allowed.
4. The product must be made from trusted sources, whether it is local or internationally made. Ethical working conditions and strengthening environmental control are highly prioritized and if any violation occurs, a heavy penalty will be made, and those products will not be delivered to the final customers.

(12) At the OZ Attitude Clothing Company, we are proud to offer the highest quality product and services, with an environmental consciousness for a sustainable future. The debut of the winter and summer collections, which we commemorate with a (catwalk style) fashion show at all of our stores during the first week of winter and the first week of spring, is the highlight of our year. In any case of our customer receiving an errored product, our policy of returning and refunding the product will be available and we will offer a sale coupon for your next purchase. All our shopping stores will be placed in street-front stores as a token of support for the local shopping community, and no stores will be found in busy shopping centers. It is our honor to provide high-standard products and services to beloved customers.

Excel datasheet analysis

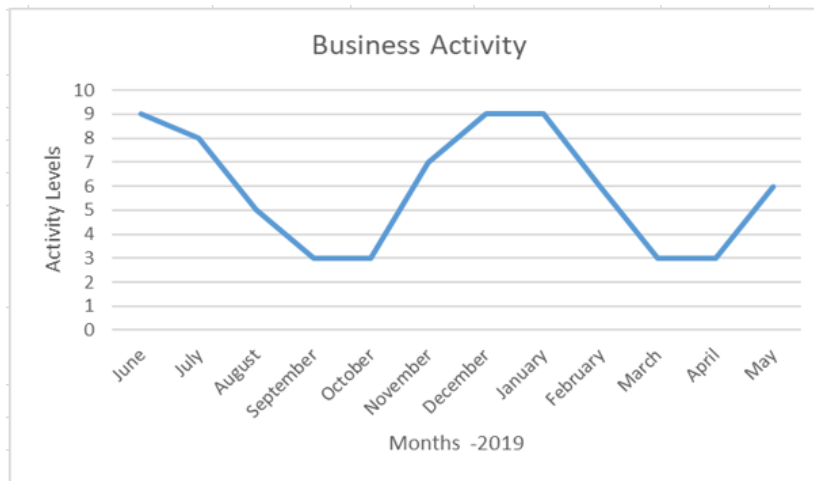
Spreadsheet view

Oz Attitude clothes sold in 1 working week (6 days) over June 03- 08 2019												
Product	Style Name	Gender	Size	Unit Retail Price	Qty sold	Day Sold	Wholesale Price	Retail Sales Total	Wholesale Sales Total	Profit	Retail Sales Total after surcharge	
Hoodie	Cool Queen	Female	S	\$ 29.99	4	FRI	\$ 24.89	\$ 119.96	\$ 99.57	\$ 20.39	\$ 125.96	
Jacket	Puffer Vest	Unisex	M	\$ 28.99	5	WED	\$ 23.48	\$ 144.95	\$ 117.41	\$ 27.54	\$ 152.20	
Hoodie	Hoodlum2	Male	S	\$ 39.99	2	FRI	\$ 33.19	\$ 79.98	\$ 66.38	\$ 13.60	\$ 83.98	
Active Wear	7/8 Reversible	Female	M	\$ 45.99	1	WED	\$ 35.41	\$ 45.99	\$ 35.41	\$ 10.58	\$ 48.29	
Active Wear	7/8 Reversible	Female	S	\$ 45.99	4	THUR	\$ 35.41	\$ 183.96	\$ 141.65	\$ 42.31	\$ 193.16	
Jacket	Hoody Anorak	Male	M	\$ 79.95	3	SAT	\$ 64.76	\$ 239.85	\$ 194.28	\$ 45.57	\$ 251.84	
Active Wear	7/8 Reversible	Female	S	\$ 45.99	5	FRI	\$ 35.41	\$ 229.95	\$ 177.06	\$ 52.89	\$ 241.45	
Hoodie	Cool Queen	Female	M	\$ 29.99	7	FRI	\$ 24.89	\$ 209.93	\$ 174.24	\$ 35.69	\$ 220.43	
Active Wear	Gym T	Female	S	\$ 24.99	7	FRI	\$ 19.24	\$ 174.93	\$ 134.70	\$ 40.23	\$ 183.68	
Hoodie	Hoodlum1	Male	M	\$ 35.99	4	FRI	\$ 29.87	\$ 143.96	\$ 119.49	\$ 24.47	\$ 151.16	
Jacket	Hoody Denim	Female	M	\$ 75.95	2	THUR	\$ 61.52	\$ 151.90	\$ 123.04	\$ 28.86	\$ 159.50	
Jacket	Hoody Denim	Female	S	\$ 75.95	5	FRI	\$ 61.52	\$ 379.75	\$ 307.60	\$ 72.15	\$ 398.74	
Active Wear	7/8 Rib	Female	S	\$ 39.99	2	MON	\$ 30.79	\$ 79.98	\$ 61.58	\$ 18.40	\$ 83.98	
Tshirt	Foxy	Female	S	\$ 19.99	2	WED	\$ 17.59	\$ 39.98	\$ 35.18	\$ 4.80	\$ 41.98	
Hoodie	Xena	Female	L	\$ 36.99	5	FRI	\$ 30.70	\$ 184.95	\$ 153.51	\$ 31.44	\$ 194.20	
Tshirt	Foxy	Female	S	\$ 19.99	2	TUE	\$ 17.59	\$ 39.98	\$ 35.18	\$ 4.80	\$ 41.98	
Jacket	Puffer Vest	Unisex	S	\$ 28.99	3	THUR	\$ 23.48	\$ 86.97	\$ 70.45	\$ 16.52	\$ 91.32	
Hoodie	Hoodlum2	Male	L	\$ 39.99	3	FRI	\$ 33.19	\$ 119.97	\$ 99.58	\$ 20.39	\$ 125.97	
Hoodie	Hoodlum2	Male	XL	\$ 39.99	4	SAT	\$ 33.19	\$ 159.96	\$ 132.77	\$ 27.19	\$ 167.96	
Shorts	Venus Denim	Female	S	\$ 19.99	2	THUR	\$ 17.59	\$ 39.98	\$ 35.18	\$ 4.80	\$ 41.98	
Active Wear	7/8 Reversible	Female	L	\$ 45.99	3	SAT	\$ 35.41	\$ 137.97	\$ 106.24	\$ 31.73	\$ 144.87	
Hoodie	Hoodlum2	Male	L	\$ 39.99	1	THUR	\$ 33.19	\$ 39.99	\$ 33.19	\$ 6.80	\$ 41.99	
Active Wear	7/8 Rib	Female	M	\$ 39.99	4	THUR	\$ 30.79	\$ 159.96	\$ 123.17	\$ 36.79	\$ 167.96	
Shorts	Chino Boss	Male	M	\$ 22.99	1	THUR	\$ 20.23	\$ 22.99	\$ 20.23	\$ 2.76	\$ 24.14	
Active Wear	Gym T	Female	S	\$ 24.99	11	SAT	\$ 19.24	\$ 274.89	\$ 211.67	\$ 63.22	\$ 288.63	
Active Wear	7/8 Rib	Female	S	\$ 39.99	7	SAT	\$ 30.79	\$ 279.93	\$ 215.55	\$ 64.38	\$ 293.93	
Hoodie	Hoodlum2	Male	M	\$ 39.99	5	SAT	\$ 33.19	\$ 199.95	\$ 165.96	\$ 33.99	\$ 209.95	

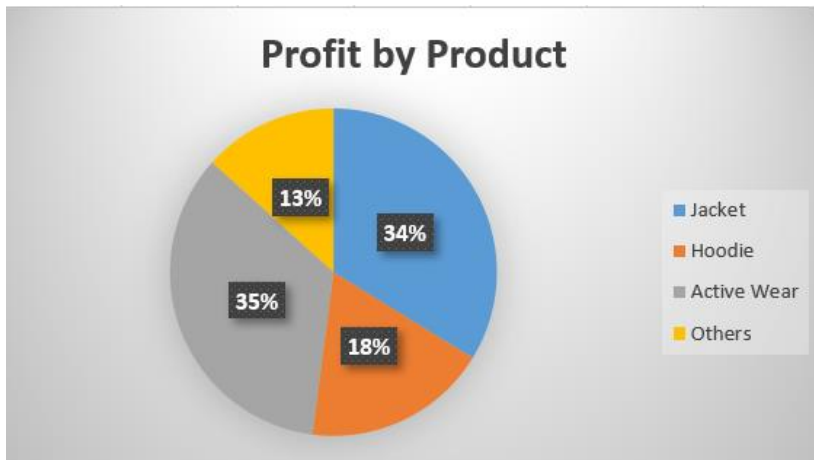
Formular view

Unit Retail Price	Qty sold	Day Sold	Wholesale Price	Retail Sales Total	Wholesale Sales Total	Profit	Retail Sales Total after surcharge
29.99	4	FRI	=VLOOKUP(B4,\$F\$110:\$G\$110,G4)	=F4*G4	=I4*G4	=J4-K4	=F(B4="Hat",J4*100%,J4*105%)
28.99	5	WED	=VLOOKUP(B5,\$F\$110:\$G\$110,G5)	=F5*G5	=I5*G5	=J5-K5	=F(B5="Hat",J5*100%,J5*105%)
39.99	2	FRI	=VLOOKUP(B6,\$F\$110:\$G\$110,G6)	=F6*G6	=I6*G6	=J6-K6	=F(B6="Hat",J6*100%,J6*105%)
45.99	1	WED	=VLOOKUP(B7,\$F\$110:\$G\$110,G7)	=F7*G7	=I7*G7	=J7-K7	=F(B7="Hat",J7*100%,J7*105%)
45.99	4	THUR	=VLOOKUP(B8,\$F\$110:\$G\$110,G8)	=F8*G8	=I8*G8	=J8-K8	=F(B8="Hat",J8*100%,J8*105%)
79.95	3	SAT	=VLOOKUP(B9,\$F\$110:\$G\$110,G9)	=F9*G9	=I9*G9	=J9-K9	=F(B9="Hat",J9*100%,J9*105%)
45.99	5	FRI	=VLOOKUP(B10,\$F\$110:\$G\$110,G10)	=F10*G10	=I10*G10	=J10-K10	=F(B10="Hat",J10*100%,J10*105%)
29.99	7	FRI	=VLOOKUP(B11,\$F\$110:\$G\$110,G11)	=F11*G11	=I11*G11	=J11-K11	=F(B11="Hat",J11*100%,J11*105%)
24.99	7	FRI	=VLOOKUP(B12,\$F\$110:\$G\$110,G12)	=F12*G12	=I12*G12	=J12-K12	=F(B12="Hat",J12*100%,J12*105%)
35.99	4	FRI	=VLOOKUP(B13,\$F\$110:\$G\$110,G13)	=F13*G13	=I13*G13	=J13-K13	=F(B13="Hat",J13*100%,J13*105%)
75.95	2	THUR	=VLOOKUP(B14,\$F\$110:\$G\$110,G14)	=F14*G14	=I14*G14	=J14-K14	=F(B14="Hat",J14*100%,J14*105%)
75.95	5	FRI	=VLOOKUP(B15,\$F\$110:\$G\$110,G15)	=F15*G15	=I15*G15	=J15-K15	=F(B15="Hat",J15*100%,J15*105%)
39.99	2	MON	=VLOOKUP(B16,\$F\$110:\$G\$110,G16)	=F16*G16	=I16*G16	=J16-K16	=F(B16="Hat",J16*100%,J16*105%)
19.99	2	WED	=VLOOKUP(B17,\$F\$110:\$G\$110,G17)	=F17*G17	=I17*G17	=J17-K17	=F(B17="Hat",J17*100%,J17*105%)
36.99	5	FRI	=VLOOKUP(B18,\$F\$110:\$G\$110,G18)	=F18*G18	=I18*G18	=J18-K18	=F(B18="Hat",J18*100%,J18*105%)
19.99	2	TUE	=VLOOKUP(B19,\$F\$110:\$G\$110,G19)	=F19*G19	=I19*G19	=J19-K19	=F(B19="Hat",J19*100%,J19*105%)
28.99	3	THUR	=VLOOKUP(B20,\$F\$110:\$G\$110,G20)	=F20*G20	=I20*G20	=J20-K20	=F(B20="Hat",J20*100%,J20*105%)
39.99	3	FRI	=VLOOKUP(B21,\$F\$110:\$G\$110,G21)	=F21*G21	=I21*G21	=J21-K21	=F(B21="Hat",J21*100%,J21*105%)
39.99	4	SAT	=VLOOKUP(B22,\$F\$110:\$G\$110,G22)	=F22*G22	=I22*G22	=J22-K22	=F(B22="Hat",J22*100%,J22*105%)
19.99	2	THUR	=VLOOKUP(B23,\$F\$110:\$G\$110,G23)	=F23*G23	=I23*G23	=J23-K23	=F(B23="Hat",J23*100%,J23*105%)
45.99	3	SAT	=VLOOKUP(B24,\$F\$110:\$G\$110,G24)	=F24*G24	=I24*G24	=J24-K24	=F(B24="Hat",J24*100%,J24*105%)
39.99	1	THUR	=VLOOKUP(B25,\$F\$110:\$G\$110,G25)	=F25*G25	=I25*G25	=J25-K25	=F(B25="Hat",J25*100%,J25*105%)
39.99	4	THUR	=VLOOKUP(B26,\$F\$110:\$G\$110,G26)	=F26*G26	=I26*G26	=J26-K26	=F(B26="Hat",J26*100%,J26*105%)
22.99	1	THUR	=VLOOKUP(B27,\$F\$110:\$G\$110,G27)	=F27*G27	=I27*G27	=J27-K27	=F(B27="Hat",J27*100%,J27*105%)
24.99	11	SAT	=VLOOKUP(B28,\$F\$110:\$G\$110,G28)	=F28*G28	=I28*G28	=J28-K28	=F(B28="Hat",J28*100%,J28*105%)
39.99	7	SAT	=VLOOKUP(B29,\$F\$110:\$G\$110,G29)	=F29*G29	=I29*G29	=J29-K29	=F(B29="Hat",J29*100%,J29*105%)
39.99	5	SAT	=VLOOKUP(B30,\$F\$110:\$G\$110,G30)	=F30*G30	=I30*G30	=J30-K30	=F(B30="Hat",J30*100%,J30*105%)
19.99	2	THUR	=VLOOKUP(B31,\$F\$110:\$G\$110,G31)	=F31*G31	=I31*G31	=J31-K31	=F(B31="Hat",J31*100%,J31*105%)

Trend 1



Trend 2



Trend 3



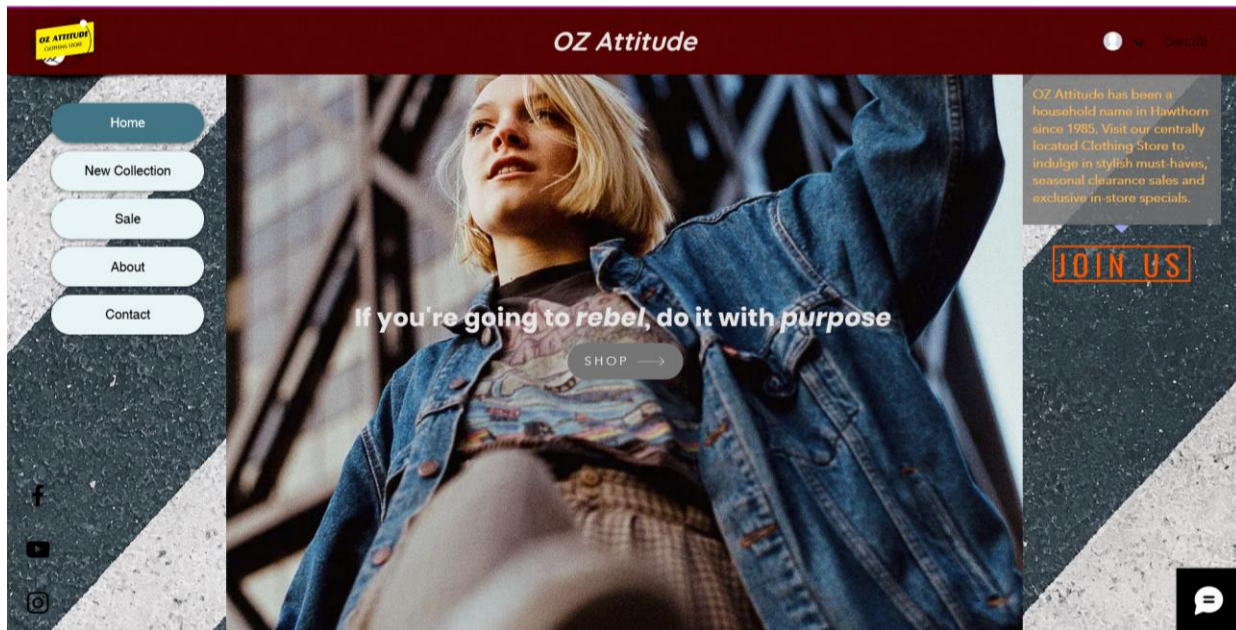
After having an insightful look at the data presented in the spreadsheet, I have recognized 3 patterns that can assist a manager to develop the business to its fullest potential. All of the visualizations presented have taken data from the OZ Attitude Excel sheet.

1. Business activities peaked in June, which is the summer, and the holiday season of December and January. A business manager can take advantage of this and organize new collection releases on these occasions, with more quantity and variety of items to satisfy the customer's needs of purchasing.
2. Activewear and jacket products gained the most profit, in comparison to the 2 options of hoodie and other pieces. Therefore, the business can make use of this and shift more focus to designing and styling these products.
3. Female buyers are dominant, with the amount of profit generated registered at around \$1800, almost doubled its male and unisex counterpart combined, which stood at \$800 and \$200 respectively. This trend can be explained by the popularity of the gothic and rebellious style among the female demographic in comparison to male customers. A manager can make use of this and offer more clothing samples and accessories to female customers.

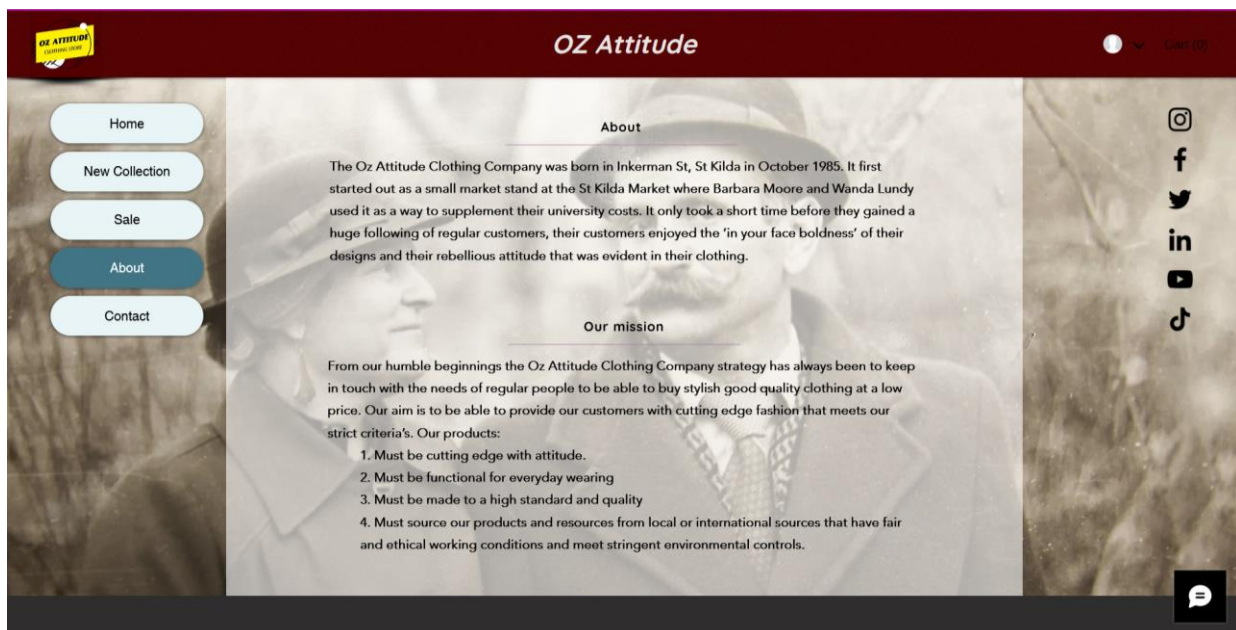
Part B: Developing a mock-up of a non-functioning business website

Design three main prototype pages and three web-based pages

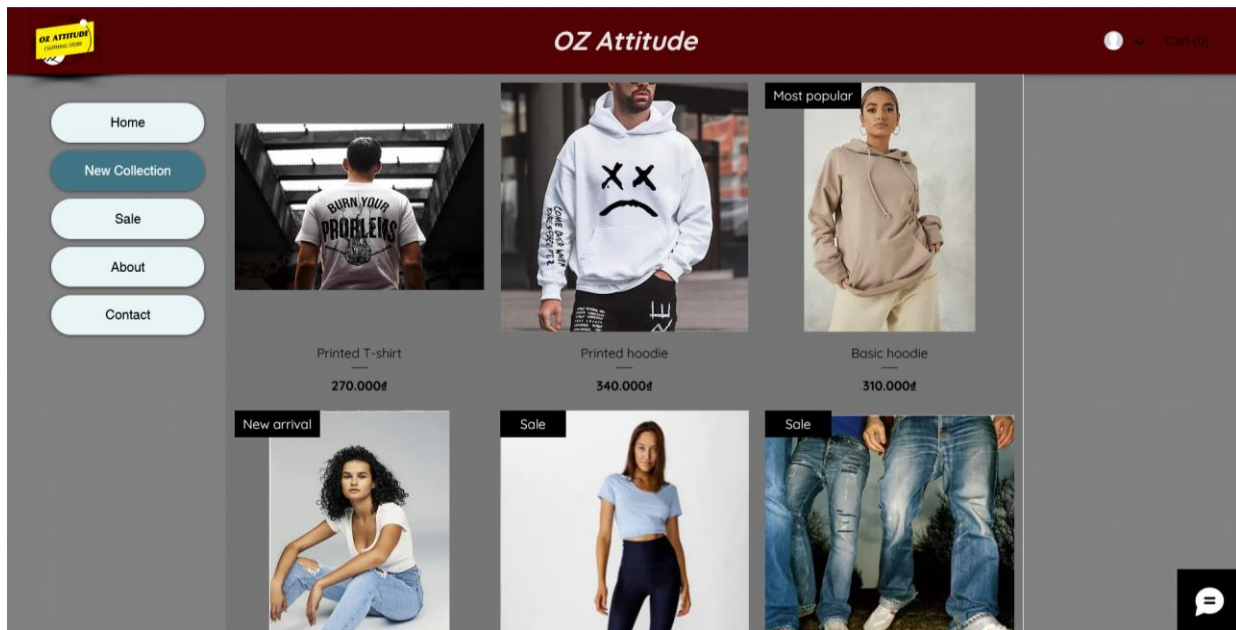
Main page (Homepage)



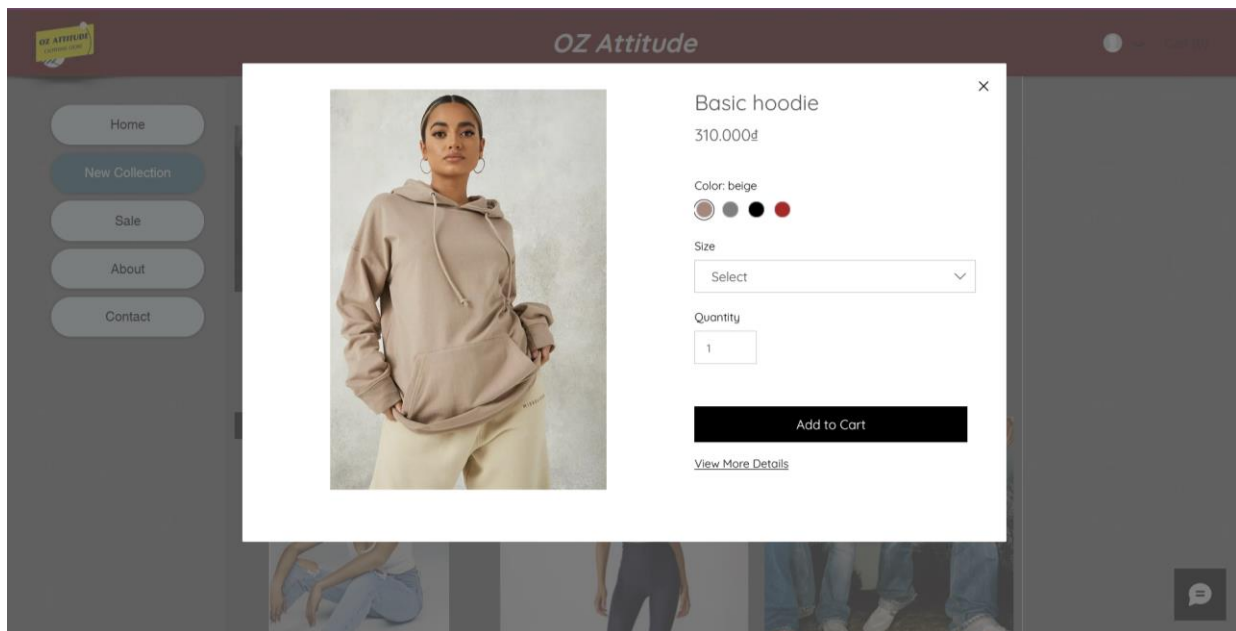
About us



Purchasing/Booking page



Example output product

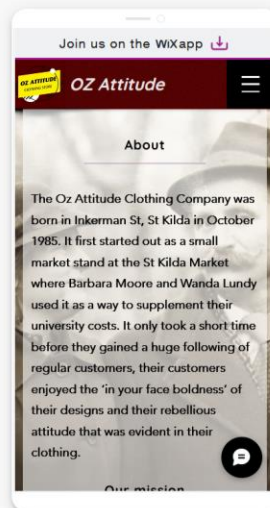


Mobile counterparts

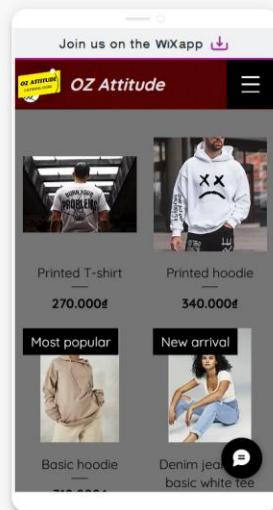
Main page (Homepage)



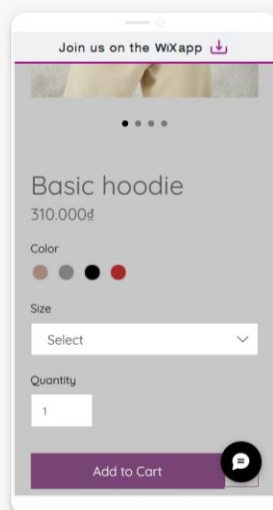
About us



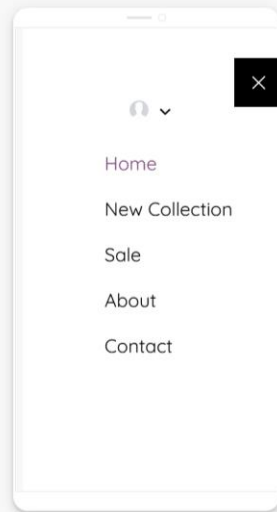
Purchasing/Booking page



Example output product



Mobile navigation bar

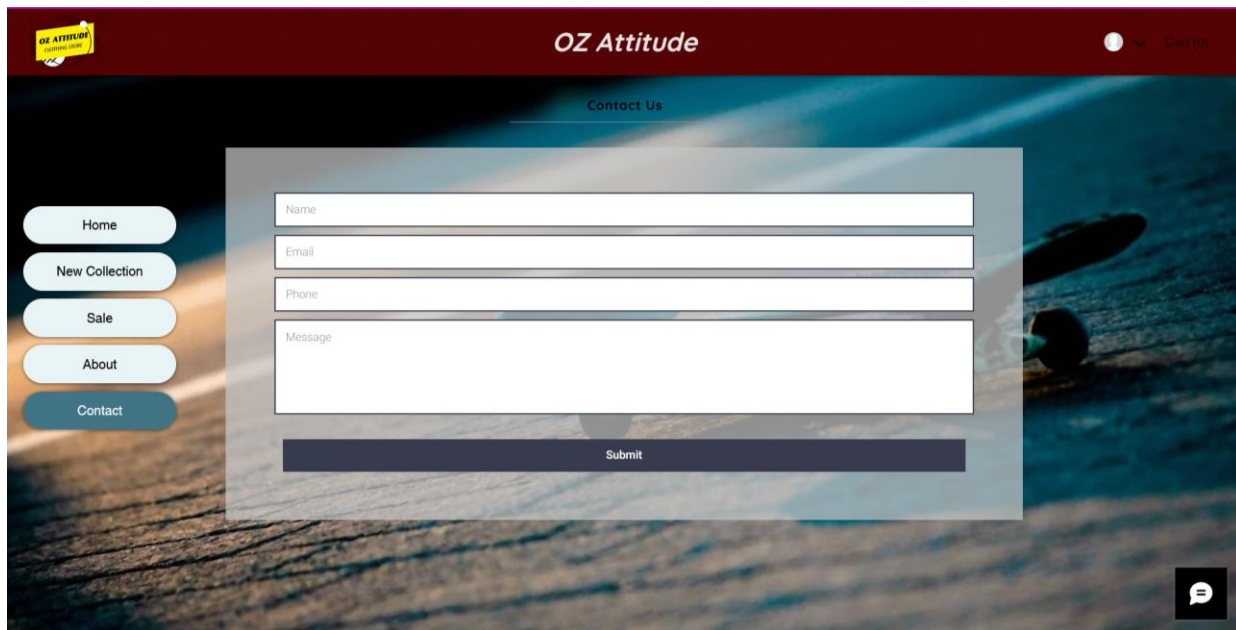


Discuss the elements

Design principles

- **Affordance:** The site is new user friendly as the buttons are minimized but still provide every need of a customer through the navigation bar on the left-hand side.
- **Consistency:** The design is consistent through every page following the same rule of viewing and clicking on different elements on the pages.
- **Constraints:** Some elements like the advertisement sidebar are hidden on the mobile page for easier navigation and content display. Another case is the left-handed navigation bar on the computer interface which was converted to a small button on the top right-hand side to save our display property as it only pops up upon a click.
- **Visibility:** All services and options are displayed on the screen, from messaging our online staff for help (the chatbox on the bottom right-hand side) or the link to our social media pages (displayed on the bottom left-hand side of the homepage). Clear labeling of every button is also another crucial factor.
- **Feedback:** In addition to the message icon mentioned above, customers can also give feedback, constructive criticism through our contact form. The purpose is clear as we want to constantly enhance our services and products, satisfy all the needs of customers. The form is located on the contact us page as displayed below.

Feedback form

The image shows a screenshot of a web browser displaying the 'OZ Attitude' website. The header is dark red with the 'OZ Attitude' logo on the left and a shopping cart icon with 'Cart (0)' on the right. Below the header, there's a 'Contact Us' section. On the left side of this section, there's a vertical navigation menu with buttons for 'Home', 'New Collection', 'Sale', 'About', and 'Contact'. The 'Contact' button is highlighted. In the center, there's a contact form with input fields for 'Name', 'Email', 'Phone', and 'Message', followed by a 'Submit' button. The background of the page features a close-up image of a person's foot stepping on a wooden surface.

Web visibility guidelines

- Visibility of system status: Our system uses the standard purchasing procedures after adding your desired products to the cart, minimizing any confusion caused to customers. In the case of the customer getting stuck, our online staff is always available for assisting with just 1 click away from the message button.
- Error prevention: Every transaction of ours is required to be confirmed by the buyer, curbing the rate of unwanted mistakes. In case of misclicks and errors, the customer can always cancel the purchase in advance of shipping or visit any of our stores for returning and refunding.
- Consistency and standards: The user interface is consistent throughout all the web pages, using the same theme and navigation.

Identify three additional customer tools

The three customer tools/engagement methods used in designing the website are:

- Social media sites, which include Facebook, Instagram, and YouTube, for advertisement and promoting the main eCommerce website.
- Feedback option as already mentioned in the Design Principles section.
- International purchase and shipping, as the company has gained a lot of interest from customers overseas (Germany, Spain, China), together with the preparation of opening new facilities abroad.

Summary

In conclusion, the report aims to provide a detailed look at the industry background, customer identification, and the development of a mock-up non-functional website to gain business advantage, develop the company to its fullest potential, and get a competitive edge on the market value. An additional recommendation for the company is to make collaborations with loyal customers who

became celebrities for new collection drops. This can elevate the business' reputation and promote the brand at a national and international scale, expanding the trademark of OZ Attitude.

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