

# Thrift Haven

IT Project Management and Entrepreneurship  
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Section: 01



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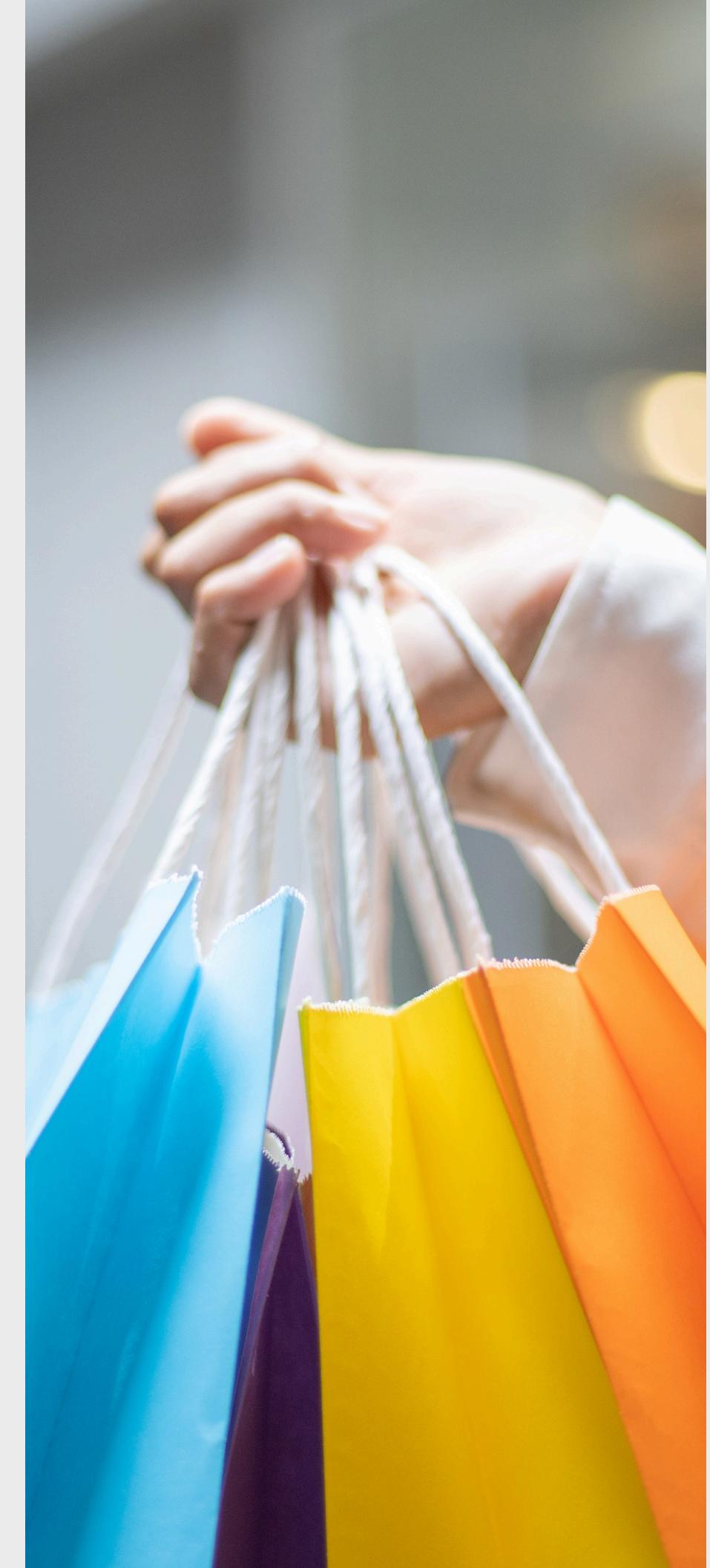
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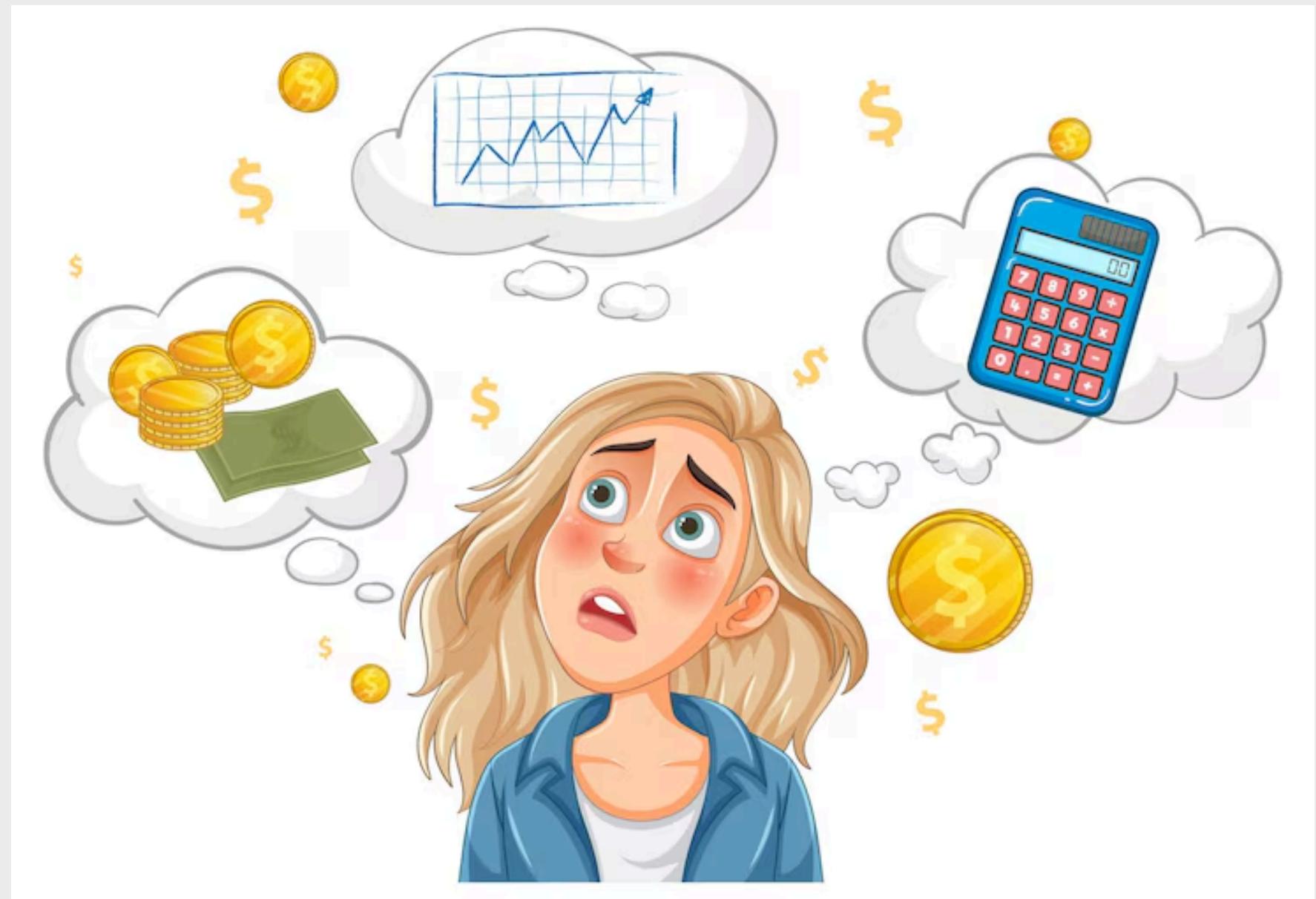


## 🛍️ What is Thrift Shopping?

- Buying second-hand or gently used items
- Includes clothing, accessories, furniture, books, and more
- Items are sold at lower prices than retail
- Available at thrift stores, consignment shops, flea markets, and online platforms
- Promotes reuse and reduces consumer waste

## 👉 Real-Life Example: Wedding Season & Thrift Shopping

- Girls often avoid repeating outfits during wedding events
- New dresses are expensive but usually worn only once
- Instead of letting them sit unused, these dresses can be sold through thrift platforms
- Others can buy them at lower prices—stylish, affordable, and sustainable
- Thrift shopping creates a win-win: save money, reduce waste, and look fabulous!



# About Thrift Haven

- Mission: Revolutionizing second-hand shopping with high-quality, affordable, and eco-friendly products
- Vision: Creating a sustainable shopping alternative that benefits communities and the environment
- Core Values: Sustainability, Affordability, Community Engagement, Quality



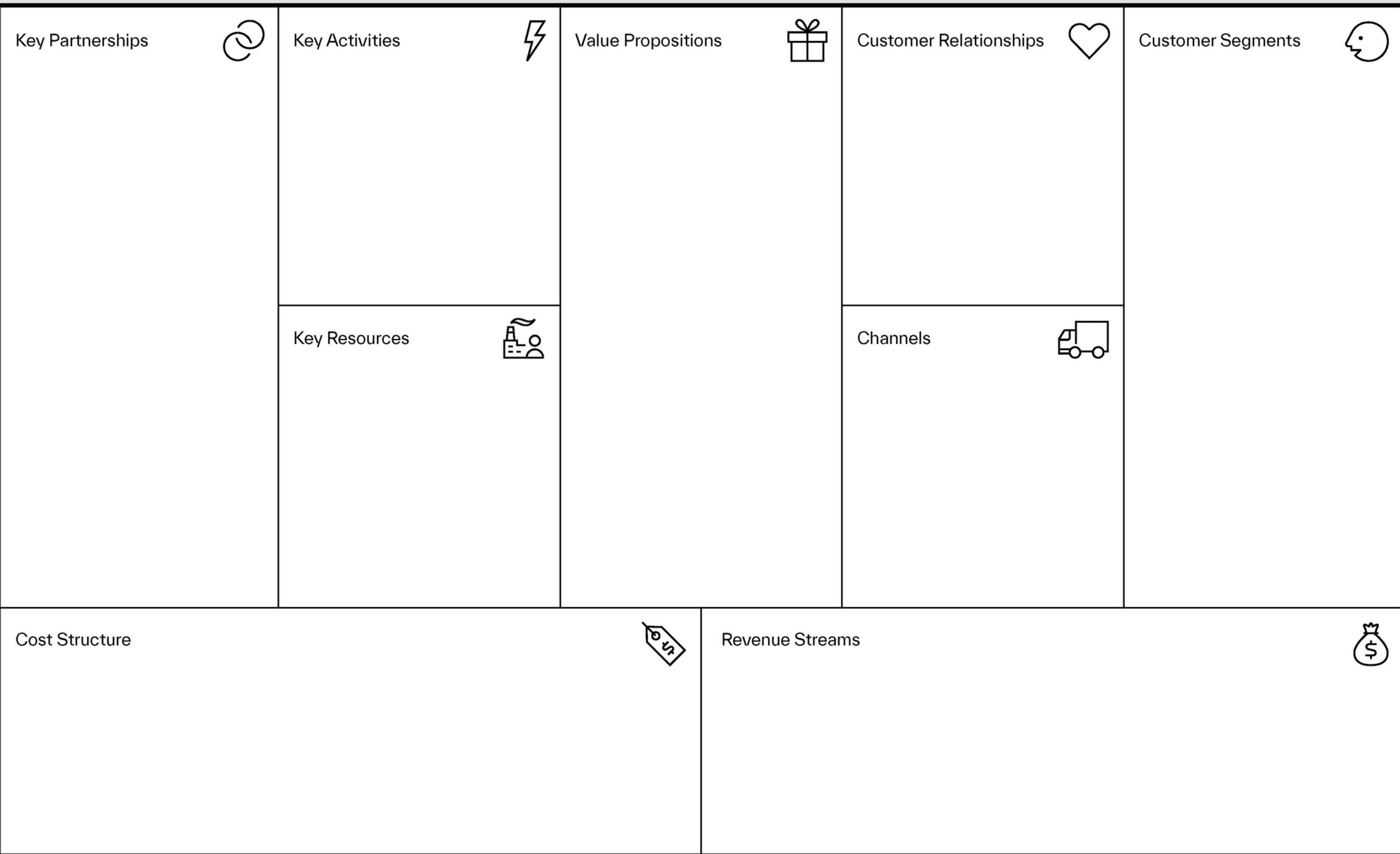
# The Business Model Canvas

Designed for:

Designed by:

Date:

Version:



# Customer Segment

- Eco-conscious consumers
- Budget-minded shoppers
- Vintage and unique item enthusiasts
- Sustainable lifestyle advocates
- Local community members

# Customer Relationships

- Community events
- Sustainability programs
- Styling services
- Social media engagement

# Channels

- Physical storefront
- Online platform
- Social media
- Community events

# Value Propositions

- Affordable quality items
- Curated selection
- Sustainable shopping
- Community engagement
- Environmental impact reduction

# Cost Structure

- Rent
- Salaries
- Platform maintenance
- Marketing
- Inventory management

# Revenue Streams

- In-store sales
- Online sales
- Styling services
- Vintage auctions
- Exclusive drops

# Key Resources

- Curated inventory
- Retail space
- Online platform
- Community partnerships
- Knowledgeable staff

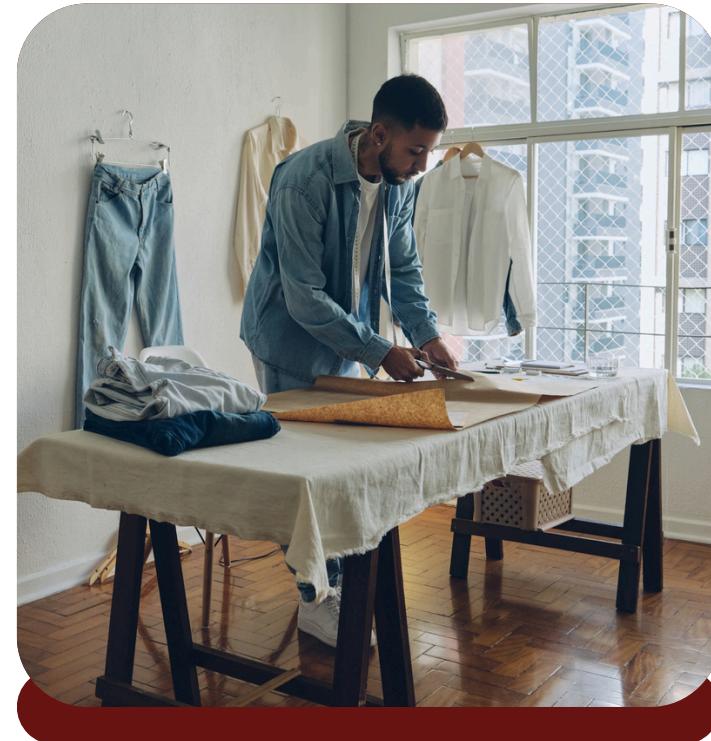
# Key Activities

- Collection and curation
- Organization by category
- Event hosting
- Platform management
- Sustainability education

# Key Partnerships

- Local communities
- Donation centers
- Sustainable brands
- Local artists
- Environmental organizations

# Growth Strategy



## Phase 1: Establishment

- Launch physical store
- Develop online platform
- Build partnerships
- Establish customer base

## Phase 2: Expansion

- Open additional stores
- Enhance online shipping
- Develop seasonal strategies
- Increase marketing

## Phase 3: Diversification

- Artist upcycling collaborations
- Designer partnerships
- Expand services
- Create membership models

# Marketing Strategy

- Strong social media presence highlighting unique finds
- Sustainability-focused content marketing
- Community events as marketing opportunities
- Partnerships with influencers in sustainable fashion



# Conclusion

## Impact Metrics

- Environmental impact
- Community engagement
- Customer satisfaction
- Inventory growth

## Future Vision

- Leader in sustainable retail
- Nationwide store network
- Influencing industry standards
- Measurable environmental impact



# thank You!

