



reTale

**Find value in
everything**



Ease the life of financially conscious students

VISION

“To create sustainable consumption by transitioning to reuse essential goods needed in students life”



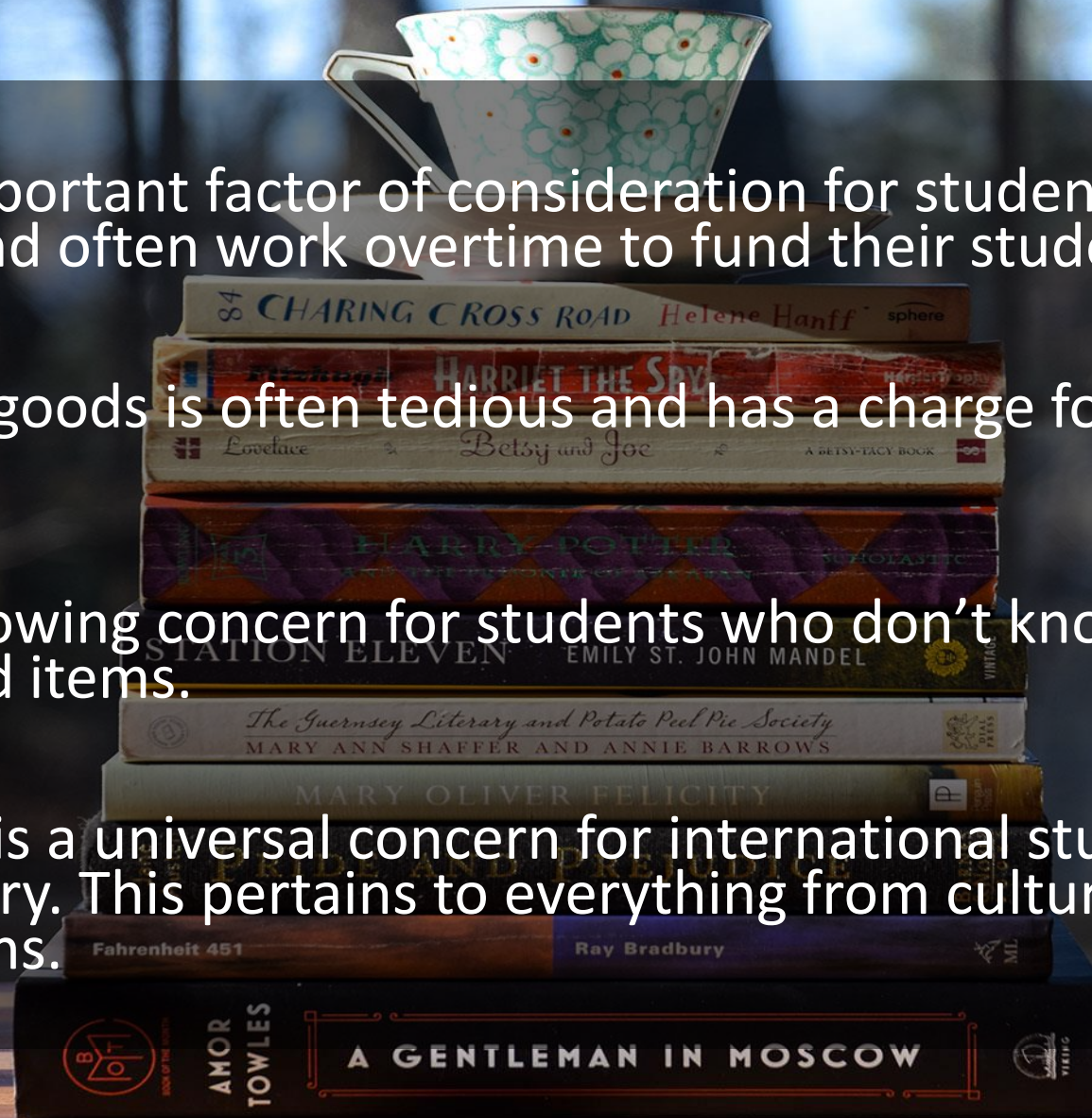
Our purpose is to shape the future of trade for students and exemplify values of inclusivity, sustainability and reusability

PURPOSE



PROBLEM

- **BUDGET** is an important factor of consideration for students who have limited money and often work overtime to fund their student life.
- **SELLING** unused goods is often tedious and has a charge for digital shelf space.
- **WASTAGE** is a growing concern for students who don't know what to do with their unused items.
- **UNFAMILIARITY** is a universal concern for international students who are new to the country. This pertains to everything from culture, location and purchase decisions.



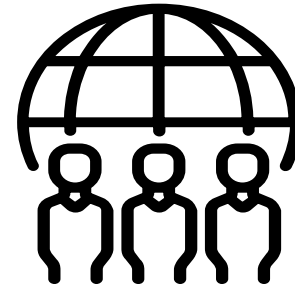
SOLUTION



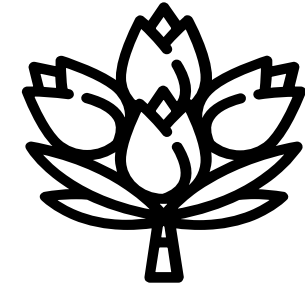
**Dedicated goods reselling
platform for students**



**Save and earn money
through pre-owned
sale transactions**



**Share culture with
students from similar and
different backgrounds**



**Cognizant of environmental
issues by reducing wastage
and promoting reuse**

MARKET SIZE

**2.45
Million**

Students are
studying for higher
education in UK

650K +

Intl. Students in the
UK of which post grad
students from Non-EU
countries are majority

**£ 8.46
Billion**

Value of untapped
unvalued products
owned by students,
each of whom own
£6,045 worth items

**39% of
Students**

Plan to sell their items
online to fund their
expenses. Meaning
they admit to binning
unwanted items

COMPETITIVE ANALYSIS

Company

eBay

Gumtree

Paperclip

1

Product/Service

Multinational Ecommerce cooperation that facilitates consumer to consumer and business to consumer sales.

Gumtree is a site filled with classified ads, with everything from jobs to properties. It's free for private sellers to post ads in the "for sale" section of the site

Location based item trading app that lets you find unwanted items in your area and make offers to trade for your own items

2

Revenue

10.27 Billion USD

\$68.96 million

20.6 Million USD

3

Growth

11%

Profitable

Organic uplift by 210%, increased their daily active users (DAU) by 250%

4

Price Structure

Transaction fees

listing fees, product promotions, referral fees, as well as banners ads on its website.

N/A

5

Marketing Strategies

Market oriented pricing strategy

Successful Mobile app. Efficient Social media unit; selling point is the daily deals

N/A

6

Strength

Large number of users
One can sell anything;
Availability of Resolution centre in case of any disputes

The site is better for larger and bulky items.
No fees charged .

Within the app one is able to set a price for an item or trade it for something else
A built-in chat system to negotiate with users, and the ability to follow other traders and receive alerts when they add new items

7

Weakness

Seller has to pay a fees and has to post the item (unless you find a buyer who happens to be local)
eBay most likely favours the buyer

Lower response rate than eBay

Platform is in the nascent stage, yet to develop customer friendly features and set up mode of delivery

Ilkay Ovaciklioglu



"I need to buy a new chair to set up my workspace. I am thinking of a second-hand chair. What do you say?"

Age: 23

Nationality: Turkey

Course: BSc Exchange

Location: Aston Brook
Green

BIO

Ilkay is a 23 years old exchange program BSc student at Aston University. He is from Istanbul and he is here in Birmingham for 6 months to finish his one semester. He lives in a shared rented apartment near the University. And as most of the classes are online he wishes to buy a comfortable study chair. With all the bills being his responsibility he decides to do some cost-cutting on his needs and surf pre-owned items online

GOALS

- Set up study space in his rented house so that he can sit for long hours to study
- Find economical options online
- Save money

FRUSTRATIONS

- Likes the chair offline and online but hates the pricing
- Not easy to sit for long hours for classes and self-study without a comfortable chair

Reading

Travelling

Cooking

Emotional

Meeting new people

MOTIVATION

Price



Work



Responsibilities



OPTIONS

- Online furniture e-com sites
- Offline furniture showrooms
- Online pre-owned furnitures

CUSTOMER JOURNEY MAP

AWARENESS

- Social Media
- Word of Mouth
- Networking Events
- Digital Marketing

1. Sees commercial videos on YouTube
2. See add on Facebook
3. Referral schemes for students

EXPLORE

- Review
 - Compare
 - Search
3. Searches for online reviews
 4. Check feedback with peers
 5. Compare with other website/services

ACQUISITION

- Mobile App
 - University Kiosks
 - Meet and take
5. Download mobile app and register
 6. Filter based on user's university and course
 7. Search and add the product
 8. Buyer and seller can meet to exchange the product

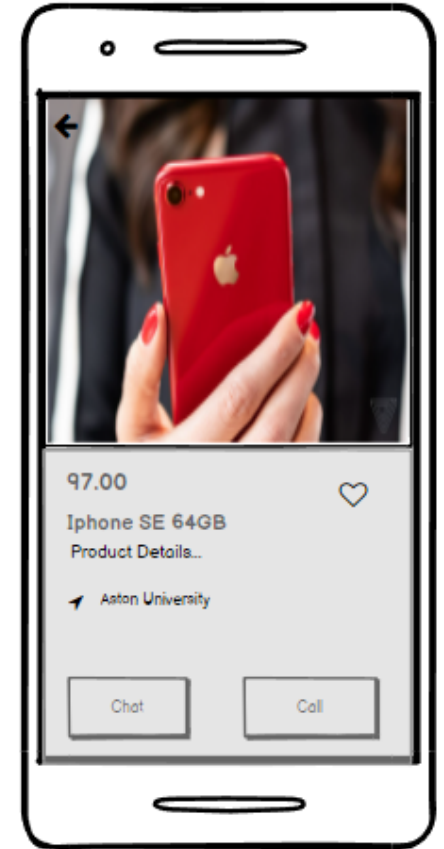
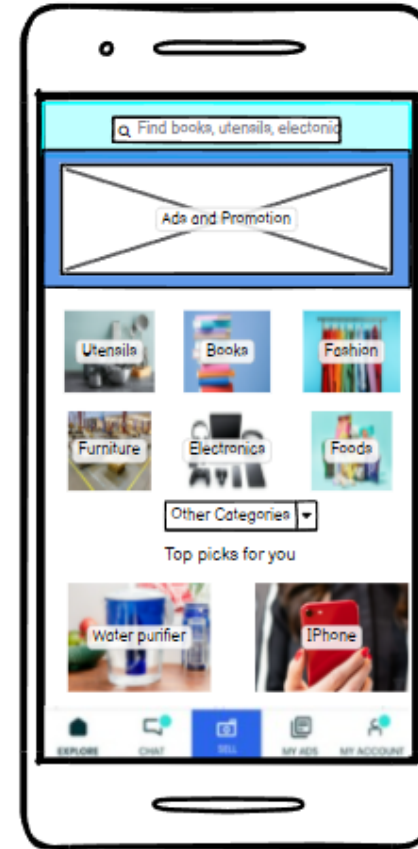
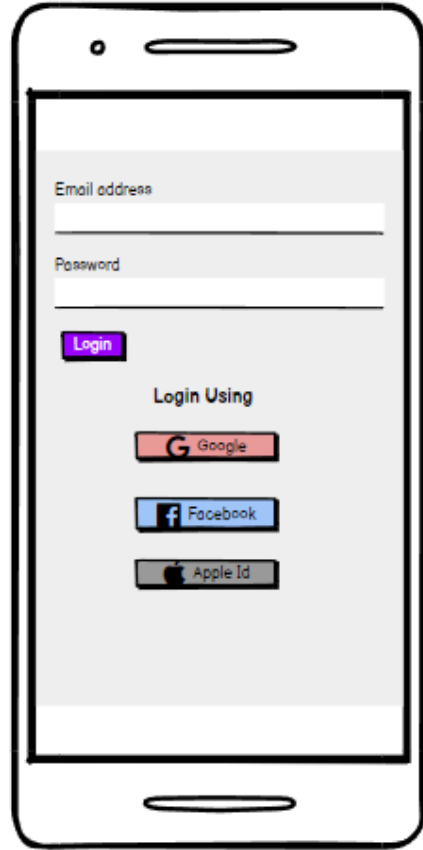
SERVICE

- Pick up points
 - Door to door service
 - Quality Check
 - Customer service
9. Check the quality before transaction
 10. On demand door to door delivery for the buyer.
 11. 24*7 Customer Service to help users

LOYALTY

- Subscriptions
 - Referral Schemes
 - Retention
12. Subscribe for additional features
 13. Refer and get rewards
 14. Target marketing for retention of customers

WIREFRAMING OF APP



INTEGRATED MARKETING COMMUNICATIONS



Customer

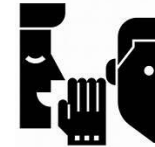
Search



Website



Referrals



Social Media



Review



**Networking
Events**



**Digital
Marketing**



BRAND IDENTITY PRISM

Physique

Teal represents morality, renewal and practicality. Black symbolizes power and strength while white gives a touch of simplicity

Personality

- Internet based
- Attractive prices

Relationship

Offers reused essential goods needed in students life

Culture

- Environment friendly
- Quick
- Believe in bringing change to people

Reflection

- Buy everything at the click of a button
- Easy shopping in less time
- Save the world

Self-Image

- Accessible
- Customer Centric
- Exclusive products



EXTRENAL

INTERNAL

COMPETITIVE ADVANTAGE



First mover advantage on a focused target segment in the online reselling market



Time efficient transactionally for both buyers and sellers



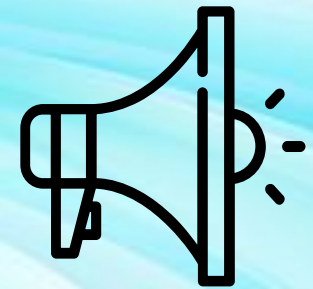
Inclusive of International students and their needs



Low subscription fee, Varying minimal transactional fee on each item and no listing fee

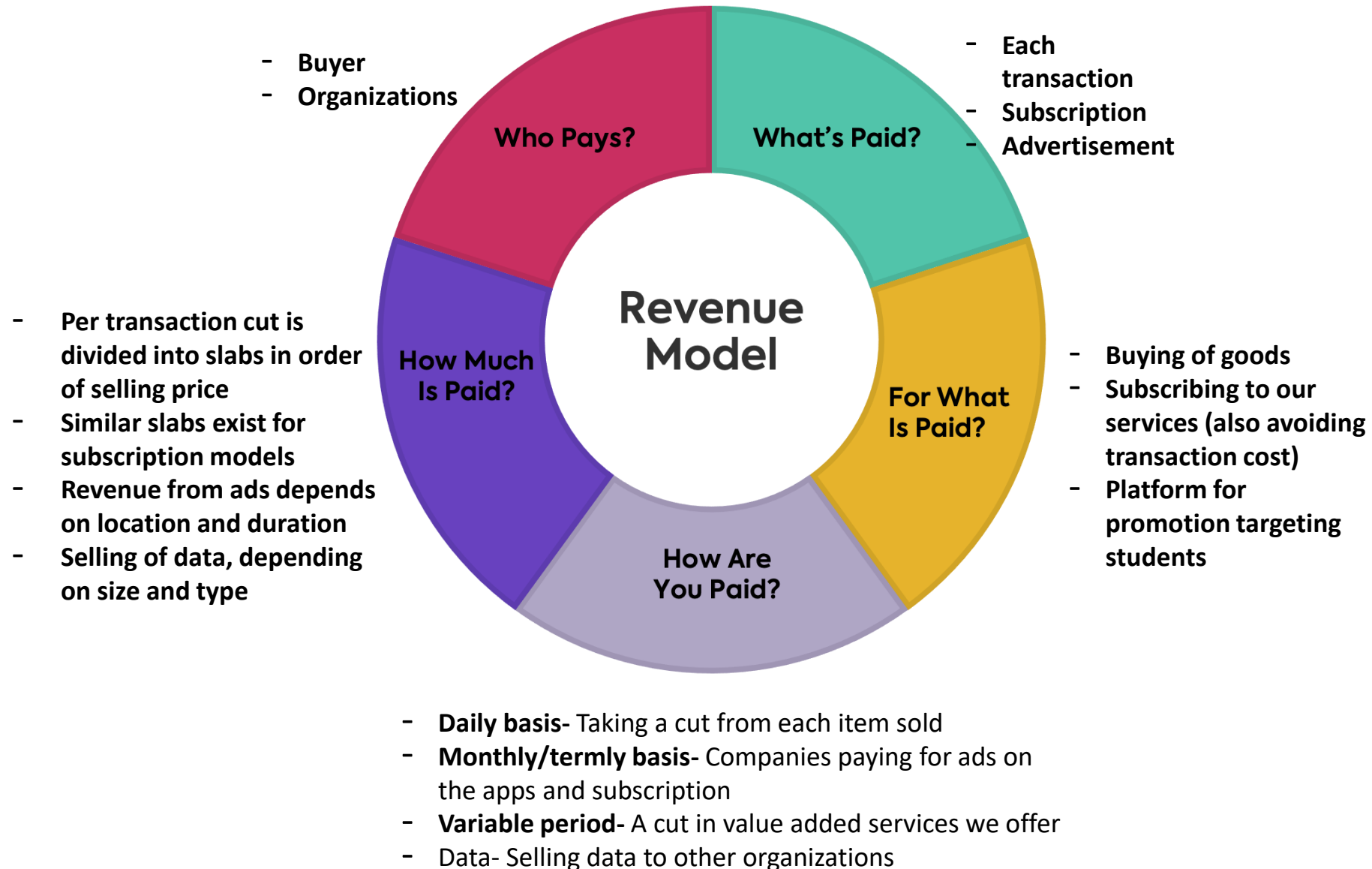


Position consolidation in the minds of TG after strategic tie-ups with universities and its clubs and societies



Exciting and incentivizing discounts and bonuses for volume sellers and buyers

Immediate objective: Maximization of traffic and transactions on the website.
Long-term objective: Leverage our popularity to attract advertisement



Financial Statistics



- 5% commission on each transaction
- 5 pound subscription fee for 3 months

+

1

MILLION POUNDS

Profit projection in first year

2.6

MILLION POUNDS

At least through ads in 2027

Project revenue in 2027

Projected Ratios

Year	2023	2024	2025	2026	2027
Operating margin ratio (%)	4.37	30.01	51.81	52.35	53.24
Operating expense: Sales ratio (%)	95.63	69.99	48.19	47.65	46.76

CRITICAL RISK ASSESSMENT

Operational Risk

Financial Risk

Strategic Risk

External Risk

Risk Analysis Matrix		Probability				
		Highly Likely	Likely	Neutral	Unlikely	Highly Unlikely
Impact	Devastating				Security Issues (Fraud, Robbery)	Data Leakage
	Severe		Customer grievances	Competitors targeting our customer base	App and website bug	Government policy changes
	Noticeable		Change in Revenue model		Logistical Issues	Natural Disaster
	Minor	App and website bug	Operational Error		Customer loyalty	Partner loyalty

Mitigation Plan

- Security – Insurance and Security Equipment
- Change in Revenue Model- change in operational strategy
- Partner Loyalty- Sign contracts and agreement



A full-page background image featuring a sunset or sunrise over rolling hills. The sky transitions from a deep teal at the top to a bright orange near the horizon, with wispy clouds catching the low light. The hills in the foreground are dark and silhouetted against the glowing horizon.

Thank you