Business case

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Group 19 WeSellCC

# Executive Summary

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| *A brief summary of the conclusions as a result of the study* |

WeSellCC is an online clothing store that aims on penetrating the market instantly due to its unbeatable prices, ease of use of its website and mobile application, the business sells clothing consisting of very well-known brands (eg. LEVIS etc…) for male and female. With warehouses in Johannesburg, Cape Town and Durban, the decision from which warehouse a product must be shipped depends on the customers location, the closest warehouse is chosen, to keep shipping costs at a minimal and focus mainly on speedy delivery. The company buys clothing in bulk to get it at a lower price , this will be discussed more in detail below. As well as the target market, various costs and profits associated with the business, the organizational structure, benefits, and how funds were acquired

WeSellCC mission is to present customers with a energizing and wide range of products to choose from, regardless whether it be clothing for running along the beach up until coats that one would wear if the outside temperature is below freezing

The company’s objectives are:

* An accessible website and mobile app that is easy to surf
* Speedy delivery of products
* Customer satisfaction
* Social popularity

A summary of the financial metrics is shown below:

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|  | **Year 1** | **Year 2** | **Year 3** | **Year ….n** | **Total Cash Outlay** |
| **Investment Value (£) – Capital and Revenue** | **£x** | **£x** | **£x** | **£x** | **£x** |
| **Available / Committed Funding** | **£x** | **£x** | **£x** | **£x** | **£x** |
| **Return on Investment (ROI)** | **£x** | **£x** | **£x** | **£x** | **£x** |