

Onefit

The New Way to Shop Online

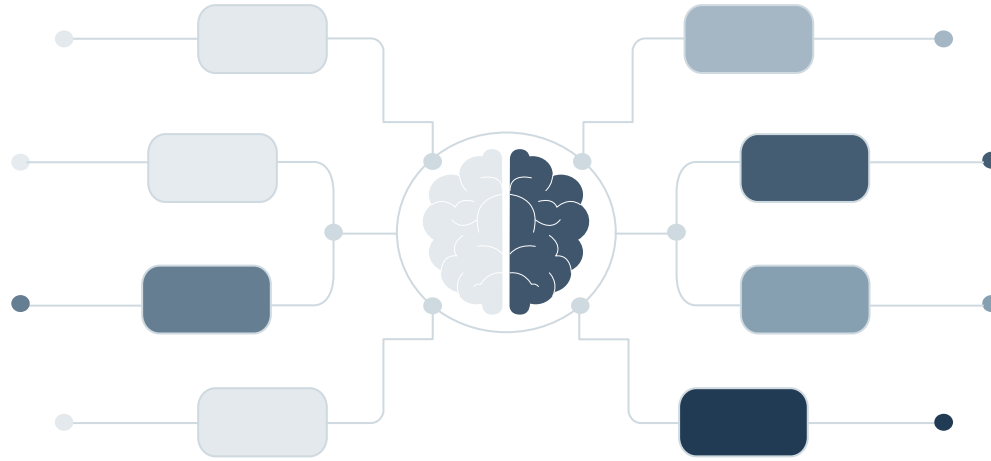
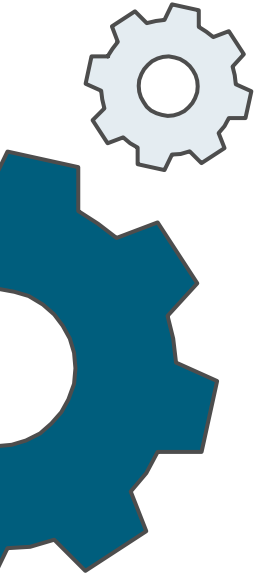
Group 9

Lars Kübler

Siva Thirumavalavan

Neasa Mulkerrin

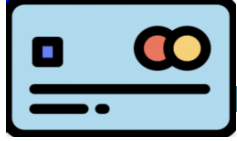
Zechen Hu



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Situation Assessment

Customer Purchases Product Online



Packaging of Ordered Product



Product Shipment



Product Delivery



Customer Rejection



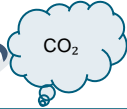
Product Return



Product Restock



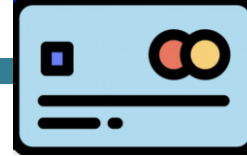
Product Stored in Warehouse



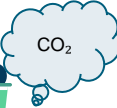
Product Is Shipped For Resale



Returned Products Sold At Huge Discount



Customer Purchases Product Online (Process Repetition)



Product Ends Up in Landfill (Not Sold)

Problem

E-Commerce companies find themselves between a rock and a hard place

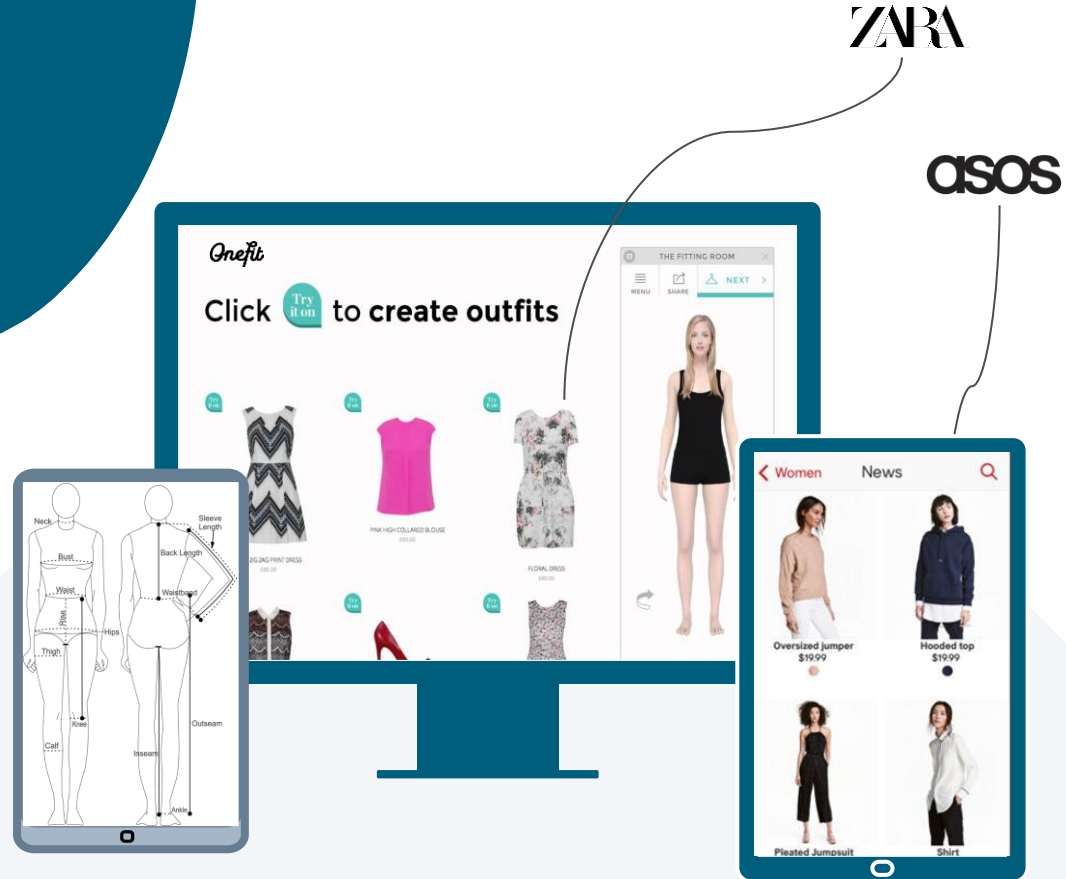
Being More Financially
Aware and Sustainable

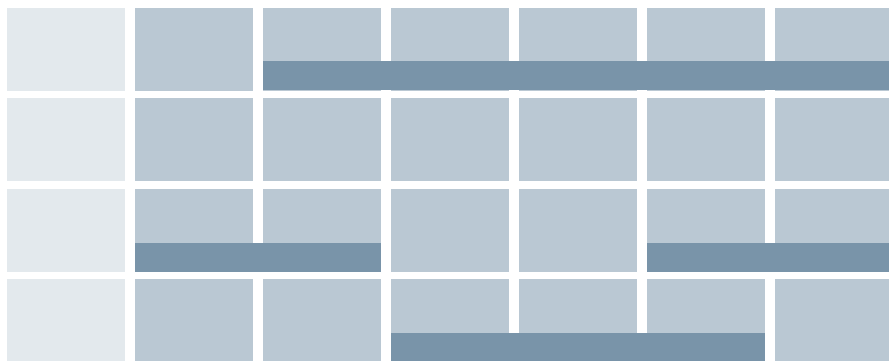


Losing Customers to
the Competition

Solution

An online fitting room experience that uses an AI sizing algorithm and 3D graphic visualisation technology





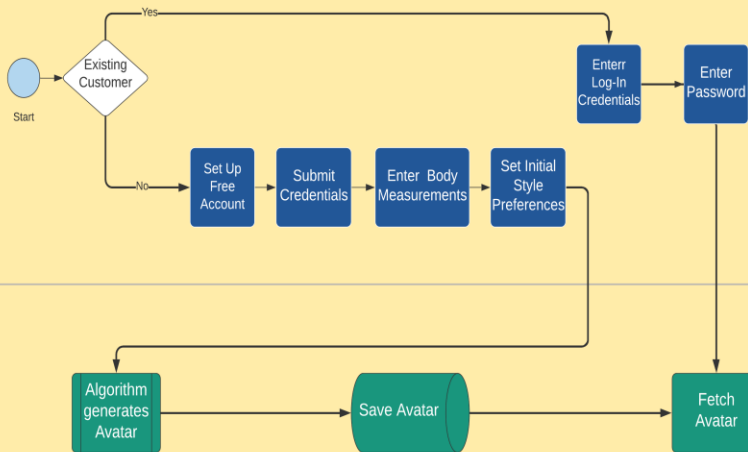
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User Experience



Customer

Authentication Layer

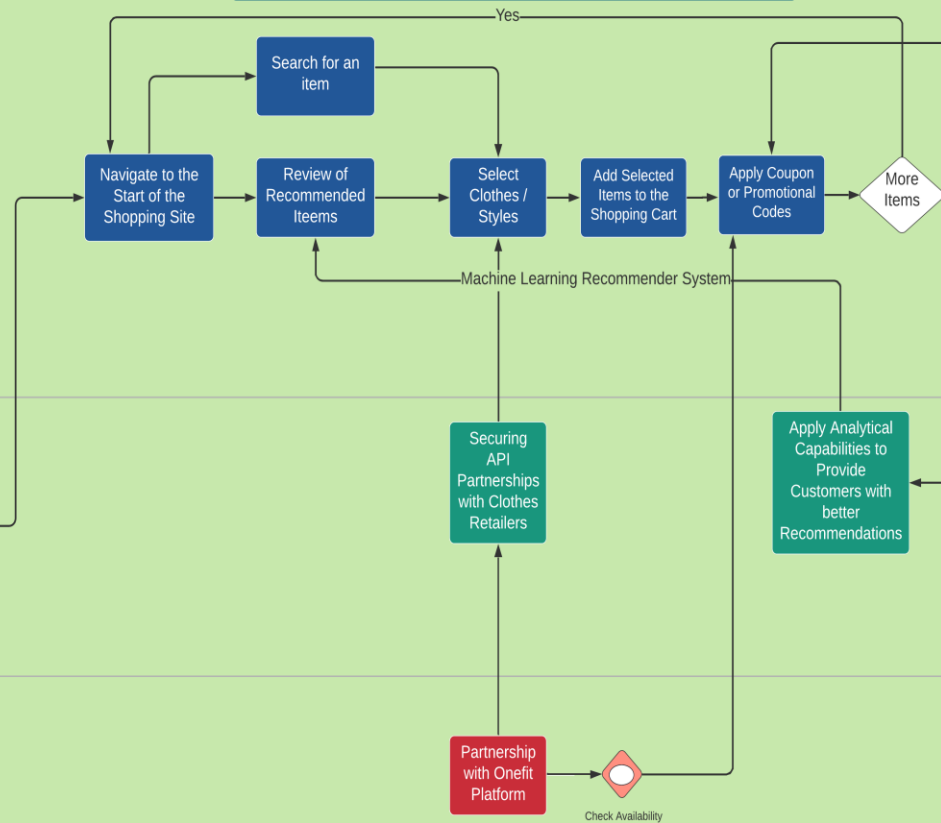


Service Provider OneFit



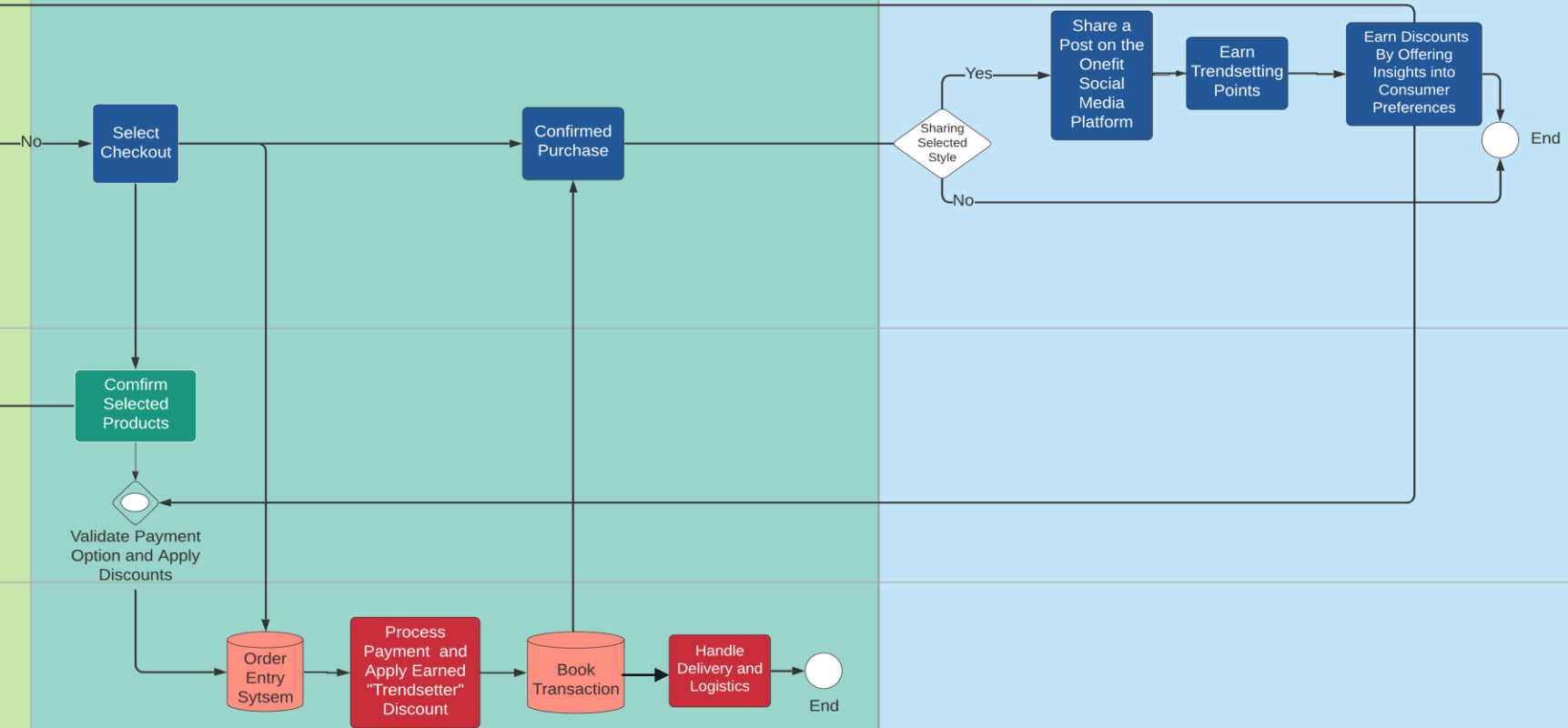
Partnering Retail Companies

Styling Service



Payment

Social Media



Product Prototype



**THE MOST
ADVANCED
MOBILE SHOPPING
EXPERIENCE**



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Project Implementation Plan

Project Overview

Project Initiation

Departments	Marketing Legal Management
Est. Time	2.5 Months

Resource Planning & Procurement

Departments	Finance HR Management IT
Est. Time	2.5 Months

Application Development

Departments	IT External Developers
Est. Time	4.5 Months

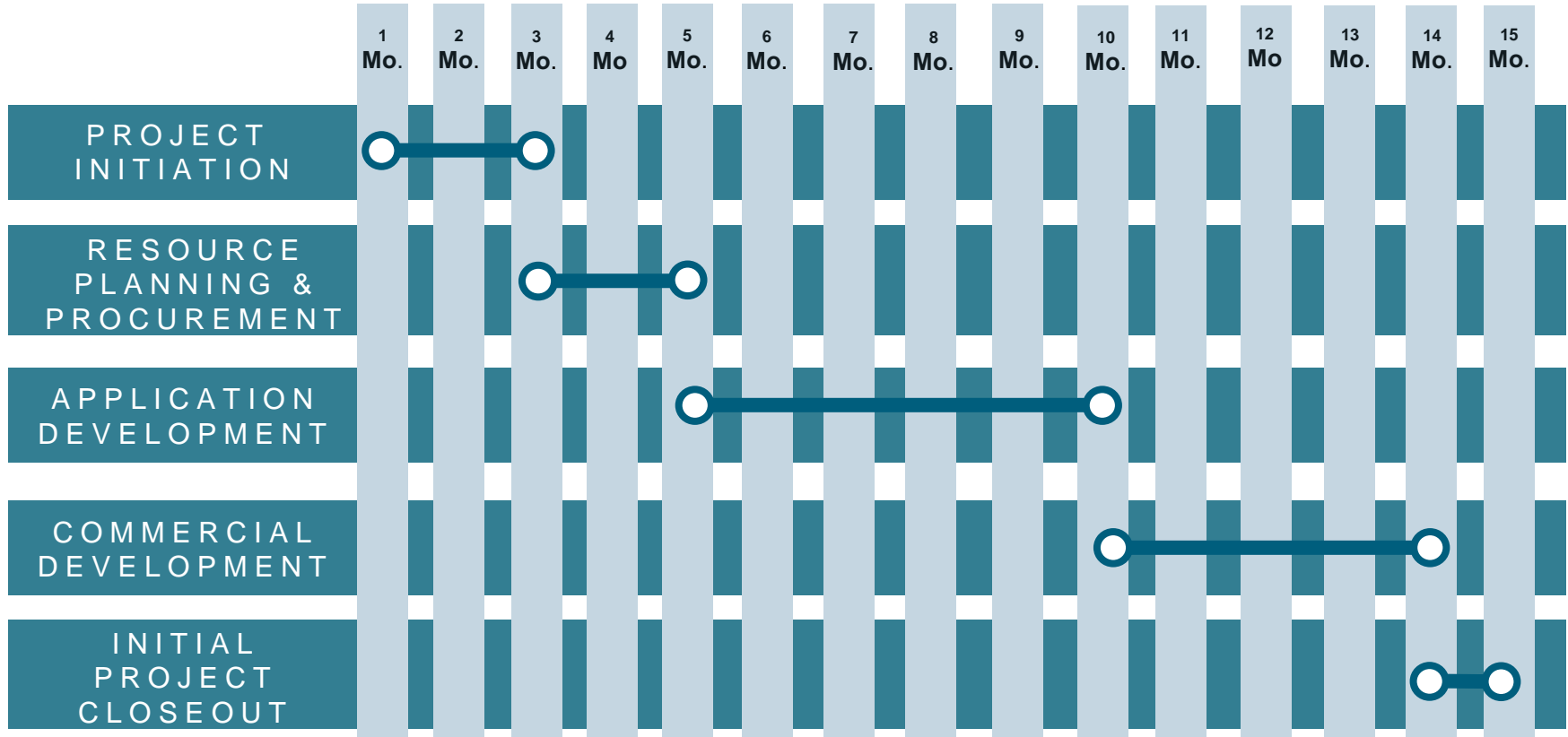
Commercial Development

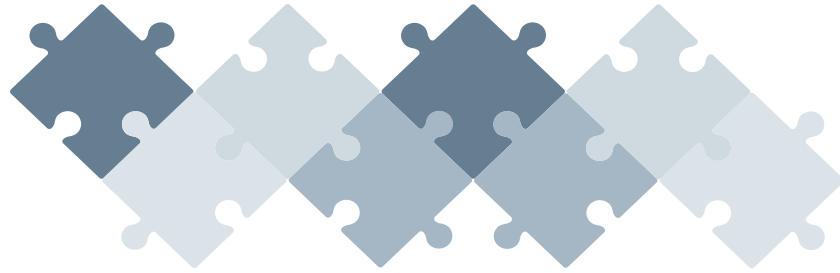
Departments	Marketing Management Customer Relations IT
Est. Time	3.75 Months

Initial Project Closeout

Departments	Finance Management Quality Assurance
Est. Time	1.25 Months

Simplified GANTT Chart





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Business Plan



Unique Selling Proposition OneFit

- 1 Accurate Online Fitting and Feel via Personalised Avatar
- 2 Integrated Social Media Ecosystem for Outfit Inspiration and Loyalty Discounts
- 3 Mobile App Service
- 4 Unique Data Analytics and AI service capabilities



THANK YOU!

ANY QUESTIONS?

...

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Appendix



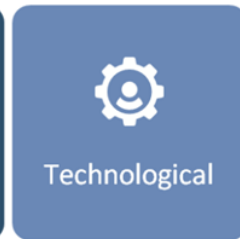
PESTEL Analysis

Political ●
Supports post-COVID living.



● Economic
Reduces product returned by customers.
Increases profit and resource usage efficiency.

Social ●
Supports increased popularity of online shopping.
Suitable for post-COVID lifestyle.



● Technological
Further technological ideas - data analysis,
customised marketing, VR visualisation etc.

Legal ●
Data privacy concerns.



● Environmental
Improved resource usage, thus
reduces environmental impact.

SWOT Analysis

- Unique Offering
- Adaptable to Specific Customers

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STRENGTHS

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WEAKNESSES

- Dependent on user input
- Reliant on business partnerships

- Limited Competition
- Pandemic - More Online Shopping

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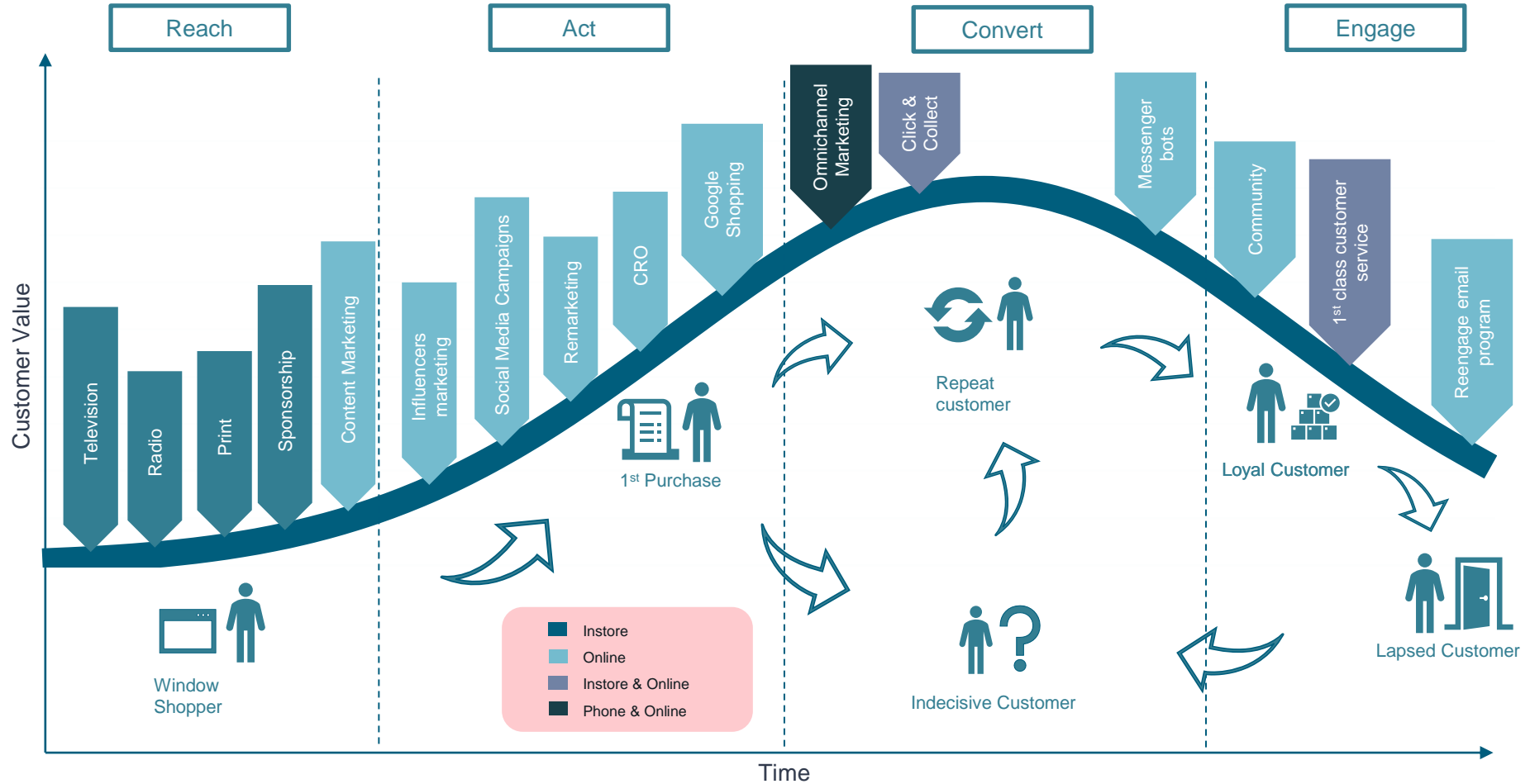
OPPORTUNITIES

T

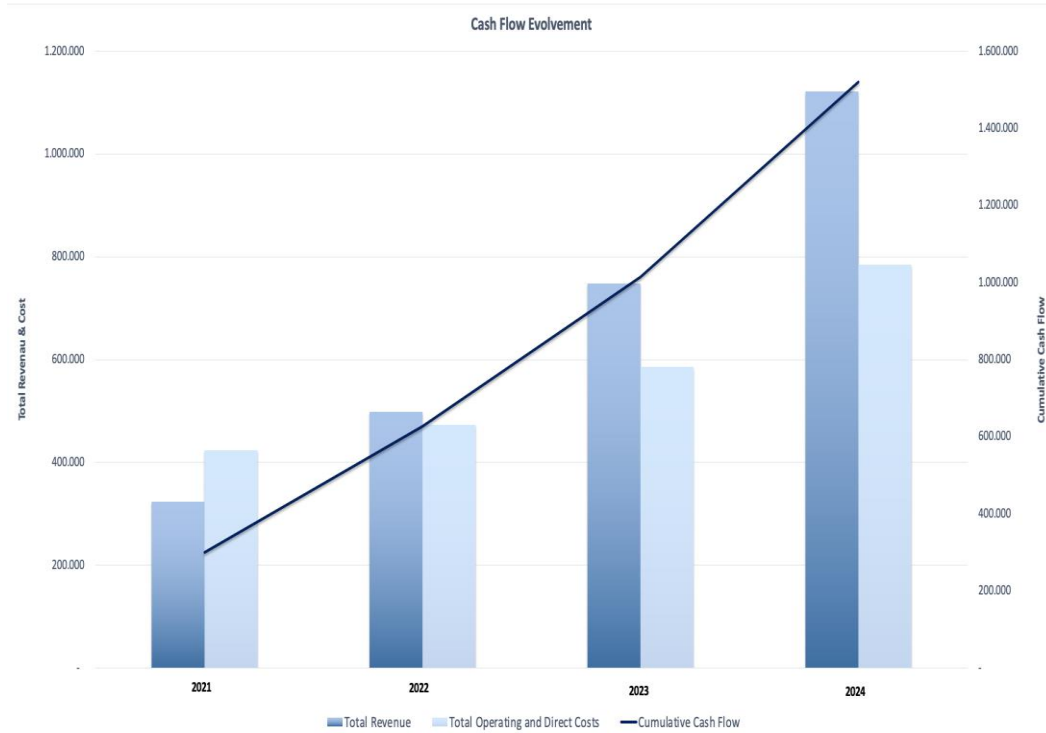
THREATS

- Easier returns
- Lack of care for environmental impact

Lifecycle Marketing Model



Cash Flow Estimation



Assumptions

- ❑ 50 % Increase in Users per year
- ❑ E-Commerce Partnership Income doubles per year
- ❑ Irish Corporate Income Tax
- ❑ Partial Loan Deferrals for Years 2021 -2023