

Day 1 - Business Plan

Date _____

by Shaista Jawed (00461445)

E-commerce Clothing store:

Market place type = B2C (Business to consumer) where we will sell garments to consumers directly. This is the most popular and suitable model for a clothing store.

Business goals =

- 1) Revenue Growth = ~~and~~ our target will be to increase sales and profits
- 2) Brand ~~awareness~~ awareness = we will build a strong online presence through social media and advertising.
- 3) Consumer retention = we will try to keep and attract repeat customers through loyalty programs and discounts.
- 4) Market expansion = ~~our~~ our long term goal is to expand nationally and then internationally.

Date _____

Product Selection and Categories:

We can have many categories such as:

- Women's wear
- Mens wear
- Kids wear
- Accessories

Data Schema (Product and Customer Data Structure)

Product Data schema:

- Product ID
- Name
- Description
- Category
- Price
- Size
- Color
- Material
- Stock availability
- Image URL
- SKU number

Customer Data:

- Customer ID
- Name
- Email address
- Shipping address
- Order history
- Payment info
- Contact No.

Order schema:

- | | | |
|------------------|-------------------|--------------------|
| - Order ID | - Products | - Total price |
| - Customer ID | - Quantity | - Shipping address |
| - Payment status | - Delivery status | |

Date _____

E-com Platform Setup:

There are multiple options such as:

- self-hosted
- marketplaces
- social media selling
- Instagram shopping

Marketing Strategy:

- Social media marketing
- SEO optimization
- Email marketing
- PPC ads
- Discounts / promotions

Payment Gateways:

- Credit / Debit cards
- Digital wallets
- Net banking
- COD

Logistics & Shipping:

- Collaboration w/ trusted carriers like DHL, TCS etc.
- Delivery charges
- Delivery time: standard + express delivery

Date _____

Customer Service

Good service is crucial and thus we will aim to achieve:

- Live chat support
- Email support
- Return + Exchange policy
- FAQ section

Metrics + Analysis

We will track important business metrics:

- Website traffic
- Conversion rate
- Average order value
- Customer lifetime value

Launch Plan

Strategy for launching the store:

- Soft launch
- Full launch