

Business Model: Mother and Baby Online Shop

AVAKids

Introduction

- **Description:** Vietnam's mother and baby market has a lot of potential, and this is supported by compelling statistics. The business aims to sell a wide range of mother and baby products online. The business model combines the convenience of online shopping with the personal touch and customer experience of an in-store retail environment.
- **Revenue:** Products will be sold online and offline through a network of real stores to generate revenue and serve as a means of product distribution. Other flows of cash are: advertising, sponsor and selling the customer insight.

Stage 1: Situation Analysis

SWOT

Strengths:

- Focusing on a particular market niche: mother and baby products.
- Constant demand for mother and baby items
- Flexibility brought on by an online shopping option.

Weaknesses:

- Maintaining both an online platform and physical stores can be difficult.
Requiring a strong differentiation strategy to stand out from competitors.

Opportunities:

- Increased customer satisfaction: Personalized recommendations enhance customer satisfaction and loyalty.
- Enhanced retention and loyalty: Tailored shopping experiences foster stronger customer relationships.

The market for mother and baby products continues to grow

Threats:

- Competition and market saturation.
- Intense competitions: numerous established brands and new entrants.
Changes in consumer spending patterns.
- Legal and Regulatory Requirements

How are we performing?

- 1500+ Mothers Babies Products provided
- We have partnerships with 50+ renowned mom and baby brands

What are our distinctive competitive (marketing) advantages?

- Clients will receive high-quality products that can meet the market's stringent requirements
- A variety of shopping options to reach a wider audience
- Apply AI big data analysis methods to comprehend customer insights

How effective is our Marketing Mix?

In conclusion, the figures show that our online store for moms and newborns is doing well. Our marketing strategy looks to be successful, as evidenced by our availability of over 1500 goods, collaborations with more than 50 well-known brands, and a recommendation engine accuracy rate of over 90%. By providing a varied product selection, building trust through brand partnerships, and offering tailored recommendations, these elements help businesses draw in and keep customers.

Are we focusing on the best segments with the right type of customer?

The business will focus on two main customer segments:

- The majority of the 1990–2000 generation and Gen Z: As the client base grows, so do the demands placed on product design to keep up with the times.
- Traditional families: have a propensity to prioritize customer value and product excellence.

Are we using the most appropriate channels for communication and distribution?

- Facebook: Facebook offers plenty of options to find and interact with potential clients, resulting in significant traffic for the company
- TikTok: Provides a cost-efficient approach to connect with and engage potential clients, maximizing the impact of marketing initiatives
- Earned media: Word-of-mouth advertising carries a high level of reliability and trust, making it an effective strategy for spreading awareness and luring new clients.

What uncontrollable event(s) or trend(s) can impact my business? (risks management)

- Changing consumer preferences.
- Economic recession
- Regulatory adjustment
- Market downtrend

Stage 2: Objectives

Business Mission?

The mission of the business is to assure customer pleasure, assist and empower moms as they raise their children, and promote family harmony and well-being. Our goal is to develop a dependable and trustworthy online shopping experience that provides a large selection of

goods, tailored suggestions, and helpful information to support and encourage moms throughout their parenting journeys.

Business Objectives? (mục tiêu lớn của toàn doanh nghiệp)

- Renovate current stores to create a youthful and energetic environment
- Improve the revenue by 15-20% by implementing a multi-channel development plan to reach clients in many places
- Boost the percentage of repeat customers by 30%
- Build a strong online presence through websites, social media, and e-commerce platforms.

Marketing Objectives - Business Development?

- Raise brand recognition by holding events and running social media campaigns
- Within the next six months, raise sales revenue by 20%.
- Offering to enhance customer acquisition by 25%–30% within three months.
- Establish trustworthiness

Marketing Communication Objectives?

- Increase brand awareness, aiming for a 30% increase within 6 months.
- Boost social media presence and involvement on Facebook and TikTok, with a goal of 5,000 followers and 1,000 post engagements on the latter platform.
- Rank among the top 6 mother and baby brands in 2023

Stage 3: Strategies

Segmentation:

- Quality demand:
 - Regular: Consumers who place value on price over functionality.
 - High-demand: Clients who put a high value on product quality and value when raising children are in high demand.
- Age:
 - Young couples with insufficient parenting experience
 - Married people who are of an age where they can raise children
 - Married people who might later give birth to their first kid.
- Income:
 - Customers who have passive income or who haven't yet begun to make money.
 - Customers having a range of intermediate incomes.
 - Customers who make more money

Targeting

- Customers between the ages of 25 and 35 will be prospective clients. They will invest their money in the greatest care for their children since they only want the best for them.

- Families, who are crucial for providing children with a high-quality and nutritious upbringing. For the infant to have the finest circumstances for development in the best environment, they are willing to spend money on children's products.

Positioning

- Positioning the company as a supplier of dependable, high-end mother-and-baby products.
- Emphasizing how simple it is to address the demands of busy mothers by buying through numerous channels, both online and offline.
- Emphasizing the company's dedication to helping the Vietnamese people by selling things created in the country and giving back to the neighborhood.

Stage 4: Tactics

Which Communication Tools are we going to use?

- Facebook & Tiktok
- Email Marketing
- Website and Blog
- Online Advertising

How are we going to use them?

- Facebook and TikTok: Share useful material and content, Reach potential customers with visually appealing investment videos and tips.
- Email Marketing: sending an email containing a new post of health care for mom and babies.
- Website and Blog: Keep an educational website with a blog for nutrition tips, useful information.
- Online Advertising: online ads across platforms like Google Ads and social media.

What message(s) do we wish to communicate?

- We are dedicated to offering high-quality, safe, and reliable products for mothers and babies.
- The convenience of finding everything parents and caregivers require in one place, simplifying their shopping experience.
- Understand the challenges of parenting and are committed to providing support and guidance throughout the parenting journey

Are we being consistent across different tools and messages?

- Taking the mission of " Taking the mission of " raise children, promote family harmony and well-being " as a guideline for all business activities.

Do we have the necessary resources/budgets?

- Resource/Budget Assessment: Evaluate availability of resources and budgets to support marketing objectives and activities.

Stage 5: Actions

Who is going to do what?

- Marketing Team: Create and enhance comprehensive marketing strategies.
- Content Creation: produces interesting and educational stuff relating to coding and programming. Post a video with a hashtag on the Facebook and tiktok sites.
- Social Media Manager: Manage social media content calendars and schedules posts.
- Advertising Manager: controls the management of digital advertising efforts, including display, social media, and Google Ads.
- Event Coordinator: planning and organizing various events, both online and offline,
- Customer Support Team: Offers guidance and support throughout the purchase of the customers.
- Analytics and Reporting: Collects, analyzes, and interprets data to gain insights into the performance.

When are they going to do it?

- Marketing Team: lasting the entire year.
- Content Creation: perpetual creation and publication.
- Social Media Manager: daily administration and involvement.
- Advertising Manager: starting a paid campaign.
- Event Coordinator: hold exhibitions every 3 months.
- Customer Support Team: continue assisting people and gathering comments.
- Analytics and Reporting: Regular monitoring and analysis.

What is the resource allocation for the action?

- Marketing Team: 6 individuals who are in charge of carrying out strategy and initiatives.
 - Content Creators: 2 content creators responsible for producing engaging content.
 - Social Media Manager: Spends 18 hours each week managing social media platforms and engagement.
 - Advertising Manager: gives \$2000 for focused advertising initiatives..
 - Event Coordinator: Plans and manages 3 exhibitions and events annually..
 - Customer Support Team: Consists of 3 members providing ongoing client support.
- 300.000.000 has been allotted for marketing, content development, events, and analytics tools. Averaging 40 hours per week for each team member, time and effort are allocated according to work specifications and deadlines.

What are the key performance measurements?

Key Performance Measurements:

- Website Traffic Increase
- Conversion Rate
- Social Media Engagement
- Customer Satisfaction
- Return on Investment (ROI)
- Cost per Acquisition (CPA)
- Campaign-specific Metrics

These measurements help evaluate marketing effectiveness, customer satisfaction, and financial performance.

How is the performance going to be recorded?

- Google Analytics 4
- Tiktok for Business
- Business Department of Company