Business Case for Flaunt

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| **Application Name** | | Flaunt | |
| **Type of business model** | | Freemium & Advertising Model  Flaunt will have a Freemium & Advertising model (Future scope),  where customers can view the products of all health and lifestyle brands at one place. Will have revenue from the sources:   1. Brands/Products 2. Customers | |
| **Target audience of external users**  **(Customer Segments)** | | **For whom are we creating value?**  Health & Beauty Enthusiasts  **Who are our most important customers?**  Most important customers are the users that are new and enthusiasts to beauty and health-conscious lifestyle and in search of new and good quality products. | |
| **Groups of internal stakeholders, business users** | | **Do we need a product development group?**  Yes, we need a product development group to develop the platform.  **Do we need a sales group?**  No, we won’t be requiring a separate sales group as our website is solving the purpose.  **Do we need a customer support team?**  Yes, Customer support will be needed and provided through support emails/FAQs/Contact Us form.  **Do we need an advertising management group?**  Yes, Advertising will be promoted by beauty & health bloggers and trusted customers in the form of posts, reviews, blogs using social media platforms and the website itself. | |
| **Value propositions** | | **What value do we deliver to the customer?**  We believe our focus on delivering a compelling value proposition to our guests across all our product categories drives guest loyalty. We will offer comprehensive Flaunt Rewards, and target communications. We would also offer frequent promotions and coupons, and gift cards with purchase.  **Which one of our customer’s problems are we helping to solve?**  We target beauty enthusiasts across multiple demographics and shopping behaviors. Beauty enthusiasts have a deep emotional connection with beauty, and historically, this connection has not diminished in softer economic environments like COVID-19 pandemic.  **We wish to solve the following problems:**   * Assured Brand Quality * Authenticity * Customer Support Management   **Which customer needs are we satisfying?**   * Certain beauty enthusiast consumer groups are growing more interested in choosing products that will support their overall health and wellness. They look for supporting brands whose products and actions align with their own values. * We will satisfy the customer needs using four key pillars: Clean Ingredients, Cruelty-Free, Vegan, and Sustainable Packaging from our supplier. * This provides transparency for guests to help them choose brands and products that reflect their personal values and individual needs. | |
| **Key resources** | | **What Key Resources do our Value Propositions require?**  Development and Customer support teams needed to update web-application and compatibility with hosting platforms.  **Our Distribution Channels?**  Our main channel is the website. The company promotes its offering through its social media pages.   Future scope - Mobile application + CRM Tools like Zendesk  **Customer Relationships?**  Our customer relationship is primarily of a self-service nature. Customers utilize the service through its website.  The site provides several self-help resources, including cost filters, and answers to frequently asked questions along with product comparison and reviews.  **Revenue Streams?**   * Brand Promotions * Subscriptions (FutureScope) | |
| **How the system is used** | | **What are the main business use scenarios?**  Flaunt plays essential role in online business by generating direct channel sales and profits by communicating with our guests in an interactive, enjoyable way that reinforces the Flaunt brand; and driving traffic to our website, and its native applications.  Flaunt would connect Health & Lifestyle Brands to customers based on their choice of product and selections according to their budget.  The orders will be delivered to the customers via the vendor directly after purchase.  Flaunt will also have email notifications for the customers confirming their purchases.   We will be adding product review feature wherein the system would send a remainder email to provide a product review/rating. (Future Scope). | |
| **Revenue generation, Revenue streams** | | * Brand Promotions/ Product * Subscriptions (Future Scope) | |
| **Key Partners/Suppliers**  **(Stakeholders)** | | Development Team, Advertising Team (Bloggers, Customers), Health and Lifestyle product companies, Transactional Management (3rd Party Vendors) | |
| **Expected Benefits** | | 1. Health & Beauty E-commerce gives consumers a more streamlined, personalized shopping experience from the comfort of their homes. 2. Flaunt is designed to emulate the knowledge of a personal shopping assistant that it provides product recommendations, reviews, and pricing information in a simple format which makes it easy for a customer to purchase products. 3. It gives a lot of freedom both to customers and retailers. Shoppers get 24/7 access to an unrestricted variety of products and brands, and retailers save on the creation and maintenance of stores and staff. 4. Flaunt collects and analyzes large volumes of customer’s data which can be gathered from the customer’s purchase history to customize the content on the website that matches each shopper’s unique needs. | |
| **Known Prototypes** | | Reference some known portals on the Internet that are like your business case. You will use these prototypes for developing business and user requirements.   1. [Ulta.com](https://www.ulta.com/) 2. [Sephora.com](https://www.sephora.com/) | |
| **Front-end Technology** | | JavaScript, HTML, CSS, Bootstrap | |
| **Back-end, Database Technology** | | Java, Microsoft SQL, Postgres | |
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