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10/20/19

e-Commerce women's clothing (The LOOK Clothing)

Example from Business Model Generation

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Key Partners	Key Activities	Value Propositions	Customer Relationships	Customers Segments
Who are our Key Partners	What Key Activities do our Value Propositions require	What value do we deliver to the customer?	What type of relationships do our Customer Segments expect?	Who are we creating value for?
-Social Media	-Partnerships	-Accessibility through several platforms	-Email Newsletter	-Local People who enjoy Fashion
-Suppliers	-Brand(Business) Building	-Free Returns/Exchanges	-Personal Care through Customer Service	-Broad Range of Clothing Catering Women
-Salons	-Online Retail	-Free Pickup	-Self-Service Basis	

Key Resources
What Key Resources do our Value Propositions require
-Supplier
-Guerilla Marketing
-Digital Platform

-Providing Local Consumers Retail that is not available nearby

-Affordable Clothing

Channels
How do we reach our Customer Segments?
-Social Media(Instagram/Facebook)
-Digital Platform(Website)

Cost Structure
What are the important costs inherent in our business model?

-Graphic Designer Cost	-Payment Services Costs
-Photography/Model Costs	-Miscellaneous Supplies
-Clothing Supply	-Delivery
-IT/Digital Platforms	-Guerilla Marketing

Revenue Streams
What value are our customers willing to pay for?

-Health/Fitness Gear(Eventually)	-Clothing Retail

Key Partners

1. For this e-Commerce, without a doubt, *social media* will have a key function in promoting and getting the word out of products from this business. As an example, Instagram is a great platform for not only creating attention but also providing services such as selling through them with their new feature of sales.
2. With a business comes a need for a *supplier,* and in this case, there is no difference. The supplier will be a key partner in logistics.
3. Lastly, a *salon* would be beneficial to partner with considering that the target market I am aiming for are women which salons have a strong presence of. Perhaps if they go to a certain salon and receive a service, then they can get a coupon for the e-Commerce.

Key Activities

1. First and foremost, this is an *online retail* business that is involved in retail for women's clothing and accessories. Overall, its main function is to be an e-Commerce.
2. This business, with time, will hope to construct an extensive flow of consumers by paving itself as a favorable retail for women's clothing. In general, *build the business up*.

3.   Partnerships would help the discussed activities, thus creating itself a key activity for the business. Again salons, schools, and other various locations would be great to partner with.

<u>Key Resources</u>

1.   The *supplier* would provide appealing clothing and at cost-saving prices by selling in bulk quantities of items.
2.   *Guerrilla Marketing* will reach the consumers by targeting them through various platforms such as Facebook, Instagram, & Twitter. Uploading consistently and communicating often will bring attention to the business.
3.   The overall key would be the *digital platform* because that is what will make it an e-Commerce. Furthermore, digital platforms such as social media is where marketing will occur.

<u>Value Propositions</u>

1.   Products would not only be *accessible* through own website but by several platforms that provide purchase options such as Instagram. In general, an e-Commerce is very accessible to anyone who has a smartphone or laptop.
2.   This business will provide *free exchanges and returns*, which current competition in local area does not provide.
3.   If purchases are made in town, those who do not want to wait for their item to be shipped, which may take a couple days to arrive, can *pick-up*.
4.   *Providing local consumers retail that is not accessible nearby*. Currently, this small business' would target local women considering that there is a gap in the market for women's clothing in Delano. If many would like a dress or simple clothing that is appealing to them, then they would have to go out of town to places such as Bakersfield which is 40+ mins away. This city holds 65,000+ citizens. Median age for women is at 29.
5.   This business would provide affordable appealing clothing by heavily researching and going through numerous amounts suppliers. Furthermore, clothes would be critiqued whether they should be sold by the business.

<u>Customer Relationships</u>

1.   Communication would be provided through *email newsletter*. This would also create a way to provide updates and sales.
2.   Like other business', this e-Commerce will provide care through *customer service*.
3.   With an e-Commerce, customers can browse through their own devices without assistance. As a result, they serve themselves on a *self-service basis*.

<u>Channels</u>

1.   This business will provide its retail through various *digital platforms* but the main source would be its website.
2.   *Social media* will also work as not only a marketing tool, but also a form of being able to purchase from.

Customer Segments

1. Because Delano is a small town, 30 mins away from cities that have actual clothing centers, this ecommerce provides value for local people targeting women.
2. The clothing I would carry would be broad enough for different types of styles women between ages 15-35 can wear.

Revenue Streams

1. The focus of this business would be based upon clothing retail. Specifically, women's clothing line.
2. Eventually, this business would broaden into health and fitness retail for women precisely. Overall, this business would be based upon women's interests.

Cost Structure

1. The costs to get this e-commerce running would include supplier costs, IT/Digital Platforms, guerilla marketing, graphic designer(for logo), payment services(Visa/Mastercard).
2. Other costs that this business would need to pay for are delivery fees, photography/model costs, as well as miscellaneous supplies(package envelopes, label printer, tape, markers, etc.)