Preloved AmongUs



Preloved Among Us is a company that sells clothes. All branded and quality clothing.

> Financial pain points.

> Support pain points.

> Process pain points.

The Pains

The Gains

> Our items are cheaper that the brand new one.

More environments friendly.

> Can be side or main income.

The Techniques of Generating Ideas





✓ Attend an online meeting and discuss about our business.



OBSCRVATION

✓ Make an observation about today's community interest.



internet research

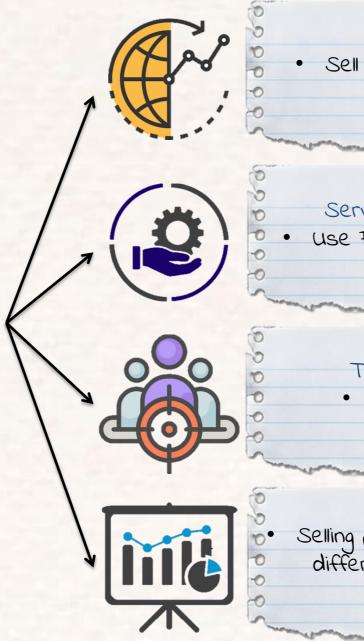
✓ Find information by using Google and search a website that related.



focus group study

✓ WhatsApp group as a discussion platform.

The Feasibility Study of The Business Idea



Market analysis

Sell preloved item that trending nowadays.

Service/ production analysis

Use Facebook as selling platform.

Target market analysis
• Focusing on teenager.

Financial analysis

Selling price and sales income will be different from the other preloved business.

Blocks of Business Model Canvas (BMC)

| Key Partners cooperate with express company. | Key Activities Production Problem-solving Network | Value Propositions Products -cheap price. Satisfying value. | Customer Relationships Maintain our customer loyalty. Keep interact with customers. | Customer Segments Niche Segmentation targeted customers - teenagers. |
|---|---|---|---|--|
| | Key Resources • Human, financial, physical and intellectual. | | Channels Online advertising A lot of promotion such us discount, get free item. | |
| Cost Structure | | | Revenue Streams | |

- · Cost of sales.
- · The cost of transportation or shipping
- · Fees of our goods.

- · Making a one-time payment
- Delivery services such as Poslaju and J&T Express.
- · Free online selling platforms

Blocks of Business Model Canvas (BMC)

CUSTOMER SEGMENT

- ✓ Niche Segmentation.
- ✓ Targeted teenagers and university students.
- ✓ Segmentation:
 Demographic,
 Psychographic, Behavioural and Geographic.

VALUE PROPOSITION

- ✓ Products sell at a cheap price.
- ✓ Satisfying value and lower price.

CHANNEL

- ✓ Online advertising and email marketing such as Instagram, WhatsApp, Facebook.
- ✓ A lot of promotion such us discount, get free item.

CUSTOMER RELATIONSHIP

- Maintain our customer satisfaction and loyalty.
- ✓ Keep interact with our customers to keep engaging them.

Blocks of Business Model Canvas (BMC)

REVENUE STREAMS

- ✓ Customers making a one-time payment
- ✓ Delivery services such as Poslaju and J&T Express.
- Free online selling platforms.

KEY RESOURCES

- human, financial, physical and intellectual.
- ✓ products are sold from manufacturers to wholesalers.

KEY ACTIVITIES

- ✓ Production
- ✓ Problem-solving
- ✓ Network

KEY PARTNER

- ✓ cooperate with the express company.
- ✓ Sales more convenient.

COST STRUCTURE

- ✓ cost of sales.
- ★ the cost of transportation or shipping
- √ fees of our goods.