

Preloved AmongUs



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

The Pains

- Financial pain points.
- Support pain points.
- Process pain points.

The Gains

- Our items are cheaper than the brand new one.
- More environments friendly.
- Can be side or main income.

The Techniques of Generating Ideas



BRAINSTORMING

- ✓ Attend an online meeting and discuss about our business.



OBSERVATION

- ✓ 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)

<p>Key Partners</p> <ul style="list-style-type: none"> • cooperate with express company. 	<p>Key Activities</p> <ul style="list-style-type: none"> • Production • Problem-solving • Network 	<p>Value Propositions</p> <ul style="list-style-type: none"> • Products -cheap price. • Satisfying value. 	<p>Customer Relationships</p> <ul style="list-style-type: none"> • Maintain our customer loyalty. • Keep interact with customers. 	<p>Customer Segments</p> <ul style="list-style-type: none"> • Niche Segmentation • targeted customers - teenagers.
	<p>Key Resources</p> <ul style="list-style-type: none"> • Human, financial, physical and intellectual. 		<p>Channels</p> <ul style="list-style-type: none"> • Online advertising • A lot of promotion such us discount, get free item. 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • Cost of sales. • The cost of transportation or shipping • Fees of our goods. 			<p>Revenue Streams</p> <ul style="list-style-type: none"> • 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 as 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.