

B U S I N E S S P L A N



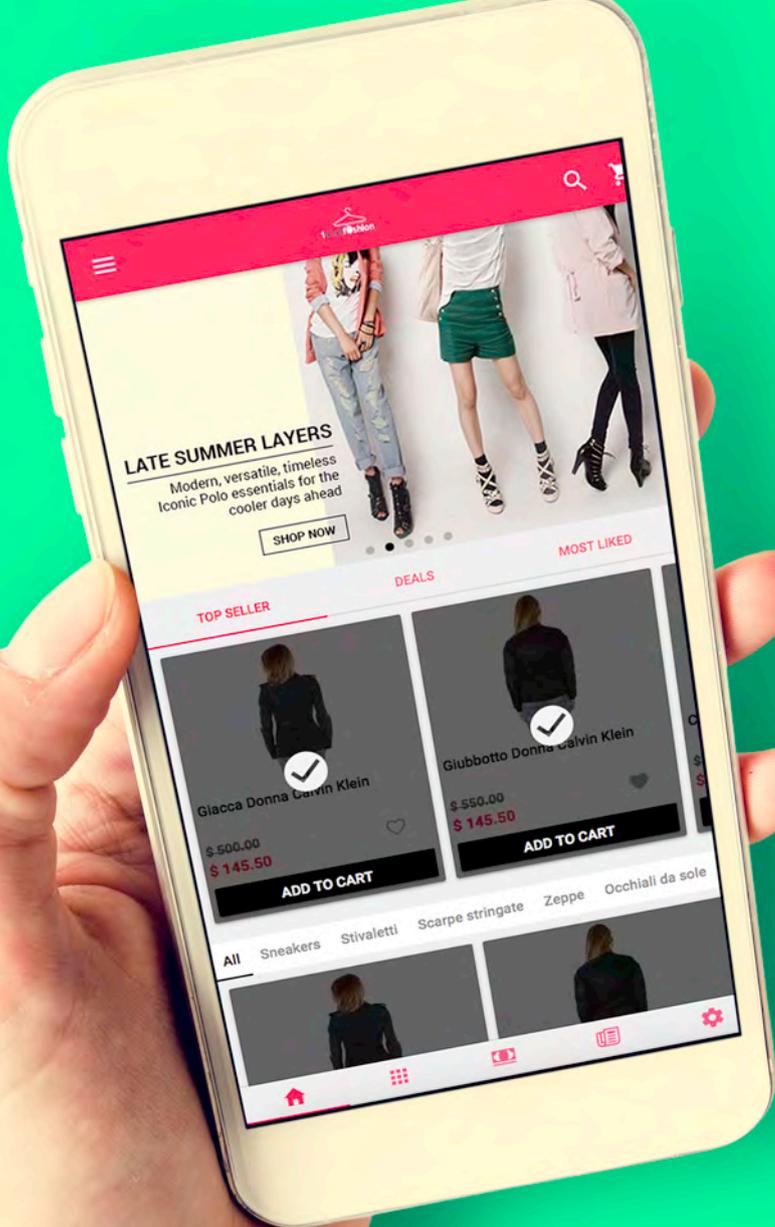


**“We place small retailers at the center of our attention, supporting and emphasizing their professional figure, considered the beating heart of the local territory, allowing them to face the challenge of retail apocalypse”.**

# **1CLICKFASHION**

BUSINESS PLAN

20  
18  
/  
19



Fools invent fashions and essays follow them.  
(Anonymous)

# CONTENT

## **1 C L I C K F A S H I O N**

AI DRIVEN MARKETPLACE  
FOR PHYSICAL STORES

<b>7.</b>	—	Executive Summary
<b>II.</b>	—	The problem of physical stores
<b>15.</b>	—	Our solution
<b>27.</b>	—	Market Analysis & Competitors
<b>43.</b>	—	Key staff and resources
<b>49.</b>	—	Business Model
<b>55.</b>	—	Marketing plan & Action plan
<b>65.</b>	—	Financials

Fashion is not something that exists only in clothes. Fashion is in the sky, in the street, fashion has to do with ideas, our way of life, what is happening.

(Coco Chanel)





## EXECUTIVE SUMMARY

### **a. Description of Business Idea**

1clickfashion is the first Artificial Intelligence system which gives, through the payment of a subscription, the opportunity to physical retailers to be online in an easy way and to be in direct contact with users and brand. With a patent pending Pos Device (IoT Box) the traders can automatically align sales and returns, upload and synchronizes data of references on various e-commerce platforms just in 1 click. Our added value is to offer users the combination of online and offline advantages giving also them the possibility to live a real time experience inside the shop through the “augmented reality viewer”.

#### **VALUE PROPOSITION**

**1CLICKFASHION** is a system that allow every small retailer to start selling online in an easy, fast, smart way thanks to an innovative patent pending device, wich also allow to improve customers shopping experience by combining online and offline benefits exploiting a series of add-ons and devices chosen by the retailer.

- **1. EASY**, you do not need special skills: just connect the device to the PC;
- **2. FAST**, no waste of time: in one click the system loads and synchronizes data on references within various platforms (for now: 1ClickFashion, owner site, Amazon, Ebay). For example: if a product is purchased on one side, the stocks are automatically updated also on other platforms and in the physical store;
- **3. SMART**, data coming from these different sources:
  - a) generate insights of value that are difficult to identify otherwise;
  - b) feed automated digital marketing campaigns based on the budget defined by the retailer.

#### **b. Market Analysis**

Our study on the market focuses on the exponential growth of e-commerce and its impact on the small retailers, analyzing both the Italian and the global scenario. The Italian fashion e-commerce market is estimated around 2,5 billion of euros. The stores should exploit this profitable opportunity offered by the digital world.

#### **c. Competitors**

1clickFashion's biggest competitor is Storeden, which offers retailers a service that synchronizes activities within a single dashboard, but unlike ours, it does not use artificial intelligence tools. Moreover, we have identified also: Mypushop, the bigger consulting company for small and medium business in Italy, which is our competitor in the support offers to physical stores, and Brandsdistribution, the world leader focus only on B2B distribution. As the last competitor we have identified Zalando, the giant in the fashion online sales in Italy.

#### **d. Competences and resources**

1ClickFashion owns different competences:

- Hardware and software development skills, utilized for the creation of the e-commerce platform, the POS device (IoT Box) and the "augmented reality viewer";
- Marketing skills, which support the promotion and the visibility of our services;

- Business skills, acquired through numerous relationships with consumers, users, brands and potential partners.

In relation to our key resources we have identified: IoT, artificial Intelligence, software developers, high-tech glasses and Brands.

**e. Business Model**

Our goal is to reach 686 stores and 14.000 users at the end of 2022 and to achieves this result we have developed a strategy based on marketing activities.

Our headquater is in Broni (PV), where we can manage our main activities - marketing, R&D, updating product function and customer relationship- through the use of internet and technology instruments; we can do that thanks to the adoption of a specific software for micro services.

**f. Marketing plan and Action plan**

The Marketing and Action Plans identifies our target and position, pointing out the entry barriers in the market and defines the set of actions carried out by 1clickFashion for the achievement of the prefixed objectives, with a particular attention on the suitable tools of the marketing mix.



### g. Revenue streams

Our revenue streams come from subscriptions paid by retailers, which have the possibility to choose between 4 different “packages” according to their needs: FREE, BASIC, BUSINESS AND ENTERPRISE. All of them include a POS software which can be integrated with the normal software system already in possession of the trader; it allows to upload and synchronize data of references on various e-commerce platform. In addition to paid packages, retailer can purchase POS hardware and others add-ons and devices that exploit computer vision technology.



### i. Financials

Our financial analysis, based on a time lapse of 4 years, has foreseen the definition of a set of assumptions that have allowed us to identify the amount of our financial needs, revenues and costs related to the activity, giving us the possibility to understand if our business can be profitable and feasible.

Graph1: Revenues, Costs and Net Income 2019-2022

