

Concept of an E-Commerce Platform for Modest Fashion

Degree programme : BSc in Industrial Engineering and Management Science | Specialisation : Business Engineering
Thesis advisors : Yacine Bouazdia, Marcus Werners

The bachelor thesis deals with the topic of creating a concept for an e-commerce platform in a niche market. The focus is on modest fashion – meaning less skin revealing clothing for women. The existing need is not met by the offer which is, in addition, difficult to locate. The developed platform aims to ease access to the offers.

Initial Situation and Objectives

Women who value modesty often find it difficult to find clothing that meets their requirements in Western countries. The range of choices is limited, and alternatives are often not perceived as being fashionable. The search for certain garments is considered exhausting and time-consuming. However, there are many small labels that are specialized in designing and producing modest fashion.

With the aim of facilitating this matching process, an online platform is created that connects several designers with potential customers. The search for modest fashion will be significantly faster and more pleasant. The platform functions as distributor and marketer of the articles.

- high quality products
- fashionable designs
- simple and user friendly webshop
- outstanding customer service and support

To be able to provide the best offers on an ongoing basis and thus build up customer loyalty, it is also important to acquire new labels. The more brands have a high quality, the more customers are willing to purchase by means of the platform and vice versa. For this, the elaborated market strategy accounted for the principle of two-sided markets.

To mention: The logistics are specific since the platform does not use its own warehouses. In cooperation with existing warehousing services, which also takes over the unified branding, a fast and professional package service can be offered.



Jennifer Joan Adam

Approach

Various methods were applied to develop the conceptual platform. To gather information, interviews were conducted. Research was executed about the models of modest fashion and the fashion industry, brand analysis, marketing methods, and about the market competition. The basic concept of the platform was developed with the help of a business model canvas, where important elements of a business plan were created.

Results

By means of a competitive analysis, the different strategies of the market competitors were examined. Special attention was paid to their strengths and weaknesses. This enabled the definition of the competitive advantage and market position. Such an advantage can be, among others, the target group of the competition, the design of products, the pricing strategy, or customer journeys. The analysis resulted in the following focus of the platform business concept:

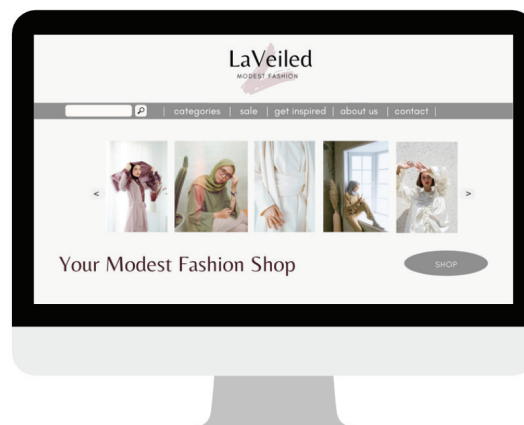


Figure 1: Homepage of the Modest Fashion Shop