

I. Executive Summary

In 2021, the African fashion industry was estimated at \$31 billion (Mureithi, 2021). And as smartphones are being embraced as the predominate platform for conducting business, many enterprising artisans are now positioned to launch micro-businesses and market their goods to the global economy (Sousa). The internet of things may make it easier for these aspiring entrepreneurs to launch businesses; however, numerous obstacles exist that impede progress – including access to financial institutions, business training, professional grade hardware, and steady electricity.

Etsy and other existing marketplaces offer limited resources for these artisans. The platforms may provide a distribution channel, but they fail to support this segment with the tools they need to drive profitability and sustain long-term business growth. Izola's Grace is unique in that we support our artisans with ongoing education, development tools, and business services to help them succeed in the global market. And further, we take a 'partner approach' so that all artisans receive fair profit margins, which they will allow them to make a direct economic impact within their burgeoning communities

With a unique focus on partner relationships, and our suite of business tools, we are poised to gain substantial market share in a growing industry, whilst economically enriching emerging markets.

II. Business Overview and Deliverable

Within this report, you will find a tactical business plan for the launch of a new e-commerce venture, Izola's Grace.

As the demand for African fashion grows, designers and artisans who live on the continent are faced with several operational and socioeconomic challenges. Marketplaces such as Etsy provide platform maintenance and online marketing services for their sellers; however, they fail to give small designers and artisans the support they need to run successful online businesses. These marketplaces are also flooded with resellers who market their goods as “African”, when they are instead being produced in mass production facilities in China (Exhibit 1). Through a simple image or key word search, you will discover items that are available on Ali Express being sold on Esty at significant mark-ups. Disgruntled Etsy merchants have even staged silent protests to draw attention to this issue; however, they don’t believe the site is doing enough to combat the rise of resellers (Hessinger).

At present, infrastructure deficits remain a constraint across Africa, characterized by unreliable power supplies and difficulty in moving goods (Ireland). As for the socioeconomic challenges, many designers experience a higher barrier to entry in the global fashion market due to their lack of education and limited exposure to the global market. By 2030, according to the African Development Bank, Africa’s working age population will be larger than China and India’s combined with an estimated 1.5 billion people of working age (De Sousa). Investing in the skills of all these people is vital in shifting the continent from a labor-based to a knowledge-based economy. It is important that resource-rich countries diversify their economies toward a value-based, knowledge-driven economies to achieve sustainable employment and growth.

Izola’s Grace is a multi-faceted platform that supports African artisans and designers with effective through-line business strategies, creating a low barrier to entry into the global ecommerce market. Through our commitment to sustainability and the development of burgeoning African markets, we provide a platform and solutions for local designers to sell their

goods across the US, Canada, and Europe. This includes mobile money solutions, product content support, logistics support, and customer service support.

Izola's Grace is a retail application that hosts ethically produced jewelry, shoes, and ready-to-wear fashion from Africa. Most sellers will be scouted by product sourcing specialists, while others will be recruited through targeted strategic marketing campaigns. Once a prospective seller has been identified, they will be asked to complete a questionnaire which will help us ensure that quality and sustainability requirements are satisfied, identify opportunities for business support services, and spotlights any output challenges they may be experiencing. The data collected through these surveys will also help us obtain a clearer snapshot of the target seller demographic.

The questions would be framed as follows:

1. How and where is the product made?
2. Do you have access to enough raw materials to produce 50 or more units?
3. How long does it take to make a single unit?
4. What is your direct cost per unit?
5. Do you have access to a bank account or mobile banking?
6. Do you have a smart phone?
7. What is the highest level of education you have completed?
8. Are your products currently being resold on any ecommerce platforms, to your knowledge?
9. What resources would you require to scale your business?
10. What are some of the most pressing business challenges you face in your community?

The item(s) will be sent to our regional content studio in Nigeria where they will be inspected and photographed to maintain visual consistency across the platform. Sellers who have the capabilities to open and manage their own store would be able to do so in exchange for a 10.5% fee which covers content capture, site maintenance, and marketing services. However, sellers who require the full extent of our business services will be charged a 33.5% transaction fee. These services include store maintenance, copywriting, shipping and logistics, customer service support, and payment solutions. Further, these differentiating features will create value for customers, whose purchases will effectively drive the socioeconomic development of impoverished African communities.

Our entry and growth strategies are dependent on several key success variables:

- **Product Sourcing** – staying abreast with market and fashion trends to identify products that resonate with our targeted consumer segment
- **Website interface** – creating a seamless consumer journey for end-users and sellers alike
- **Marketing** - effectively communicating our brand mission to drive awareness, desirability, and sales
- **Smart logistics** – Manage and execute the flow of shipments through an interactive digital network

III. Industry Analysis

Porter's 5 forces is a strategic tool that can be utilized to analyze the industry in which Izola's Grace operates.

Threat of New Entrants

Once Izola's Grace launches, it will face the threat of new entrants, attempting to gain market share by emulating the concepts and model. To gain a competitive advantage, we would need to do the following:

- Build meaningful partner relationships with our artisans/sellers
- Create exclusive partnerships
- Develop a highly advanced website/app and invest in on going R&D

Bargaining Power of Suppliers

In this circumstance, suppliers of Izola's Grace may have relatively limited bargaining power. Because the company is positioned to provide education and business support, along with access to a vast market, artisans have the potential to become reliant on Izola's Grace for primary income due to the attractive offers.

Bargaining Power of Buyers

Buyers also have relatively limited bargaining power. Access to the suppliers of Izola's Grace is restricted through the platform, price ranges are controlled by the company, and exclusivity agreements will drive tremendous brand value.

Threat from Substitute Products

The other threat from substitute products is also limited. The unique designs available on Izola's Grace will not be easily found on other platforms unless sellers list their products across multiple platforms. Izola's Grace can forge exclusive partnerships with sellers to virtually eliminate the risk of this threat.

Rivalry Among Existing Players

There will be a rivalry with existing players, as there is already a market for consumers looking to purchase fashion goods made in Africa. Competitors such as Etsy and Industrie Africa, both have a substantial market share and global recognition. However, this threat can be diminished through a brand campaigns that amplifies the philanthropic objectives of Izola's Grace. There is no exact competitor with the same offering and suite of services that we are providing, placing us ahead of the curve.

IV. Market Research & Competitive Analysis

Target Market

The target market of Izola's Grace is likely similar to competitors such as Etsy. The typical Etsy customer in 2020 was a female between the ages of 18-35 and 81% of them were women while just 19% were men. Also, Etsy had 81 million total buyers in 2020. A large market of buyers for Izola's Grace exists in the United States as well as the United Kingdom, followed by Canada, Australia and France - the five top countries for the Etsy platform.

Our target market for artisan sellers includes skilled craftsman's who make authentic istrlabor businesses owned and operated by African individuals. Platforms like Industrie Africa

and Kazi employ tens of thousands of skilled artisans and similar numbers of potential partnerships could be attainable.

Competitors and Areas of Differentiation

Our main competitors include Etsy, Indego Africa and Industrie Africa. Each competitor covers certain areas that we cover but does not offer the entire solution and holistic support that we will provide our suppliers, while targeting the North American and European market. Our marketing will appeal to trends that are prevalent in these target markets including sustainability, fair trade, green production and operational practices, empowering disadvantaged global community members, educational resources and training, humanitarian work and more.

We will encourage consistent user generated content as one of our key strategies. Both client and supplier support will be of the utmost priority in order to set ourselves apart from the competition and compete in a controllable area.

Current Competitors - Overview

Competitors are limited in terms of those who are doing exactly what Izola's Grace is doing.. Really, there is no current competitor with the same focus on supplier support, engaging in the long term, creating a community, empowerment and helping them build long lasting businesses along with the foundational requirements that small businesses need to succeed in a globally competitive landscape.

In the current market, competing providers cover certain areas, like Etsy providing a platform but not education or supplier support. Other businesses in the financial or educational or

technological sectors are covering just one specific area for African business owners. These companies are not providing the same type of holistic solution to seller pain points and needs that we are.

By catering specifically to the needs of African artisans and being in touch with their unique struggles, we are able to develop a platform that will exceed both their expectations and our customers. No other current competitor is offering the same range of services, platform access and support. Our solution is a one-stop shop for many suppliers and will provide them with significant convenience compared to other competitors that may be out of touch with supplier needs or otherwise overlook them.

Competitor Analysis

- **Indego Africa** is one competitor that provides a more similar offering to Izola's Grace by helping startups in Africa scale at a low cost and working towards building global sustainability. They also provide educational services as well as mobile app support for a range of products.
- **Global Village Gifts** provides Fair Trade Certified products from African farmers and artisan products. Being Fair Trade Federation members, they are able to provide their customers with the guarantee that their products are fair trade. They aim to target the third world for their customers while Izola's Grace has a target market that is in the US, Europe and Canada.

- **Etsy** is the largest online marketplace for handmade goods and although it provides African suppliers with the ability to sell their products online, it lacks the training and supplementary support and resources that Izola's Grace will provide its suppliers. It does not help suppliers find suitable options for banking, assistance with entrepreneurship training or other resources that will set Izola's Grace apart.

- **Zuvaa** - Now closed as of 2022, Zuvaa was featured on Shark Tank and provided a community and online marketplace for African fashion. It connected artisans with buyers everywhere. However, the company ended up growing too quickly and did not have the infrastructure in place to manage growth and demands, eventually leading to its shutdown in 2019. This platform could have evolved into a potential competitor and lessons from their failure can be studied to help ensure the success of Izola's Grace.

- **Industrie Africa** – Founded by Nisha Kanabar, Industrie Africa is not structured in the same way as Izola's Grace and functions more as a boutique fashion outlet. Although it provides access to African suppliers, the business does not provide empowering training or education to allow sellers to function independently but rather provides an online outlet and one main online store for D2C purchases, as well as a refund guarantee, functioning as a more of a traditional fashion company instead of the social good and empowerment platform that Izola's Grace is.

A large percentage of the profits go to the entrepreneurs as our mission is to empower these communities, not exploit them. Most platforms do not support their artisans in the way that we will support them, providing education on successfully running their businesses, basics on entrepreneurship, and showing them how to succeed in the long term in the marketplace.

V. Economics of the Business

Fee Structure

Items will be photographed in our content studio for consistency in content and images. Sellers who can manage their own store can receive a reduced fee of 10.5% in exchange for using our platform which will cover site maintenance, marketing, and content services. Sellers that require full services including support, training, vendor solutions, and other help will be subject to a higher 28.5% fee. This can include copywriting, store maintenance, images, shipping and logistics, payment solution setup and customer service.

By providing two options to sellers, they can decide the level of support they would like to receive and initially many sellers may opt for the higher support level until they are able to successfully independently operate their business. At that time they may choose the lower level in exchange for the 10.5% platform commission.

Customers can trust that we are a platform that is fully committed to helping our sellers achieve the highest level of success in every way possible. In comparison, competitors like Etsy charge a lower commission of 6.5% but do not offer any form of added support, assistance with business launching, customer support, copywriting, etc.

Although our commissions are higher than some platforms, we can explain that the purpose is to be able to offer our suppliers the training and assistance they will require to launch and sustain a globally competitive business.

This is a valuable service in any market but particularly in the African market where many sellers are only now getting the hardware, equipment and internet access they need to launch their first digital business.

Revenue Streams

Listing fees - Revenue may be generated from requiring a listing fee from sellers, however this may also discourage sellers from listing their products on the platform, unless it is collected as a post-sale fee. This should likely be tested on a limited basis before rolling it out to the larger platform.

Transaction fees – commissions would be tiered, the more support a seller requires to get their items live (ie, content capture services, payment gateway support, logistics and fulfillment, etc) the higher our commission

Advertising and Promotional fees - Outlined in Pro Forma Year 1-3 Budget section.

Advertising dollars must be carefully spent, content marketing is generally the main marketing vehicle that should be utilized, followed by strategic post boosting and campaigns on key channels like Facebook/Instagram.

Expenditures

Website development and hosting - Estimated development and maintenance fees are outlined in the Pro Forma Year 1-3 budget. Fees can be reduced by utilizing outsourced web development solutions at the cost of yielding control over the final product and potential communication issues.

Platform payments - Users will purchase products directly on the platform, with the agreed commission structure, and automatic deduction of seller commissions will occur upon successful sales.

Logistics and fulfillment - Outsourced to third party, cost of which is included in pricing as a shipping fee. Many third party providers will allow for per-sale shipping charges, on an as-needed basis for each order. Thus this cost can be potentially controlled as a variable cost covered in each sale instead of a fixed cost per month. Pick and pack costs can typically be \$3-\$5 per order, for example, along with the cost of shipping. An accurate shipping calculator can essentially provide the proper minimum shipping cost automatically when the order is made. Clients can have full transparency on their shipping costs in this way, while the cost burden does not have to be borne by the company until it has the revenue to develop its own logistics centers in West Africa.

Returns and Exchanges - Returns and exchanges can be minimized by encouraging sellers to not accept returns without justifiable cause. Customers can request returns if an item is damaged in transit or otherwise received in a way that is not as described potentially. However, other reasons for a return may be denied by the seller in order to greatly reduce or mitigate this cost. In addition, sellers may be encouraged to properly pack their items with a set of procedures and training that could be provided as a mandatory step in the onboarding process, this can further reduce the need for returns.

Equipment and asset maintenance - Laptops and cameras will be necessary initially for content marketing but represent a small portion of the overall marketing budget. Even modern

smartphone cameras are sophisticated enough for the initial content marketing steps that will be required to launch the company.

Storage - no storage will be necessary other than the cost of an outsourced logistics and fulfillment center. Many centers charge on a per-sale basis and thus this fee can be integrated into the price or simply charged as a separate shipping fee upon sale.

Marketing & Advertising - Outlined in Pro Forma Year 1-3 Budget, marketing dollars must be spent on high ROI methods including content marketing and methods that will drive engagement in the long term and build loyalty. Paid media can supplement content marketing as well as a retargeting strategy for potential buyers who have shown interest.

Transactional Costs - Most credit card processors charge approximately 2.9% to 3.3% on transactions, this is reflected in the financials section, pricing should be adjusted as needed to **compensate for this revenue loss.**

Cyber Security - Web maintenance is an ongoing fee and cost and listed in the financials section, developers that maintain the Izola's Grace website should be familiar with the latest cyber security protocols.

The breakeven scenarios listed below are based on our cash flow projections and proforma budget.

- Year 1 Projected Revenue: \$1,000,000
- Year 2 Projected Revenue \$5,000,000
- Year 3 Projected Revenue: \$10,000,000

Break Even Analysis

Expected Scenario

- Average Sale Price: \$172.50
- Platform Commission: 28.5%
- Fixed and Variable Costs Estimate Year 1: \$286,485
- Average Platform Commission: \$49.1625
- Average Number of Sales to Break Even: 5828
- Total Revenue to Break Even: \$1,005,330
- Estimated Months to Break Even: 12

Worse Than Expected

- Average Sale Price: \$125
- Platform Commission: 28.5%
- Fixed and Variable Costs Estimate Year 1: \$286,485
- Average Platform Commission: \$35.63
- Average Number of Sales to Break Even: 8041
- Total Revenue to Break Even: \$1,005,125
- Estimated Months to Break Even: 18-24

Better Than Expected

- Average Sale Price: \$225

- Platform Commission: 28.5%
- Fixed and Variable Costs Estimate Year 1: \$286,485
- Average Platform Commission: \$64.125
- Average Number of Sales to Break Even: 4468
- Total Revenue to Break Even: \$1,005,300
- Estimated Months to Break Even: 6-10

Assumptions

- Financial projections are made based on the assumption that a minimum viable product for a final working website and app will be fully launched prior to month 1.
- Projections are made with the assumption that all key team members will be available prior to month 1.
- Projections are made with the assumption that supply chain issues will be relatively minimal and disruptions will only be short term if they do occur
- Projections are made with the assumption that a core initial group of sellers are available with goods in the ready to wear fashion categories, shoes, jewelry and other key categories as determined.
- Assumptions are that year 1 revenue goals are no less than \$1 MM, year 2 are no less than \$5 MM and year 3 are no less than \$10 MM in revenue.

VI. Go-to-Market Strategy

Choose Initial Social Platforms - Launch social media organic posts and videos ahead of official launch and start building user base on Instagram, TikTok, Facebook, Pinterest.

Refine and Optimize Social Strategy - Launch initial set of posts for 1 quarter. Test and optimize based on user response, likes, shares and other metrics. Continue to refine organic strategy on at least a quarterly basis based on the type of content that generates the most engagement.

Develop Website and App - Develop first website and app iteration and test. Build an initial base of sellers and potential customers or test customers and test platform. This is a key part of the process that may take 3-6 months or longer. Develop website and app with extensive testing and user feedback and iterate as many times as necessary for a polished final product before first marketing campaigns.

Establish Early Relationships with Producers - Begin establishing relationships with producers as early as possible, as onboarding producers is a continual requirement for the platform. Reach out to communities that may be interested in Africa and currently are not utilizing any existing option. Develop niches and specialties for exclusive fashion products and implement content centered around these products and their suppliers in the first marketing messages.

User Generated Content - Request user submitted content from businesses we have helped, tagging the company from the African businesses we help to generate buzz and vitality. Emphasize social good, education and training provided, stories of empowerment, success stories, and similar content.

Other Content - Launch a strategy for other content to highlight including platform updates, highlighting sellers, highlighting products with excellent photography, buyer stories and experiences, positive media coverage, podcasts and interviews with founders, and other content to test for engagement.

Leverage Paid Media - Leverage paid media strategically to supplement content marketing. However, content marketing should be a primary focus for this business, as content marketing techniques in fashion are essential to help users feel more connected to the brand and build long term loyalty and engagement.

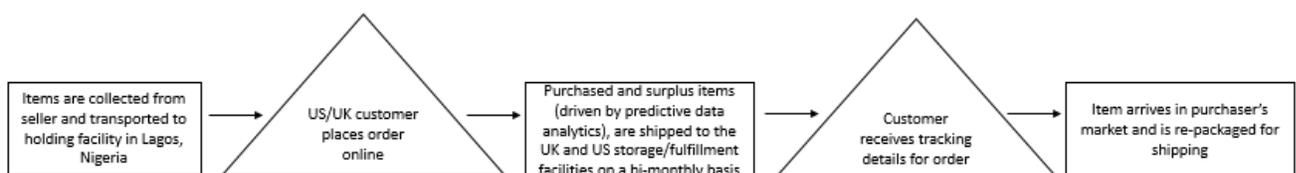
VII. Design and Development Plan

The platform design and development project will be tracked by 9 steps:

- 1) Analysis – The analysis will allow us to create a detailed outline of the project specifications, particularly around the syncing of digital payment gateways to mobile banking accounts and Smart logistics. We will also conduct research to gather end user insights to assess their digital needs.
- 2) Requirements – The development team will create a RACI matrix for all assigned workstreams and set milestones. They will also perform a risk assessment around the intersection of ecommerce and cybercrime in Nigeria, which can be an impediment to the thriving digital economy in Africa and requires international, regional, and private sector cooperation (Exhibit 2) (ECA).

- 3) Planning – Work with marketing team to draw up a clear overview of timelines, tasks, and subtasks.
- 4) Design and Prototyping – Map out wireframes for the end user and administrative user journey, and work with marketing team to ensure all creative content and copy is aligned with the brand DNA.
- 5) Measuring and Tracking Progress – Identify metrics to track product quality
- 6) Development and Coding – Implement design plan and work with external partner(s) to integrate transaction portals for payment processing.
- 7) Testing and Quality Control – Quality and security test will be performed by external team
- 8) Deployment to Production – Deployment will be broken into two stages: 1) seller interfaces, and 2) buyer interfaces
- 9) Support and Maintenance – Develop a maintenance and cybersecurity strategy

VII. Operations Plan



Geographical Locations

The planned geographical location for the primary business is Lagos, Nigeria; however, there will be two fulfillment warehouses in New York and London where items will be processed and re-packaged for deployment to customers within those markets. These outsourced annex locations will also serve as storage facilities for fast-moving stock and other surplus items

to mitigate unforeseen high capacity utilization, as well as other variables such as supply chain delays brought on by the COVID-19 pandemic.

Quality Control, Production Control, and Inventory Control

To minimize customer dissatisfaction, all items will be quality controlled in the Lagos facility by a Product Specialist. Although no two items are expected to be the same, the products will be inspected carefully for defects, and characteristics that may be considered a far delineation from the promoted design. These goods will be vetted with a proprietary process that will ensure that quality requirements are met. An inventory management software system will be integrated into the point of sale and smart tracking systems to for inventory tracking and loss prevention purposes.

Shipping

Shipments between the sellers and our Nigeria location will be managed by a third-party logistics company. Air and ocean freight shipments will be managed by the warehouse manager. One the items make their way to the 3PL facilities they will be managed by the carrier.

IX. Organizational Structure and HR Plan (WIP)

X. Sustainability and Impact (WIP)

XI. Implementation Plan

Launch Roadmap Milestones:

1. Develop First Website Iteration by Q3 2022
2. Test Early Website Version in Q3 2022 to Gain User Data
3. Launch Early Organic Social Media Content by Q2 2022
4. Begin Supplier Outreach in Q2 2022 and onwards
5. Build Social Pages and Optimize Initial Content/Images by Q2 2022
6. Begin Growing Social Userbase Weekly in Q2 2022 and onwards
7. Develop First Quarterly Content Calendar by Q3 2022
8. Develop All Policies and Procedure Documents by Q3 2022
9. Launch First Paid Media Campaigns in Q4 2022

XII. Critical Risks, Problems, and Assumptions

Risks

One major risk exists from competitors emulating the platform and providing supplier support, including both existing and new competitors. Izola's Grace will have to continually look for opportunities to build supplier loyalty and compete in the areas of providing exceptional customer service as well as supplier support. App and website updates must be completed in a timely manner to ensure that the platform stays one step ahead of competitors.

Global economic changes are always a potential risk to any business. However some fashion businesses in particular are more susceptible to the effects of a recession.

Pandemics can result in supply chain issues and inflationary pressures which can increase prices and shipping times. This like natural disasters and conflicts are uncontrollable events and the

company can still thrive during these scenarios by adjusting product choices and pricing as required.

The loss of key talent/core team members can cause growth delays while replacing those team members. Consistent growth requires a core team that stays with the company as the cost of training and learning the business or a particular role can be substantial.

Overhead costs can grow out of control without careful planning. Areas such as rental costs, office supplies, inefficiently spent marketing dollars, salaries, and other overhead costs can end up draining the company's seed capital faster than expected. Careful control on costs as well as budgeting, searching for a range of providers and shopping to find the best prices, and other cost control methods can help eliminate this risk.

Web and app development delays can threaten growth and postpone launch dates. After finding the right provider, a carefully planned timeline must be set to ensure that launch goals are met. Sufficient time must be allowed for technical bugs to be eliminated as well as substantial testing prior to launch, as well as the opportunity to gather feedback from both suppliers and potential customers. This feedback will be valuable for shaping the first website and app version that will be launched to the public.

Problems

Whether logistics and fulfillment is outsourced or handled internally, global supply chain disruptions are always a potential problem. The estimated operating cycle of 2-3 weeks could be extended significantly in the face of logistical slowdowns caused by pandemics, conflicts, or

other causes. This problem is exacerbated by inflation and rising fuel costs, the ultimate cost of which is inevitably passed along to the buyer.

Thus, supply chain disruptions are likely to lead to an increased operating cycle as well as higher prices for goods, which in turn can affect the reputation of the platform, cause customer loyalty issues and result in lost sales. Customer refund requests may rise in this scenario as well.

Operating the service in the region of West Africa, as intended, will assist with reducing shipping times to the key markets that will drive revenue growth, the United Kingdom, the United States and the remainder of Europe.

With a storage and fulfillment center in Lagos, Nigeria (owned or outsourced) shipping times will be minimized to the greatest extent possible. The first 3 years are likely going to involve outsourced shipping and logistics until the revenue is available for investing in our own warehouse and distribution solutions.

Returns are a major potential problem that must be mitigated. Methods may include restricting returns, training sellers on proper packing procedures, making certain categories non-returnable, providing customers with store credit instead of cash, and more.

XIII. Financial Plan

Seed Capital - Friends, Family and Unaccredited Investors

Capital acquisition strategy - seeking initial pre-seed capital from a friends and family crowdfunding or equity crowdfunding campaign. Promotion on social media including LinkedIn, Instagram, YouTube, TikTok, and Facebook as potential channels among others.

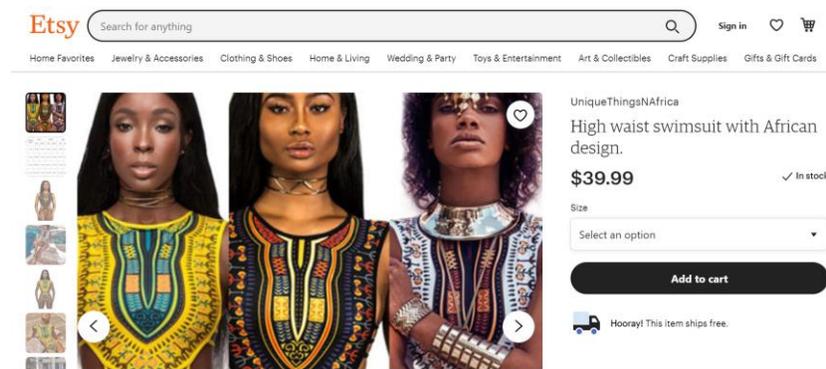
Focusing messaging on giving back to the community, providing an opportunity for entrepreneurship/fostering innovation and entrepreneurship in Africa, improving quality of life by allowing goods producers to reach the wider market.

A properly executed crowdfunding campaign could result in reaching or exceeding the initial \$950,000 estimated seed capital that the company will utilize to build the first iteration of the website and app and launch its first marketing campaigns, along with other variable and fixed costs. Further rounds including seed, Series, A, B, C. etc. can be raised by reaching out to angels and VCs, as well as family offices that represent accredited investors.

XIV. Appendix

Etsy:

https://www.etsy.com/listing/1167537084/high-waist-swimsuit-with-african-design?click_key=bf3f69a32a7dbdea97db758f9c3b8e9dc4704e7d%3A1167537084&click_sum=c6358689&ref=shop_home_recs_1&frs=1



Ali Express:

https://www.aliexpress.com/item/32883368305.html?spm=a2g0o.productlist.0.0.288e79e6akBt4A&algo_pvid=25715e77-f1a1-4403-9fbc-23b5bd8b837e&algo_exp_id=25715e77-f1a1-4403-9fbc-23b5bd8b837e-0&pdp_ext_f=%7B%22sku_id%22%3A%2265712804511%22%7D&pdp_pi=-1%3B7.74%3B-1%3B-1%40salePrice%3BUSD%3Bsearch-mainSearch

AliExpress

Happiness Mommy Baby Store
90.5% Positive feedback

+ Follow
6107 Followers

I'm shopping for..

Store Home Products ▾ Sale Items Top Selling New Arrivals Feedback



Sexy Women Ethnic Floral Swimsuit African Bathing Bikini Set Bathers Swimwear Beachwear

★★★★★ 4.8 ∨ 50 Reviews 174 orders

US \$7.74 ~~US \$10.90~~ -29%

US \$4.00 Coupons For You US \$1.00 off on US \$15.00

Color: black



Size: M

S M L XL XXL

Porters 5 Forces



SWOT Analysis

Strengths

- Strong Cash Flow
- Proven Demand
- Expected Market Growth
- Supplier Talent
- Loyal Community
- Potential Supplier Loyalty
- Personal Supplier Relationships
- Exclusive Goods

Weaknesses

- New Business Learning Curve
- High Initial Development Costs
- High Branding/Marketing Costs Initially
- Lack of Brand Awareness

<p>Threats</p> <ul style="list-style-type: none">● Global Supply Chain Disruptions● Pandemics● Competitor Emulation● Recessions or Economic Changes● Platform Loyalty Changes● Loss of Talent or Key Team Members● Growing Overhead Costs● Development Issues or Delays● Platform Access Issues● Regulatory Issues or Compliance● Returns	<p>Opportunities</p> <ul style="list-style-type: none">● New Developing Markets● New Demand in Existing Markets● Supply Chain Improvements● Further Globalization● Building Loyalty as a First Platform
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