FASHIONEX

HONOURS PROJECT

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FASHION BUSINESS 3
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(Vogueuk,2023)

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Coursework submission sheet
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Programme	BA (Hons) Fashion Business
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Deadline of the submission	10/06/2024
Signature	

Late submission will be penalised

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(Vogueuk,2023)

EXECUTIVE SUMMARY

Fashion industry is growing at an accelerated rate. This is in the United Kingdom market. Every year around 15,000 students graduate with a fashion degree. (Kessler,2024). This in United Kingdom. On the contrary, the number of employement opportunities available are less than 1000. For this purpose there is a need for a networking platform. (Douglass,2024). Fashionex will play an integral role. This is for helping them to stand out in the competitive marketplace.

Overall this report analyses the start up idea for a networking platform in the United Kingdom marketplace. Fashionex caters to all creative sectors. With a keen focus on fashion , it also caters to other sectors like:
- Arts.
- Beauty.
- Photography. (BOF,2024).
- Designing. Other creative sectors.

The first part of the report highlights the concept of Fashionex. It analyses the potential problems currently faced by aspiring as well as established professionals in the industry. (Adegeest,2024). It thereby provides the solution by coming up with this unique platform - Fashionex. By coming up with features like
- Mentor matching.
- Profile comparitive analysis. (advanced analytics). (Chada,2024).
- It also provides tips for improvement. (based on the profile being compared to and how to step up. This is when being compared to them).
- 2 weeks priority access to job listings.
- Industry specific insights. (Swinscoe,2023).
- Discussion groups. (to meet like minded people)
- Virtual portfolio viewing. (Hogan,2024).
- Virtual tour of the workplace. (Voguebusiness,2023).
- Geo targted mobile alerts.
- Fashionoid - AI - chatbot. (Forbes,2024).

Industry Specific insights:
(Mintel .
Euromonitor international.
Fashionsnoops.
Stylus.
Fitch solutions reports).

The first section also analyses the blue ocean concept and how Fashionex is better than its competitors. It provides uniques features .
These include mentor matching.
Profile comparitive analysis.
Priority access to job listings. These features are available for £19.99 a month. Linkedin charges £34.99 per month. TheDots charges £75.00 per month. Fashionex provides many more features. This is at an affordable cost. The launch location is chosen to be United Kingdom. (BOF,2024). This is owing to its
- Strategic location. (Easy for expansion to Europe). (This is in year 3).
- Creative schools. (University of Arts London)(Istituto Marangoni).
- Partnership. (this is for job listings). (This is with:
Luxury brands. - these include Stella McCartney , Victoria beckham. Even with modeling agencies.
Beauty Retailers. - Charolette Tillbury , Sephora. (Hardcastle,2024).
Art. - With art galleries like Tate Modern museum. Even with art agencies. (Guardian,2024).

In terms of Pestle,
- Powerful stance of United Kingdom. This is in international politics. (un.org,n.d)
- Rise in American investment in the nation. (gov,uk,2023).
- Increasing investment in Automation. (By United Kingdom)
- Global Talent visa. (Theeconomictimes,2022).
- Priority for
a) employement laws
b) legal laws.
c) consumer laws.
d) copyright right laws. (Vitasek,2023).
All these factors impact Fashionex in a positive manner.

Next section highlights the size of the industry. In 2024, the fashion sector is expected to generate US$43.52 billion in profit. The industry is predicted to reach a value of US$54.06 billion by 2028. (Statista,2023). It currently has 1.3 million employees in this sector. (ukft, 2024). In terms of beauty sector , The revenue is predicted to increase at a 7.73 percent yearly rate. (CAGR 2024–2029). Presently around 550,000 people work in beauty. (BOF,2023). In 2022, the aggregate earnings of artistic companies amounted to £140 billion. 40 percent of that amount came from vendors of goods as well as services. (McKinsey,2023). 970,000 employees in all served in the nation's art industry.
 (McKinsey,2023). In 2022, photography marketplace generated US$289.70 million in overall sales. (Statista,2024). It is anticipated that overall sales would rise at a 10.86 percent compound annual growth rate. (2022 -2027). (Statista,2024) . Around 93,100 work in photography. In total, Fashionex is targetting 4.2 Million people. This is in United Kingdom market. (Statista,2024).

The next part of the report analyses 4 trends. 4 trends are chosen to be incorporated in Fashionex.
The 4 trends are:
- Transparency and Data Privacy. (Bradley,2024).
a) Complies by all rules of GDPR.
- Beacon technology. (Reid,2023).
a) Geo targeted mobile alerts. (for events happening nearby).
- Virtual and Augmented Reality.
a) Virtual tour of the workplace.
b) Virtual Portfolio viewing. (Forbes,2024).
- Generative AI. (Fashionoid AI chatbot). (Schmelzer,2023).

Next part of the report analyses the SWOT and Tows. This is follwed by the marketing plan wherein Fashionex is seen targetting 3 main segments. These include:
Generation Z.
College Students.
Fresh college graduates.
Millenials.
Mid managerial roles.
Generation X.
Established industry experts. (professionals)
This section addresses their needs and analyses the effectiveness of Fashionex on their professional journey. (Wessel,2023).

Brand Identity section addresses the key reason for choosing the brand name - Fashionex. Development of Logo , Moodboard along with justifications for the aesthetic. (Black and white). (Curtis,2024).

Marketing mix section highlights the key benefits of using Fashionex. It also analyses the range plan . Fashionex has a 3 tier subscription plan.
(monthly - £19.99
half yearly - £99.99
yearly - £199.99) (Survey)

This is followed by merchandising plan and the sourcing strategy.

An in depth analysis has been conducted to determine the perfect pricing for the subscriptions of Fasionex. According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus.19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).

This section is followed by the Fashionex Distribution channels as well as mobile and website mock ups .

In the following section an in depth analysis has been conducted to identify the effective online as well as offline advertising initiatives. (Borysek,2023). Fashionex will opt for both. This is for reaching the target audience effectively. Online strategies inlcude
- Posting regularly. (This is for engagement). (Across Instagram , Facebook , Twitter).
- Email marketing.
- Referral program. (Forbes,2024).
- Sponsored content. (3 popular fashion blogs)(based in Unitd Kingdom).
- Search Engine Optimization.
 Key online strategies include:
- Being one of the sponsors. This is for London Fashion week.
- Magazine marketing
- Workshops. (Donati,2023).
- Industry talks. (BOF,2024).
- Fashionex Gala. (Launch Party).

The next part of the report analyses the operational plan. This plan helps in understanding each stage pof development from the development of concept to future development for Fashionex. (Taylor,2020).

This section is followed by the Management section. It highlights the key memebers of the team. (total 7). It analyses the reasons for decentralised authority along with a functional matrix system. It follows a supporting leadership style. (Shetty,2023). This is because Fashionex will hire experts. Each one will have expertise regarding their own field of work. This is quite crucial for a platform like Fashionex. New trends come in industry everyday. (Marr,2023). Quick adaptation is crucial . Hence it follows a supporting leadership style. 3 possible scenarios have been analysed. (Star framework).

The last section is the financial overview. The total fixed and start up cost for year 1 comes up to £848,995.00. The major part of the investment is being allocated for
- marketing expeses. (£272,305.00).
- Partnership costs. (£195,000.00). This is for acquiring
a) industry specific reports.
b) trend reports.
c) industry specific insights. (McKinsey,2024). (Forbes,2024).

It will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions.
(Forbes,2024).

A net worth of 52% in year 1. This is by selling 50,000 subscriptions. In year 69% net profit is expected. This is by selling 100,000 subscriptions. In 3rd year, a net profit of 73% is expected. A 4% growth in profit is expected. This is beause Fashionex will expand to Europe market. Hence, heavy investment would be made on marketing.

The breakeven point for Fashionex is 3,820 subscriptions. It is expected to be achieved by 5th month.

Fashionex overall provides many features which are not provided by its competitors.
(Mentor matching.
Profile comparitive analysis.
It will even provide tips for improvement as well as other features as well).
It is even moderately priced than its competitors.
TheDots - 75.00. (per month). (TheDots,2024).
Linkedin - 34.99. (per month). (Linkedin,2024).

Fashionex monthly sunscription - 19.99. (survey). Owing to its
- Pricing strategy.
- Features. (Businessnewsdaily,2023).
- Target audience. (4.2 million in uk).

Hence, the business is expected to be viable.

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CONCEPT

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Concept: Fashionex is a fashion networking platform. It will be launched in the United Kingdom marketplace. The goal is to create an extensive fashion networking platform. This is for the purpose of fulfilling the needs of:
- Aspiring professionals.
- Established professionals.
With a keen focus on fashion industry, Fashionex will also cater to
- Beauty.
- Arts.
- Photography.
- designing industry.

ISSUES FACED BY EMERGING PROFESSIONALS. (Fashion.
Arts.
Beauty ,
Photography and designing industry.).

1. Limited Visibility.
Aspiring professionals though they are talented they are unable to gain recognition. (Kelly,2024). They are unable to present their skills to people in the industry. This is to :
- Potential employers. (highly recognized companies). (Bloomberg,2023).
- Mentors. (for mentorship opportunities to sharpen their skills). (Wingard,2024).
- To other emerging professionals. (in same field for collaboration).
This is owing to lack of an effective platform to showcase their talent and prove their skills. (Lanzalaco,2023).
Fashion industry is quite saturated. There are too many graduates with very less than 1/10th of employment opportunities. (BOF,2023). If the emerging talent doesn't get recognition for their skills, it will have a major impact on their career development. (Newton,2024)

In spite of being talented, people often don't end up getting employed in the industry. This is mainly because their talent isn't getting recognized and sometimes less talented people get employed cause they know how to tackle the situation in an efficient man-ner. (Saletta,2024). This is highly unfair to talented emerging professionals. (Interview - appendix).

On Fashionex users can upload their portfolio. They can even view others work in virtual and augmented reality setting. (Szleter,2024). This will help them understand the skills of the users in a much more efficient way. For e.g : The Virtual portfolio showcasing helps users understand skills of a photographer in a better way. (Marr,2023). They user can thereby decide if they want to collaborate with them to work and if their skills sink in. (Morgan,2022). This feature also helps mentors to identify their talent and help them elevate their skills. (Spangler,2022).

2. Networking challenges.
Presently in terms of networking platforms specific to fashion sector there aren't any. The closest options available are:
- Creativemornings.
- The Dots.
- Behance.

- Linkedin.
These platforms do not provide a comprehensive setting. This to collaborative and work. (Vitasek,2023). LinkedIn does have certain groups, but they are very limited in terms of fashion. The Dots has an option to create groups and have conversations but lacks other features of Fashionex like (educational resources, trend reports, mentorship opportunities). (TheDots,2024). Behance does not provide the option to create create groups for discussions. (Behance,2024). While using this platform, users can send messages to people they wish to have a conversation with. At once, they can send message up to 10 people. (Adobe,2024).

On Fashionex, user can create discussion groups.
- Discussion groups (based on their interests). Users have the option to join various groups concerning their topic. (Hbr,2023). They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)

Fashionex provides advanced filters like
- industry. (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Hall,2023).

3. Mentorship Opportunities.
While just 37% of individuals have a mentor, 76 percent of individuals believe they are essential. (Gotian,2022). They play an integral role. This is in terms of:
- Career development.
- providing guidance.
- providing support. (Koifman,2023).
- providing important insights about the industry. (Gross,2023).
Presently it is very difficult for a fresh college graduate to find a mentor. There isn't any platform offering this option or a feature. (Cantalupo,2024). Hence, it is very difficult for fresh graduates to find the perfect job opportunity, understand the industry dynamics and step up in the sector. (Miller,2023).
Mentor Matching:
Fashionex will launch a new feature called 'Mentor Matching'. Here users who wish to be a mentor can sign up as mentors. Those who like to be mentored can sign up as mentees. (Heisman,2023). By analyzing the activity of the user of Fashionex it will suggest who be the best suited mentor. (Reeves,2023). They can accordingly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

ISSUES FACED BY ESTABLISHED PROFESSIONALS.(Fashion, arts , beauty , photography and designing industry).
1. Finding perfect talent.
Many renowned companies face issues. This is in terms of finding the perfectly skilled person to work with them. (York,2023). The usual hiring procedure is lengthy. It is
Time consuming . (Knight,2021).
Tiring. (Forbes,2022).
Presently there does not exist any industry specific platform . This is for the purpose of finding skilled aspiring professionals. This is in accordance to
- having perfect skillset.
- experience. (White,2024).
This makes it very difficult to find them. Although there exist platforms like
Linkedin.
Creativemornings.
TheDots.
Behance.
They provide job opportunities but Fashionex is focused on fashion
followed by
- Arts
- Beauty
- Photography.(BOF,2024).
The platform is targetting a niche market. (Heyward,2022). Hence, it will be easier for established companies and professionals in this sector to find the right talent in an easier manner. (Kowalewicz,2024). Using Fashionex, they can even view work of the users in virtual and augmented reality setting. (Forbes,2022). This will help them understand the skills of the users in a much more efficient way. For eg: The Virtual porfolio showcasing helps users understand skills of a photographer in a better way. (Szleter,2023). They user can thereby decide if they want to collaborate with them to work and if their skills sink in. This feature also helps mentors to indetify their talent and help them elevate their skills. (BOF,2023).

2. Advanced Analytics.
Fashionex's competitors :
- Creativemornings.
- TheDots.
- Behance.
- Linkedin.
They provide advanced analytics with premium subscriptions like
- Title.
- industry.
- Company headcount.
- Seniority level.
- keywords
- Job Titles.
- Education.
- Expected Salary. (Linkedin,2024) ,(Creativemornings,2024), (TheDots,2024) (Behance,2024).
None of the competitors provide advanaced analytics like
- Demographics breakdown. (Hall,2023). (interview - appendix).

- Profile comparitive analysis.
- Tips on how to improve in terms of the profile being compared to. Fashionex will provide all these features and it will help the professionals to work on their performance and skills to increase their engagement rate. (Bora,2023).

Events and Workshops.
Its very important for establised professionals to be aware of latest happenings in the industry. This is in terms of
- events
- workhops
- seminars in and around the city. (Kelly,2023).
Generation X often finds it difficult keep up with all these owing to high workload and not being so active on social media. (Zote,2024). Not attending these can have an high impact. This is in terms of
- Increasing the network. (Forbes,2024).
- learning novel skills.
- keeping up with latest innovations in the sector. (Singh,2023).
Fashionex will provide a list of events and will notify them about current happenings nearby so the don't miss any important industry specific events.

Mentorship.
Established professionals wish to mentor the aspiring professionals in the industry . (Bloomberg,2023). There doesn't exist any platform at the moment to bridge the gap between them. At times there are certain insights which the experts learn from the aspiring individuals who are being mentored. (Forbes,2023). Hence, mentorships is beneficial for both. That is:
- Established experts.
- Aspiring professionals. (BOF,2023).

ISSUES FACED BY BOTH
a) ASPIRING PROFESSIONALS.
b) ESTABLISHED PROFESSIONALS

1. Industry specific Insights.
It is very crucial to keep up with the latest information. This is in terms of
Fashion.
Beauty .
Arts.
Photography.
Graphic designing sector. (EconomicTimes,2023).
It is difficult for many graduates and aspring professionals. This is in terms of finding perfect reliable market data. (Kaplan,2023). The fashion sector is always evolving. People need to read industry specific articles and reports to stay updated. Lack of access to these can lead to many issues. (Kelly,2023). These include:
- Hindering career growth.
- Unable to stay ahead in the competiton. (Lau,2024).

Linkedin.
In terms of resources it provides
- Articles about new events, trends and happenings.
- Educational courses on its platform to improve skills. (Bridgwater,2024).
In has very limited scope in term so in depth industry reports related to fashion , arts beauty and graphic designing industry. (Forbes,2024).

Behance.
In terms of in depth industry reports it provides very limited information. It has
- Blogs about new events, trends and happenings. (Adobe,2024).
- Its has many design layouts and ideas for
a) illustrations.
b) designing.
c) many presentation ideas. (Behance,2024)
- It does not provide in depth industry reports .

Creative Mornings.
a)Educational resources.
It has very limited blogs. These are based on 1.Future trends.
2.Case studies
3.Insights.
4.Best practices . (Creativemornings,2024).
- It does not provide in- depth industry reports.

TheDots.
It has some events but does not provide any educational or in- depth industry repprts.
(Forbes,2019)

Overall, All 3 categories (FashionexPlus users)will have access to these features.
Access to:
1. In-depth industry reports.
2. Market insights.
3. Upcoming trend reports. (Lucas,2024).
This will help them stay informed as well as learn about the future of fashion sector.
(Forbes,2023).
- It provides many creative and fashion courses for development of skills.
(Dennison,2023).
Non premium users will have access to limited articles and basic insights.
Marketing reports and articles are often expensive. For eg:
- Mintel. (2500 - 3000). (Mintel,2024).
- Grand View Research. (8200). (GrandViewResearch,2024).
- Market Research Future. (around 2000). Fashionex provides 60 such reports per year
just for 19.99 per month. It will provide reports which are essential for:
- Beauty.
- Arts.
- Photography.
- designing industry. (BOF,2024).

Market Gap.
Presently there does not exist any comprehensive platform. This is for the purpose of
connecting professionals. This is in fashion industry. (Finamore,2023). Currently about
15,000 students graduate every year with a fashion degree with only under 1,000
entry level roles available. (Linkedin,2024)(Behance,2024)(Creativemornings,2024)
(TheDots,2024). Fashionex aims help them step ahead of the competition.
(Prossack,2024). (through mentorshp ,in depth industry insights and reports , regular
events updates). It supports established industry professionals in finding the right talent
to fullfil the roles and help them stay ahead in the competition. (BOF,2023). (they can go
throgh the portfolio, view it in a virtual setting , understand their skills in an efficient way.

They can learn new skills for fresh graduates and young talent while offering
mentorship). It will also cater to other industries like arts, beauty and photography.

**Fashionex will solve the problems faced by the Aspring professionals. (fresh
college graduates , individuals who are new to fashion sector). It will also solve the
issues faced by established professionals. This is by providing these features:
(UNIQUE SELLING PROPOSITION).**

Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who
wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up
as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will sug-
gest who be the best suited mentor. (Reeves,2023).They can
accordinly request them for guidance. (interview 4 - appendix). The recommendations
will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

-Discussion groups (based on their interests). Users have the option to join various
groups concerning their topic. They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable
guidance.
Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Forbes,2023).

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Fashionex will provide:
Advanced trend reports
articles.
in depth reports. (Soar,2022).
Users can use advanced filters to choose industry they are interested in. (Beauty ,
Fashion , Styling). (Kelly,2023).
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024)
- In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview - appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

- Fashionoid AI chatbot.
Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to:
-Using the application. (Szabo,2024).
-Choosing the right career.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day. (Viliavin,2023).
Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024).
It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024)

- Virtual Portfolio Showcasing.
Fashionex will provide a space for users to show their work on the platform. Users can go through each others' work. (Voguebusiness,2022). The portfolio would be arranged in an immersive setting. (Robimov,2020). This will create a more interactive environment as well as better understanding of the user's work. (Forbes,2023). Virtual Reality would be utilised for 3D demonstration of the work. (Forbes,2021). This 3D representation helps in better
understanding the
- Photography skills.
- Designing skills.
- Styling.
- Other creative skills in an efficient manner. (Hackl,2021).

- Using Augmented Reality for providing Virtual Workplace Tour.
By making use of augmented reality, Fashionex will create a very interactive environment. (Robert,2024). Interactive features would be utilised for helping us-ers get an essences and a clear idea of their job environment prior to applying for it. (Forbes,2024). They can get a tour of the workplace. Through this they can get a clear image of the

- office.
- workstation.
- meeting rooms.
- common areas. (Fade,2021).

(Fashionista,2016)

BLUE OCEAN STRATEGY

STRATEGY CANVAS

It is a comprehensive evaluation tool as well as action framework for developing an effective blue ocean strategy.(blueoceanstrategy,n.d). It was created by Chan Kim as well as Renée Mauborgne.(buusinessnewsdaily,2023). It visually depicts acompany's existing strategic environment as well as its future potential.(masterclass,2022).This strategy has been opted to determine how FashionNex is a blue ocean in comparison to its competitors.

(Linkedin. Behance. Thedots. Creativemornings).

The analysis shows that FashionNex's features differ significantly from those of its competitors. It offers a wide range of new features which aren't offered by them.

COMPETING FACTORS

RED OCEAN	RATING
Price Affordability	7
Advanced Analytics	6
Priority access to job listings	0
Access to in depth industry insights	5
Virtual events ,events and workshops	6
Means to collaborate	6
Mentorship Opportunities	5
AI Recommendations	0
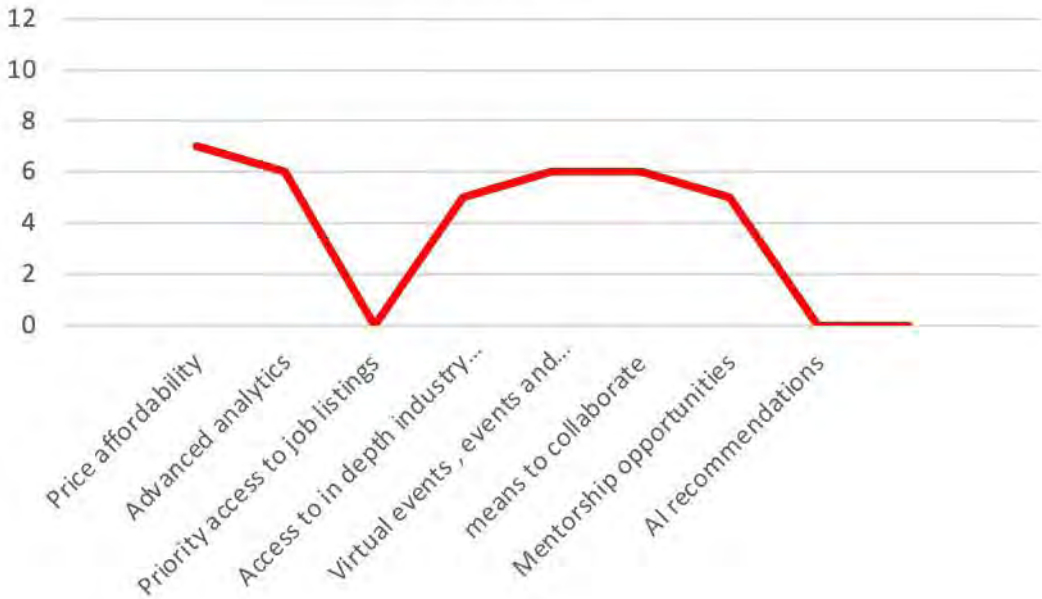
COMPETING FACTORS

BLUE OCEAN	RATING
Price Affordability	9
Advanced Analytics	10
Priority access to job listings	10
Access to in depth industry insights	10
Virtual events ,events and workshops	10
Means to collaborate	10
Mentorship Opportunities	10
AI Recommendations	10

RED OCEAN

BLUE OCEAN
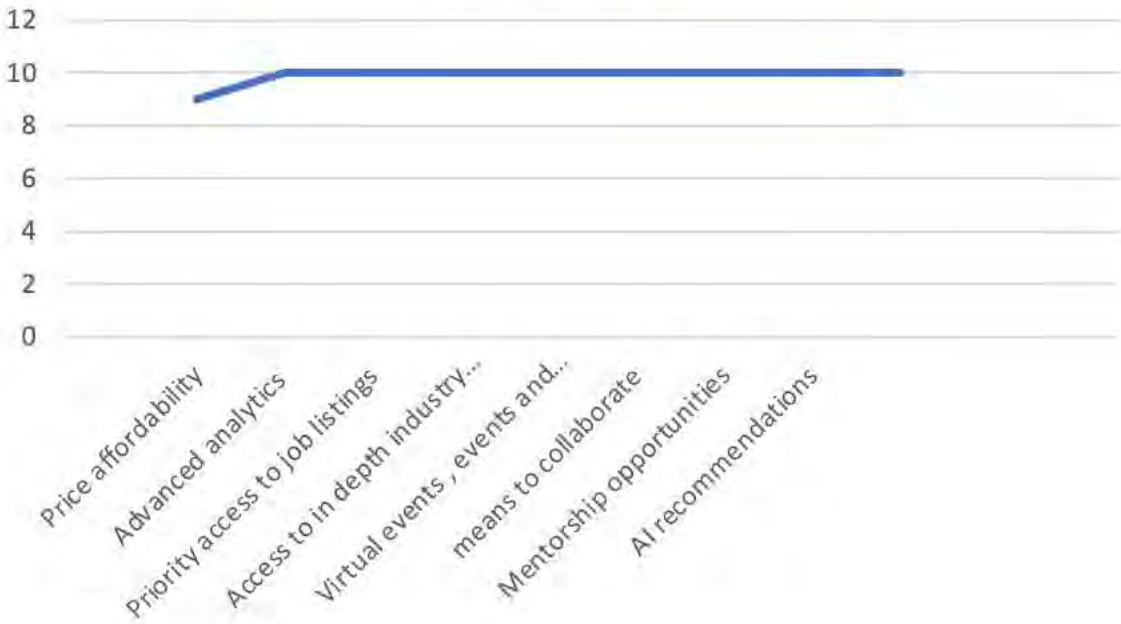
RATING ANALYSIS

1. Price Affordability.
Fashionex:
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99
According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).**:** The pricing of Fashionex is moderately priced than its
 competitors.Linkedin - £34.99, - For business purpose : £34.99. Sales Navigator Core : £69.99Recruiter Lite: £109.99. (Linkedin,2024) The dots - £75.00 and the Creative Mornings - for Solopreneur: £6.50 , Small Company : £28.00 , Behance
Monthly - £11.99 (Behance,2024). Yearly (upfront) - £74.99 (Adobe,2024). Fashionex offers more features compared to its competitors.These include:
- Mentor matching .
- Priority access to job listings
- Access to industry specific events
- Profile comparitive analysis . (Swinscoe,2023)
- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024).
- Fashionoid. (AI chatbot).
The pricing is also moderate compared to competitors so more
individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex. It provides limited job listings and very l
imited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings.
(Goswamy,2023).
Competitors score -7
Fashionex score - 10

2. Advanced Analytics.
Fashionex's competitors :
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
They provide advanced analytics with premium subscriptions like
- Title.
- industry.
- Company headcount.
- Seniority level.
- keywords.
- Job Titles. (Linkedin,2024).

- Education.
- Expected Salary. (Behance,2024). (TheDots,2024). (Creativemornings,2024).
None of the competitors provide advanaced analytics like
- demographics breakdown. (Hpuston,2023).
- Profile comparitive analysis. (Hall,2023).
- Tips on how to improve in terms of the profile being compared to. Fashionex will provide all these features and it will help the professionals to work on their performance and skills to increase their engagement rate. (Danao,2024).
Competitors score - 6
Fashionex score - 10

3. Priority Access to Job Listings.
Fashionex's competitors :
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
None of them provide priority access to job listings.
With FashionexPlus, users will have 2 weeks early access to job listings.
(Demartini,2022).

4. Access to in depth industry reports.
Linkedin provides:

Linkedin.
In terms of resources it provides
- Articles about new events, trends and happenings.
- Educational courses on its platform to improve skills.
In has very limited scope in term so in depth industry reports related to fashion , arts , beauty and graphic designing industry.

Behance.
In terms of in depth industry reports it provides very limited information. It has
- Blogs about new events, trends and happenings.
- Its has many design layouts and ideas for
a) illustrations
b) designing.
c) many presentation ideas
- It does not provide in depth industry reports .

Creative Mornings.
a)Educational resources.
It has very limited blogs. These are based on 1.Future trends.
2.Case studies
3.Insights.
4.Best practices . (Creativemornings,2024).
- It does not provide in depth industry report.

TheDots.
It has some events but does not provide any educational or in- depth industry repprts.
(Forbes,2019)

Overall, All 3 categories (FashionexPlus users)will have access to these features.
Access to:
1.in-depth industry reports.
2.market insights.
3.upcoming trend reports.
This will help them stay informed as well as learn about the future of fashion as well as
other sectors. (Forbes,2023). (beauty , arts).
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Designing industry.
Competitors score - 5
Fashionex score - 10

5. Virtual events ,events and workshops
Linkedin:
-There are various workshops as well as webinars.
Even they cover topics like
1.Future trends.
2.Case studies
3.Insights.
4.Best practices. (Jain,2022).
But these webinars are very limited in number when it comes to fashion , arts , beauty.

Behance.
It does not provide webinars and virtual events. (Behance,2024).

Creative mornings:
a) It provides:
- Talks.
- workshops.
- webinars.
b) Motivation: Leading experts in the industry share their stories that how did they
manage to succeed in their respective fields, what struggles did they face and how can
they avoid it on their road to success.They share their tips and things to keep in mind.
These videos and clippings help individuals keep themselves motivated on their road to
success.
 (Creativemornings,2024) There are also various webinars wherein people
belonging to the same industry can exchange opinions as well as ideas which will help
them in broadening their knowldge. It will play an integral role in
sharpening their skills.(Creativemornings,2024)(GuyRaz,2023).

The Dots.
It has very limited events. They are based on
1.Future trends.
2.Case studies
3.Insights.
4.Best practices. (TheDots,2024).

Overall,
All 3 categories (FashionexPlus users)will have access to these features.
Industry talks and webinars :Through webinars users get knowledge about new insights
about industry.They will cover topics like
1.Future trends.
2.Case studies
3.Insights.
4.Best practices. (Jain,2022).

Motivation: Leading experts in the industry share their stories that how did they
manage to succeed in their respective fields, what struggles did they face and how can
they avoid it on their road to success. (). They share their tips and things to keep in
mind.These videos and clippings help individuals keep themselves motivated on their
road to success. (Forbes,2024) (Voguebusiness,2024).
Competitors score - 6
Fashionex score - 10.

6.Means to collaborate.

Linkedin
It allows users to message users after they accept the connection request.
- If the user has a premium account they can send messages to 14 individuals every
month without even having them as connection and before they accept the request.
(Linkedin,2024). People can join groups related to fashion on Linkedin but there are
very limited groups for this sector.

-TheDots
Means to collaborate: Individuals will have the opportunity to join groups of their interest . This way they can have.
1. comprehensive discussions.
2. exchange opinions.
3 learn new insights.(2023)
They can message their connections after they accept their request.
With premium account it provides, direct message and bulk message option. (TheDots,2024).

Behance
It enables all the individuals on the platform to showcase their work. By doing so it enables other individuals and recruiters ro go through their work.They can like, comment as well as as reach out to them if they would like to hire them and work with them.(similarweb,2024)(Behance,2024).
-Engagement among community.
This is achieved through
a) Going through other user's images, designs , illustrations as well as other work.
b)Creative challenges.
c)Various virtual webinars. (Similarweb,2024).
It does not provide the option to create create groups for discussions. They can send messages to people they wish to have a conversation with. At once, they can send message upto 10 people.

Creative Mornings.
Networking: Though its main focus is to focus on the the resource based approach, it also provides certain networking prospects.(creativemornings,2024).This is achieved through the webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.They can even partner up and work on a project in future if their ideas go hand-in-hand.
(Creativemornings,2024).
-It doesn't provide the option to text people personally like Fashionex.People can exchange ideas via
- webinars.
- industry talks
- discussion forums. (Forbes,2021).

Fashionex:
-Means to collaborate: Individuals will have the opportunity to create
 industry specific groups as well as join one. This way they can have.
1 comprehensive discussions.
2. exchange opinions.
3 learn new insights.(Soni,2023) (Interviews - appendix).
They can message their connections after they accept their request.
-In case of having FashionexPlus, they can message any user without any limitation.
(Wasserman,2024)

Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Forbes,2023).
Competitors score - 6
Fashionex score - 10.

7. Mentorship Opportunities.

Linkedin.
Linkedin does not directly connect users with mentors. (Linkedin,2024). It provides these opportunities indirectly through Linkedin Learning. Its a part of its premium subscription. (Kruse,2022). Users have access to various
a) Courses.
b) Tutorials
c) Skill development assessments . (Linkedin,2024).
These are developed by the leading experts in the industry. It helps users gain an in depth knowledge , develop their skills as well as stay ahead in the industry by learning them by their self. (Gotian,2023).

Behance.
Behance does not provide direct mentorship opportunities unlike Fashionex.

Creative Mornings.
It does not provide direct one-on-one mentorship opportunities but it It provides resources like
a)Educational resources:These includes
-Webinars.
-Talks.
-workshops.
-Articles.
All these insights are given by the experts in the industry.
(Creativemornings,2024).

b) Motivation: Leding experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves
motivated on their road to success. (Creativemornings,2024) There are also various webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.(Creativemornings,2024)
(GuyRaz,2023).

TheDots.
 TheDots does not provide direct mentorship on its platform unlike Fashionex. It provides :
a)Networking opportunities.
A community for individuals as well as groups that choose not to be same everyday. It helps in building partnerships as well as assist, and encourage the individuals, groups

Fashionex.
-Mentor Matching: It will launch a new feature called 'Mentor Matching'. Here users who wish to be a mentor can sign up as mentors. (Interview- 4). Those who like to be mentored can sign up as mentees. (Heisman,2023). By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance.The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).
-Mentorship groups: Users have the option to join various mentorship groups concern-ing their topic.By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights.(Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance. While just 37% of individuals have a mentor, 76 percent of individuals believe they are essential. (Hesiman,2023). They play an integral role. This is in terms of :
- Career development.
- providing guidance.
- providing support. (BOF,2023).
- providing important insights about the industry.
Presently it is very difficult for a fresh college graduate to find a mentor. There isn't any platform offering this option or a feature. Hence, it is very difficult for fresh graduates to find the perfect job opportunity , understand the industry dynamics and step up in the sector. (Reeves,2023).

Established professionals wish to mentor the aspiring professionals in the industry. There doesn't exist any platform at the moment to bridge the gap between them. (Battacharya,2020). At times there are certain insights which the experts from the aspiring individuals who are being mentored.Hence, mentorships is beneficial for both. (Reeves,2023). That is:
- Established experts.
- Aspiring professionals. ().
Competitors score - 5
Fashionex score - 10.

AI Recommendations.
None of FashioNex's competitors provide AI recommendations related to any functioning on the platform. Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to
- Using the application. (Szabo,2024).
- Choosing the right career.
- About events, webinars. (Kulkarni,2023).
- About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day. (Viliavin,2023).

Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024).
It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024).
Competitors score - 0
Fashionex score - 10.

(Vogueuk,2019)

BUSINESS OBJECTIVES

BUSINESS OBJECTIVES

YEAR 1

1. To successfully enter into partnership with
a) Fashion agencies.
b) Educational Institutions
c) High street brands.
d) Luxury brands.
e) Beauty brands and retailers. (Bof,2024).
f) Art companies.
g) Art galleries.
h) Photography agencies .
i) Photography studios. (Vitasek,2023).
By doing so , it will provide job opportunities to people across
Fashion.
Arts.
Beauty .
Photography.
Designing sectors. (Khosla,2024).

2. To successfully implement strong marketing strategies. These include:
- Fashionex Gala. (launch party). (Shaffer,2023).
- Being one of the sponsors. This is for London Fashion week in September. (month of launch). (Forbes,2022).
- 2 workshops. (pre launch strategies). Ensure active paricipation. (150 participants in all)
a) Styling workshop.
b) Photography workshop. (Steff,2021).
- Industry talks. This is to create awareness about Fashionex. This is in
a) Istituto Marangoni.
b) London College of Fashion.
- Magazine Marketing. This is in
a) Vogue Magazine.
b) Harper's Bazaar Magazine. (Squier,2023).
- Influencer marketing. (across Instagram, Tiktok , Facebook).
a) Attract 10,000 followers on Instagram. This is through livestreaming on every Wedneday.
This is in collaboration with influencers and industry experts. (Forbes,2022).
Achieve 10,000 followers. This is through
- Email Marketing.
- Referral Program. (Forbes,2021).
- Search Engine Optimisation. (Muthoni,2021).
- Sponsored Content. (Inthefrow, Disneyrollergirl, LDNfashion).
(popular fashion blogs in London).
- Being active on social Instagram by regualry posting stories , posts , videos , reels and other engaging content. (Baluch,2024).

3. To successfully enter into partnership . This is with
- Mintel.
- Fashionsnoop.
- Fitch Solutions.
- Stylus.
- Euromonitor International. (Wickstead,2023).
They will provide customised reports specific to the industries that Fashionex is catering to.
(fashion , beauty , arts and photography).
This is for the purpose of providing
a) Industry specific insights.
b) New trends. (in depth reports).
c) Articles related to the industry. (Squier,2023).

4. To achieve minimum of 3 media coverages. (in leading fashion publications like Vogue .
Harpers Bazaar. (Forbes,2024).

5. To sell 50,000 FashionexPlus subscriptions. This is by the end of year 1.

6. To achieve 100k followers. (Instagram). This is my the end of year 1. This is through efficient marketing initiatives.

7. To achieve a net profit of 52%. This is by the end of year 1.

YEAR 2.

1. Strengtheing partnerships. These are the existing ones. These include:
a) Fashion agencies.
b) Educational Institutions
c) High street brands.
d) Luxury brands.
e) Beauty brands and retailers. (Bof,2024).
f) Art companies.
g) Art galleries.
h) Photography agencies .
i) Photography studios. (Vitasek,2023).
By doing so , it will provide job opportunities to people across
Fashion.
Arts.
Beauty .
Photography.
Designing sector. (Khosla,2024).
Apart from this, it will enter into new partnerships as well . This is based on
a) Effective market research in United Kingdom market.
b) Consumer survey results. (McKinsey,2023).
(sustainable brands.
fashion technology focused labels.
Art agencies.
Emerging beauty brands). (Vitasek,2023).

2. To expand as well as explore other marketing strategies. These include:
a) Being the sponsor. This is for
- London Fashion week.
- British Fashion Awards.
- Art Fairs.
- Beauty fairs. (Forbes,2022).
This will play an immense role. This in for further increasing the visibility for Fashionex.
b) Billiboard Marketing.
This is across 4 cities. This is in United Kingdom.
- London.
- Manchester.
- Birmingham
- Edinburgh. (Sesto,2023).
c) Organise Workshops. Ensure active paricipation. (350 participants in all)
 These include:
- Illustration workshop.
- Make up tips workshop. (Steff,2021).
d) Podcast.
Fashionex will enter into partnership. This is with 4 key influencers. The choice of the influencers will depend on
- market research.
- user's demand. (Kelly,2023).
Upon doing so, there will be 1 podcast. This is per week. It will enter into a 1 year partnership. This is with the chosen influencers. It will post hilights from each podcast. This is (across Instagram, Tiktok , Facebook). Goal is to get 4,500 views. This is per podcast. 10% growth is expected month by month. (Baluch,2024).
- Influencer marketing. (across Instagram, Tiktok , Facebook).
e) Magazine Marketing.
Fashionex will continue with this strategy in year 2 as well.
This is in
a) Vogue Magazine.
b) Elle Magazine.
c) Harper's Bazaar Magazine. (Squier,2023)
Achieve 5,000 FashionexPlus subscribers. This is through
- Email Marketing.
- Referral Program. (Forbes,2021).
- Search Engine Optimisation. (Muthoni,2021).
- Sponsored Content. (Inthefrow, Disneyrollergirl, LDNfashion).
(popular fashion blogs in London).
- Being active on social Instagram by regualry posting stories , posts , videos , reels and other engaging content. (Baluch,2024).

3. To successfully enter into partnership . This is with 2 more companies. These include:
- WGSN.
- McKinsey.
It will continue its partnership with existing companies. These include:
- Mintel.
- Fashionsnoop.
- Fitch Solutions.
- Stylus.
- Euromonitor International. (Gomez,2023).

They will provide customised reports specific to the industries that Fashionex is catering to.
(fashion , beauty , arts amd photography).
This is for the purpose of providing
a) Industry specific insights.
b) New trends. (in depth reports).
c) Articles related to the industry. (Squier,2023) .

4. To sell 100,000 FashionexPlus subscriptions. This is by the end of year 2.

5. To achieve minimum of 3 media coverages. These include:
- Vogue.
- Elle.
- Harper's Bazaar. (Forbes,2024).

6. To achieve 225k followers. This is by the end of year 2. This is through effective marketing initiatives.

7. To achieve a net profit of 69%. This is by the end of year 2. 17% increase in net profit.

YEAR 3.

1. Fashionex will expand to Europe market. It will first expand in 4 main cities. These include:
a) Paris.
b) Milan.
c) Spain.
d) Germany. (Businessnewsdaily,2023).

2. To successfully enter into partnership with
a) Fashion agencies.
b) Educational Institutions
c) High street brands.
d) Luxury brands.
e) Beauty brands and retailers. (Bof,2024).
f) Art companies.
g) Art galleries.
h) Photography agencies .
i) Photography studios. (Vitasek,2023).
This is with European based companies.
By doing so , it will provide job opportunities to people across
Fashion.
Arts.
Beauty .
Photography.
Designing sectors. (Khosla,2024).

3. To expand as well as explore other marketing strategies. These include:
a) Being the sponsor. This is for
- Paris Fashion week.
- Milan Fashion week.
- Berlin Fashion week.
- Madrid Fashion week. (Forbes,2022).
This will play an immense role. This in for further increasing the visibility for Fashionex45

b) Billiboard Marketing.
This is across 5 cities. This is in Europe Market
- London.
- Paris.
- Milan.
- Spain.
- Germany. (Sesto,2023).
c) Organise Workshops. Ensure active paricipation. (750 participants in all)(Europe)
 These include:
- Designing workshop.
- DIY workshop. (fashion).
- Styling workshop.
- Career development workshop.
- Styling workshop. (Squier,2023).
d) Podcast. (will continue with it even in year 3).
Fashionex will enter into partnership. This is with 4 key influencers. The choice of the influencers will depend on
- market research.
- user's demand. (Kelly,2023).
Upon doing so, there will be 1 podcast. This is per week. It will enter into a 1 year partnership. This is with the chosen influencers. It will post highlights from each podcast. This is (across Instagram, Tiktok , Facebook). Goal is to get 10k views. This is per podcast. 15% growth is expected. This is month by month.
- Influencer marketing. (across Instagram, Tiktok , Facebook).
e) Magazine Marketing.
Fashionex will continue with this strategy in year 2 as well. ().
This is in
- Vogue Magazine.
- Elle Magazine.
- Harper's Bazaar Magazine.
- Grazia.
- Cosmopolitan. (Squier,2023).
Achieve 10,000 FashionexPlus subscribers. This is through
- Email Marketing.
- Referral Program. (Forbes,2021).
- Search Engine Optimisation. (Muthoni,2021).
f) Sponsored Content.
- Des & Jen.
- Hello Fashion
- In the Frow.
- Glamazon Diaries.
- Stylishly Me. (Hbr,2024).
(popular fashion blogs) (These are based in Europe) . These will highlight features , benefits and new happenings in and around Fashionex.
- Being active on social Instagram by regualry posting stories , posts , videos , reels and other engaging content. (Baluch,2024).

3. To successfully enter into partnership . This is with 1 more company. This includes:
- Global Data. (Vitasek,2024)

It will continue its partnership with existing companies. These include:
- Mintel.
- Fashionsnoop.
- Fitch Solutions.
- Stylus.
- Euromonitor International.
- WGSN.
- McKinsey. (Forbes,2024).
They will provide customised reports specific to the industries that Fashionex is catering to.
(fashion , beauty , arts and photography).
This is for the purpose of providing
a) Industry specific insights.
b) New trends. (in depth reports).
c) Articles related to the industry. (Squier,2023) .

4. To sell 250,000 FashionexPlus subscriptions. This is by the end of year 3.

5. To achieve minimum of 5 media coverages.
- Vogue.
- Elle.
- Harper's Bazaar.
- Grazia.
- Fashionista. (Forbes,2024).

6. To achieve 350k followers. This is by the end of year 3. This is through effective marketing initiatives.

7. To achieve a net profit of 73%. This is by the end of year 3. 4% increase in net profit.
The growth is only 4% from year 2 owing to heavy investment in marketing. This is because it will expand Europe market.

(Dazed,2016)

REASONS &
MOTIVATION

REASONS AND MOTIVATIONS

TO SOLVE THE ISSUES FACED BY EMERGING PROFESSIONALS.
Fashion.
Arts.
Beauty.
Photography.
Designing industry).

1. Limited Visibility.
Aspiring professionals though they are talented they are unable to gain recognition.
(Kelly,2024). They are unable to present their skills to people in the industry. These
include
- Potential employers. (highly recognised companies). (Bloomberg,2023).
- Mentors. (for mentorship opportunities to sharpen their skills). (Wingard,2024).
- To other emerging professionals. (in same field for collaboration).
This is owing to lack of an effective platform to showcase their talent and prove their
skills. (Lanzalaco,2023).
Fashion industry is quite saturated. There are too many graduates with very less than
1/10th of employement opportunities. (BOF,2023). If the emerging talent doesn't get
recognition for their skills, it will have a major impact on their career development.
(Newton,2024)

In spite of being talented, people often don't end up getting employed in the industry.
This is mainly because their talent isn't getting recognised and sometimes less talented
people get employed cause they know know how to tackle the situation in an efficient
manner. (Saletta,2024). This is higly unfair to talented emerging professionals.
(Interview - appendix).

On Fashionex users can upload their portfolio. They can even view others work in virtual
and augmented reality setting. (Szleter,2024). This will help them understand the skills of
the users in a much more efficient way. For eg: The Virtual porfolio showcasing helps
users understand skills of a photographer in a better way. (Marr,2023). They user can
thereby decide if they want to collaborate with them to work and if their skills sink in.
(Morgan,2022). This feature also helps mentors to identify their talent and help them
elevate their skills. (Spangler,2022).

2. Networking challenges.
Presently in terms of networking platforms specific to fashion sector there aren't any.
The closest options available are:
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
These platforms do not provide a comprehensive setting to collaborative and work.
(Vitasek,2023). Linkedin does have certain groups but they are very limited in terms of
fashion. TheDots has an option to create groups and have conversations but lacks other
features of Fashionex like (educational resources, trend reports , mentorship
oppportunities). (TheDots,2024).Behance does not provide the option to create create
groups for discussions. (Behance,2024). While using this platform, users can send
messages to people they wish to have a conversation with. At once, they can send
message upto 10 people. (Adobe,2024).

On Fashionex, user can create discussion groups.
- Discussion groups (based on their interests). Users have the option to join various
groups concerning their topic. (Hbr,2023). They can even create one. By doing so they can
have :
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)

Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Hall,2023).

3. Mentorship Opportunities.
While just 37% of individuals have a mentor, 76 percent of individuals believe they are
essential. (Gotian,2022). They play an integral role. This is in terms of :
- Career development.
- providing guidance.
- providing support. (Koifman,2023).
- providing important insights about the industry. (Gross,2023).
Presently it is very difficult for a fresh college graduate to find a mentor. There isn't any
platform offering this option or a feature. (Cantalupo,2024). Hence, it is very difficult for
fresh graduates to find the perfect job opportunity , understand the industry dynamics
and step up in the sector. (Miller,2023).
Mentor Matching:
Fashionex will launch a new feature called 'Mentor Matching' .Here users who wish to be
a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees.
(Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be
the best suited mentor. (Reeves,2023).They can
accordinly request them for guidance. (interview 4 - appendix). The recommendations
will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

**TO SOLVE THE ISSUES FACED BY ESTABLISHED PROFESSIONALS.(Fashion, arts ,
beauty , photography and designing industry).**
1. Finding perfect talent.
Many renowned companies face issues. This is in terms of finding the perfectly skilled
person to work with them. (York,2023). The usual hiring procedure is lengthy. It is
Time consuming . (Knight,2021).
Tiring. (Forbes,2022).
Presently there does not exist any industry specific platform . This is for the purpose of
finding skilled aspiring professionals. This is in accordance to
- having perfect skillset.
- experience. (White,2024).
This makes it very difficult to find them. Although there exist platforms like
Linkedin

Creativemornings
TheDots.
They provide job opportunities but Fashionex is focused on fashion
followed by
- Arts
- Beauty
- Photography.
- Designing. (BOF,2024).
The platform is targetting a niche market. (Heyward,2022). Hence, it will be easier for
established companies and professionals in this sector to find the right talent in an
easier manner. (Kowalewicz,2024).Using Fashionex, they can even view work of the
users in virtual and augmented reality setting. (Forbes,2022). This will help them
understand the skills of the users in a much more efficient way. For eg: The Virtual
porfolio showcasing helps users understand skills of a photographer in a better way.
(Szleter,2023). They user can thereby decide if they want to collaborate with them to
work and if their skills sink in. This feature also helps mentors to indetify their talent and
help them elevate their skills. (BOF,2023).

2. Advanced Analytics.
Fashionex's competitors :
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
They provide advanced analytics with premium subscriptions like
- Title.
- industry.
- Company headcount.
- Seniority level.
- keywords
- Job Titles.
- Education.
- Expected Salary. (Linkedin,2024) ,(Creativemornings,2024), (TheDots,2024)
(Behance,2024).
None of the competitors provide advanaced analytics like
- Demographics breakdown. (Hall,2023).
- Profile comparitive analysis.
- Tips on how to improve in terms of the profile being compared to. Fashionex will
provide all these features and it will help the professionals to work on their performance
and skills to increase their engagement rate. (Bora,2023).

Events and Workshops.
Its very important for establised professionals to be aware of latest happenings in the
industry. This is in terms of
- events
- workhops
- seminars in and around the city. (Kelly,2023).
Generation X often finds it difficult keep up with all these owing to high workload and
not being so active on social media. (Zote,2024). Not attending these can have an high
impact. This is in terms of
- Increasing the network. (Forbes,2024).

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- learning novel skills.
- keeping up with latest innovations in the sector. (Singh,2023).

Mentorship.
Established professionals wish to mentor the aspiring professionals in the industry .
(Bloomberg,2023)There doesn't exist any platform at the moment to bridge the gap
between them. At times there are certain insights which the experts learn from the
aspiring individuals who are being mentored. (Forbes,2023). Hence, mentorships is
beneficial for both. That is:
- Established experts.
- Aspiring professionals. (BOF,2023).

TO SOLVE ISSUES FACED BY BOTH
a) ASPIRING PROFESSIONALS.
b) ESTABLISHED PROFESSIONALS

1. Industry specific Insights.
It is very crucial to keep up with the latest information. This is in terms of
Fashion.
Beauty .
Arts.
Photography.
Graphic designing sector. (EconomicTimes,2023).
It is difficult for many graduates and aspring professionals. This is in terms of finding
perfect reliable market data. (Kaplan,2023). The fashion sector is always evolving.
People need to read industry specific articles and reports to stay updated. Lack of
access to these can lead to many issues. (Kelly,2023). These include:
- Hindering career growth.
- Unable to stay ahead in the competiton. (Lau,2024).

Linkedin.
In terms of resources it provides
- Articles about new events, trends and happenings.
- Educational courses on its platform to improve skills. (Bridgwater,2024).
In has very limited scope in term so in depth industry reports related to fashion , arts ,
beauty and graphic designing industry. (Forbes,2024).

Behance.
In terms of in depth industry reports it provides very limited information. It has
- Blogs about new events, trends and happenings. (Adobe,2024).
- Its has many design layouts and ideas for
a) illustrations.
b) designing.
c) many presentation ideas. (Behance,2024)
- It does not provide in depth industry reports .

Creative Mornings.
a)Educational resources.
It has very limited blogs. These are based on 1.Future trends.
2.Case studies
3.Insights.
4.Best practices . (Creativemornings,2024).
- It does not provide in- depth industry reports.

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TheDots.
It has some events but does not provide any educational or in- depth industry repprts.
(Forbes,2019)

Overall, All 3 categories (FashionexPlus users)will have access to these features.
Access to:
1. In-depth industry reports.
2. Market insights.
3. Upcoming trend reports. (Lucas,2024).
This will help them stay informed as well as learn about the future of fashion sector.
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Designing industry.
(Forbes,2023).

HISTORY OF CONCEPT

HISTORY OF THE CONCEPT

Personal Struggle.
The idea behind FashioNex comes from my personal struggle to secure a job in the fashion industry. Upon completing my year 2 at university, I tried applying for internships to gain some industry experience which would help me understand the business landscape better in my final year. However, depite have the perfect skillset, I faced numerous rejections. Thats when I realised getting into the fashion industry and sustaining there isn't as simple as it looks. Its very challenging and sometimes due to lack of networking opportunities and visibility people end up don't getting opportunities that are fit for them.
The current job application process is very tiring. I spent days applying online. The issues that I faced are:
- Lack of responses.
- No reasons as to why I was being rejected so I can improve in future.
- Long waiting period.
I tried finding a mentor through Linkedin but failed in the end. I interviewed people in the fashion industry and nearly 9/10 people said that they have been facing same issues. In order to solve this issue, and bridge the gap in the fashion sector,I have come with the idea of Fashionex. Its a fashion networking platform. It will even cater to
- Beauty.
- Arts.
- Photography.
- designing industry. (Bof,2024).

Market Gap.
Presently there does not exist any comprehensive platform. This is for the purpose of connecting professionals. This is in fashion industry. (Finamore,2023). Currently about 15,000 students graduate every year with a fashion degree with only under 1,000 entry level roles available. (Linkedin,2024)(Behance,2024)(Creativemornings,2024) (TheDots,2024). Fashionex aims help them step ahead of the competition. (Prossack,2024). (through
a) Mentorship opportunities.
b) in depth industry insights and reports.
c) Regular industry specific events. (updates). It supports established industry professionals in finding the right talent to fullfil the roles and help them stay ahead in the competition. (BOF,2023). (they can go throgh
a) the portfolio.
b) View it in a virtual setting.
c) Understand their skills in an efficient way. They can learn new skills for fresh graduates and young talent while offering mentorship).

Fashionex will solve the problems faced by the Aspring professionals. (fresh college graduates , individuals who are new to fashion sector). It will also solve the issues faced by established professionals. This is by providing these features:

Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:

a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).
- Discussion groups (based on their interests). Users have the option to join various groups concerning their topic. They can even create one. By doing so they can have
a) Comprehensive discussions.
b) Exchange opinions.
c) Learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.
Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Forbes,2023).

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports
articles.
in depth reports. (Soar,2022).
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Designing industry.
(Forbes,2023).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024)

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from. (appendix - interview).
b) demographic analysis. (percentage of male , female and others). (interview - appendix).

c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care
inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to
-Using the application. (Szabo,2024).
-Choosing the right career.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day.
Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024).
It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024)

(Unsplash,n.d)

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(Vogue,2022)

STRUCTURE OF BUSINESS

STRUCTURE OF THE BUSINESS

FashioNex is a service. It is a Business to Consumer service. It is a fashion networking platform. It will even cater to
- Beauty.
- Arts.
- Photography.
- designing industry. (BOF,2024).
It is a privately owned business. This has several benefits. These include:

a) Control
Chief Exccutive Officer is the owner of the business. He can take quick and immediate decisions whenever he wants with changes in the market. (Dooley,2024). He does not need approval. This is from
- External investors.
- Shareholders. (Forbes,2023).

b) Confidentiality.
Fashionex does not reveal its business information. This is because its a privately owned business. (McKinsey,2023). This is regarding
- Financial data.
- Operational functioning data. (Hbr,2021).
The goal of Fashionex is to have a cometitive edge. It has this by overlooking information disclosed by other businesses but not revealing its own. By doing so, it protects its
- Strategic moves.
- future planning.
- financial performance data. (Forbes,2024).

c) Stability.
Privately owned business don't sell shares. Hence they are not that much affected. (Bloomberg,2023). This is by
- decisions of the investors.
- fluctuations in the stock market. (Brumberg,2021).
Since Fashionex is a privately owned business, the number of regulations that it has to follow would be less. This is when comapred to public businesses. (hbr,2023).

Funding:
50% of the busieness is funded by self. 50% is funded by family. This amount will be used for
- Acquiring content for the platform .
- Marketing.
- Salaries.
- Administrative expenses.
- Legal Formalities.
- Furniture and Fittings.
- Augmented Reality and Virtual Reality. (Forbes,2024).

Fashionex is a small company. Since its a new business it has only **7 members.** It includes:
1. Chief Executive Officier.
2. Marketing Manager.
3. Financial Manager.
4. Quality Assurance Analyst.
5. UX designer.
6. Business Analyst.
7. Marketing Manager.
Considering this, **Decentralised auhority** would be the best approach for Fashionex. (Burns,2022).

Reasons:

a) Flexibility.
- This kind of authority provides each team member with more flexibility.They need not wait for final decision from a higher authority. (Swanson,2023).

b) Quick Decision Making.
In a decentralised authority, the decision making is quicker than centralised authority. (Toister,2024). This is considering the fact that teammates need not wait for final decision from a higher authority. (Eshraghi,2021).

c) Reduced Centralized Management.
Since Fashionex will have a decentralised authority, this allows Chief Executive Officer to work in a much more efficient manner. For eg: He will be more focused. This is in terms of
a) Developing Strategic goals. (Tsavlis,2024).
b) Focusing on growth of Fashionex. (Deloitte,n.d)
He will lay less focus on daily operations which would be managed by other team members. (Indeed,2023).

Fashionex will have a **Functional Structure**
Every member of the team has expertise in their respective fiefd of work and know what needs to be done. Advanatages:

Clarity.
In this type of a setting every member in the team knows whats their job and what they need to do. (Organ,2023). This leads to clarity and smooth communication.Since Fashionex is a new business, functional tructure will be perfect. (Slingo,2023).

- Efficient Decision Making.
Since roles and responsibilities are distributed clearly among the team, there is no confusion. They is no requirement for cross functional coordination. (Chase,2023). This ensures efficient decision making. Fashionex is a fashion networking platform. Quick decision making is integral here. (Larson,2023) This is because its an online networking
platform and the market is constantly evolving. (Laker,2022). Eg: If Marketing manager feels that the competitors are coming up with some innovative campaign and even Fashionex needs to do something in order to step ahead in the market he is free to come up with his ownstrategies. (Organ,2023).

- Cost Efficient.
Its a very straightforward structure. Its cost efficient since
a) Less complexitities involved. Since roles and responsibilities are distributed clearly among the team, there is no confusion. (Indeed,2023).
b) Minimizes overhead expenses. Such clarification among teammates ulimately reduces overhead expenses. Fashionex is a new business. Budget is not very high. Hence, Functional structure is quite apt for Fashionex. (Vermeulen,2018).

LEGAL.
Fashionex will adbide by all the employement laws in the United Kingdom. These include
- The Equality Act of 2010
- Work Act of 1974'
- Employement Rights Act 1996.
This is to ensure the trust of the users. (Forbes,2023).

Fashionex will abide by users' expecations. This is in terms of
User Awareness about data privacy.
FashioNex will offer
a) FAQ's.
b) Guides.
c) Resources. (Kaziukonis,2024) (interviews 3,4 and 5 - appendix).
It will also have a strict data privacy policy. Going through it will help users understand how their personal information is being utilised. It will help Fashionex to gain their trust and prove their transperency. (Forbes,2022).
Consumer Rights Act 2015.
It will abide by all the rules of this act to win the trust of the users'
It will make sure that users' feel safe while making any transactions on the platform.

Fashionex will invest in
Robust Ecryption.
Highly powerful as well as reliable encryption technology currently offered as of today is
AES 256-bit encryption.(Awati,2023). It is the safest encryption technology now available.It is widely employed in both government including military applications. It is also utilized by companies in highly monitored sectors.(Brinkmann,2024).This will the encryption utilised by FashioNex to keep all essential private information of users safe.

General Data Protection Regulation
Globally strictest security as well as confidentiality legislation is the **General Data Protection Regulation (GDPR)**. (gdpr,n.d). The European Union developed authorized it. (gdpr,n.d). Its main principles are:
1.Lawfulness, fairness, and transparency. (interviews 3, 4 and 5 - appendix).
2.Purpose limitation.
3.Data minimisation.
4.Accuracy.
5.Storage limitation.
6.Integrity and confidentiality. (interview 3 - appendix)
7.Accountability. (gdpr,n.d)

GDPR | General Data Protection Regulation

Fashionex will comply by all rules of General Data Protection Regulation (GDPR) from day 1.

This way, Fashionex will win trust of the users'.

Copyright Laws.
Fashionex enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will sign legal licensing agreements with them.
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Creative industries. (Forbes,2023).

In order to ensure the safety of the content that it provides on the platform and to ensure that others don't copy it it will enter into legal agreements. (Houston,2023). It will sign legal licensing
agreements. This is with :
a) Fashion as well as Art Agencies.
b) Luxury brands.
c) High street brands.
d) Market report publication companies.
e) Fashion Publications. (Loughlin,2023).
f) Beauty companies.
g) Photography studios as well as companies. (Forbes,2023)

Anti Trust Laws.
Anti-competitive behavior is illegal in the United Kingdom under Chapters I and II of the Competition Act 1998 . (gov.uk.2024). It might additionally be illegal according to EC Treaty Articles 81 and 82. The aforementioned laws forbid the misuse of a dominating advantage in an industry including unlawful partnerships amongst companies.(gov.uk.2024).

Fashionex will ensure transparency in all the agreements. This is for all the agreements that Fashionex will enter with
a) Fashion and Art agencies
b) Luxury brands.
c) High street brands.
d) Fashion publications.
e) Beauty companies
f) Market report publication companies. (Power,2023). (Like Mintel , Fashionsnoops).

(OpenArt,2022)

CUSTOMER OVERVIEW

CUSTOMER OVERVIEW

FashioNex on the basis of demographics shall target:

1.Generation Z (18 - 24)

According to the survey, 63% repondents are aged between 16 - 24 years. This makes them the largest segment. (survey)

-Prioritises /needs

a) They prefer apprenticeships which provide development potential. They desire to learn novel skills, facts as well as details which would benefit them in their chosen field of work. (Perna,2021). They emphasize on career advancement as well as competitive wages.(Moot,2023).

While using a platform , they prioritise :

a) user experience. (Fromm,2023).

b) mobile-friendly layouts.(Muavia,2023).

c) prefer instant messaging, webinars, including other collaborative means. (MilmoandPeckham,2023). Fashionex will prioritise all these aspects.

2.Millenials(25 - 44)

According to the survey, 27 % respondents are aged between 25 - 34. This makes millenials the second largest segment. (survey).

-Priorities/Needs

a) Millenials are keen on specified spaces for presenting their work as well as portfolio. (Deloitte,2023).

b) 91 percent Millennial professionals consider career advancement as their primary goal. (robertwalters,n.d).

c) They want a platform to obtain visibility as well acknowledgement for their efforts. (Sheidlower,2023).

d) They prefer collobration in order to share ideas and gain knowledge. (Forbes,2024).

3.Generation X(45+)

-Prioritises /needs

a) Generation X shall benefit from exposure to industry specific networks , connections , channels regarding industry-specific topics relevant to their expertise.(Brower,2023).

b) Mentoring initiatives specialized for fashion innovators, as well as discussion forums , conferences involving accomplished industry leaders , would potentially be a good concept .to adopt.(Sayani,2023). This would draw Generation X's attention to learn something new in the industry. (trends, technological advancements , eclogical development ,metaverse).

According to the survey, 100% of the respondents prefer a platform targetted. This is targetting aspiring and established professionals in fashion segment. (survey). 65% respondents feel networking is very important in the fashion sector. and give it a rating of 5/5. 30% of the respondents give it a rating of 4/5. 5% of the respondents give an average response which is a 3/5. All these respondents belong to these 3 demographics. (survey). These 3 segments have been targetted because at the moment generation Z along with Millenials are facing a lot of issues in creative industries. This is when it comes to connecting with the right companies and getting the right opportunities that they want. (interview 1- appendix). They wish to stand out and getting noticed among the many professionals in the industry. (interview 2 - appendix). They wish to build genuine relationships in the fast-paced nature of the fashion sector. It is one of the biggest challenge for them. (interview 3 -appendix).

Overall FashioNex will target
1. Generation Z.
2. Millenials.
3. Generation X. (Forbes,2024)

Though Fashionex's keen focus is on Fashion , it will target other creative sectors as well. These include:
- Beauty
- Visual arts
- Photography
- Graphic designing. (Bof,2024)

Differentiated Targetting approach - Targets more than one target markets, certain segments of consumers, or market niches. (Indeed,2023). It is used by a business that seeks to attract a wider audience while developing its identity in order to satisfy consumer expectations along with boosting sales by focusing on several areas. (Indeed,2023). For every target group, they usually employ various approaches. These include different product offerings, different pricing points, or different ways of product marketing. (Kernez,2024). This enables businesses to market effectively utilizing targeted communication for every demographic. (Hall,2021).

This strategy gives Fashionex a lot of liberty. This is in terms of
a) marketing initiatives.
b) Providing tailored content. (Rizvi,2024).

This results in the following things.
a) higher engagement.
b) Higher Satisfaction. (Danao,2024).

Generation Z.
Their nature:
a) tech savvy.
b) immediate response.
c) very interactive. (Guardian,2021).

Their priorities:
a) user experience.
b) user friendly layout. (easy navigation)
c) instant messaging. (generative AI chatbots). (McKinsey,2024).

By using differentiated approach Fashionex has certain adavatages. It can tailor strategies that appeal them. These include:
a) Gamification
b) Virtual events.
c) Engaging content on social networking platforms. (Rawat,2023).

Millenials.
Their priorities:
a) stepping up in their career.
b) gaining recognition and visibility for their work. (Deloitte,2023).
Fashionex provides many features that align with their goals. These include:
a) portfolio sharing.
b) profile comparitives analysis. (Forbes,2024).
c) Tips to improve their skills in order to step up in the competition. (in comparison to the profile they compare their profile to. (Paulise,2024). This analysis is done on the basis of
- number of followers.
- skills.
- work experience. (number of years)
- profile views.
- number of search appearances. (Martinez,2024)
- location traffic analysis. (interview - appendix).
- engagement analysis. (based on likes, shares,comments). (Kelly,2023).
d) In-depth industry reports. (interviews - appendix).
Using differentiated approach gives Fashionex the liberty to come up with these strategies to target millenials effectively. (Meester,2023).

Generation X.
The values of of this segment vary a lot from other two segments. These include:
a) providing mentorship to young professionals.
b) keeping up with the latest trends. (articles , in - depth reports).
c) networking opportunities. (industry specific).
Fashionex provides many features that align with their values. These include:
a) Mentor Matching. (Brower,2023).
b) virtual industry specific events.
c) Industry specific events.
d) in depth reports. (Rabimov,2023).
e) update on new trends and reports. This helps them keep up with the new trends.
Using differentiated approach gives Fashionex the liberty to come up with these strategies to target Generation X effectively.

ADVANATAGES OF DIFFERENTIATED TARGTTING APPROACH:

Flexibility
This strategy provides a lot of flexibility. This is in terms of advertising strategies as well as features , content on Fashionex. (Indeed,2024). It can experiment and come up with custom tailored strategies to best suit their needs. This is in accordance to each segment. (Generation Z.
 Millenials.
 Generation X. (Hoots,2023).
This flexibility provides many advantages. These include:
Easilly being able to target different segments. This is depending upon changes in trends. (McKinsey,2023).

a) Trends keep changing with time. Business Analyst and marketing manager will conduct an in depth market research time to time. (Theeconomictimes,2024). They will even conduct competitors' analysis and accordingly take an approach. This helps Fashionex to step apart from the competition. (Forbes,2024).
b) User reviews and changing consumer behaviour.
Business Analyst and Marketing manager will take into consideration user reviews into consideration. Based on this they will tailor strategies and features. (Joiner,2022).

User Experience.
Through differentiated targetting approach, Fashionex focuses on 3 different segments and focuses on fulfilling their needs. (Forbes,2023). Hence, it provides a very personalised user experience. This improves the overall engagement of the platform. (Marr,2024).

Competitive Advantage.
Fashionex focuses on 3 segments and is offering features and tailoring strategies to aligned with their values and needs. (Gomez,2023). By doing this it has certain advantages.
These include:
a) Attracting large number of users.
b) Increasing user loyalty. (Fromm,2024).

(McQueen,2023)

LOCATION

Fashionex will be launched in **United Kingdom market.** It will be based in London. It will have a office in Shoreditch, London.

LOCATION - UNITED KINGDOM

Strong Industry Presence.
London is considered as one of the most renowned fashion capitals in the world. (Vanderschelden,2023). Based on a recent research by UKFT and Oxford Economics, the United Kingdom's fashion as well as textile sector generates £62 billion to the Nation's financial growth. In the United Kingdom, the industry sustains 1.3 million employment opportunities. This is one in every 25 employment opportunities. (Ukft,2023). It generates more than £23 billion in tax income, or one out of every thirty dollars collected by HMRC. as of 2020, there were 617,000 individuals working in the fashion sector in the UK. 600,000 of them were working in this sector. (Britishfashioncouncil,2022). Fashionex has several advanatagtes of tapping into United Kingdom marketplace. (O'Connor,2022). It can easily attract a large number of fashion professionals. The nation came 2nd in terms of Arts (McKinsey,2023) as well and is quite well known for Beauty. (3rd largest globally). It can easily attract a strong user base. (Cosmopolitan,2024).

Access to emerging Talent.
United Kingdom is home to some of the finest fashion schools in the world. These include
- London College of Fashion. (ranked number 1 globally)(produces finest fashion talent)
- Central Saint Martins
- Istituto Marangoni. (Julienne,2024).
There are 120 universities in the United Kingdom which provide educational opportunities in fashion. (Doval,2023). Out of these, nearly 15,000 graduate every year but the number of entry level job opportunities and internships are as less as 850. (Rabimov,2023).
Fashionex will provide :
-Mentorship Opportunities.
These graduates can match with a suitable mentor depending on their interest and discuss how to step up in the industry and how to secure a job in a good reputable company. (Klerk,2021).

-Mentorship and discussion groups (based on their interests).These graduates can join various discussuion groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022). This increases their chance of securing the job.

- Industry specific insights
Advanced trend reports
articles.
in depth reports. (Soar,2022).
users can use advanced filters to choose industry they are interested in. (Beauty ,

Fashion , Styling). Fashionex enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Creative industries. (Bof,2024)
This helps them stay ahead in the industry and gain knowledge in the areas of the their interest. (Kelly,2023).
- Profile Comparitive analysis. (with any user on the platform)
This feature helps them to compare their profile to the one they wish to compare. By doing so they can get an insight so as to whats the major difference and where they need to improve. (Montanez,2024). It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (Interview-appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

- Virtual Portfolio viewing.
- Virtual tour of the workplace.
(Deloitte,2023).

This is to provide an immersive experience. Social Bakers conducted research and found that compared to traditional images, organic 3 dimensional immersive experience developed 45 percent more engagement. Users spend ten times more time on the platform when using virtual tours. (Forbes,2023).
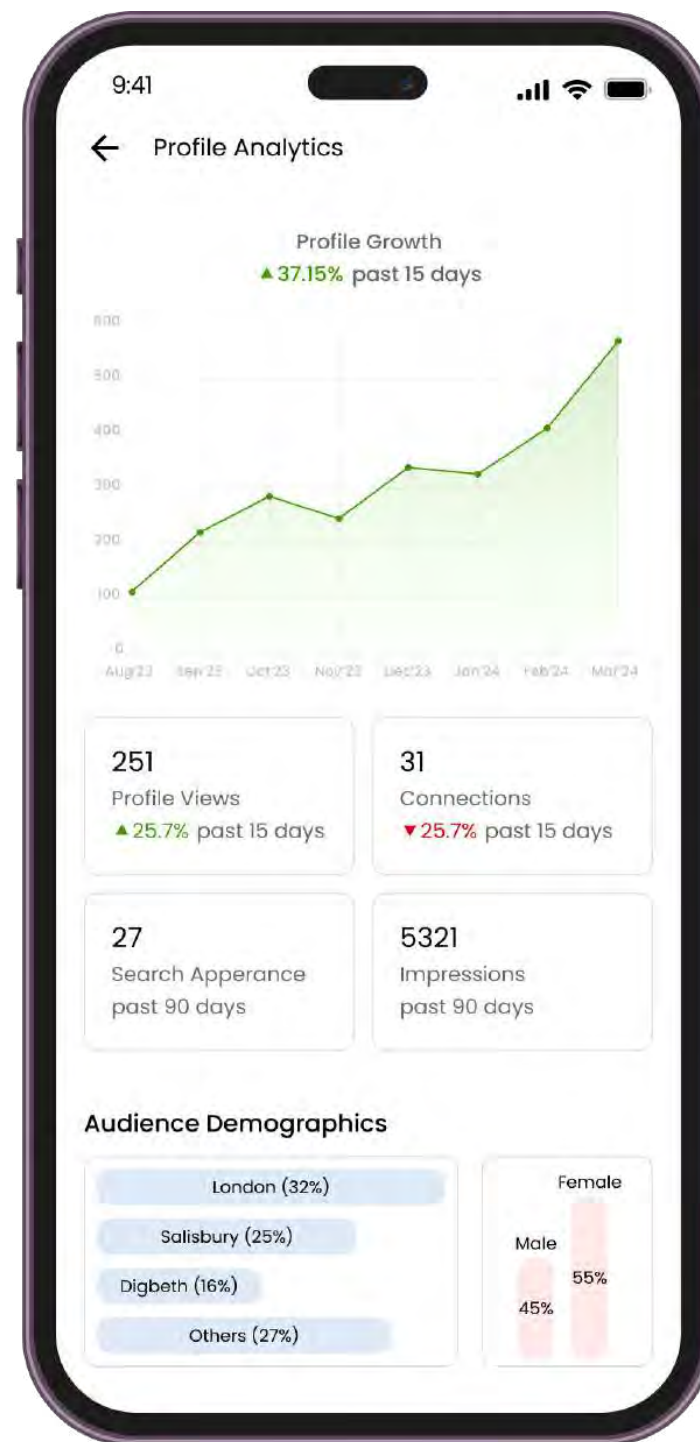
Upon clicking on 'view all analytics' users can see their profile analytics like:
a) Profile views.
b) number of connections
c) Search appearances.
d) Number of impressions.

Audience demographics:
e) Traffic location.
f) demographics breakdown by gender.
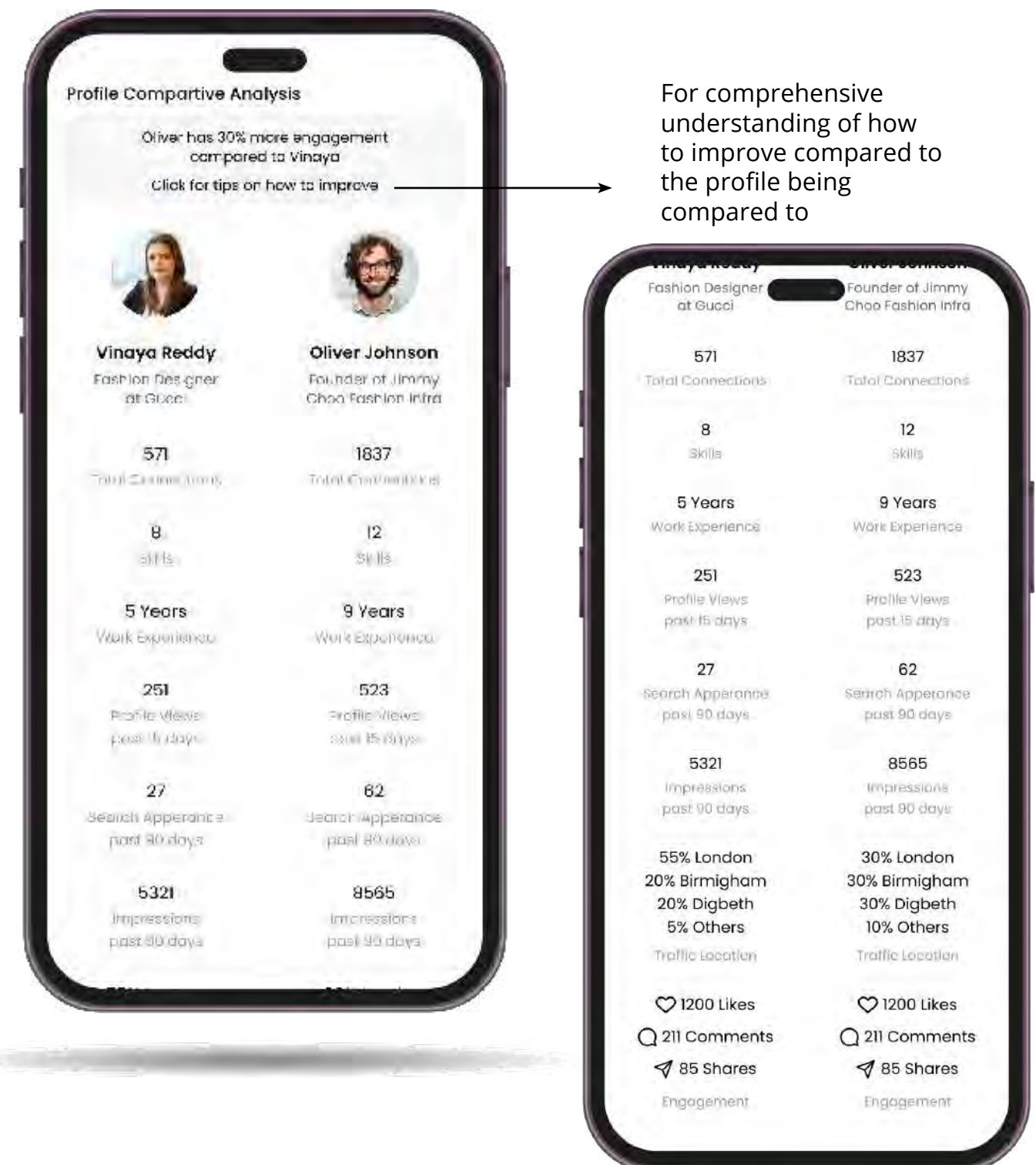
For comprehensive understanding of how to improve compared to the profile being compared to

At the top of the page there is an option ' click for tips on how to improve which helps the user anaylse how they can improve their account in comparison to the one they are comapring themselves with. Profile comparitive lists the difference between the
1. number of followers
2. Skills
3. Work experience (number of years)
4. profile views.

5. profile views.
6. Number of search appearances.
7. Location traffic Analysis.
8. Engagement Analysis.
 (likes, comments, shares).

Access for collaborations.
London is the home to most prominent fashion events globally. These include:
- London Fashion week. (Fashionex would be one of the sponsors for marketing).
- British Fashion Awards.
- Graduate fashion week. (Douglass,2024).
Apart from these at least 5 fashion events take place in everyday in the city of London alone. (Eventsbright,2024). This provides a pathway for Fashionex. This is for the purpose of collaborations. It plays an integral role in increasing its visibility. (Hall,2024).

Employement prospects.
United Kingdom is home to famous international
- Luxury brands. (Burberry , Stella McCartney). (Howarth,2024).
- High Street brands. (Zara , Cos)
- Fashion Agencies. (Models 1 , Storm Models) (Elle,2024).
- Creative and Fine Arts sector has 139000 enterprises. (McKinsey,2023).
- 48000 beauty businesses in the nation. (Glamour,2024).
This helps Fashionex to collaborate with them to provide employement opportunities on Fashionex. (Soar,2022).

In united Kingdom, Apart from fashion,
- Creative and Fine Arts sector has 139000 enterprises. It has 970000 employees. (McKinsey,2023).
- Beauty sector in United Kingdom has 550000 employees. (Warn,2023).
This shows that Fashionex has a huge scope in United Kingdom market. (Bof,2024).

International Expansion.
Fashionex has chosen United Kingdom as its launch location. This is because
- Its strategic location.
It is in close proximity to all the European nations. (Houston,2023). Upon achieving success in the United Kingdom marketplace, Fashionex will expand to the Europe market in year 3. This strategic location will play an integral role in easy operations for Fashionex considering its based in Shoreditch, London. (Rodriguez,2024).
- Cultural Diversity.
About 4 million people who were born in the European Union lived in the United Kingdom in 2021. (Cuibus,2023).They account for 37 percent of the overall number of immigrants as well as 6 percent of the total population.(Commonslibrary.parliment. uk,2023). As of 2022, there were 606,000 net migrants in the United Kingdom, representing 1.2 million immigration arrivals as well as 557,000 departures. (ons.gov.uk,2023).The immigrant population in the United Kingdom belong to various countries. (ons.gov.uk,2024). By launching Fashionex in United Kingdom, even they would be interested in becoming a member of Fashionex community. This will diversify Fashionex community which is a plus point since Fashion enthuiasts priortise diversity and inclusivity. (Mintel,2024).

(Wodrobetrendsfashion,2017)

(jooinn,n.d)

PESTLE ANALYSIS

POLITICAL

POWERFUL STANCE IN INTERNATIONAL POLITICS
United Kingdom is a permanent member of the United Nations Security Council. Considering this, it holds an important position in the organization.(Commonslibrary.parlimentuk,2021). There are total 5 memebers. (un.org,n.d).United Kingdom is one of the member.(un.org,n.d). The United Kingdom now has a lot of power in the Security Council since it serves as the penholder regarding a number of well-known global issues.(una.orguk,n.d). It means that United Kingdom is in responsible for drafting as well as Council proceedings for these disputes as well as instances. (ukandeu,2022).

Impact on Fashionex : United Kingdom has a powerful stance in international politics. This has an impact on its
a) Worldwide recognition
b)Prestige.
c) Visibility. (cfr.org,2024).
Fashionex is a fashion networking platform. It will be launched in the United Kingdom market. This powerful position of the nation in politics has a positive impact on this start up. (Wintour,2023). Since its based in United Kingdom, it has several advantages. There is a potential for lot of interest . This is from
a) International investors.
b) partners. (BBC,2023).
This will have an impact on its potential taregt market as well. (based in United Kingdom). This is advantageous for Fashionex in the run long as the business expands internationally upon its success in the United Kingdom market. (Forbes,2024).

BREXIT IMPACT:
-Following the United Kingdom's exit from the European Union's customs union, taxes as well as customs charges currently are applicable to products crossing the 'nation's border.' (Jozepa ,2023).
-There exist significant discrepancies between the European Union's as well as the United Kingdom's tariff rates on specific products. (policy.trade.eu,2023).
a) For 60 percent of products 0 percent rate is charged under the nation's International Tariff . (Jozepa,2023).
b) 47 percent is charged under the European Union Common External Tariff. (gov.uk,2024).
Following Brexit, the United Kingdom's trading relationship with the European Union ended in 2022 .the same year, European Union contributed to 29 percent of all United Kingdom's financial services exports. Initially it was 37 percent in 2019.(ecb.europa.eu,2023)

In the United Kingdom, interest as well as commision paid by the country is going to be liable for 20 percent withholding tax lacking an appropriate treaty or European Union Directive. Therefore , the result, the beneficiaries could seek recompense by "grossing up" terms in contracts. (taxsummaries.pwc,2024).

Goods exports to the EU have fallen to a new low
UK goods exports to the European Union and to the rest of the world.

(ukandeu,2023)

Source: Office for National Statistics. Data excludes trade in Precious Metals.

Goods imports from the EU have also fallen
UK goods imports from the European Union and from the rest of the world.
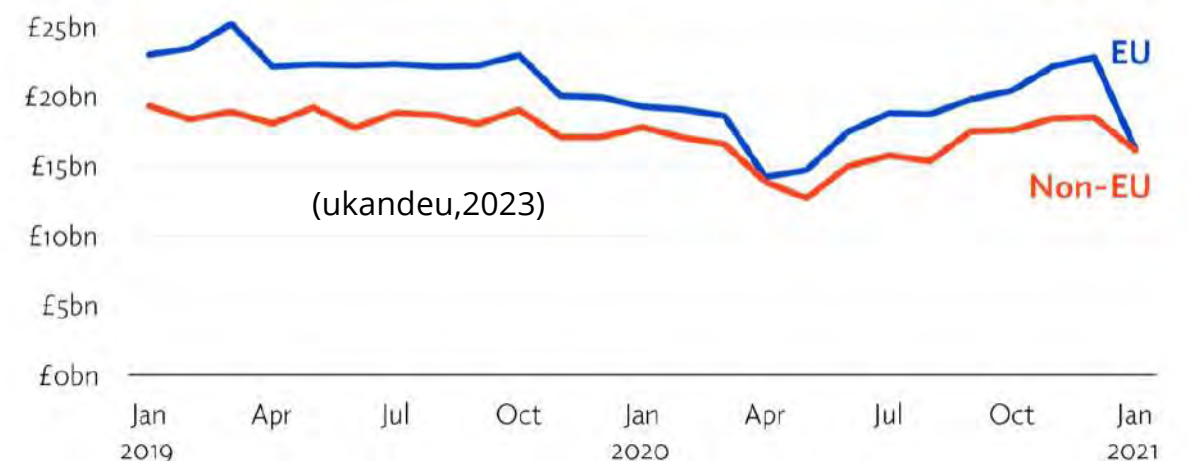
(ukandeu,2023)

Impact on Fashionex :
a) Custom charges.
Presently, United Kingdom is not a part of European Union. All the products or resources which are being imported to United Kingdom have to pay certain custom duties. This is from European Union countries. (Gov.uk,2023).
-Partnerships.
Fashionex enters into partnerships with
a) Fashion as well as art Agencies
b) Luxury brands.
c) High street brands.
d) Fashion publications.
e) Photography studios and agencies
f) Beauty companies. (Power,2023).
By doing so, they will play an integral role in providing more employement as well as networking opportunities to the users of the platform. (Hbr,2024).

b) Witholding tax.
Presently the witholding tax in United Kingdom is 20%. This implies that Fashionex has to pay additional 20% for procuring content from European Union countries. This will have a huge impact on the overall budget. (Treasury,2023).

POST BREXIT TRADING SCHEME

Public sector current receipts 2022/23: £1,027 billion
£ billion

Income tax	£250 bn
NICs	£178 bn
VAT	£162 bn
Corporation tax	£86 bn
Capital taxes	£44 bn
Council tax	£42 bn
Business rates	£25 bn
Fuel duty	£25 bn
Tobacco & alcohol duties	£22 bn
Other receipts	£104 bn
Other taxes	£87 bn

(Commonslibrary.parliment.uk,2024)

The post-Brexit trading scheme is intended to assist developing nations that want to boost exports as well as expand. It helps in increasing their income as well as decreasing their reliance upon financial assistance. (gov.uk,2023).

Impact on FashioNex:
a) Tapping into new markets.
This scheme makes market diversification easier. Fashionex has a lot of potential in the future. It can consider tapping in developing nation for expanding the business as the import duties and other taxes are reduced to promote growth. (ukandeu,2023).

b) Expanding Collaboration prospects.
This scheme has many advantages. It is intended to assist developing nations that want to boost exports as well as expand. (Gov.uk,2024). Fashionex has a potential to collaborate with companies in those countries. By doing so, they can procure content for the platform. This includes articles and new insights. (Economist,2023).
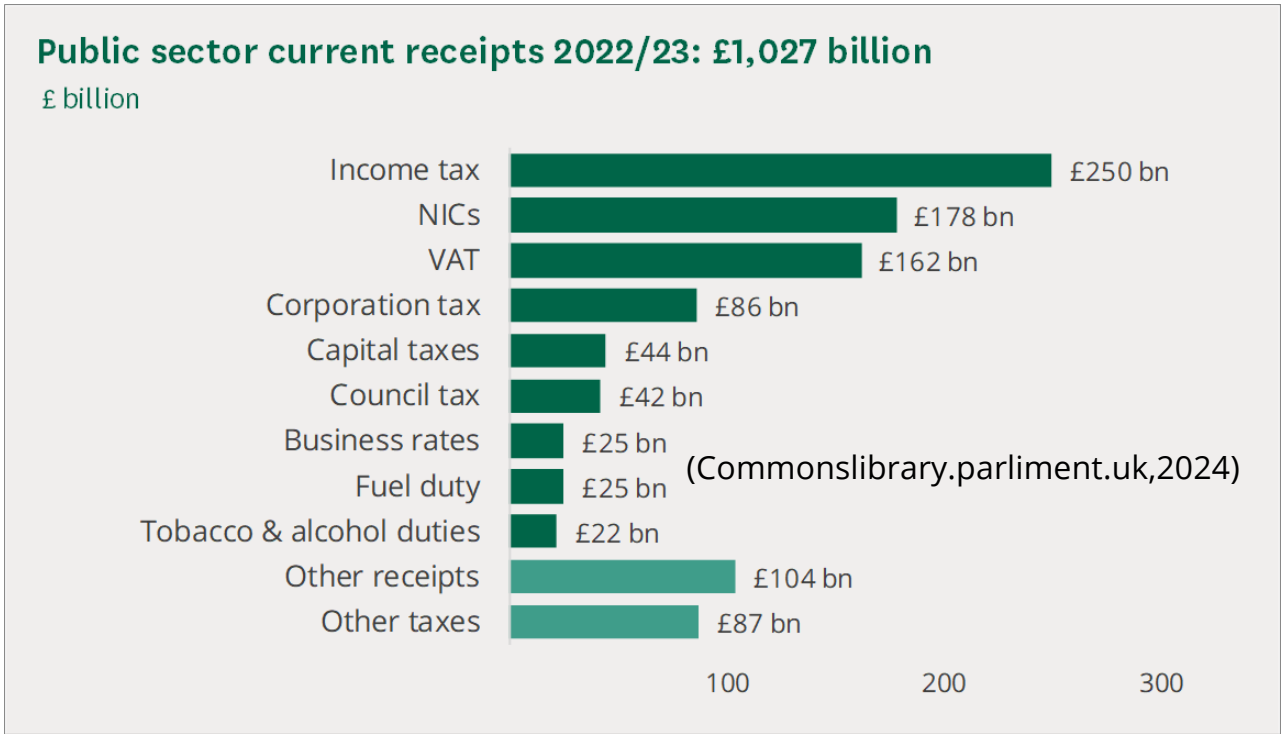
c) Cost efficient.
Scheme lowers taxes on goods from 65 developing nations that enter the United Kingdom. (Bloomberg,2022). It will be beneficial to nation's businesses as well as customers. This is because it plays an integral role in the annual reduction of import costs by about £770 million. (Donnarumma,2023). Fashionex has a lot of potential in the future. It can consider tapping in developing nation for expanding the business as the import duties and other taxes are reduced topromote growth. (theguardian,2024).

(Transparency.org.uk,2023)

UK CPI results since 2012	2023	2022	2021	2020	2019	2018	2017	2016	2015	2014	2013	2012
Score (out of 100)	71	73	78	77	77	80	82	81	81	78	76	74
Rank (1 is best)	20	18	11	11	12	11	8	7	7	7	8	8

According to Corruption Perceptions Index (CPI), United Kingdom obtained the lowest rating for corruption.(cityam,2023). It is its lowest score till date. (transparencyinternaationaluk,2023). the United Kingdom's ranking according to the global index dropped hitting all-time low 71/100 in 2023 .The score was 73/100 in 2022. (theguardian,2023).

Impact on FashioNex:
a) Confidence of investors'.
The drop in the Corruption Perception Index will negatively impact businesses in United Kingdom along with Fashionex. (Cox,2023). This is because when investors from overseas would like to make an investment in it, they won't have much confidence. They might not make an investment to not being confident. This would be potentially a loss for Fashionex. (Mouzouris,2024).

b) Partnerships.
Fashionex enters into partnerships with
a) Fashion as well as Art agencies
b) Luxury brands.
c) Beauty companies.
d) Fashion publications.
e) Photography agencies as well as companies. (Forbes,2023).
By doing so, they will play an integral role in providing more employement as well as networking opportunities to the users of the platform. (Hbr,2024).

(Fashiongonerogue,2023)

ECONOMIC

In 2022, the United Kingdom accounted for 17.9 percent of the overall American projects, making it the top receiver of American funding in Europe. (Joyce,2024). A total of 263 projects worth £2 billion were submitted. (gov,uk,2023). It represents the largest foreign investment throughout the industry in last 48 months. (Majid,2024).It is is greater compared to any other European nation has managed to achieve.With a gross domestic product of $2.83 trillion, the nation possess 6th largest economy globally. (Statista,2024). It ranked 9th when it comes to of the gross domestic product purchasing power parity.(worldpopulationreview,2023).

Impact on FashioNex:
a) Perfect business environment.
All these statistics suggest that United Kingdom has a perfect business environment. That is why so many foreign direct investments took place. (A total of 263 projects worth £2 billion were submitted.) (Joyce,2023). This is very positive for a platform like Fashionex. This is because since its being launched in United Kingdom market, investors from overseas will have a positive outlook. (Harries,2024). This will highly benefit Fashionex in terms of collaborations in future. (Gard,2024).

b) International Collaborations.
The favourable business environment is very favourable. This is considering 17.9 percent of the overall American projects, making it the top receiver of American funding in Europe. (Joyce,2023). This is very advantageous for Fashionex. By having foreign investors it enjoys certain benefits. It promotes:
a) collaborative marketing strategies.
b) Joint venture. (Vitasek,2022).
c) using their expertise in other aspects of business. (Roslansky,2024).
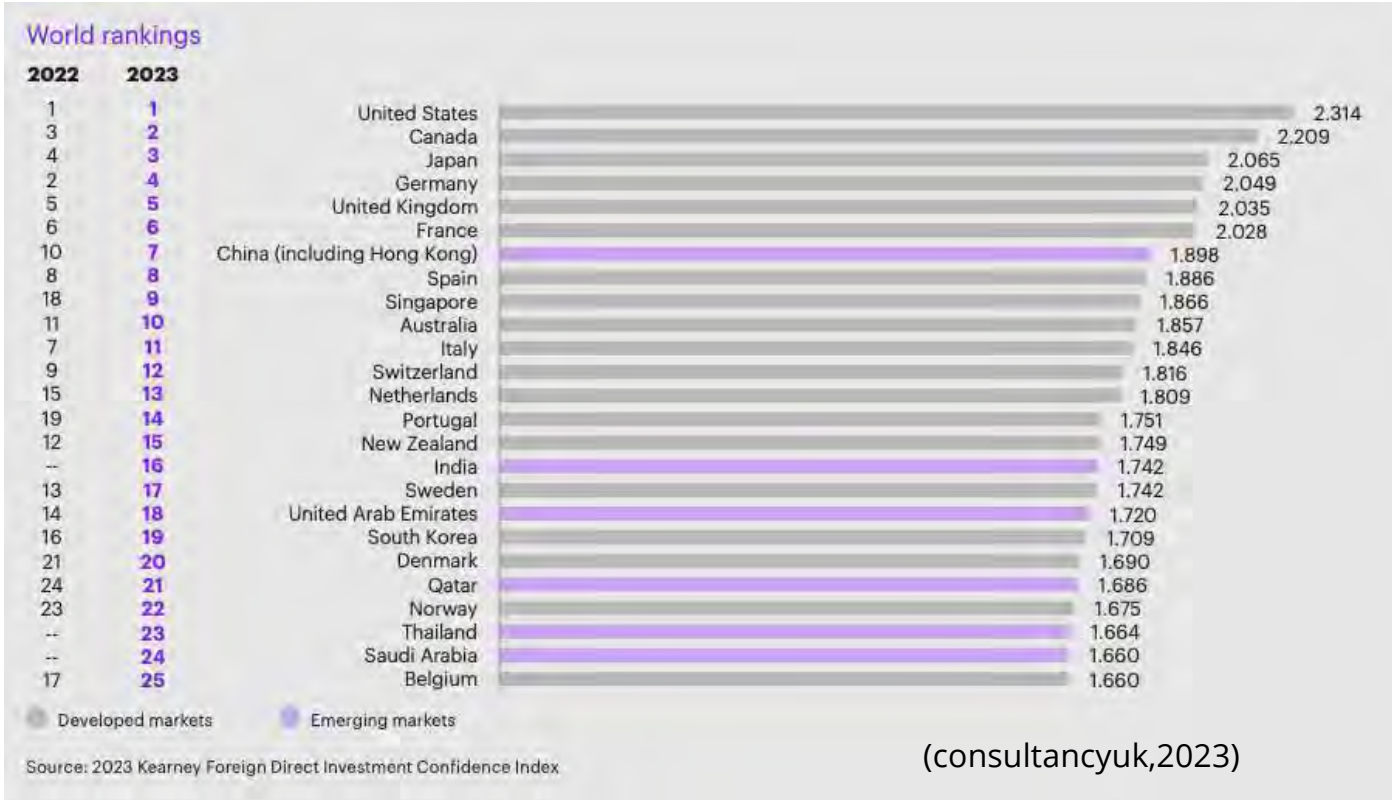
(consultancyuk,2023)

In 2023, the United Kingdom continues to rank fifth globally for Foreign Direct Investment. (Kalish,2024).

BREXIT IMPACT
Brexit has left Uk in a difficult position.It led to increased expenses for companies in the nation.Its causing pressure on investment, trade, as well as, eventually, expansion of the economy. (Ziady,2023). It created tension in the nation's most significant economic partnerships as well as depreciating the intrinsic worth of pound .(cap.lse.ac,2022). According to an analysis conducted by the London School of Economics, Britain's exit from European Union has contributed almost one-third of overall inflation in nation's food expenses. (Aldrick,2023).

Impact on FashioNex:
a) Rise in operational costs.
Brexit led to increased expenses for companies in the nation. Fashionex will have to face increased expenditure for certain essential needs. (Simpson,2024). These include:
- marketing costs.
- technology costs.
- office supplies costs. (Forbes,2024).

b) Collboration tensions.
Fashionex will enter into partnerships with
- Fashion Agencies
- Luxury brands.
- High street brands.
- Fashion publications. (BOF,2023).
- Beauty companies.
- Art galleries
- Photography studios. (Power,2023).
By doing so, they will play an integral role in providing more employement as well as networking opportunities to the users of the platform. (Hbr,2024).

UK economic growth since 2019
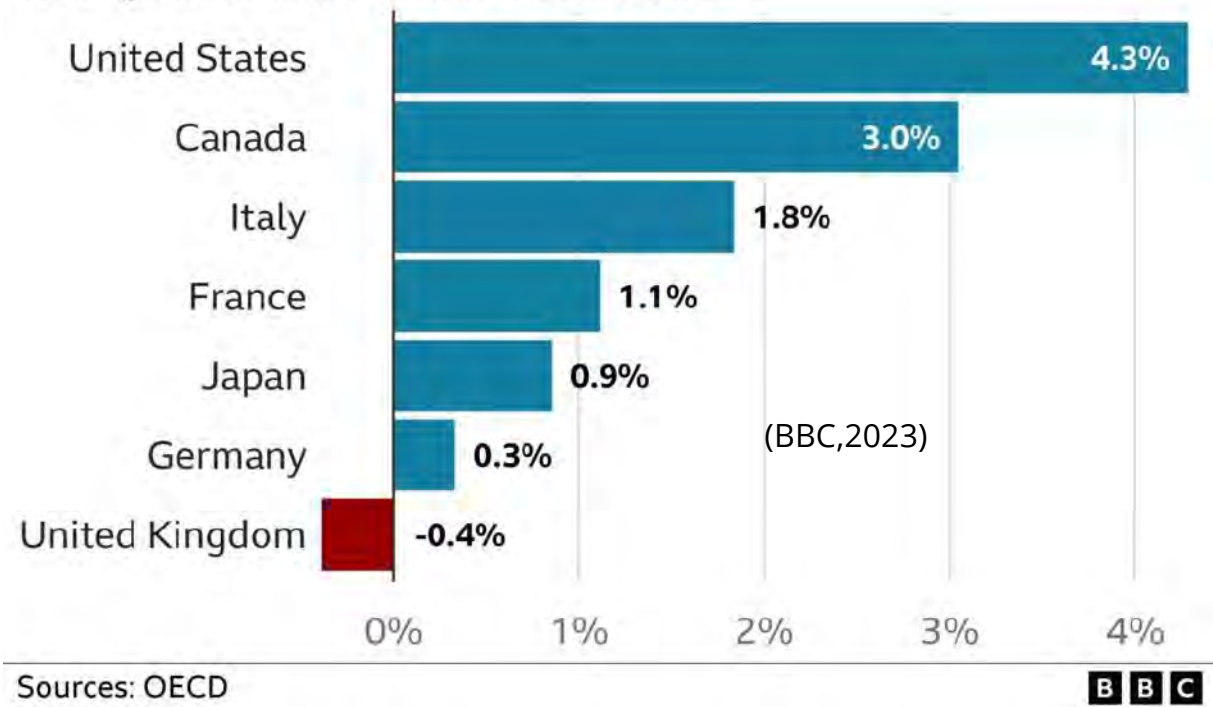GDP growth from Q4 2019 to Q3 2022

United States 4.3%
Canada 3.0%
Italy 1.8%
France 1.1%
Japan 0.9%
Germany 0.3%
United Kingdom -0.4%

(BBC,2023)

Sources: OECD

According to the analysis, Brexit made the typical British individual approximately £2,000 more deprived in 2023 and a typical London resident approximately £3,400 in the previous year.(london.gov.uk,2023). Additionally, it estimates that it has resulted in roughly 2 million less employement opportunities in the United Kingdom altogether. (cnn,2023).There are approximately 300,000 less employment opportunities in the city of London. (ukandeu,2023).

Impact on FashioNex:
Since Brexit has led to decrease in the number of employement opportunities, Fashionex could potentially have a significant boom. This is beacuse it provides
a) networking opportunities. (Soar,2022).
b) job listings (priority - FashionexPlus).
c) Mentorship opportunities. (Voguebusiness,2022).

RUSSIA UKRAINE WAR IMPACT
When contrasted to the monthly median the total worth of products imported into the United Kingdom from Russia dropped to 18 million pounds. Its a decline of 98.22 percent , while the worth of products exported to Russia fell to £57 million, a 77.4 percent drop. (FT,2024). There were many interruptions in the worldwide supply chain owing to the consequences of Russia's complete takeover over Ukraine. (Hbr,2022).As a result, food manufacturers saw a dramatic increase in expenses of inputs in 2022 as well as 2023.(commonslibrary.parliment.uk,2023).

UK net energy demand

UK energy consumption by source

UK imports by country

(OBR,2022)

Global share of oil and gas production

Note: Top-right shows inland consumption by primary fuel. Renewable includes bioenergy, waste, wind, solar and hydro.
Source: BEIS, BP
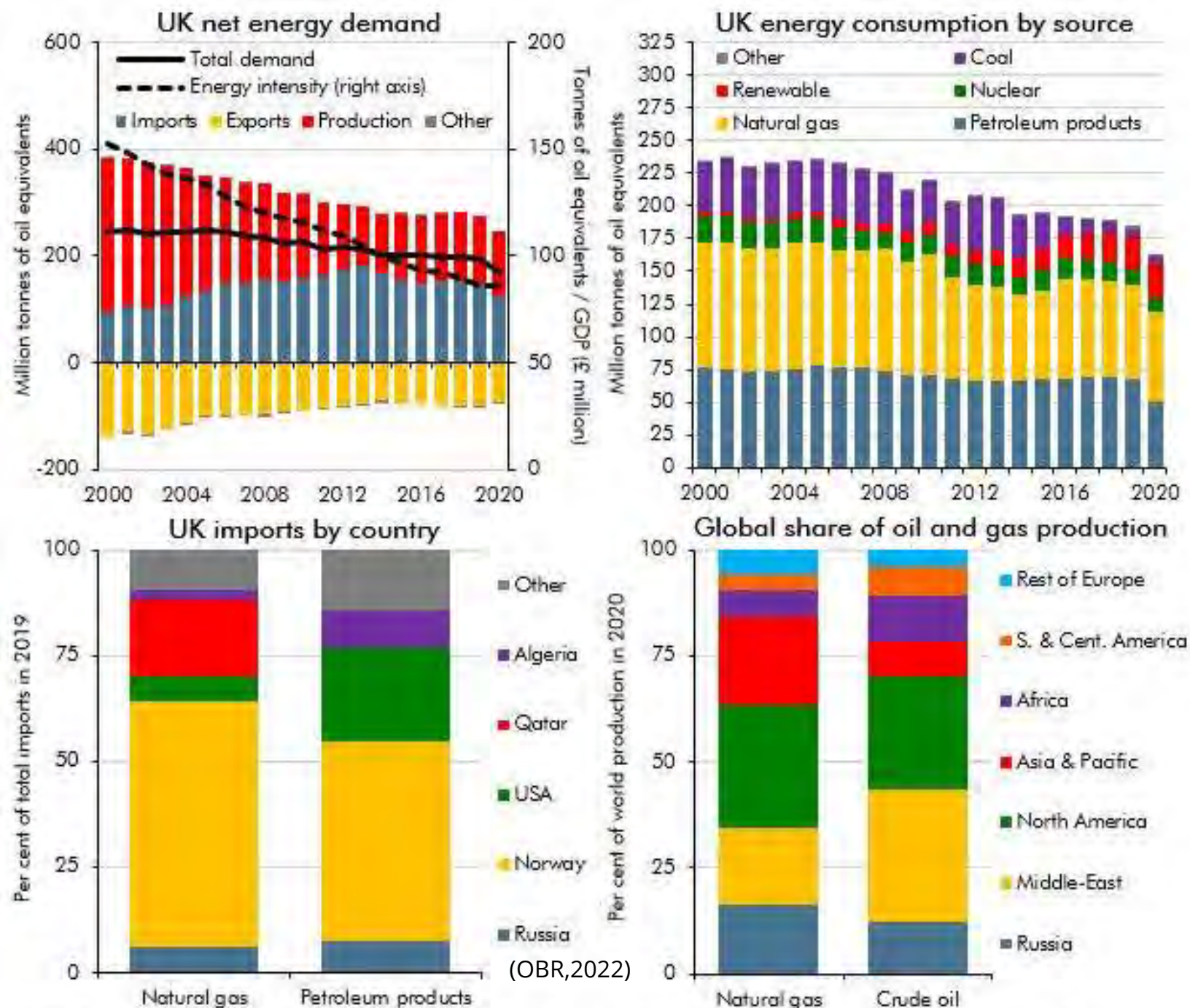
RUSSIA UKRAINE WAR IMPACT

Impact on FashioNex:
It will not have a direct impact on Fashionex. It might however have an impact indirectly.
a) Impact on Supply Chain.
Russian Ukraine war had an impact on supply chain of many countries globally. Fashion businesses will have a hard time. (Noble,2022). They will have to go through many challenges. This is in terms of sourcing raw materials. (Deloitte,2022). This will impact the overall business. This is in terms of the expenditure. (McKinsey,2023). This will indirect have an impact on Fashionex. Since the expenditure of fashion businesses is increasing, it will lead to higher cost for Fashionex as well. This is for procuring content for the platform. (articles, trend reports). (Richter,2022).

UK inflation at 4% in December 2023

(Financialtimes,2024)

Source: Office for National Statistics
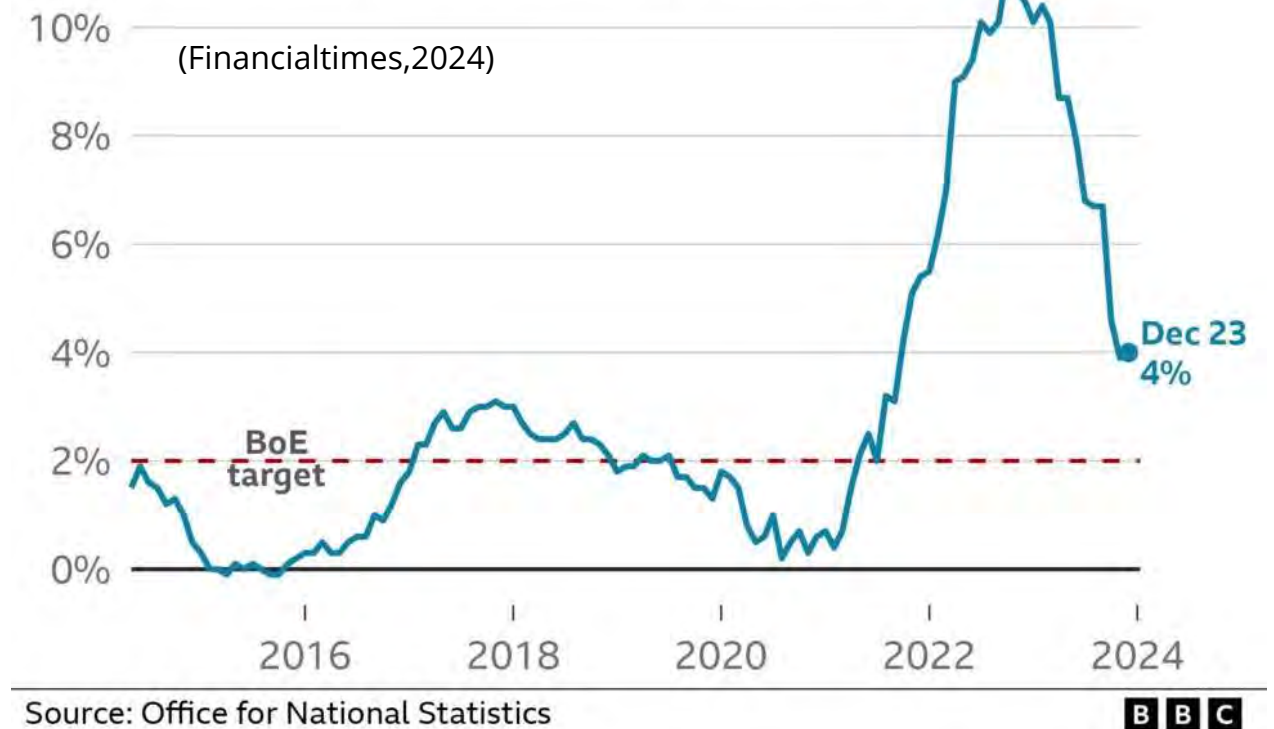
The rate of inflation in the United Kingdom is currently **4..00 percent**.In 2023 , it was **10.50 percent**. This exceeds the mean over the course of time of **2.83percent**. (BBC,2024).

Impact on FashioNex:
The drop in inflation rate has a positive impact on Fashionex. (10.50 percent in 2023 to 4 percent in 2024). It has impact on
a) Operational costs. (ft,2023).
Owing to drop in inflation, the operational costs for Fashionex like - rent of the office , office supplies , marketing expenses would be comparitively less. Fashionex can then use the money for further development of the platform. (Deloitte,2023)

Inflation and interest rates

(BBC,2024)

Source: ONS, Bank of England. Last update: 17 Jan 2024.
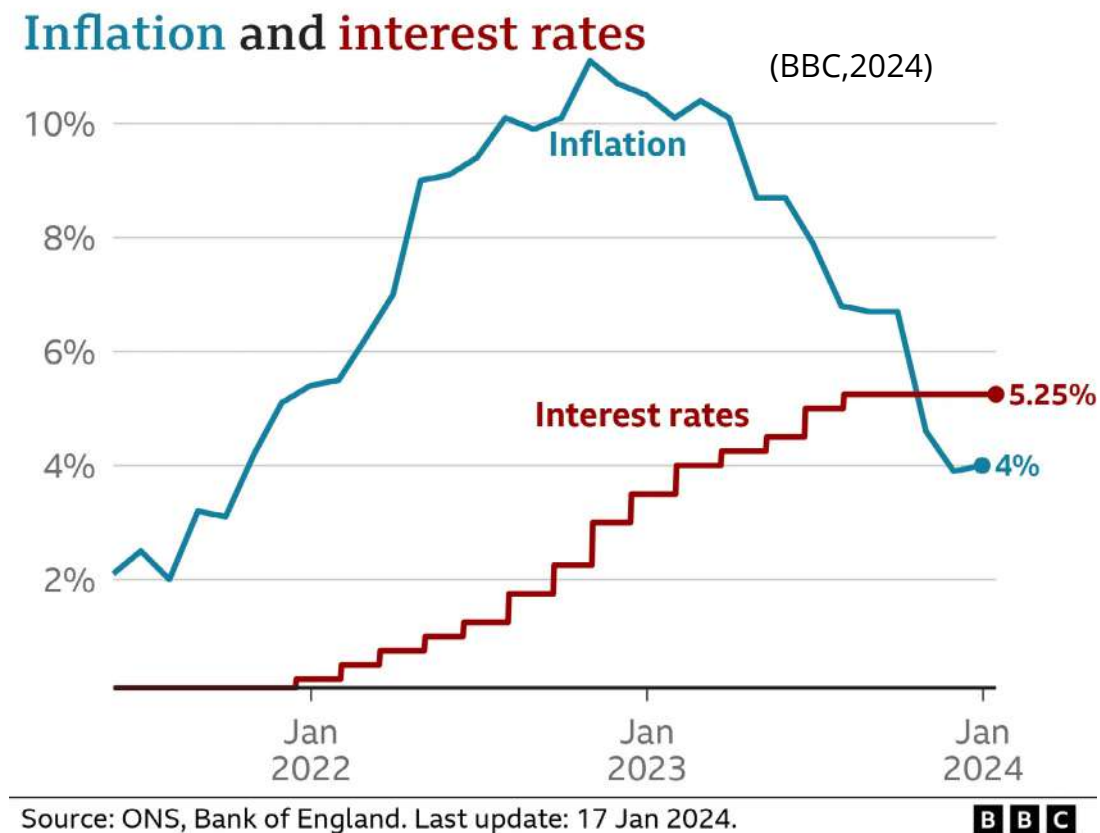
From August 2023, the base interest rate continues to be fixed at **5.25 percent**. (theTimes,2024). It was **3.50 percent** in 2022. (Andrews,2024).

Impact on FashioNex:
Presently, Fashionex will use the funds from :
a) Owner's Equity (Personal Savings)
b) Family. (Medine,2023).
So, it won't have any direct impact on the business. Howeever it might have indirect consequence. It will influence consumer spending decisions. (Onita,2023). This can influence targetted decographics purchasing decisions. Indirectly it might have an impact on Fashionex. (Peachy,2024)

Annual unemployment rate in the United Kingdom from 2000 to 2028

(Statista,2024)
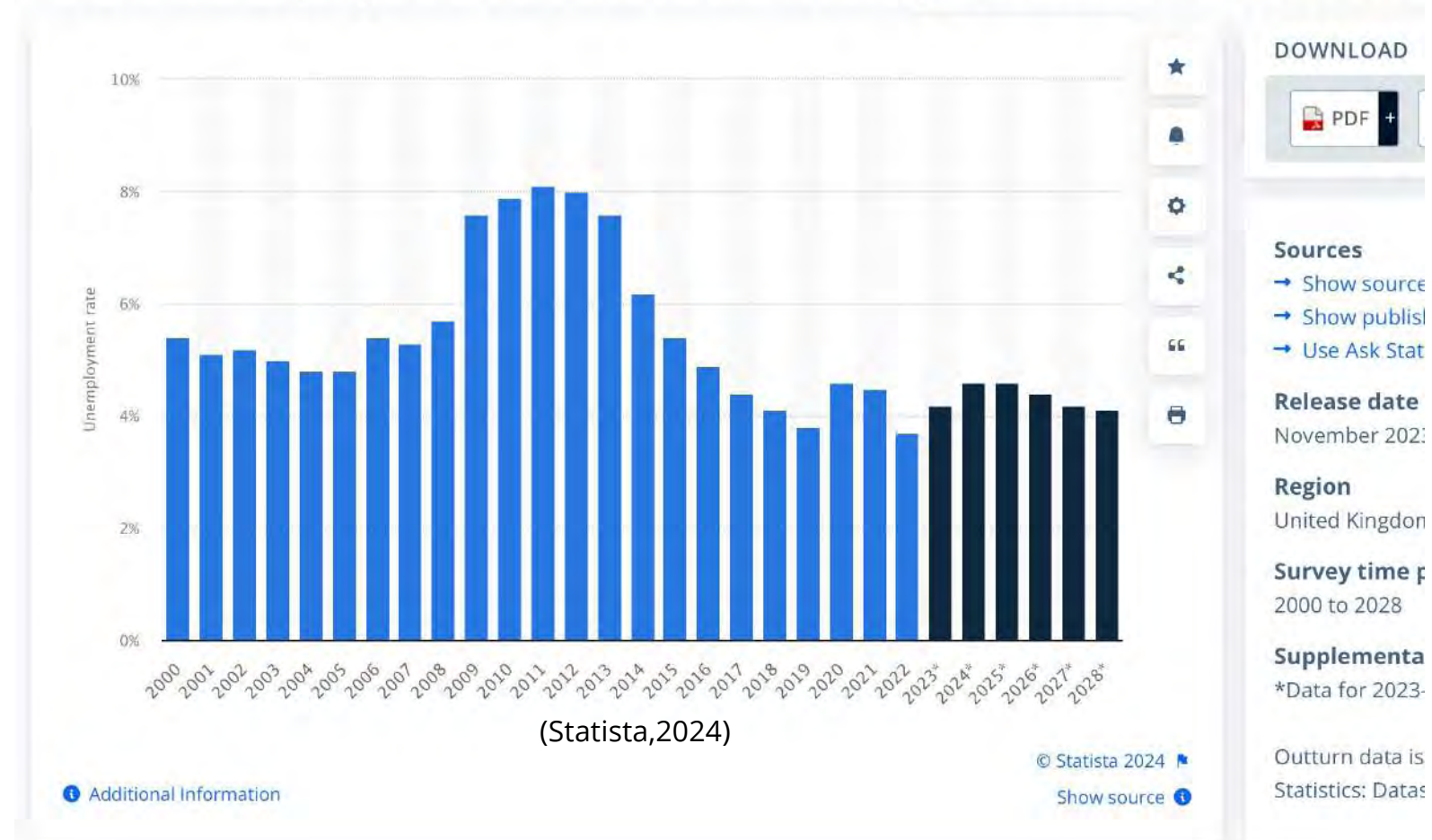
The nation's unemployment rate rose to **4.2%** in 2023 In 2022 it was **3.7%**. (onsgov.uk,2024).

Impact on FashioNex:
Rise in demand.
Fashionex is a fashion networking platform. It will be launched in United Kingdom market.
A 0.5% rise in unemployement has been seen. (from 2022 to 2023). (Inman,2024). This will increase the demand for a platform like Fashionex. This is cause Fashionex provides
- job oportunities. (2 weeks early access with FashionexPlus).
- Mentorship opportunities. (mentor matching) (Soar,2022).
- Profile Comparitive analysis. (with any profile the user wishes to compare themselves with on Fashionex.
- An in-depth analysis on how to improve your profile compared to the user being compared. (McKinsey,2023).
- Virtual industry specific events.
- Industry workshops and events.
- trend reports , articles
- In-depth reports. (Forbes,2023).
Hence, there is potential for Fashionex to create a boom in United Kingdom market considering around 15,000 fashion students graduate each year. The number of entry level opportunities available are less than 1,000. (internships and Entry level positions.) (Bloomberg,2023).

SOCIAL

United Kingdom Population (1950 - 2024)

— United Kingdom Population

(Worldometer,2024)

Yearly Population Growth Rate (%)

— Yearly Growth Rate (%)

United Kingdom: Age distribution from 2012 to 2022

(Statista,2024)

(Statista,2024)

POPULATION GROWTH RATE

The United Kingdom's population as of 2024 - 67,961,439. (worldpopulationreview,2024). A rise of 0.33 percent is seen compared to previous year. (worldometer,2024).The nation's population as of 2023 - 67,736,802. (worldpopulationreview,2024) A rise of 0.33 percent is seen compared to previous year. (compared to 2022)(gov.uk, 2024). The increase in the population of the nation is expected to decline significantly during the upcoming ten years. (reuters,2022). It is mostly as a result of reduced expectations for future fertility rates, which will make net immigration a critical factor in the years to come. (Cangiano,2023).

Impact on FashioNex:
Slow growth in population indicates rise in competition in the competing marketspace. It needs to keep adopting
- new technology. (Njihia,2024).
- through effective market research adopt unique market strategies. (Leonard,2024).

According to the graph:
- 17.47% of the overall population was between the ages of 0 and 14 in 2022.
- 15–64 age range, 63.36 %.
- over 65 - 19.17%. (Statista,2024).

Impact on Fashionex:
Since, 15–64 age range, 63.36 % its a plus point for Fashionex. Fashionex taregts 3 demographics:
- Generation Z (18-24 years).
- Millenials. (25- 44 years).
- Generation X. (45+).

Overall FashioNex will target
Generation Z.
Millenials.
Generation X. (Forbes,2024).

It will target them ranging from sectors like
Fashion.
Arts.
Beauty
Photography.
Other creative sectors. (Bof,2024).

They will range from all the above mentioned demographics.FashioNex will comply by all the priorities as well as needs of these individuals.

BEST FASHION EDUCATION SYSTEM
One of the most prevalent locations to pursue higher education overseas is the United Kingdom. (ukparliment,2023). It has a strong educational standing among the world's universities. (Timeshighereducation,2024). United Kingdom is home to some of the best fashion schools in the world.These include - London college of fashion,Centrail Saint Martins,Istituto Marnagoni. (BOF2023).These college produce a large number of fashion graduates each year.

FashioNex is an application for people seeking work in fashion sector. It will help these fresh fashion graduates to look for internships. (Soar,2021). It will help them reach out to professionals in the sector and build up their career. (Strunck,2023).

Impact on FashioNex:
Partnership.
Since United Kingdom is home to so many prominent fashion schools, Fashionex has the opportunity explore collaboration prospects. (Hanson,2023). This is in terms of
- workshops.
- masterclasses with industry experts.
- networking events. This is for students. (Soar,2022).
This plays an integral role in increasing platform's visibility. (Laker,2022).
It will additionally promote about features of Fashionex. (mentormatching.
profile comparitive analysis.
 industry specific insights). (Brower,2024).

IMMIGRANTS
About 4 million people who were born in the European Union lived in the United Kingdom in 2021. (Cuibus,2023).They account for 37 percent of the overall number of immigrants as well as 6 percent of the total population.(Commonslibrary.parliment. uk,2023). As of 2022, there were 606,000 net migrants in the United Kingdom, representing 1.2 million immigration arrivals as well as 557,000 departures. (ons.gov.uk,2023). This illustrates the equilibrium of long-term migrants entering as well as leaving the nation. (BBC,2023).6.0 million individuals who were foreign nationals resided in the United Kingdom. (McNeil,2023).This represents 9 percent of the whole population. (Commonslibrary.parliment.uk,2023).

Impact on FashioNex:
Diverse user base.
The immigrant population in the United Kingdom belong to various countries. (ons.gov.uk,2024). By launching Fashionex in United Kingdom, even they would be interested in becoming a member of Fashionex community. This will diversify Fashionex community which is a plus point since Fashion enthuiasts priortise diversity and inclusivity. (Mintel,2024).

Estimates of international migration in the UK 1964-2022
Annual figures; year ending December

(commonslibrary.parliment.uk,2024)
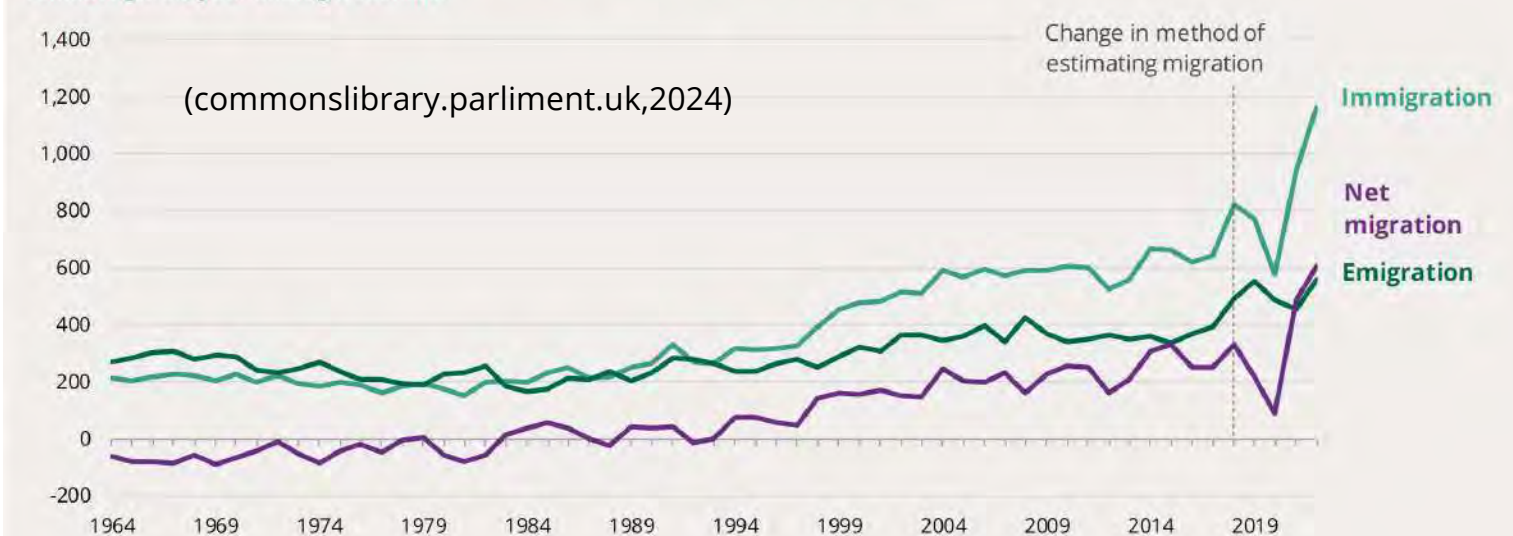
Source: ONS, Provisional long-term international migration estimates August 2020 and earlier editions; Long-term international migration, provisional: year ending December 2022, 25 May
Notes: The ONS revised net migration between 2001 and 2011 following the 2011 Census. However, it did not revise immigration or emigration, so these do not match up with net migration during that period. All estimates from 2011 onwards have been revised at least once.

TALENT VISA
When a registered United Kingdom entity endorses a candidate for the Global Talent pathway as well as the Home Office approves it, then exceptionally competent candidates meeting the necessary requirements are permitted to enter the United Kingdom devoid of a work offer. (gov.uk,2023). Those who received an applicable honour may also be able to pursue employment in the United Kingdom under a Global Talent visa. (Theeconomictimes,2022). The Global Talent sponsoring organisations have determined that these rewards exhibit extraordinary talent. (gov.uk,2023). It is intended to draw well-known international leaders including bright future stars in the fields of digital technology, engineering, science, along with arts. (gov.uk,2023).

Impact on FashioNex:
Access to talented people throughout the world. Global Talent visa gives permission for exceptionally talented people to work in United Kingdom. If these people become potential users of Fashionex it would be a plus point since it would promote diversity. (BOF,2024). People would like willing to join Fashionex since exceptionally talented people also use it for career advanacement. It would ultimately lead to worldwide recognition of Fashionex. (Curtis,2024).

Unsponsored   Employer sponsored

British Nationals Overseas

Seasonal agricultural workers

Local labour pool

Refugees

Investor, business development and talent routes

Skilled worker route

People with EUSS status

Temporary worker routes

Youth Mobility Scheme

UK ancestry route

Students and graduates

Labour pool

Some asylum seekers

Family members of migrants
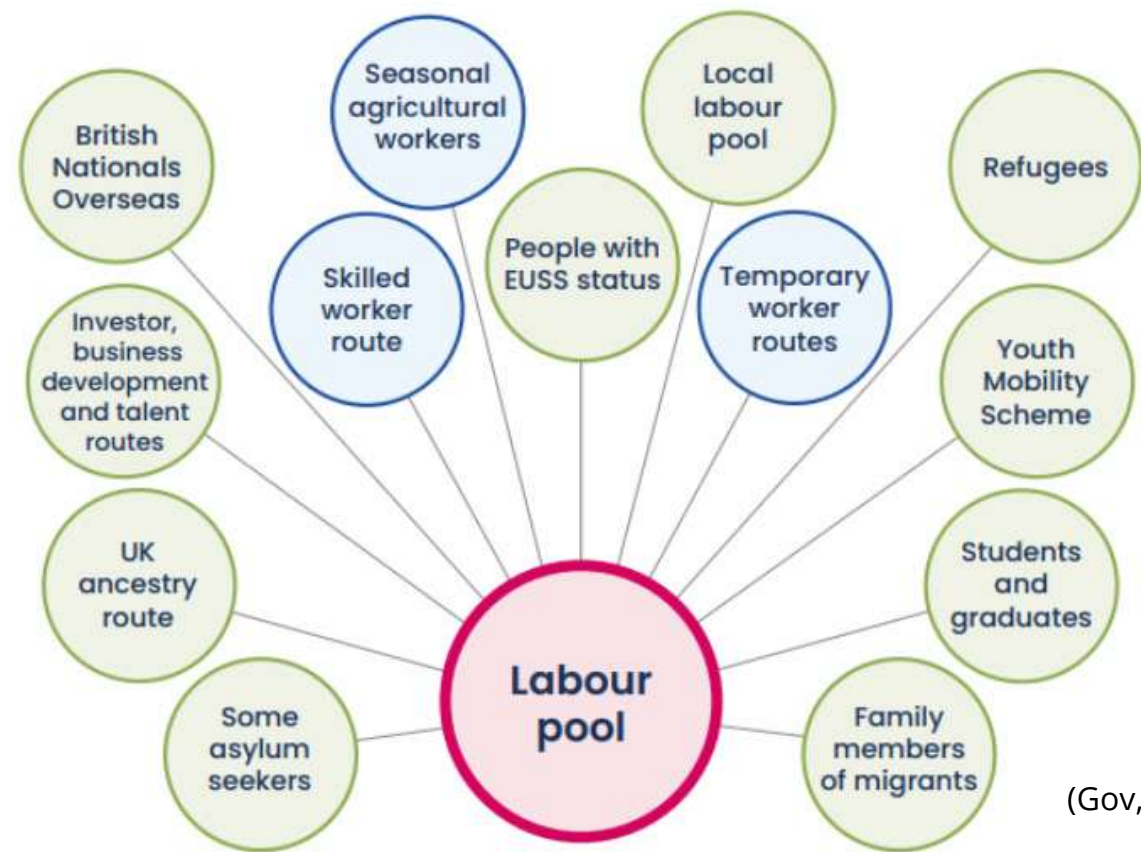
(Gov,uk,2022)

TECHNOLOGY

RESEARCH AND DEVELOPMENT
The methodology used by the Office for National Statistics for generating projections of research and development expenditure was modified in 2022.The results showed a significant rise in the numbers. (Panjwani, 2023). For instance, the projection for 2019 investment inresearch and development utilizing the newly developed technique went from £38.5 billion adopting the previous methodology to £59.7 billion.(parliment.uk,2023). Through the adoption of this novel strategy, investment in research and development as a whole reached £66.2 billion in 2021.(gov.uk ,2022).

By 2027, the United Kingdom government hopes to raise overall spending on research and development to 2.4 percent of GDP.The initial goal was established in 2017. (commonslibrary.parliement.uk,2023).The Chancellor committed to investing £22 billion annually in R&D by 2024–2025. It marked anunprecedented rise in public R&D funding. This announcement was made in March. After only a couple of months, this pledge has gained significance.(gov,uk,2023).

Impact on FashioNex:
a) Growing investment in Research and Development in United Kingdom will prove to be very advantageous for Fashionex. (Hooson,2024). It will make most of various technological developments.
These include:
- Artificial Intelligence.
- Data Analytics. (Snyder,2024).
- Virtual Reality. (Cross,2023).
b) Talent Development.
If Fashionex understands the target audience effectively and accordingly incorporates technology then it can attract a large number of professionals . This is in creative sector. (Wessel,2023).

Gross expenditure on R&D, UK
£ billions (2019 prices)

(ukparliment,2023)
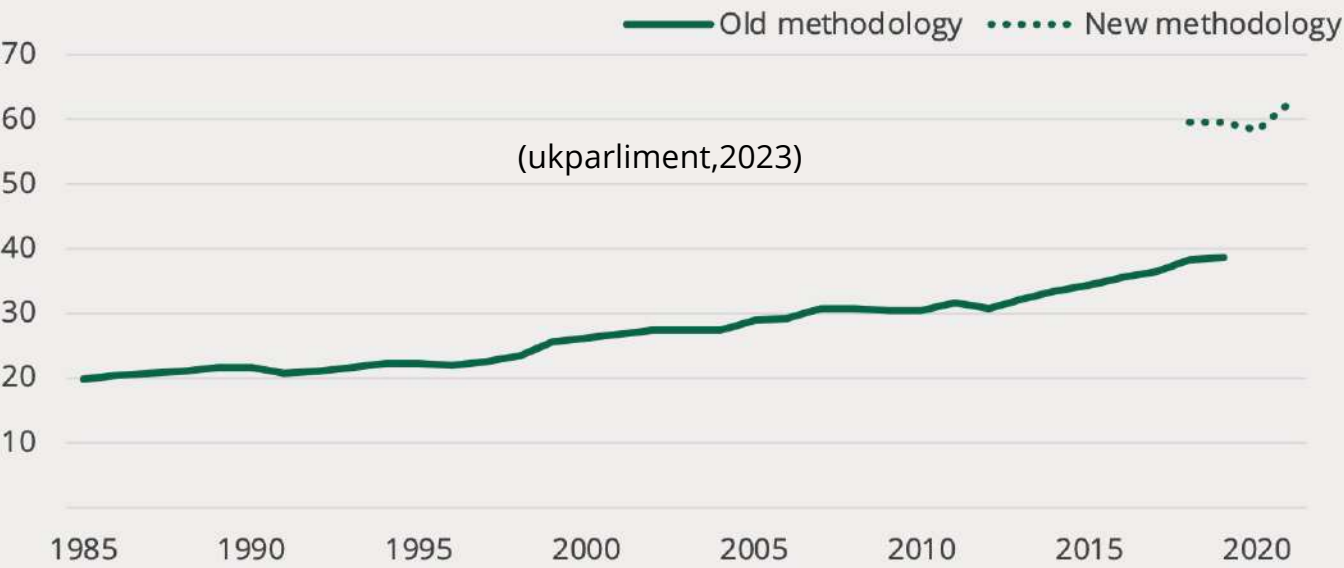
European innovation score in the United Kingdom from 2015 to 2023
(EU average =100)
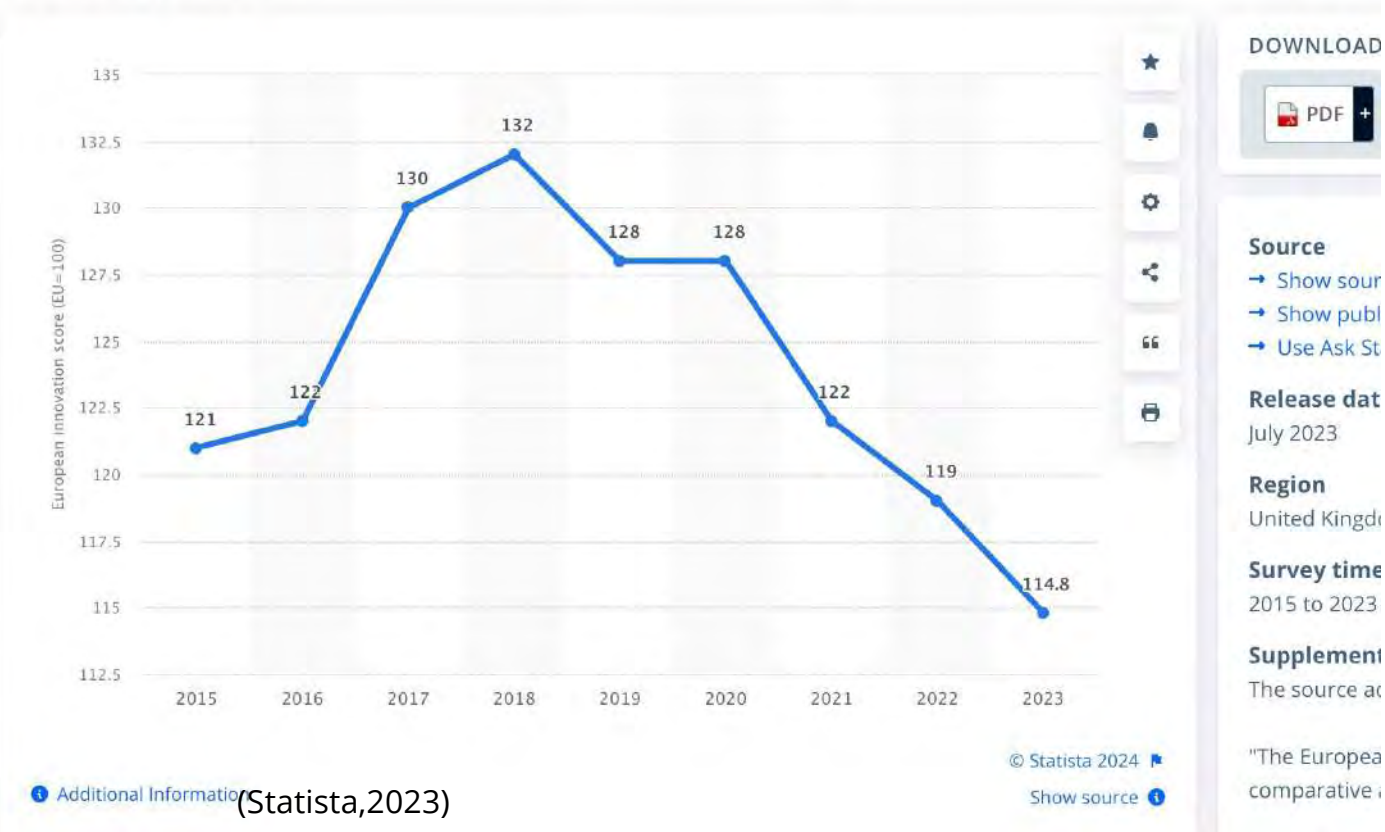
(Statista,2023)

LEVEL OF INNOVATION

The nation's innovation ranking in 2023 was greater than the median for the European Union, coming in at 114.8.It was 119 in 2022. (Statista,2023).This is in accordance to the European Innovation Scoreboard. (ec.europa.eu,2023).

Impact on FashioNex:
Innovation solutions.
United Kingdom is the launch Market for Fashionex. Since United Kingdom ranked so well in terms of innovation it is very advantageous for Fashionex. (Friedman,2023). It could make use of the advanced technology for betterment of the platform. (Uzialko,2023). These include:
- Digital marketing strategies. (By using tehcnology it can come up with unique ways to attract target consumers). (Marr,2023).
- Data analytic tools. (helps in understanding the performance of these strategies better). (Haan,2024).

AUTOMATION

In accordance with a recent analysis as well as research from PwC, automation may possibly influence as much as 30 percent of the United Kingdom employment by the start of 2030s.It might impact a range of workers as well as businesses at various points in time. (Pwc,2023). An astounding 31 percent increase from 2020 saw an unprecedented high of 517,385 brand-new robots created in 2021. (Mckinsey2023).The United Kingdom is the sole member of the G7 to be ranked out of the leading twenty nations, now residing at number 24 in the global robotic density ratings. (Michael, 2024). The manufacturing sector contributes 10 percent of the Gross Domestic Product to numerous nations that is same as United Kingdom.These include the United States of America, the Netherlands as well as Sweden. (trade.gov,2023). In simple terms, United Kingdom won't be able to compete on the global arena without automating as German workers are approximately 30 percent more efficient per hour than United Kingdom workers.(ons.gov.uk,2022). Robot concentration in the United Kingdom was only 71 per 10,000 workers in 2015. The present number of 111 shows a 56 percent rise, which is mirrored at FANUC UK that extends beyond 2023. (Keane,2023).

Impact on FashioNex:
Efficiency.
Automation technology will be beneficial for Fashionex. It will have an impact on areas like:
- logistics.
- supply chain. (procuring content). (Logan,2024).
It will play an integral role in smooth operational functioning of Fashionex.
Presently, Fashionex will make use of Generative AI. It will be named ' Fashionoid'
It will provide
- 24/7 assisstance.
- Personalised suggestions.
- Assisstance during events. (Gow,2024).
- queries related to functioning of application. (Mintel,2024).

Estimated share of jobs at potential high risk of automation in the United Kingdom (UK) until 2030, by industry
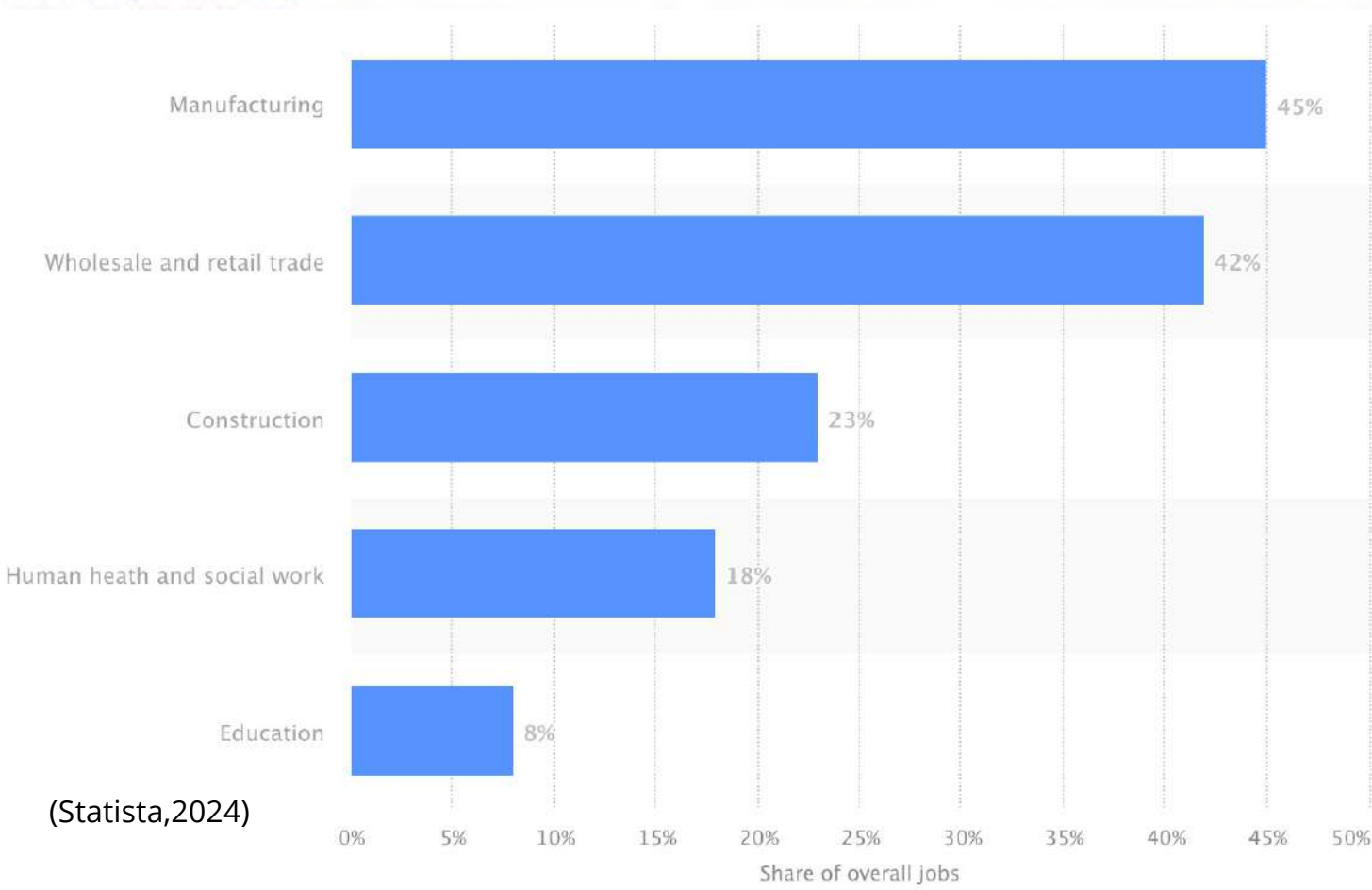
(Statista,2024)

TECHNOLOGICAL CHANGES

Beyond science fiction, artificial intelligence as well as machine learning are already essential components of nation's many sectors. (gov.uk,n.d). These innovations have made data analysis more powerful, allowing companies to optimize processes as well as make well-informed choices. (ET,2023). In the banking industry, artificial intelligence algorithms power identification of fraud along with risk evaluation, in addition to guaranteeing secure payments as well as protecting consumer data. (Beck,2024). Through the provision of customized product suggestions determined by consumer preferences, machine learning improves the shopping experience for customers using online shopping sites. (McKinsey,2023). These are some of the methods that machine learning as well as artificial intelligence drive businesses towards higher precision, effectiveness, as well as consumer happiness. (Siegel,2023).

Impact on FashioNex:
Presently, Fashionex will make use of Generative AI. It will be named ' Fashionoid'
It will provide
- 24/7 assisstance.
- Personalised suggestions.
- Assisstance during events. (Logan,2024).
- queries related to functioning of application. (Marr,2024).
It will make use of Artificial Intelligence to effectively understand user's functionality of the platform. (Mckinsey,2024). Accordingly, user will get to see the content based on their preferences and liking. This will lead to increase in engagement. (Bain,2024).

LEGAL

EMPLOYEMENT LAWS

The field of employment law may seem intricate as well as multifaceted, particularly for entrepreneurs who must become acquainted with the United Kingdom employment regulations as they are managing as well as expanding their daily operations. (Brione,2024). The United Kingdom employment laws provide protection to organizations by defining everything should be included in an agreement, including official notice periods, disciplinary procedures, including holiday entitlements. (gov.uk n.d) .Workers are protected by agreements since they provide transparency along with a point of reference to ensure that all parties are operating under a common set of rules. (Hollinrake,2024). Companies in the United Kingdom are required to pay employees the National Minimum Wage in accordance with their age. employees who are over 23 likewise become eligible for the National Living Wage. (gov.uk,2024). The Equality Act of 2010 protects workers from bias towards job applicants. It protects workers upon the basis of 9 specified attributes such as gender, race, or impairment, starting from the time they submit an application for a position at work. (Imtiaz,2022). A new employee is additionally governed under the Health & Safety at Work Act of 1974's regulations on safety as well as well-being. (hse.uk,2020). Another law is ' the employement rights Act 1996'. It is an act to combine laws pertaining to worker rights. This Act addresses issues like
- unfair dismissal.
- redundancy payments
- protection of wages
- zero hour contracts
- Sunday working
- suspension from work
- flexible working hours.
- termination of employment. (legislation.gov.uk,n.d).

Fashionex will adbide by all the employement laws in the United Kingdom. These include
- The Equality Act of 2010
- Work Act of 1974'
- Employement Rights Act 1996.
This is to ensure the trust of the users. (Forbes,2023).

CONSUMER LAWS

Whilst purchasing products as well as services from companies located in the United Kingdom as well as the European Union, individuals in the nation are entitled to a number of privileges. (commision.europa.eu,n.d,). The aforementioned rights were developed in the European Union with significant United Kingdom influence. (commonslibrary.parliment.uk,2022). The Nation's 2015 Consumer Rights Act expands upon European Union consumer law concepts. (gov.uk,n.d). It lays forth an extensive structure of rights for consumers for agreements involving the delivery of digital material consumer products as well as services.Government agencies, in addition to groups including:

1.Citizens' Advice.
2.Trading Standards. (Conway,2022).
3. the Competition and Markets Authority. They strive to make certain that customers are informed about their entitlements and what is to be done in the event that something goes incorrect. (gov.uk,2024).Following a transaction, customers in the United Kingdom are presently given the legal right of returning defective items they purchased in-person or virtually to obtain an entire reimbursement across a certain amount of duration. (Marsh,2023). They also have comparable rights of redress (repeat performance, repair, or refund).It is with
respect to service agreements in addition to buying of digital content, including
1.games.
2.application
3.music. (legislation.gpv.uk,2023)

Fashionex will abide by users' expecations. This is in terms of User Awareness about data privacy.
FashioNex will offer
a) FAQ's.
b) Guides.
c) Resources. (Kaziukonis,2024) (interviews 3,4 and 5 - appendix).
It will also have a strict data privacy policy. Going through it will help users understand how their personal information is being utilised. It will help Fashionex to gain their trust and prove their transperency. (Forbes,2022).
Consumer Rights Act 2015.
It will abide by all the rules of this act to win the trust of the users'
It will make sure that users' feel safe while making any transactions on the platform.

Fashionex will invest in
1.Robust Ecryption.
Highly powerful as well as reliable encryption technology currently offered as of today is AES 256-bit encryption.(Awati,2023). It is the safest encryption technology now available. It is widely employed in both government including military applications. It is also utilized by companies in highly monitored sectors.(Brinkmann,2024).This will the encryption utilised by FashioNex to keep all essential private information of users safe.

2. Authentication as well as Access control.
-Password based authentication.
-Biometric authentication.
-Symmetric-Key Authentication.
-Token based authentication. (Maayan,n.d).
The following will guarantee data security plus user privacy. (Forbes,2023)

3. Data anonymization
-Data Masking
The process involves making a mirrored copy of the database.It includes applying altering techniques such as word or character replacement, encryption, along with character shifting. (Cobb,2024). A value character, for instance, might be switched to substitute a symbol like '*'or 'x.'This renders decoding and recognition difficult.(softwareag,n.d). This guarantees the confidentiality of the users. (Basak,2023).

Being transparent as well as improving interaction with users. (interviews 3,4 and 5 - appendix)
The application will take advanatage of its First-Mover advanatage.By doing so it will be able to win over users trust. It will ensure:
1.Reliability on FashioNex. (Rahaman,2023).
2.Provides security against cyber attacks. (Fourrier,2023).
3.Winning users' trust.(Business,2024).
4.Having competitive advanatage over competitors.(Forbes,2021).
5.Users will have better interaction as well as experience while using Fashionex.
(Hyken,2023)

Globally strictest security as well as confidentiality legislation is the General Data Protection Regulation (GDPR). (gdpr,n.d). The European Union developed authorized it.(gdpr,n.d). Its main principles are:
1.Lawfulness, fairness, and transparency. (interviews 3, 4 and 5 - appendix).
2.Purpose limitation.
3.Data minimisation.
4.Accuracy.
5.Storage limitation.
6.Integrity and confidentiality. (interview 3 - appendix)
7.Accountability. (gdpr,n.d)
Fashionex will comply by all rules of General Data Protection Regulation (GDPR) from day 1.

This way, Fashionex will win trust of the users'.

COPYRIGHT LAWS
The primary United Kingdom government handling intellectual property rights,is the Intellectual Property Office (IPO).(gov.uk,2024) .These include:
1. Trademarks,
2. Design
3. Patents
4. Copyright. (gov.uk,2024).
In United Kingdom, the Copyright, Designs and Patents Act 1988 is the prevailing legislation. Authors of plays, novels, music, movies, television shows, audio recordings, including graphical arrangements of published editions are granted legal permission to restrict the uses of what they have created.(ukcopyrightservice,2022).

Fashionex enters into partnerships with
a) Fashion as well as art Agencies
b) Luxury brands.
c) High street brands.
d) Fashion publications.
e) Beauty companies.
f) Photography studios as well as agencies.
(Forbes,2023).
By doing so, they will play an integral role in providing more employement as well as networking opportunities to the users of the platform. (Hbr,2024).
-Content procurement.
Fashionex enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International

e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Designing industry. In order to ensure the safety of the content that it provides on the platform and to ensure that others don't copy it it will enter into legal agreements.
(Houston,2023).

ANTITRUST LAWS
Anti-competitive behavior is illegal in the United Kingdom under Chapters I and II of the Competition Act 1998 . (gov.uk.2024). It might additionally be illegal according to EC Treaty Articles 81 and 82. The aforementioned laws forbid the misuse of a dominating advantage in an industry including unlawful partnerships amongst companies.(gov.uk.2024).

Fashionex will ensure transparency in all the agreements. This is for all the agreements that Fashionex will enter with
a) Fashion as well as art agencies
b) Luxury brands.
c) High street brands.
d) Fashion publications.
e) Beauty companies.
f) Photography studios as well as agencies. (Forbes,2024)

ENVIRONMENT

FASHION SUSTAINABILITY
In an effort to promote more environmentally friendly methods, UK Research and Innovation has announced a six million dollar funding towards the fashion as well as clothing sectors.(Douglass,2023). The decision was made in light of the 2023 RetailX UK Fashion research, which found that the United Kingdom e-commerce consumers are amongst the most eager to purchase responsibly as well as ecologically. (Ukri,2023). Up to 53 percent of the United Kingdom buyersare ready to shell out additional to ensure that their clothing is created responsibly. (Sensi,2023). 86 percent of these shoppers prefer their clothing to be produced made ecologically. (goodonyou,2023).

Most fashion e-shoppers in the UK agree that retailers and their suppliers should display fair workplace practices

Agreement with sustainability statements, fashion apparel or accessories e-shoppers, the United Kingdom, 2022

I want retailers to have fair workplace practices and ensure the companies that supply them have high standards of staff and community welfare	86%
I want retailers to be ecologically sustainable	72%
I would be willing to pay more for products if I knew they were produced and transported in a way that did not harm the environment	53% (internetretailing,2023)

Based on 450 individuals who shop fashion apparel or accessories online in the UK, aged 16-83, Jun 2022. Question: "To what extent do you agree or disagree with the following statements?"

Source: RetailX Consumer Observatory

©①⊜ RetailX 2023
RXSFSUK23RP-GB-CS-8-v4

An annual total of 206.456 tons of textile waste is produced in the nation.(earth.org,2023). Just 0.3 kilogram of the 3.1 kilograms of textile debris British individual generates year is recycled.Out of that 0.4 kg is repurposed. (Spencer,2021). Nevertheless, 0.8 kilogram is burned while landfills get 1.7 kilogram. (Hughes,2020).The United Kingdom's government backs programs such as Textiles 2030, that expands upon the 2020 Sustainable Clothing Action Plan objectives involves leading United Kingdom's fashion as well as clothing companies in cooperative efforts to combat climate change in addition to the extended producer reponsibility. (gov.uk,2021).

UKFT continues to be collaborating extensively alongside the British Fashion Council , Innovate UK, as well as other relevant parties .Thiis is done to get broad government backing for a recently launched ten-year Fashion Industry Sustainable Change Programme. (Britishfashioncouncil,2024). The strategy's primary goal is to establish the nation as a global leader in the field of circular fashion. (Fox,2023).

Impact of Fashionex
a) Job Prospects.
According to a recent YouGov questionnaire, 82 percent of shoppers in the United Kingdom think businesses should do more to safeguard the ecosystem. (Waldersee,2022). 75 percent are happy to shell out extra for environmentally friendly items. (Businessnewsdaily,2024). Fashionex will provide job opportunities in Fashion. These include various job prospects in various areas of sustainability. (Bringe,2023). These are in various areas like
- ethical sourcing.
- sustainable production.
- eco friendly designing. (BBC,2023).

b) Mentorship.
-Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).The user can choose sustainability in filters and send request to mentors specialised in this area. (Reeves,2023). (interview 4 - appendix).
-Mentorship groups: Users have the option to join various mentorship groups concerning their topic. They can join groups concerning sustainability. (Bloomberg,2023). By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

c) Events and virtual events.
Fashionex will organise events. These would be surrounding
- ethical sourcing.
- sustainable production.
- future of sutainability in fashion. (Birch,2023).
Fashionex will enter into partnerhship with
- various designers.

AIR QUALITY
The United Kingdom was placed 21st globally in 2019 for having the lowest national levels of PM2.5.This is in accordance to the IQAir's World's Highly Polluted Countries 2019 analysis. (Iqair,2024). Brighton,Cardiff,Swansea are among the most polluted cities in United Kingdom. (Duc,2024). County Durham holds the best rating in the United Kingdom for "Clean as well as Tidy, city.Its score is 87.5 out of 100. (Utlitybidder,2024). It is followed by Wokingham and Milton Keynes. (utilitybidder,2024).

Impact on Fashionex.
Location based suggestions.
Fashionex will keep a track of air quality. This is based on the location. For instance Swansea is highly polluted. (BBC,2023). It will suggest users certain things. These include:
- Purchasing ethical labels. (Hbr,2023).
- Prioritising sustainability initiatives. (thrifting). (Katz,2024).

(Iqair,2024)

2022 Air quality average

Good   2022 average US AQI   37
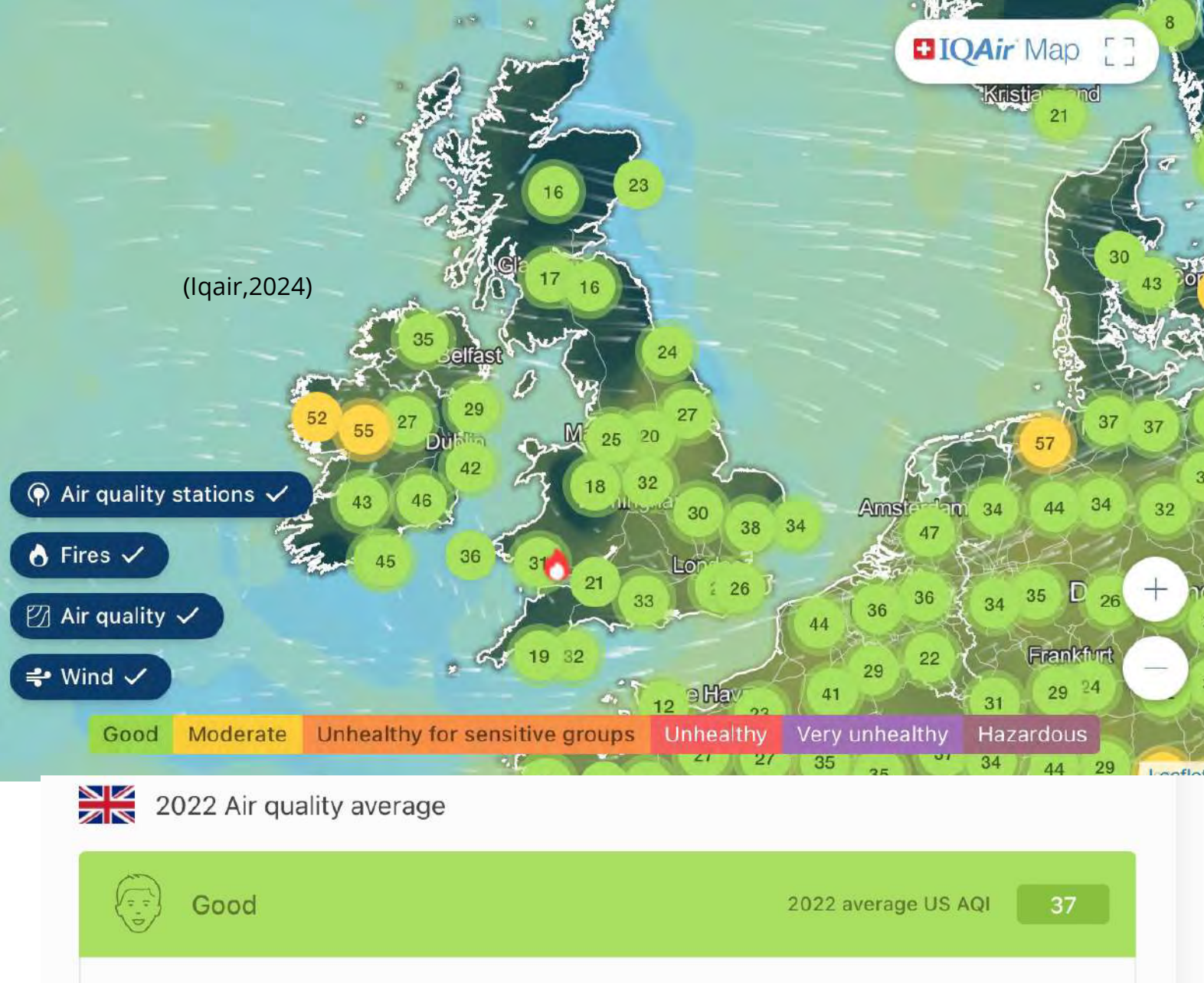
INITIATIVES

The United Kingdom's dedicated climate objectives are outlined as part of the 2020 Ten Point Plan for a Green Industrial Revolution.(commonslibrary.parliment.uk,2023). It includes a £12 billion funding to boost determination across sectors like energy efficiency, emissions-free automobiles, public transportation, along with more sustainable residences. (gov.uk,2023). Presently, municipalities in England have the ability to make requests for a portion of the £6 million in money from the government. This is done to carry out air quality improvement initiatives. (gov.uk,2023).

Impact on Fashionex.
It will enter into partnership with organisations supporting sustainability. This will include the following initiatives. These include:
- reducing carbon emmisions. (Chen,2023).
- using ethical energy sources. (solar energy).
- it will take an ethical approach throughout its operations strategy. (Shribman,2024).

PESTLE CLUSTER

POWERFUL STANCE IN INTERNARIONAL POLITICS

COPYRIGHT LAWS   BREXIT IMPACT   RISE IN UNEMPLOYEMENT RATE

CONSUMER LAWS   POST BREXIT TRADING SCHEME

EMPLOYEMENT LAWS   BEST FASHION EDUCATION SYSTEM

ANTITRUST LAWS   TALENT VISA   IMMIGRANTS IN THE UNITED KINGDOM

INCREASING INVESTMENT ON RESEARCH AND DEVELOPMENT

SLOW POPULATION GROWTH RATE

TECHNOLOGICAL CHANGES   RISE IN LEVEL OF INNOVATION

AIR QUALITY   RISE IN AUTOMATION IN UNITED KINGDOM

IMPORTANCE OF SUSTAINABILITY IN FASHION

GOVERNMENT ENVIRONMENTAL INITIATIVES

FOREIGN INVESTMENT IN UNITED KINGDOM

FALL IN CORRUPTION RATE IN UNITED KINGDOM

LOW IMPACT   **HIGH IMPACT**

INFLATION RATE

INTEREST RATE

BREXIT IMPACT

RUSSIAN UKRAINE WAR IMPACT

■ POLITICAL
■ ECONOMIC
■ SOCIAL
■ TECHNOLOGICAL
■ ENVIRONMENTAL
■ LEGAL

LOW CERTAINTY

|		
P	Powerful stance in international politics. Brexit Impact Post Brexit Trading scheme. Fall in corruption rate. (from 73 in 2022 to 71 in 2023)	Strength. Uncertain. Strength. Weakness.
E	Foreign investment in United Kingdom. Brexit Impact. Russian Ukraine war impact. Rise in inflation to 4.00 percent from 2.83 percent.(4% - 2023 , 2.83% -2022). Fixed interest rate at 5.25 percent from 3.50 percent.(5.25 percent - 2023 , 3.50 percent -2022. Rise in unemployement rate to 4.20 percent from 3.70 percent(4.20% - 2023 , 3.70 - 2022).	Strength. Uncertain. Weakness. Weakness. Weakness. Strength.
S	Slow population growth rate. (in upcoming 10 years) Best fashion education system. Immigrants in United Kingdom. Talent Visa	Uncertain Strength Strength Strength
T	Increasing investment on Research and Development. Rise in level of Innovation. Nation's innovation ranking in 2023 - 114.8 (greater than the median for the European Union). Rise in automation in United Kingdom. Technological changes in United Kingdom. (Artificial Intelligence , Machine Learning).	Strength Strength Strength Strength
L	**Employement Laws** - The Equality Act of 2010, The Health & Safety at Work Act of 1974. **Consumer Laws** - Nation's 2015 Consumer Rights Act. comparable rights of redress (repeat performance, repair, or refund. **Copyright Laws** - the Copyright, Designs and Patents Act 1988. **Antitrust Laws** - Competition Act 1998,EC Treaty Articles 81 and 82.	Strength Strength Strength Strength
E	Sustainability in fashion industry. Air quality rating. (good)(21st globally in 2019 for having the lowest national levels of PM2.5.) Initiatives - 2020 Ten Point Plan for a Green Industrial Revolution.	Strength Strength Strength

(Photographytalk,n.d)

TRENDS

BEACON TECHNOLOGY

It is a novel evolving trend for mobile applications. It can connect with smartphones up to around 100 feet away via low-power Bluetooth signals. (Maycotte,2015). By using it , mobile application developers have never-before-seen possibilities to incorporate engaging GPS-based elements into their applications. (Deloitte,n.d). It enables businesses to run targeted advertising campaigns while clients are in store. (Williams,2018). It opens up options such as sending tailored promotions to clients smartphone applications via notifications. (Randieri,2024).It can be sent while they are in store.Clients' willingness to buy grows as a result. (Forbes,2024).

Beacons technology market value worldwide in 2016 and 2026
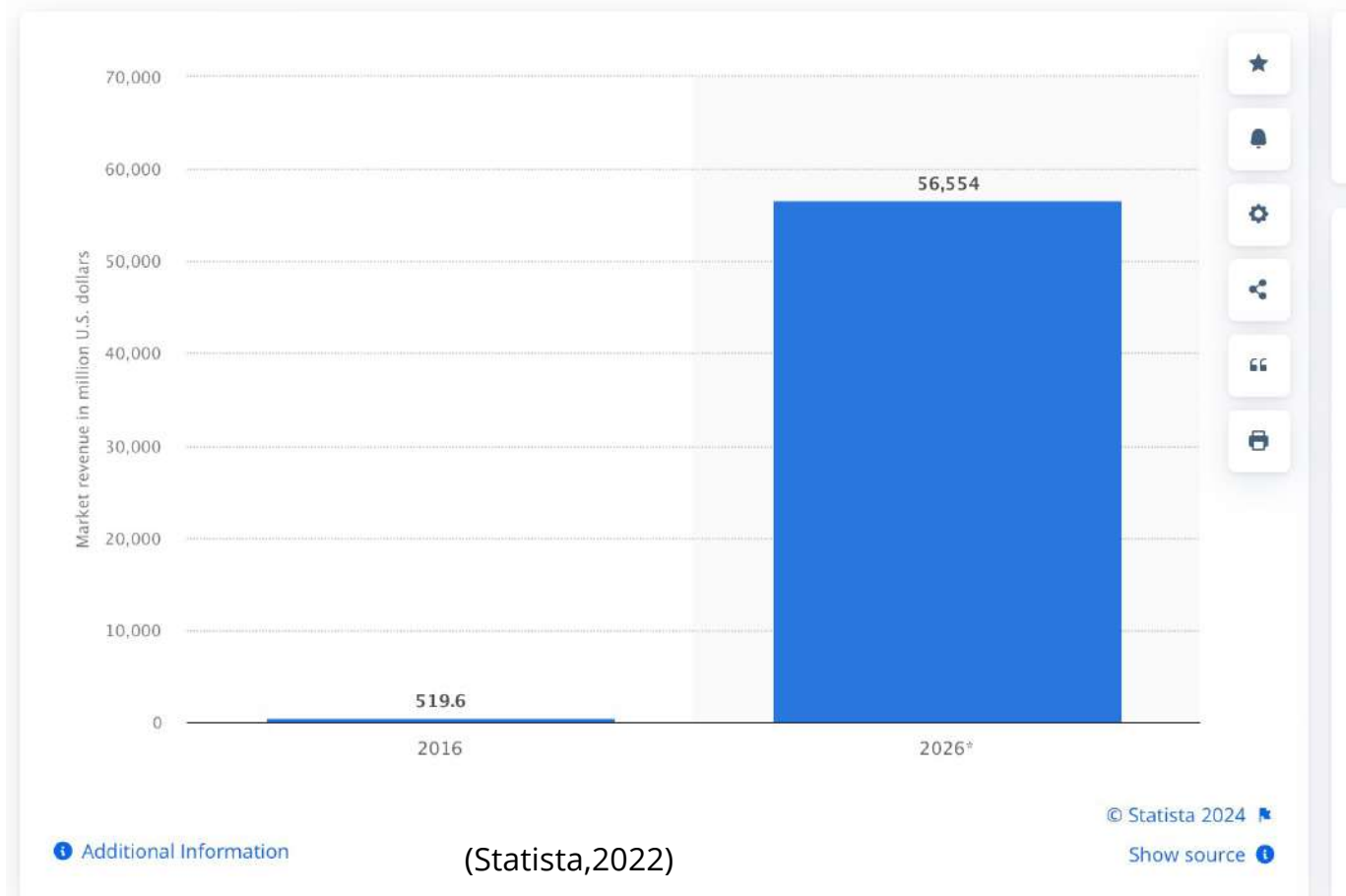
(Statista,2022)

The global marketplace was estimated to be worth 519.6 million USD in 2016. It is expected to grow at a rate of 59.8 percent a compound annual growth rate to attain an aggregate value of around 56.6 billion USD in 2026.(Statista,2023). The valuation of the worldwide marketplace was estimated at USD 1698.57 million.(Marketgrowthreports,2023).It was done in 2022.It is predicted to grow at a compound annual growth rate (CAGR) of 24.29 percent leading to USD 6263.06 million by 2028.(Theexpresswire,2023).

According to the Boston Retail Partners Association, 70 percent of businesses have previously stated their decisison to install beacons. (Forbes,2020).

Using beacon technology has many advanatages:

1.Proximity marketing leading to more engagement at Fashionex events.
Typical push notification response rates is approximately 14 percent. 53 percent of beacon-transmitted texts are read. (Shivkumar,2018).They are instantly applicable to users along with having the power to impact decisions at the critical moment of making a purchase. (Forbes,2021). In case of Fashionex it will play an integral role. If the users of Fashionex are in close proximity to any networking event organised by it the beacons send a notification and they might attend the event which will help in increasing the rate of engagement at the event. (Scartz,2017).

-If an individual using FashioNex attends an event then which utilises this technology then they will automatically get a pop up with all the details about that happening.It will include details like theme , agenda, timings of each each activity as well as other important details. (Reid,2023).

2. Beacons offer a higher level of location precision than WiFi or GPS monitoring. While using indoors, WiFi provides a reach of around 46 meters, while beacons have an accuracy of as much as 450 meters. (Rangnekar,2021).In case of Fashionex, many individuals using the application are present a the same event then it sends anotification to the individuals about their peers, mutual connections being present at the same event. (Forbes,2022). In such scenario they can connect as well as get to know each other as well it might help the individuals expand their professional network.(Mckinsey,2022)

3.Session Tracking:
When individuals using FashioNex attend various socialising events, that time the beacons take a note of their activity. (Forbes,2021).By doing so in future, it provides them with recommendations with the kind of events they might be interested in and would like to attend.It analyses this on the basis of the past activity of the individual. (tailored recommendations).(Vyas,2024).

4.Insights:FashioNex can collect all the information from the beacons.It includes information like
- what kind of events they prefer to visit.
- what kind of interactions they prefer.
- their journey throughout the events they visit.
- their preference of overall experience. (Abbott,2022).
By collecting this information , FashioNex can give this data to event orgainisers.It can use it to implement marketing stratgeies successfully upon learning consumer's preferences. (Mckiney,2021).

Past business successes that have employed beacon technology
Approximately 17,000 Bluetooth beacons were setup at Levi's Stadium. It was located in San Francisco. (Puri,2016).It helped spectators locate their seats, the closest toilets, as well as snack stalls.It was also possible for spectators to have food brought directly to their seats when using application. (Gilbert,2016). Having a 30 percent rate of adoption as well as 183,000 downloads in just 42 weeks it was a huge success. The Levi's Stadium application , increased concession income by $1.25 million. (Forbes,2020).

Alex and Ani

Without delivering even any promotions to consumers, Alex and Ani jewellery brand employed beacons across every 40 of its retail locations. (Shivkumar,2018). Beacons were employed by the company to gather customer data, improve shop designs, as well as inform customers about its offerings. 30 percent of the consumers who saw the online beacon notifications walked into the store. (Vyas,2024).

In year 1 Fashionex will only list the industry specific events. These are related to
- Fashion
- Beauty
- Arts.
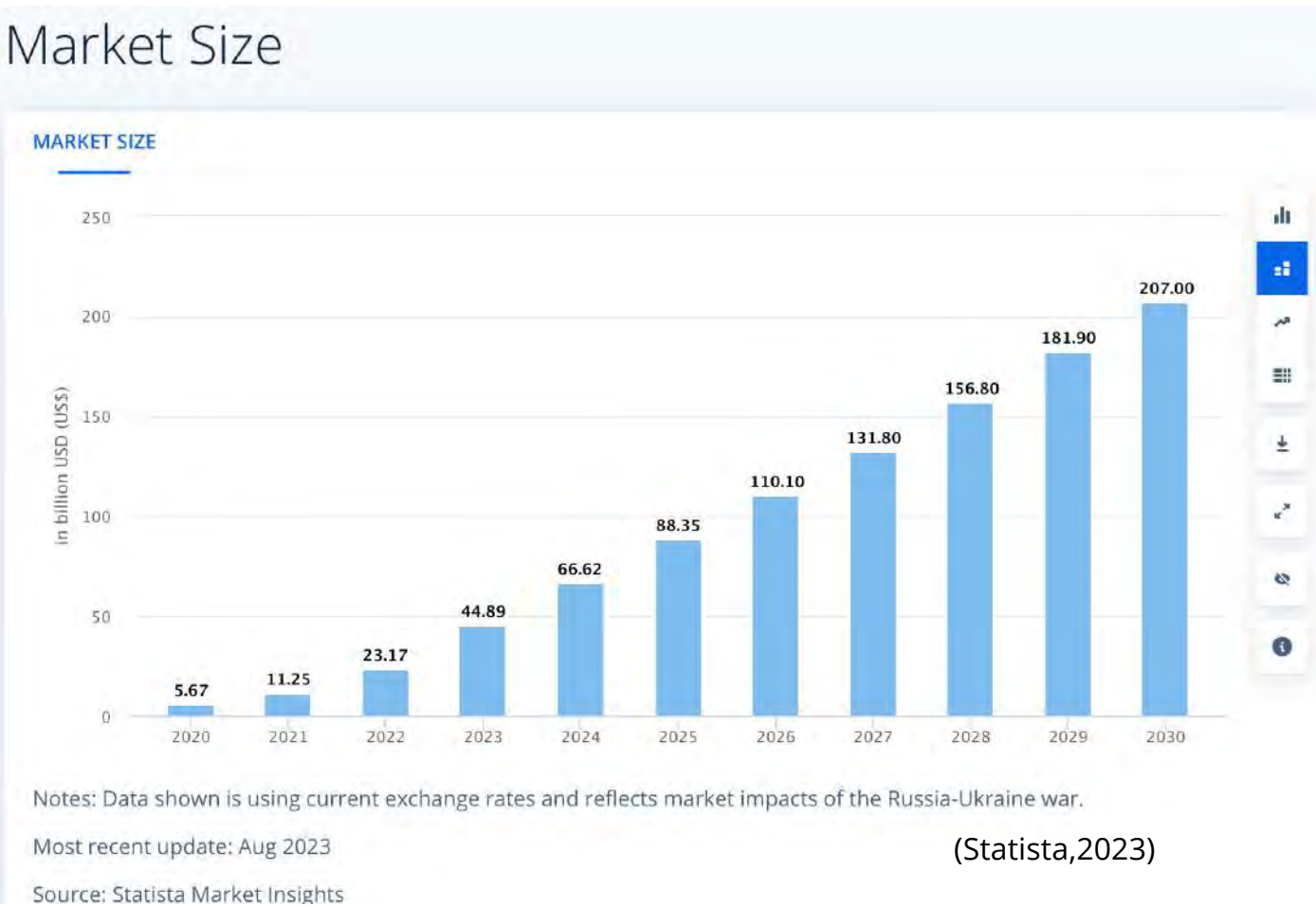- Photography.
- Other creative sectors. (Bof,2023).

It will enter into partnership with them. That's when it will use beacons. (This is to not miss any event).

In year 2 it will organise events on its own as well as by entering into partnership. (Forbes,2022)

Fashion Styling Workshop is happening Nearby

Checkout the workshop on fashion styling happening around you, Tap to book tickets
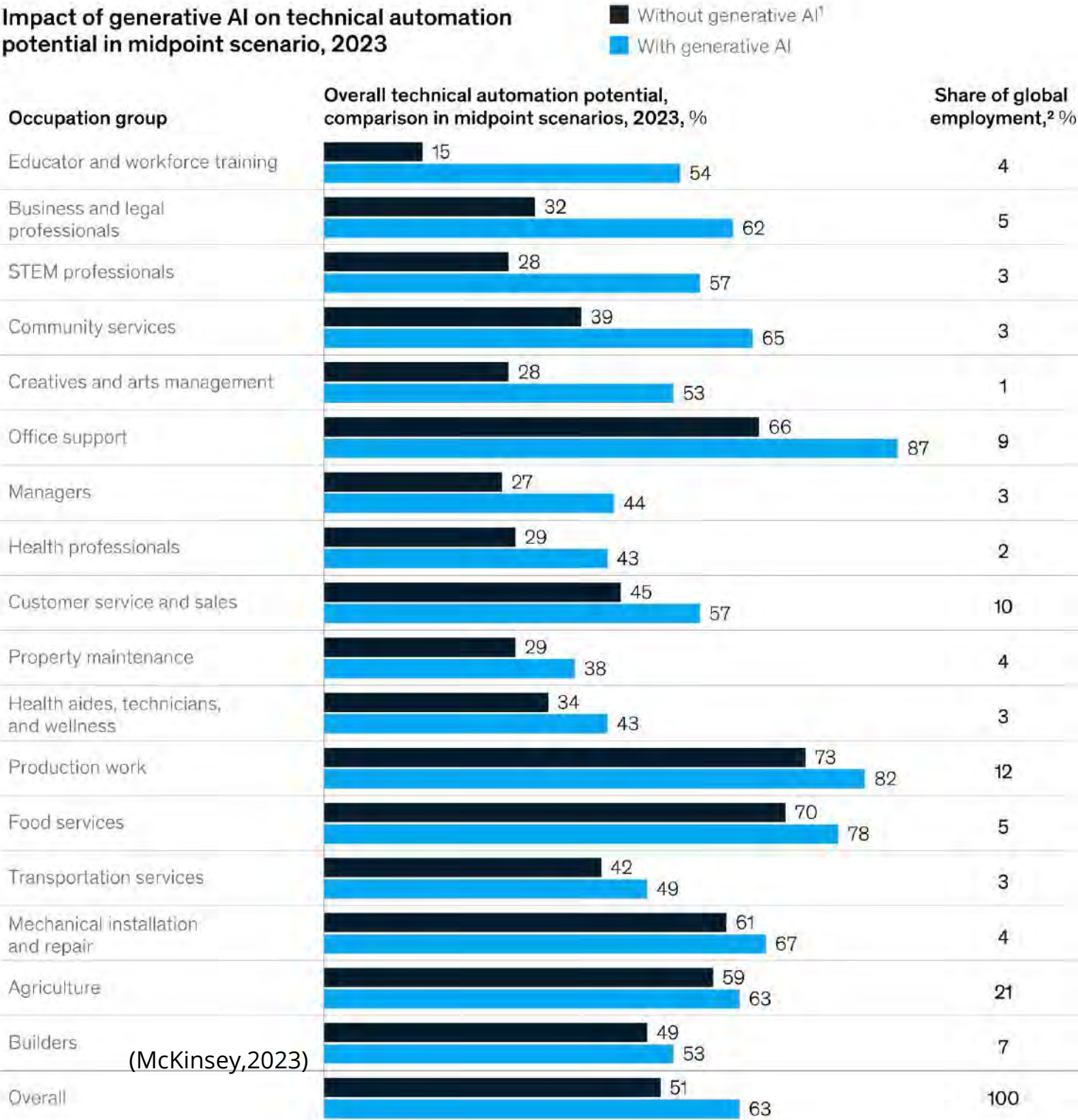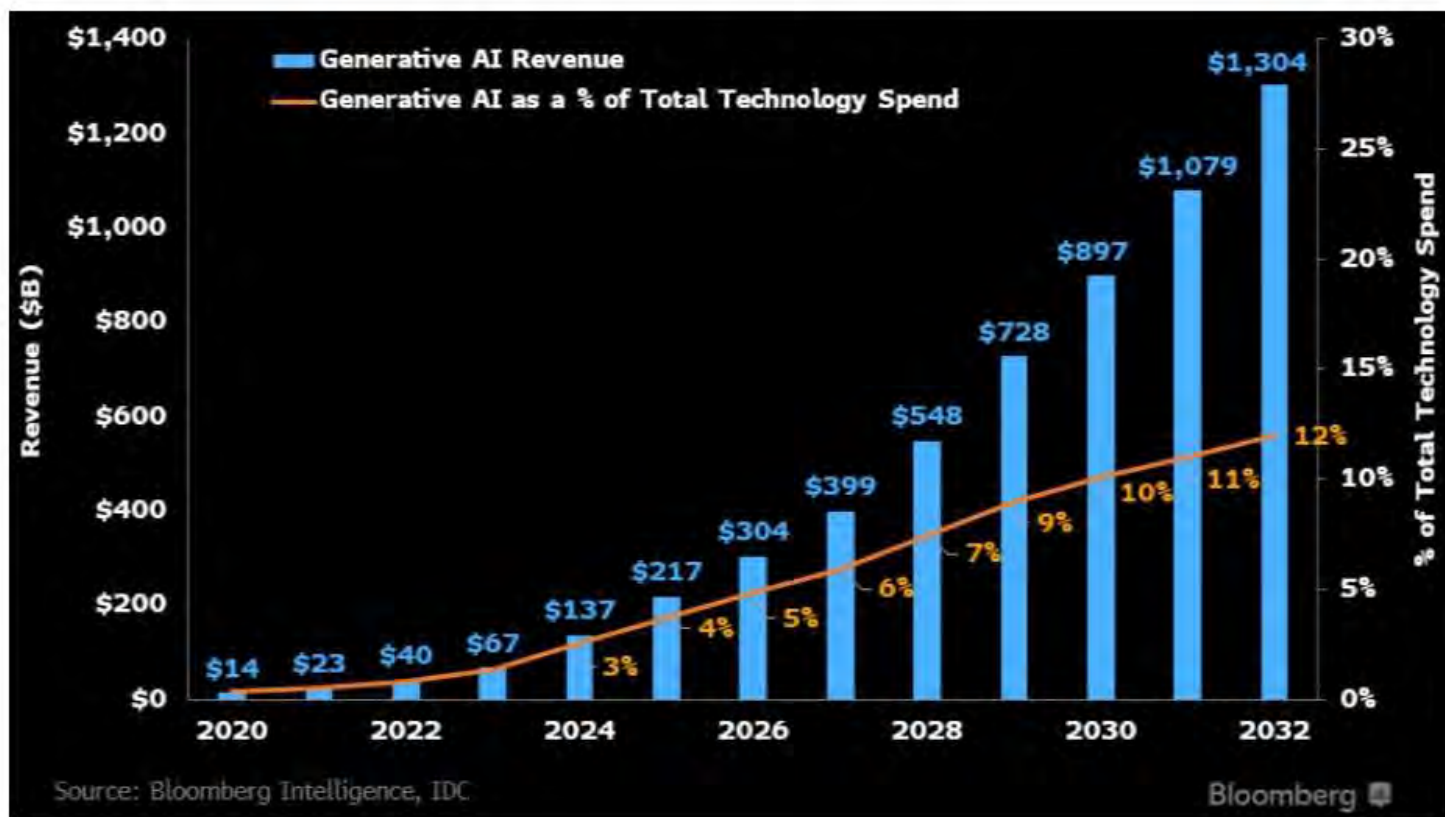
GENERATIVE AI

Among of the main advantages of using generative artificial intelligence in the creation of application include increased imagination as well as inventiveness, personalization, user engagement, including simplified developing procedures.(Marr,2023). Generative artificial intelligence (GenAI) has the capability to speed up human development, help create jobs, as well as complement human effort in addition to intelligence. (Forbes,2023).
Statistics from the Internet Association shows that the industry created approximately 18 million direct and indirect employment.It , contributed to 10 percent of America's gross domestic product. (Deloitte,2024).The potential of generative AI to preserve time as well as conserve operating. (Thetimes,2023).Businesses might shift resources towards higher-value sectors bydigitizing regular operations.(Mckinsey,2023). This makes it possible to boost productivity while maintaining a competitive advantage in the marketplace. (Francisco,2024). 82 percent of leaders, think Generative Artificial Intelligence shall enhance worker productivity. (Dykes,2023). Workers that use generative AI conserve 1.75 hours every day on average—a complete workday per 7 days. (Marr,2024). One-third of those surveyed said they use generative AI-based solutions to save between thirty - sixty minutes a day. (Moreno,2024). 36 percent of financial services experts surveyed said they have cut yearly expenditures by more than 10 percent. (Forbes,2024).

It is anticipated that the generative Artificial Intelligence industry would grow to an estimated worth of US$66.62 billion by 2024. (Statista,2023). By 2030, the worldwide marketplace is projected to reach an estimated value of US$207.00 billion, growing at a (compound annual growth rate) of 20.80 percent. (Statista,2023).

Market Size

MARKET SIZE

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Aug 2023

(Statista,2023)

Source: Statista Market Insights

Advances in technical capabilities could have the most impact on activities performed by educators, professionals, and creatives.

Impact of generative AI on technical automation potential in midpoint scenario, 2023

■ Without generative AI[1]
■ With generative AI

| Occupation group	Overall technical automation potential, comparison in midpoint scenarios, 2023, %		Share of global employment,[2] %
Educator and workforce training	15	54	4
Business and legal professionals	32	62	5
STEM professionals	28	57	3
Community services	39	65	3
Creatives and arts management	28	53	1
Office support	66	87	9
Managers	27	44	3
Health professionals	29	43	2
Customer service and sales	45	57	10
Property maintenance	29	38	4
Health aides, technicians, and wellness	34	43	3
Production work	73	82	12
Food services	70	78	5
Transportation services	42	49	3
Mechanical installation and repair	61	67	4
Agriculture	59	63	21
Builders	49	53	7
Overall	51	63	100

(McKinsey,2023)

127

(Bloomberg,2023)

By 2032, generative AI is predicted by Bloomberg to have a 10 percent influence on overall expenditures on gaming, software services, computer hardware, including advertising, up from a fraction of a percent at present. (Bloomberg,2024). By 2032, generative Artificial Intelligence network as a service—which is used to educate language modelers—would account for the greatest share of additional income, with $247 billion. (Bloomberg,2023). This is expected to be followed by technology-driven digital marketing ($192 billion) along with specialist generative AI assistant software. ($89 billion). (Lu,2024). Artificial Intelligence contributes to (132 billion dollars). (Newman,2024).Artificial Intelligence storage contributes 93 billion dollars. computer vision Artificial Intellgence goods contribute ($61 billion). conversational artificial intelligence products ($108 billion) constitute the technical component of this business's income generators. (McKinsey,2023).

AI - CHATBOTS

Artificial intelligence chat bots are being used or will be used soon by 80 percent of retail as well as eCommerce companies. (Forbes,2023) . Chatbots used by online retailers for interacting with customers achieved an 85 percent median open rate .It also saw a 40 percent click-through rate. (Westfall,2022). This market is expected to increase from USD 119 Million in 2022 - USD 1,224 Million by 2032.It is growing with a (CAGR) of 27 percent between 2023 - 2032. (Maheshwari,2024).

(Marketresearcher,2023)
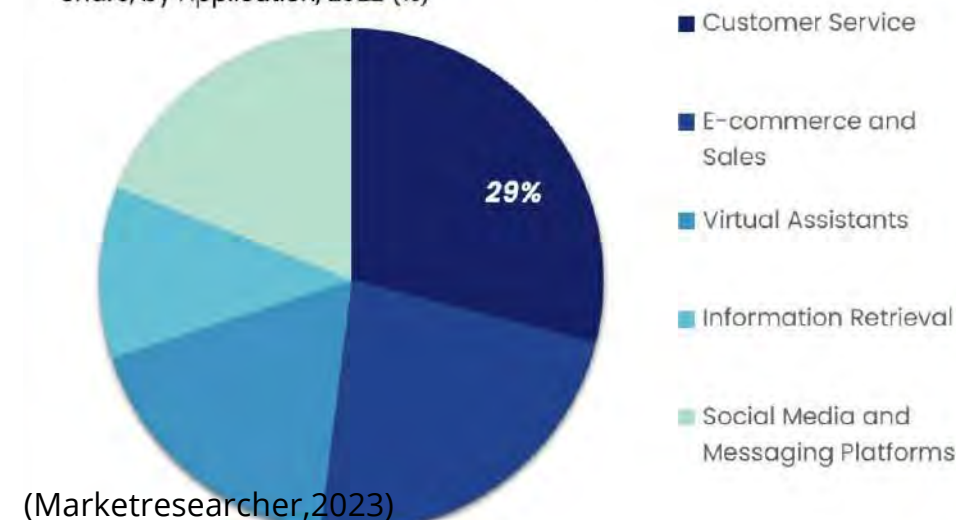
How will AI Chatbots benefit FashioNex?

1.24/7 assisstance
Workers deal with a line of clients amid rush hours. Prior to assisting the following person, they must assist the first. Bots don't ever handle this. It may respond to a wide number of clients at once without having to wait. (Forbes,2024). Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to
-Using the application. (Szabo,2024).
-Choosing the right career based on their skills.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day. (Viliavin,2023).

2.Personalized suggestions
Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024). It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024).

3.Assisstance during events
If an individual using FashioNex attends any industry event and isn't sure anything about the event in such scenario they can chat with AI bot about whats the events about, whats the flow of it , what all they are going to talk about , the main key aspects of the event.It helps them with real time updates. (Shweta,2024).
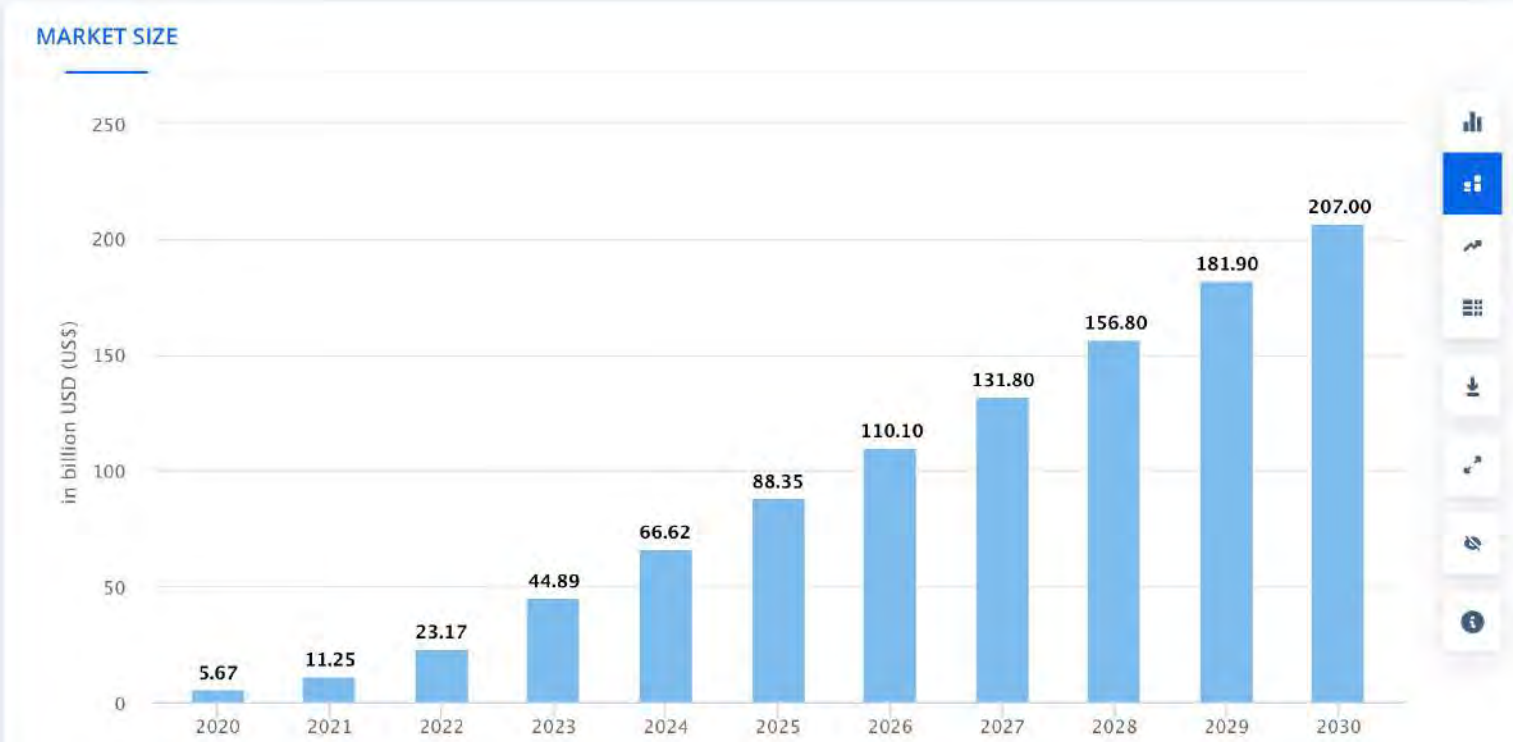
4.Accessibility to Resources
It can help users to learn more about the industry by providing them with suggestions
related to :
-articles.
-industry reports.
-webinars.
-latest industry insights.
-suggest ways in which experts are taking approach . This is to step foot ahead of others in
the industry. (Drenik,2023)(Forbes,2024).

TRANSPARENCY AND DATA PRIVACY

Users are now increasingly mindful of the methods used to obtain personal information, the various types of data adopted, including the duration of time that businesses retain it in a file.(Shoback,2023). This was supported by a Qonsent questionnaire, which found that 94 percent of customers thought it was vital to be able to possess greater authority regarding the details that they shared with businesses. (Forbes,2023).They even want be aware of the manner in which those businesses used their details. (Batchedler,2022). The worldwide revenue of the data privacy technology marketplace was projected at $ 1.41 billion in 2021. (Yahoofinance,2023). It expected to increase to $ 30.86 billion before 2030.(). Its value was $ 1.99 billion in 2022. (Solodukhin,2023).

92% Of consumers would use a service that makes it easier to control their **personal information**

(Venturebeat,2022)

Market Size

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.
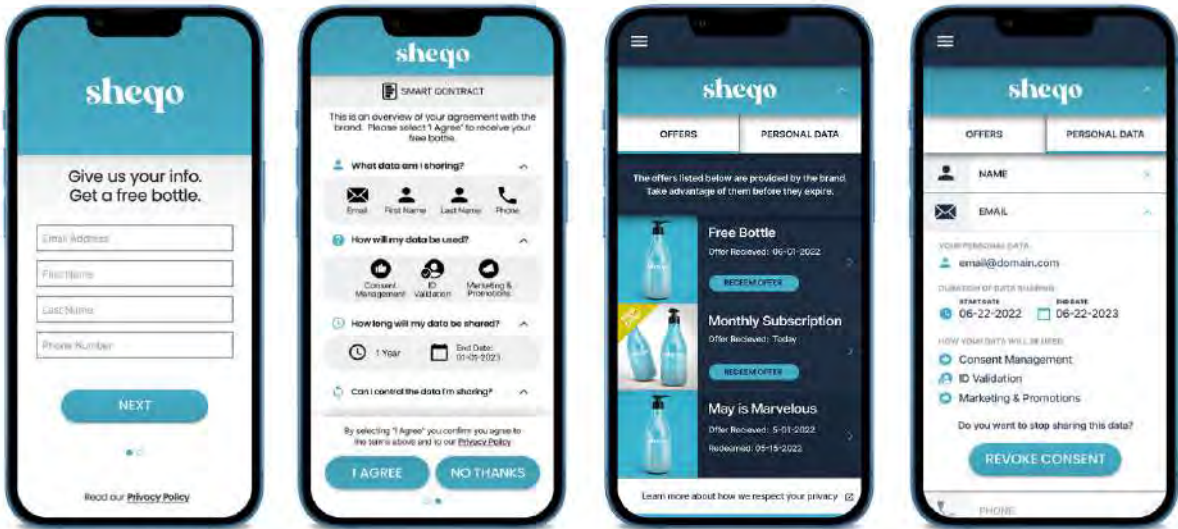
Most recent update: Aug 2023

Source: Statista Market Insights

(Statista,2023)

The data security industry is expected to generate US$6.86 billion in profit by 2024. It is anticipated that profits would rise at a 13.01 percent annually .(a compound annual growth 2024-2028). (Statista,2023). It is anticipated to generate an estimated market value of US$11.19 billion by 2028. In this market, the median expenditure per employee is expected to exceed to US$1.96 in 2024. (Statista,2023).

Individuals subconsciously assume they have confidence in the business they notice that the application features a well defined data protection policy. (Drenik,2023). Being aware that this kind of a regulation prevails may boost confidence between a digital company as well as the application's users. (theeconomictimes,2023).Users will still have the confidence, irrespective ofwhatever the details of the agreement states. (Forbes,2023). Additionally, a data protection notice for an application might help prospective as well as current users feel more at ease. (Mckinsey,2020). Whatever the creator of the application intends to do using data that ispersonally identifiable must be made clear in the privacy statement.(). This may promote regular usage of the application, increased sense of security among users, in addition to referrals to people around us. (Bradley,2023).

Compared to a couple of years prior, 73 percent of users are increasingly concerned at the moment regarding the security of their personal information while using any application. (Goswami,2020). 64 percent said that the security of their personal information is lower now than it was earlier. (Morgan,2020). 67 percent think something greater ought to be done by the government and businesses to safeguard the confidentiality of information. (McKinsey,2020). Users won't use the application if they lack confidence that their private information is not adequately safeguarded. (McDermott,2023). This is according to 94 percent of the respondents. (Poinski,2024). Concerns over the usage of private information are shared by 79 percent of users. (Forbes,2020). More than half (59 percent) say they know very little or nothing about what businesses use their personal information for. (Suciu,2021). 87 percent of clients claim that if they possess doubts regarding a business's safety measures, they are unlikely to do business with them. (Robicquet,2022). More than 70 percent of business executives say that their initiatives to protect personal information have produced "major" advantages. (Forbes,2023).

How will FashioNex show its transparency as well as Data Privacy?

1.Transparent Privacy Policy
FashioNex will make its data collecting methods transparent by explaining to users the manner in which it collects, keeps, as well as utilizes personal data. (Forbes,2023) guidelines for privacy shall always be available as well as specifically explain:

What kind of private data is gathered?
How is private information gathered?
Why is personal information being gathered?
To Whom FashioNex might disclose the info to.
How consumers can manage their personal information?
(Borner,2023).

2.User Consent
The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation. (gdpr.eu,n.d). FashioNex will comply by all rules of GDPR. (Tytunovich,2022).

3.Data Minimisation
FashioNex will utilize private information only when it is necessary to fulfill an established objective as well as store it for the shortest amount of time in order to comply with data minimization regulations. (Venkatraman,2024).
Anytime they handle confidential data, FashioNex will consider these 3 elements:

Adequacy: Is the amount of handled private information adequate to achieve the specified goal? (Divatia,2023).
Relevance: Is there an obvious connection between the data and the aforementioned goal?
Need: Is there excess data compared to required to accomplish that objective? (Raman,2023).

4.Partnerships with other organizations
FashioNex will be very transparent about any private data that will be disclosed to other organisations.All this will be mentioned in the privacy policy of the application.
(Kaziukonis,2024)

Fashionex will invest in Robust Ecryption.
Highly powerful as well as reliable encryption technology currently offered as of today is **AES 256-bit encryption**.(Awati,2023). It is the safest encryption technology now available. It is widely employed in both government including military applications. It is also utilized by companies in highly monitored sectors.(Brinkmann,2024). This will the encryption utilised by FashioNex to keep all essential private information of users safe.

(Termly,2023)
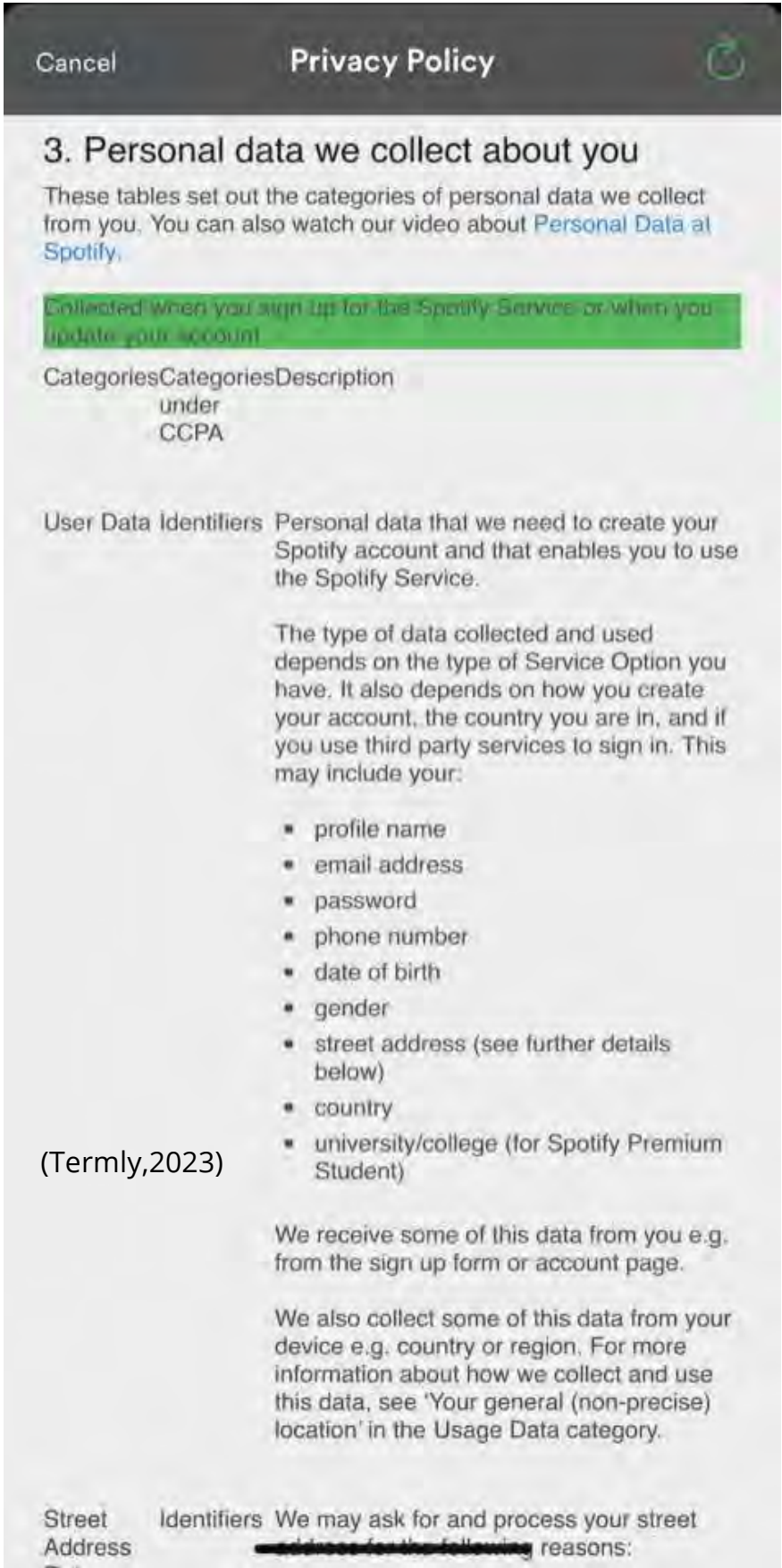
Example of a mobile application privacy policy

VIRTUAL REALITY & AUGMENTED REALITY
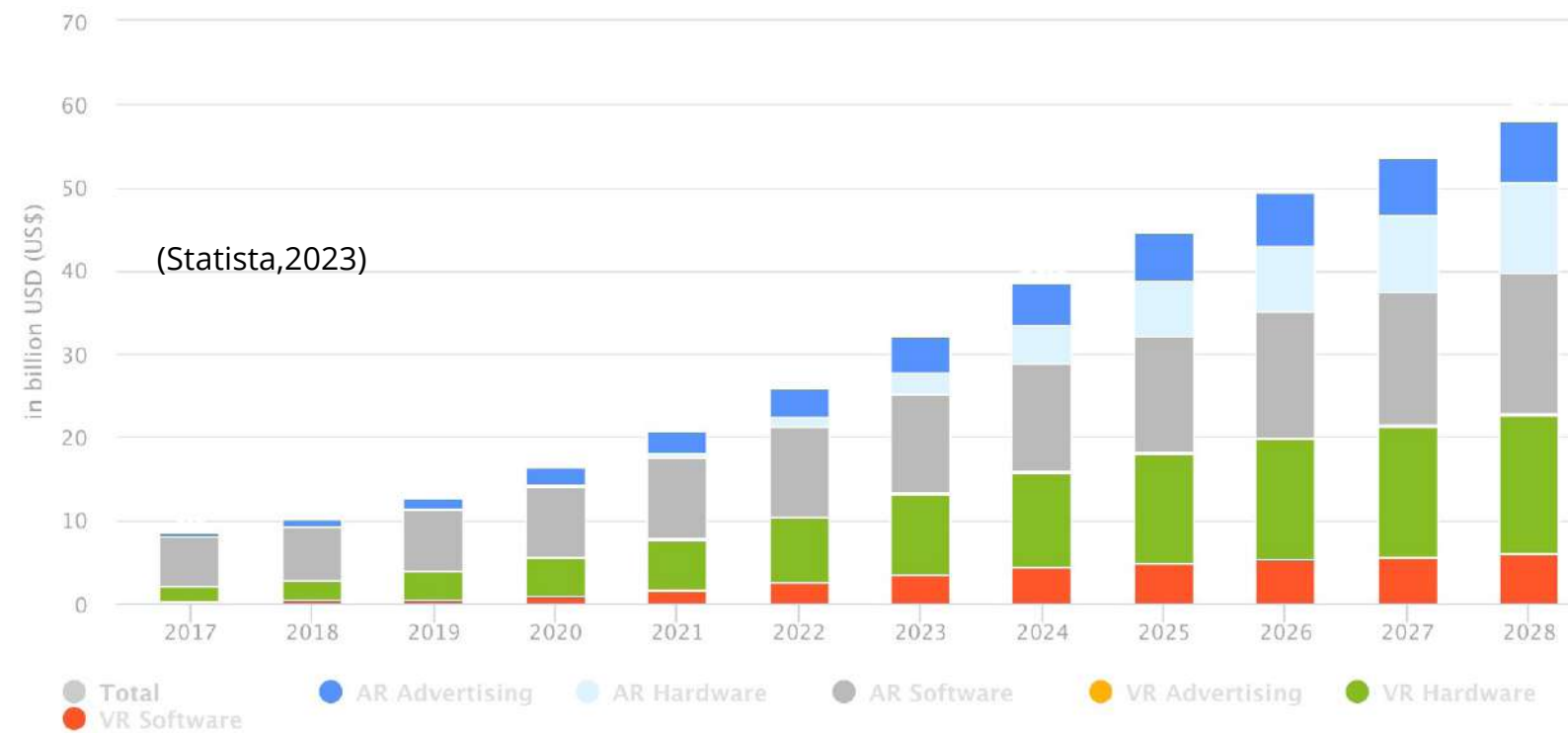
(Statista,2023)

Augmented Reality and Virtual Reality Revenue

In 2024, the augmented reality and virtual reality sector is expected to bring in US$38.6 billion in revenue. (Statista,2023) .By 2028, the industry is predicted to have grown to a value of US$58.1 billion, with a compound yearly growth rate of 10.77 percent. (Johnson,2023). AR Technology is the most significant marketplace category within the augmented reality and Virtual Reality industry, having a projected market value of US$13.0 billion by 2024. (Statista,2023). By 2028, it is anticipated that there will be 3,674.0 million virtual reality and augmented reality users worldwide. (Statista,2024). By 2028, it is anticipated that the user penetration rate is anticipated to have increased to 54.9 percent from 52.8 percent in 2024. (Brue,2023).
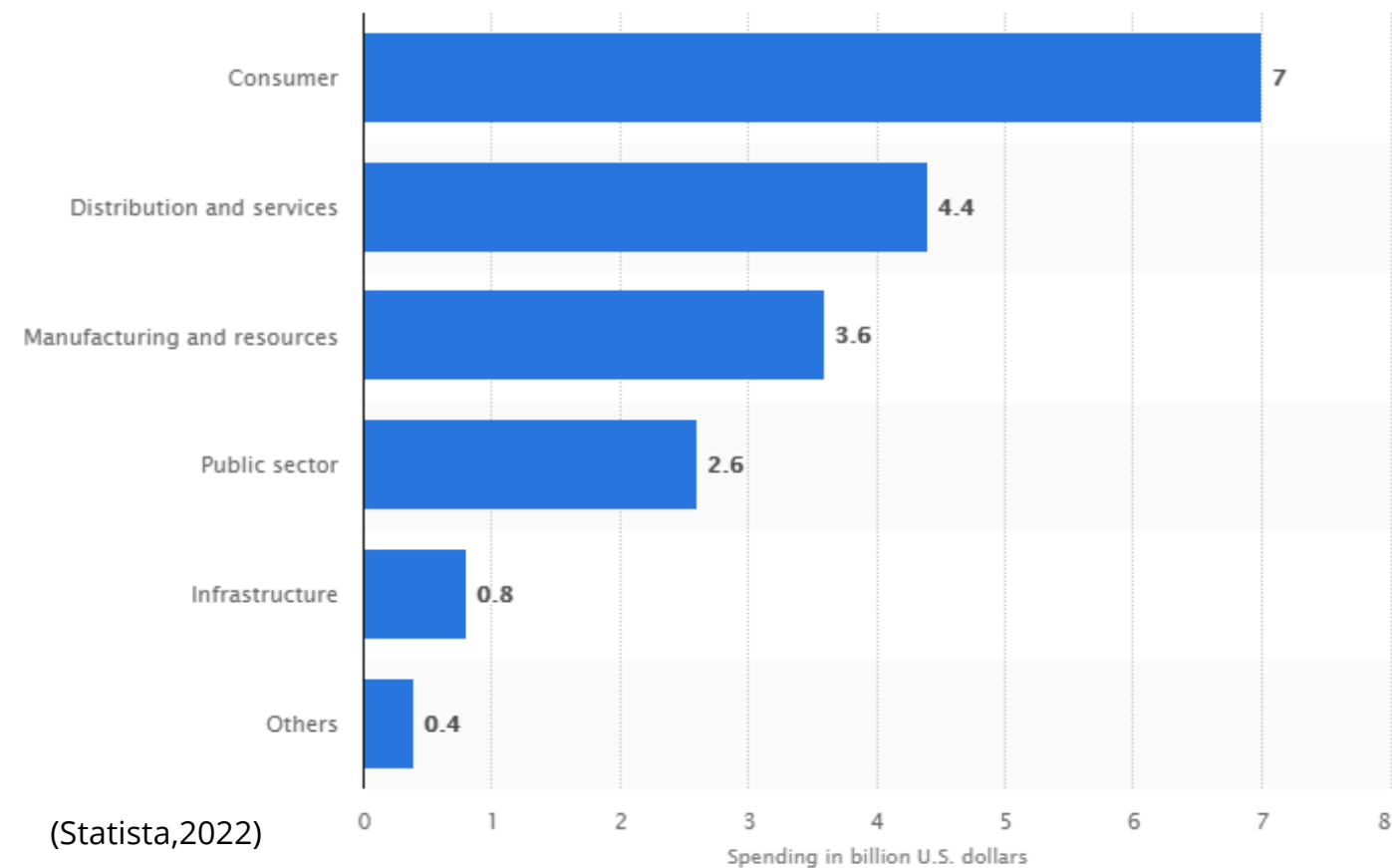

(Statista,2022)

According to the graph above, consumers are spending a total of 7 billion U.S dollars on AR and VR. (Statista,2022).Distribution and services are spending 4.4 billion dollars. Manfuacturing and resources sector is spending 3.6 billion US dollars on AR and VR. (Vardomatski,2021). Public sector is pedning 2.6 billion US dollars. (Statista,2022). Infrastructure sector is spending a total of 2.6 billion US dollars. (Statista,2022). 77 percent of those using virtual reality seek greater social interaction with the technology, per a recent study of 4,217 users. (Kohen,2023). Of those aged 16 to 44, 75 percent are familiar with virtual reality and augmented reality technology. (Kohen,2023).88 percent of medium-sized businesses already use augmented reality in certain manner. (Hackl,2020). Virtual reality usage increased by 30 percent in 2020 in comparison to 2019 among businesses along with their clientele. (Marr,2020). Following the the emergence of virtual reality, e-commerce conversion may rise by 17 percent. (McKinsey,2021). There are 1,952 augmented reality startups listed on AngelList at the moment. (Riani,2023). Expenditure on virtual reality and augmented reality is comprised of 15.6 percent customer hardware.(Robert,2024). The majority of Augmented Reality users are in the 16–34 age bracket. (Drabu,2023). It also accounts for major target segment for Fashionex. 70 percent of individuals think augmented reality is able to help them in many ways and make their work easier. (Tolani,2023).The worldwide marketplace for augmented and virtual reality is 9 percent owned by the United Kingdom. (Statista,2024). 61 percent of consumers would prefer a website using augmented reality technology. (Forbes,2021). 77 percent of consumers are inclined to examine different versions of a product via augmented reality. (Sokolovsky,2020). If an item could be viewed utilizing augmented reality in advance, 40 percent of buyers are willing to spend more on it. (Astapciks,2023). It is anticipated that if a business integrates augmented reality into their buying process, 70 percent of customers would remain faithful to the business. (Drabu,2023). Every employee in a corporation will receive virtual reality instruction on workplace security plus labor regulations by 2025 .This will reduce hazards by 30 percent. (Hurwitz,2024).

How will FashioNex make use of Artificial Intelligence and Virtual Reality?

1. Virtual Portfolio Showcasing.
Fashionex will provide a space for users to show their work on the platform. Users can go through each others' work. (Voguebusiness,2022). The portfolio would be arranged in an immersive setting. (Robimov,2020). This will create a more interactive environment as well as better understanding of the user's work. (Forbes,2023). Virtual Reality would be utilised for 3D demonstration of the work. (Forbes,2021). This 3D representation helps in better understanding the
- Photography skills.
- Designing skills.
- Styling.
- Other creative skills in an efficient manner. (Hackl,2021).

2. Using Augmented Reality for providing Virtual Workplace Tour.
By making use of augmented reality, Fashionex will create a very interactive environment. (Robert,2024). Interactive features would be utilised for helping users get an essences and a clear idea of their job environment prior to applying for it. (Forbes,2024). They can get a tour of the workplace. Through this they can get a clear image of the
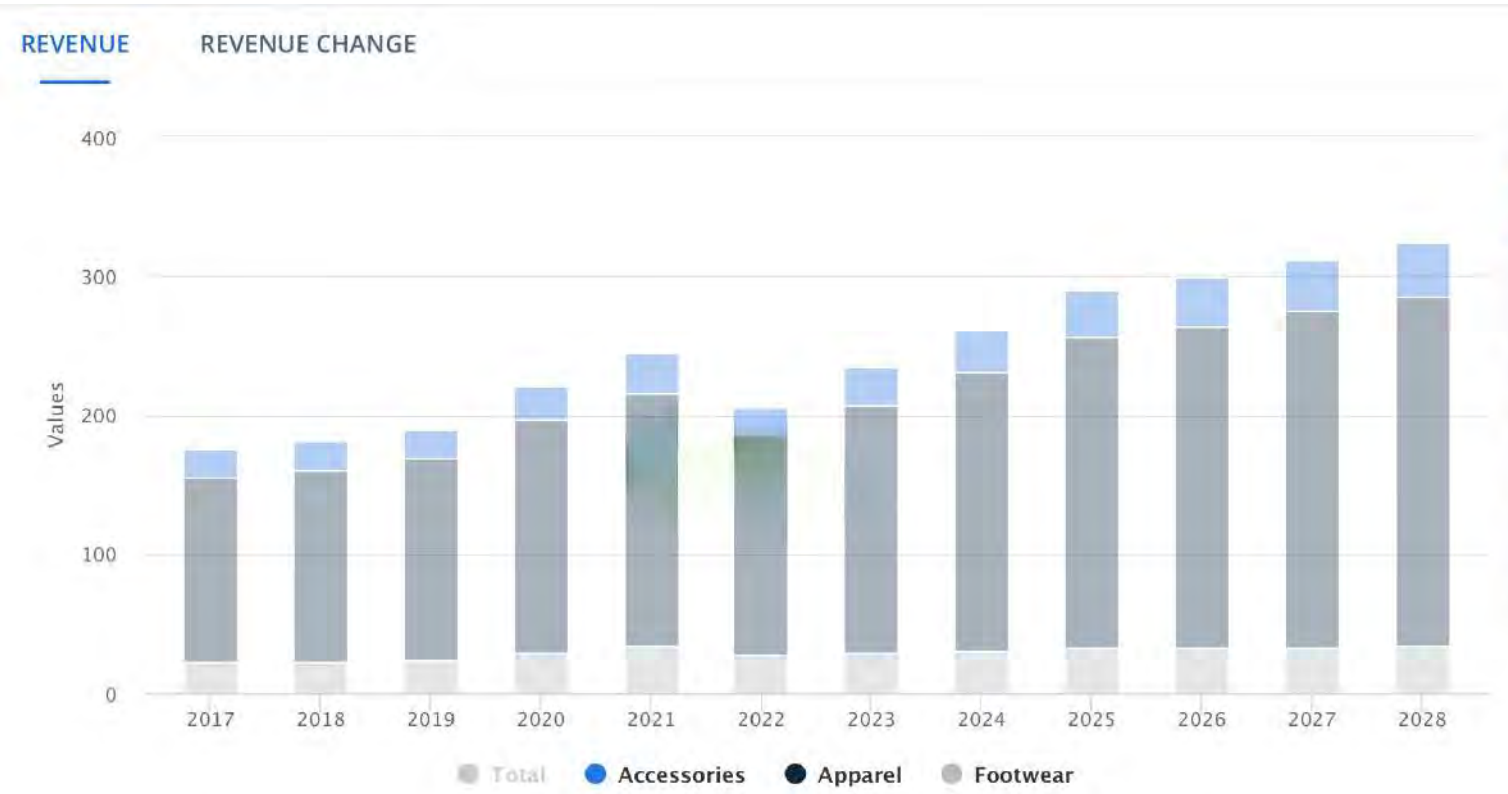- office.
- workstation.
- meeting rooms.
- common areas. (Fade,2021).

(Vogueuk,2021)

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SIZE OF THE INDUSTRY

(Statista,2023)

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Oct 2023

Source: Statista Market Insights

Fashion industry in United Kingdom

PROJECTIONS
In 2024, the fashion sector is expected to generate US$43.52 billion in profit. The industry is predicted to reach a value of US$54.06 billion by 2028. (Statista,2023). The profits forecast is expected to increase at a (CAGR) of 5.57 percent from 2024 - 2028. (businessmarketinsights,2024). It is anticipated that there will be 54.4 million individuals in the fashion industry by 2028. (McKinsey,2023). By 2028, the percentage of individuals is predicted to reach 85.0 percent, up from 77.9 percent in 2024. It is anticipated that the mean earnings per user (ARPU) will be US$0.91k. (Statista,2024).

EMPLOYEMENT
The fashion as well as clothing secor in the United Kingdom provides £62 billion to the nation's finances. It could also be said as one out of every thirty-four pounds of the country's gross value added. (Ukft,2024). In the United Kingdom, the industry provides 1.3 million employment, or one in every 25 employment opportunities.It generates over £23 billion in revenue from taxes, approximately one out of every thirty dollars collected by HMRC. (Roberts,2023).

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Number of specialized stores for the retail sale of clothing in the United Kingdom (UK) from 2008 to 2021

BUSINESSES
The number of apparel retail stores in the United Kingdom increased by 882 establishments in 2021 reaching 12,215 units. (Statista,2024). In 2023 there were a total of 2,422 Fast Fashion companies in the United Kingdom, which was a rise of two percent compared to 2022. (BOF,2023).

INVESTMENT
The fashion as well as clothing sector is going to be able to incorporate environmentally friendly along with ethical procedures.(genevaenvironmentnetwork,2023). This is as a result to a £6 million funding from UK Research and Innovation (UKRI).(ukri,2023). Over 500,000 employment are supported by the fashion as well as clothing sector, It is projected to be valued £21 billion towards the the United Kingdom economy.(fashionunited,2023).
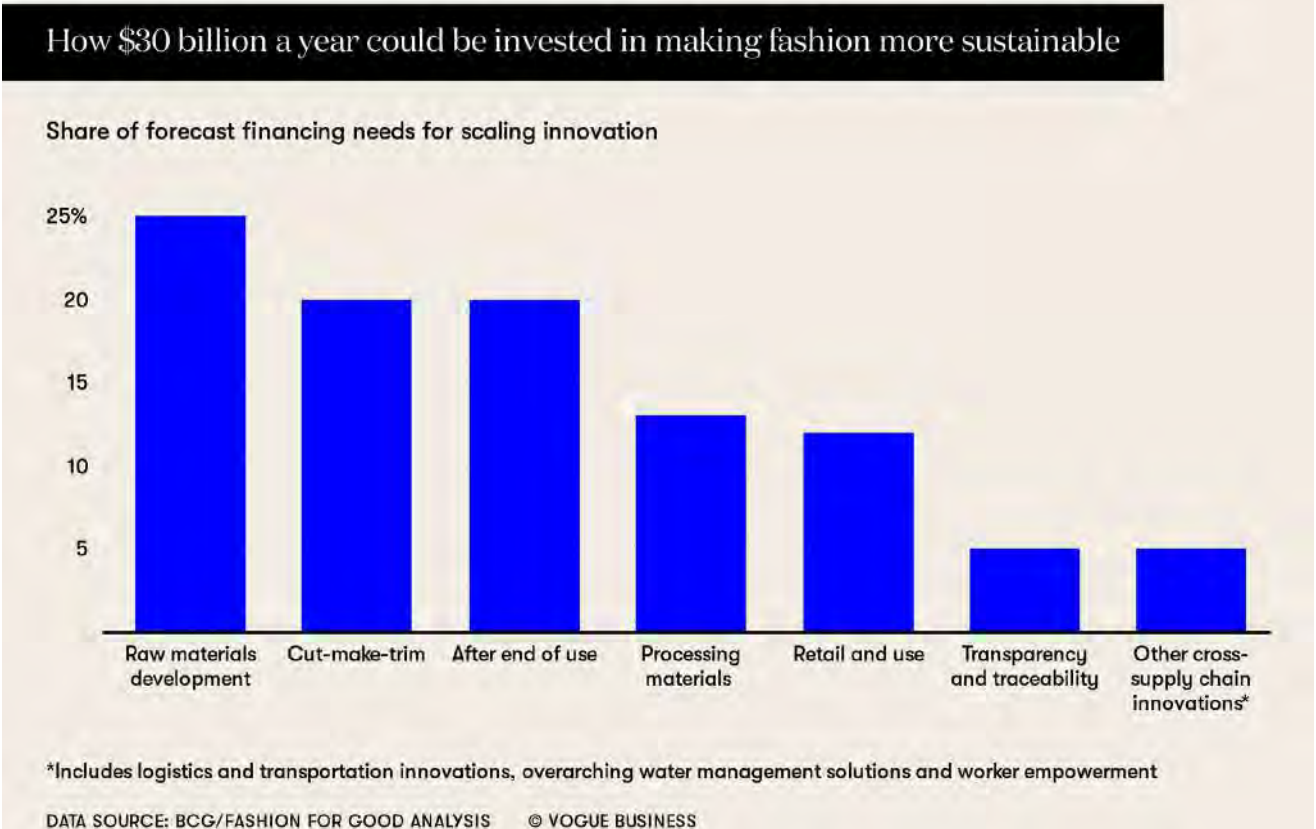
IMPORTS

About 21 billion of apparels as well as other articles were imported to United Kingdom. (Statista,2023). Apparel imports into the UK totaled £1.294 billion in 2023. (Donnarumma,2024). Its showing 11.51 percent decline from the £1.443 billion reported around the exact same timeframe in 2022. 2022 saw a 23.50 % increase in apparel imports over 2021.It was a total of £21.256 billion. (Statista,2023).

EXPORTS

More than fifty percent of the United Kingdom's exports of clothes as well as other articles went to European Union member nations.It totaled approximately 4 billion in 2022. (Statista,2023).

Import value of apparel and clothing accessories in the United Kingdom (UK) from 2008 to 2022, by EU and non-EU trade
(in million GBP)

Statista,2023

Export value of apparel and clothing accessories in the United Kingdom (UK) from 2008 to 2022, by EU and non-EU trade
(in million GBP)

Statista,2023

BEAUTY

Revenue

REVENUE | REVENUE CHANGE
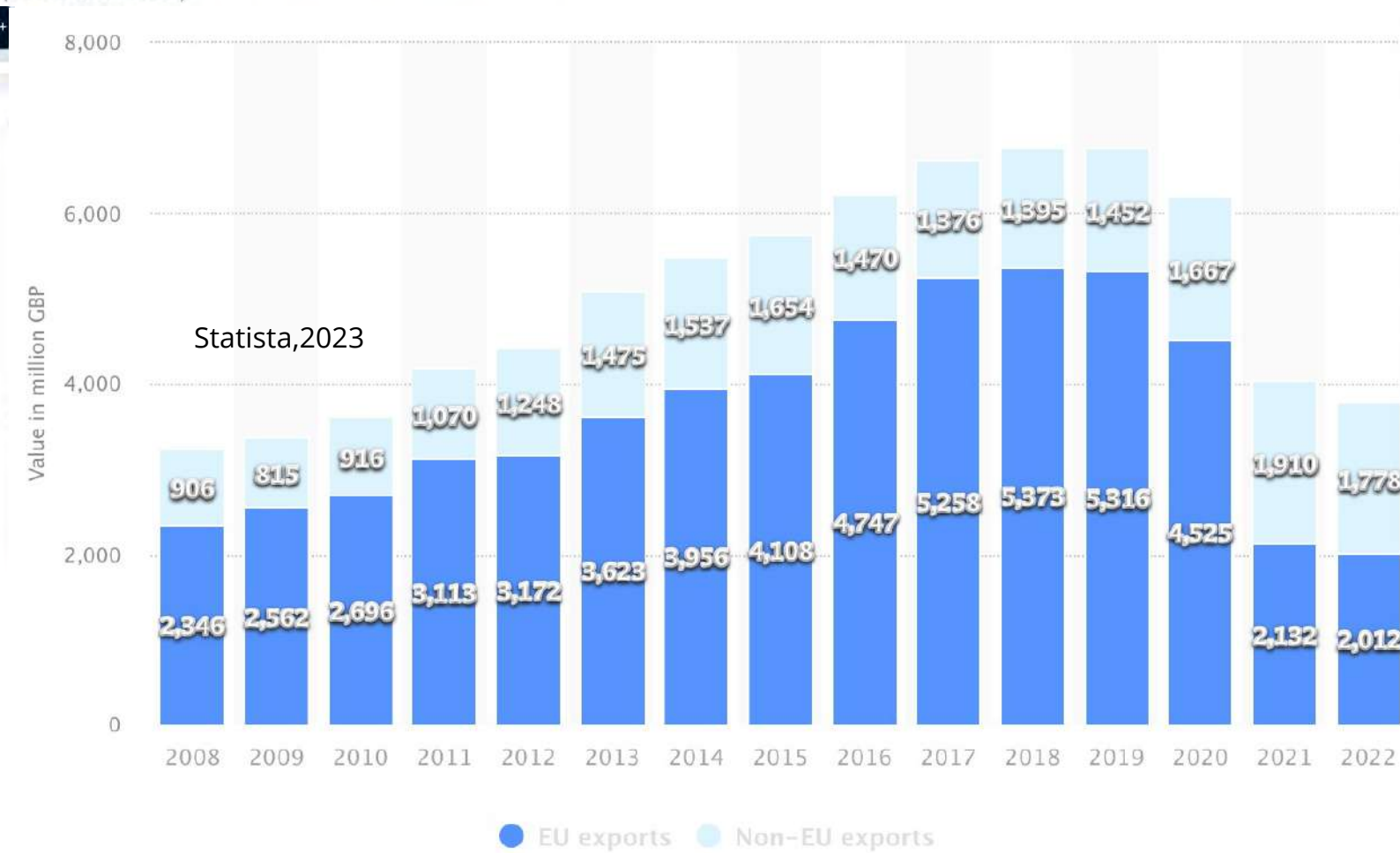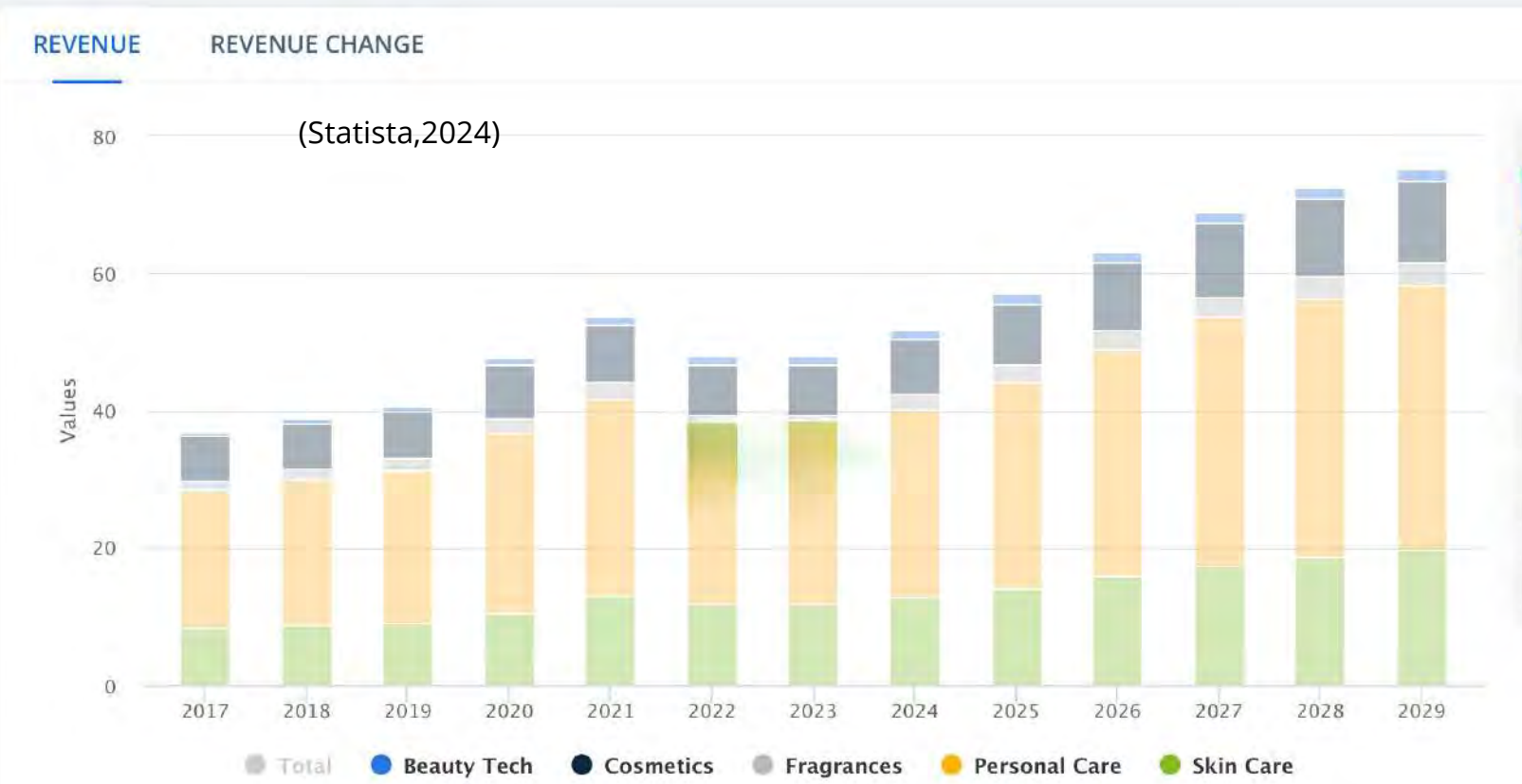
(Statista,2024)

Notes: Data shown is using current exchange rates and reflects market impacts of the Russia-Ukraine war.

Most recent update: Mar 2024

Source: Statista Market Insights

Beauty industry in United Kingdom.

The revenue is predicted to increase at a 7.73 percent yearly rate. (CAGR 2024–2029). By 2029, an estimated marketplace value of US$12.52 billion is expected as the consequence. (Statista,2024). By 2024 end of the year the percentage of users in beauty industry will rise to 28.2 percent. by 2029, it is anticipated to reach 31.8 percent. (Statista,2024). There are about 550,000 employees in the United Kingdom's beauty sector. (Warn,2023). Fashionex will provide employement opportunities , mentorship opportunities and various recources to people in this sector to step ahead of the competiotion and thrive. (gov.uk,2023).

ARTS

A total of 970,000 workers contribute to the UK arts sector.

Employed and self-employed workers in the arts sector in 2022

● Each dot equals 1,000 workers

970,000

620,000 are employed by enterprises

350,000 are self-employed
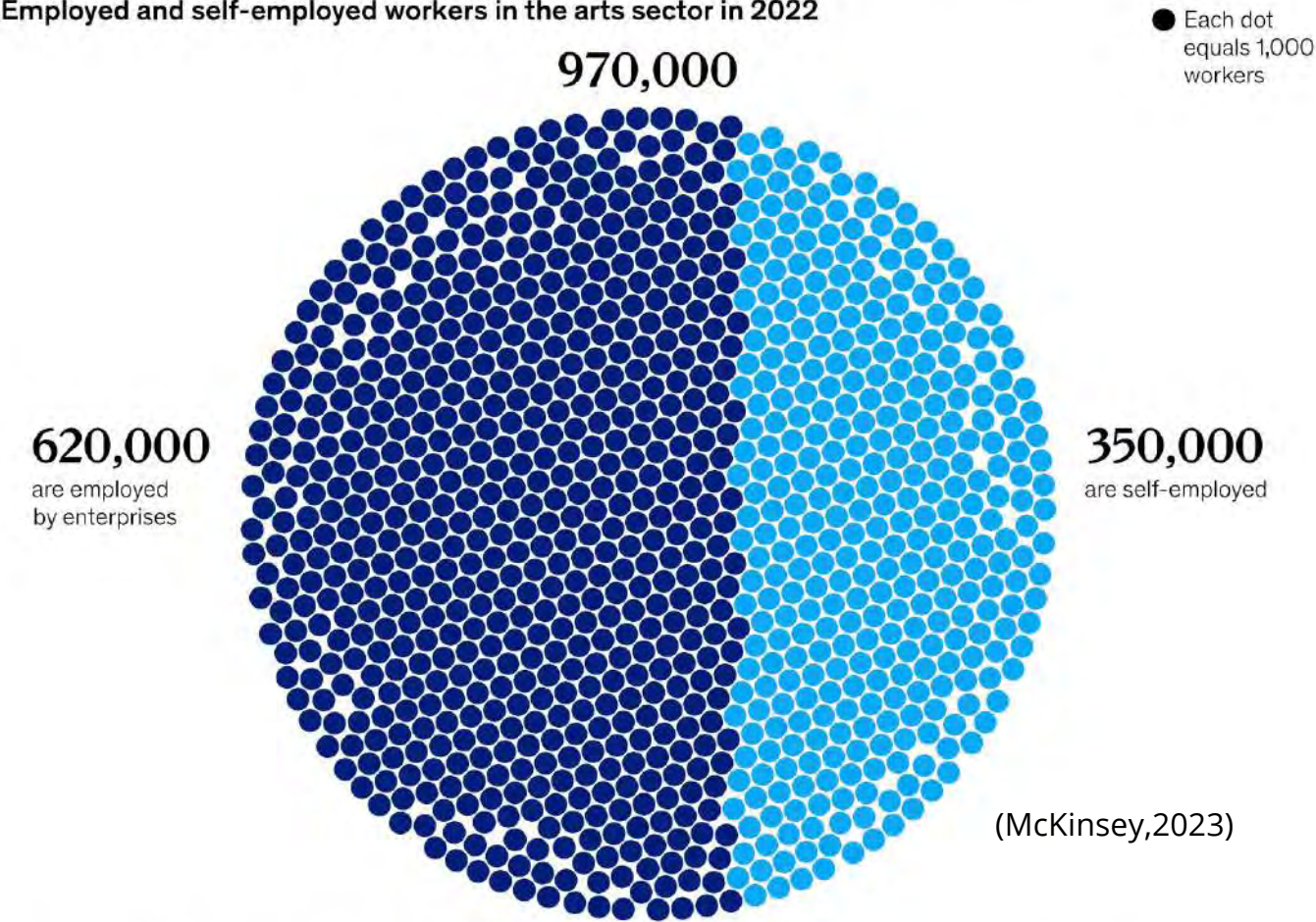
(McKinsey,2023)

Source: McKinsey analysis, in part based on Business Register and Employment Survey, Office for National Statistics, 2021 revised release, and "All self-employed by industry sector: People" dataset, Office for National Statistics, February 2023

McKinsey & Company

In 2022, the aggregate earnings of artistic companies amounted to £140 billion. 40 percent of that amount came from vendors of goods as well as services. (McKinsey,2023). 970,000 employees in all served in the nation's art industry. (McKinsey,2023). Out of these 620,000 employees work in companies while 350,000 work as freelancers. The government's determination is to add 1 million additional employment opportunities as well as boost the creative industries by £50 billion by 2030. For this purpose, it has made an announcement for dedicating £77 million for financing for the industry. (gov.uk,2023).

PHOTOGRAPHY

Revenue
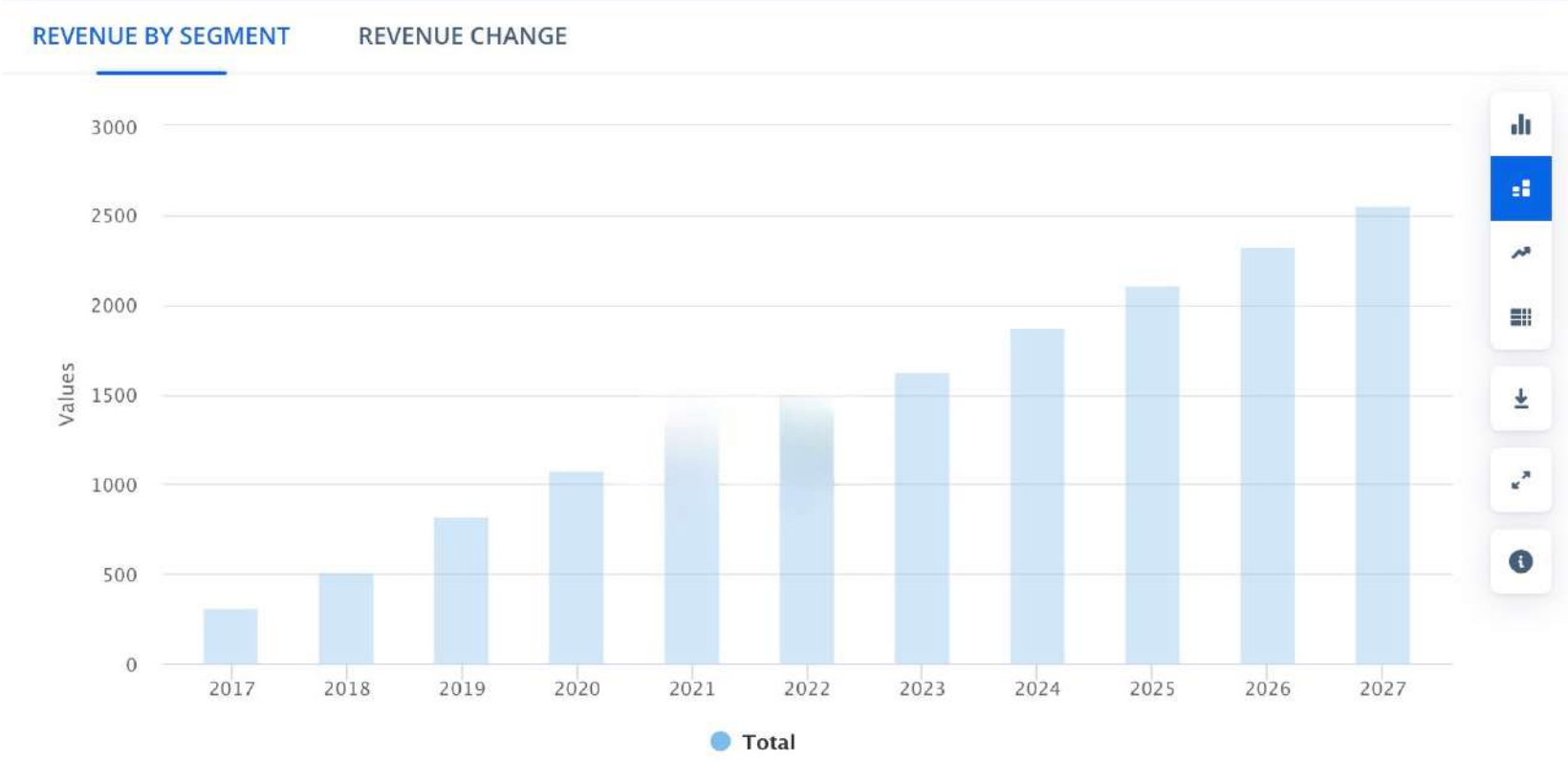
(Statista,2024)

Notes: Data reflects market impacts of the Russia-Ukraine war.

Most recent update: Mar 2024

Source: Statista Market Insights

In 2022, photography marketplace generated US$289.70 million in overall sales. It is anticipated that overall sales would rise at a 10.86 percent compound annual growth rate. (2022 -2027). (Statista,2024) .It is further expected for marketplace value to reach US$510.40 million by 2027. (Statista,2024). The photography industry currently has 93,100 employees across the United Kingdom . This is as of 2024. The number rose by 6,300 when compared to the previous year. (2023). (Statista,2024).

MARKET SIZE AND CURRENT MARKET

APPLICATION REVENUE IN UNITED KINGDOM

(Statista,2024)

(businessofapps,2024)

SPENDING: The graph shows that the United Kingdom's consumers expensiture on monile applications increased from an average of $69.3 to $79.5 in 2023. (Wylie,2024)(Statista,2024)

UK App Market Downloads

Apps were downloaded 2.3 billion times in 2023, an increase of 4.5% on the year prior.

(businessofapps,2024)
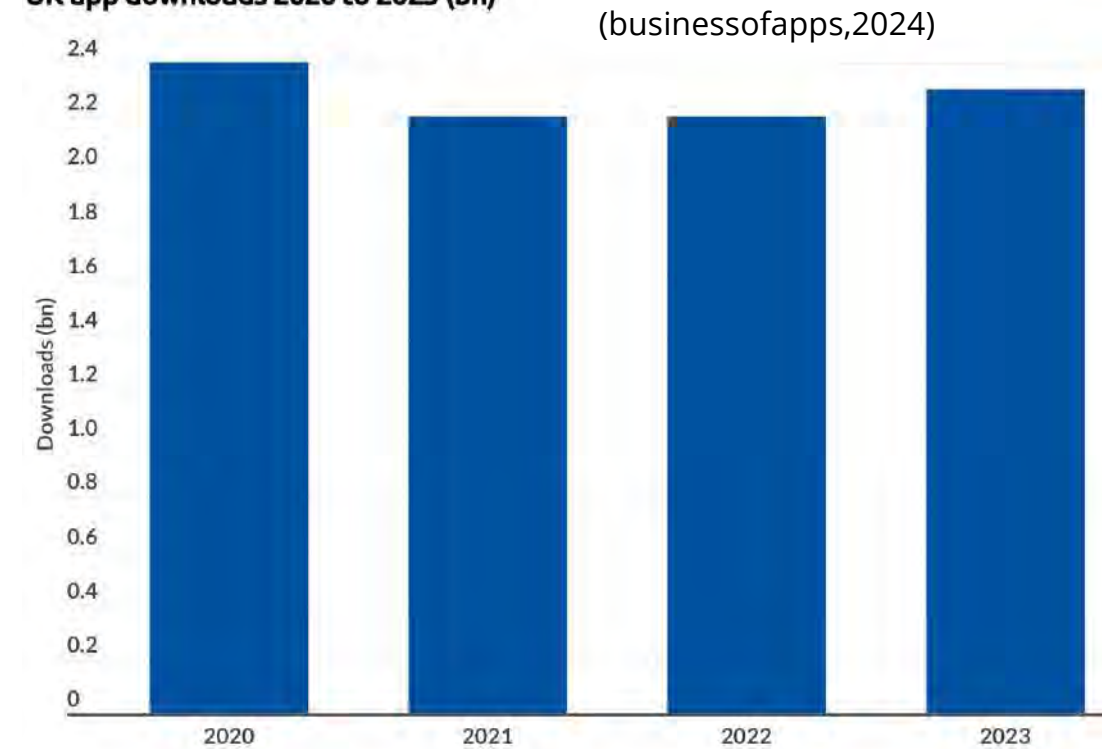
DOWNLOADS
In 2023, 2.3 billion downloads took place for applications which is , a 4.5 percent rise from 2022. (Freer,2023)

PROJECTIONS
The market for mobile applications is expected to generate $14.47 billion in profit overall by 2022. (Statista,2024). An estimated 9.05 percent yearly increase in the overall revenue (CAGR 2022-2027) is anticipated. It will lead to an anticipated market size of US$23.81 billion by 2027. (Statista,2024). In the United Kingdom, revenue from mobile applications climbed to $4.4 billion in 2023 .It was $3.8 billion in 2022. It was over $1.5 billion which is more than what it generated prior to pandemic. (Wylie,2024).

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Figure 1: 35-44 Year Old Job Seekers Are Most Likely to Search for Jobs from Mobile Phones
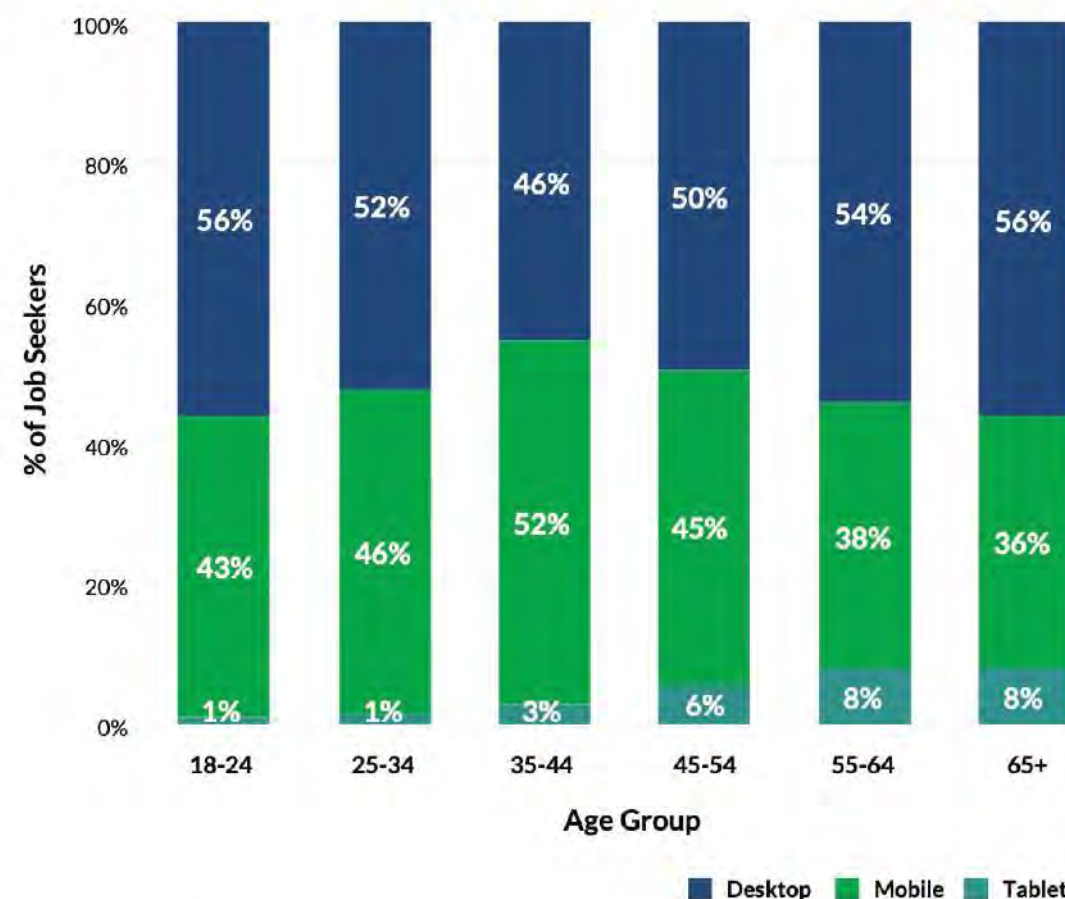
Source: Glassdoor Economic Research (Glassdoor.com/research).

(Research.glassdoor,2023)

BREAKDOWN OF INDIVIDUALS BASED ON DEMOGRAPHICS FOR SEARCHING FOR EMPLOYEMENT OPPORTUNITIES ON MOBILE PHONES:

The image indicates that the usage of devices, such as phones as well as tablets, for employement searching effectively spikes at 55%. (Baker,2024). This is for individuals aged 35 - 44 It drops down to 44% for generation Z.(18–24).Even for individuals aged above 65 its 44%. (Zhao,2023). While it pertains to employment seeking, Generation Z as well as millennial workers make use of mobile devices less compared to Generation X. (Baskin,2023). People between the ages of 35 to 44 , who are in their peak careers, are the ones that utilize mobile devices the most when trying to find an employment opportunity. (Deloitte,2023).

NUMBER OF FASHION EMPLOYEES IN THE NATION:

The fashion as well as clothing secor in the United Kingdom provides £62 billion to the nation's finances. It could also be said as one out of every thirty-four pounds of the country's gross value added.(fashionunited, 2023) . In the United Kingdom, the industry provides 1.3 million employment, or one in every 25 employment opportunities. (Bloomberg,2023). It generates over £23 billion in revenue from taxes, approximately one out of every thirty dollars collected by HMRC. (Statista,2022).

GROWTH RATE:

In terms of profits, the Application Growth sector had an estimated value of £21.8 billion in 2023. (Forbes,2024). In 2023, the Application Developing sector's worth grew by 12.2 percent. (Baker,2023). During 2018 - 2023, the United Kingdom's application expansion sector grew at a median annual rate of 16.8 percent. In the nation, the Application expansion the marketplace grew at a quicker rate compared to the general growth of the financial sector. (Statista,2024). In the United Kingdom, the Application Development business grew at a higher rate compared to the broader Innovation segment. (Deloitte,n.d). A rising life cycle phase as well as a low to medium expansion risk assessment are the main favorable elements influencing this sector. (hbr,2023).

MARKET ENTRY BARRIERS:

1.Facilitating Data Flows Across Borders:

A functional worldwide financial system depends on smooth exchanges of information between financial systems. (Forbes,2024). Since they want to enter fresh markets, creative United Kingdom application creators need to be able to depend on unrestricted streaming to information. (Durrani,2024).

2.Eliminating the Localization of Data:

Restrictions which require foreign suppliers, including the United Kingdom enterprises, to rely on regional infrastructure within a newly opened marketplace essentially to eliminate them from being able to do business. (McKinsey,2022).

3.Avoiding Import taxes on Digital Content:

The international scope of the web requires United Kingdom businesses to have access to 99.13 percent of individuals currently residing outside the country. (Pratt,2024).Foreign trade becomes more difficult as well as expensive when customs charges are applied to e-commerce. These actions degrade the effectiveness of the web. (Forbes,2024). It essentially prevent goods as well as services concerning entering the marketplace.

4.Safeguarding Intellectual Property Rights:

The viability of small businesses is threatened by Intellectual Property infringement including theft, which also harms customers depending on these items .(hbr,2023).These intellectual property rights breacing can result in lost client information, interrupted services, income loss, including negative publicity. (gov.uk,2022).All this might be a "ending " scenario for an emerging smartphone application firm.

SOCIAL NETWORKING MARKET IN UNITED KINGDOM

Revenue

REVENUE BY SEGMENT   REVENUE CHANGE

Notes: Data reflects market impacts of the Russia-Ukraine war.

Most recent update: Mar 2024

Source: Statista Market Insights

(Statista,2024)

Most recent update: Mar 2024

Source: Statista Market Insights

(Statista,2024)
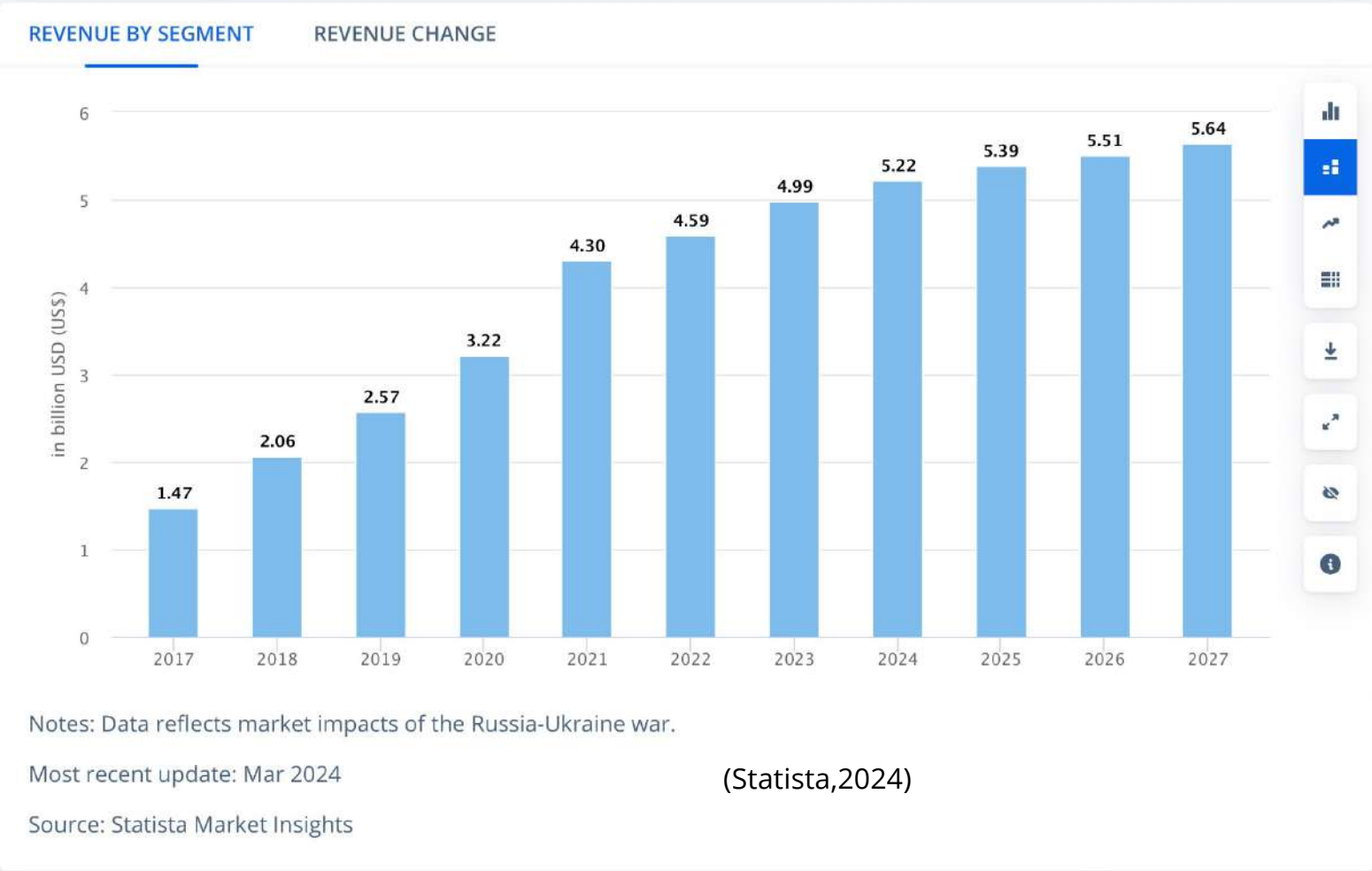
In 2024, the online social networking industry is expected to generate US$5.22 billion in overall earnings. An estimated 2.61 percent yearly rate of expansion in overall sales (CAGR 2022-2027) is anticipated. This will lead to an anticipated market value of US$5.64 billion by 2027. (Statista,2024).
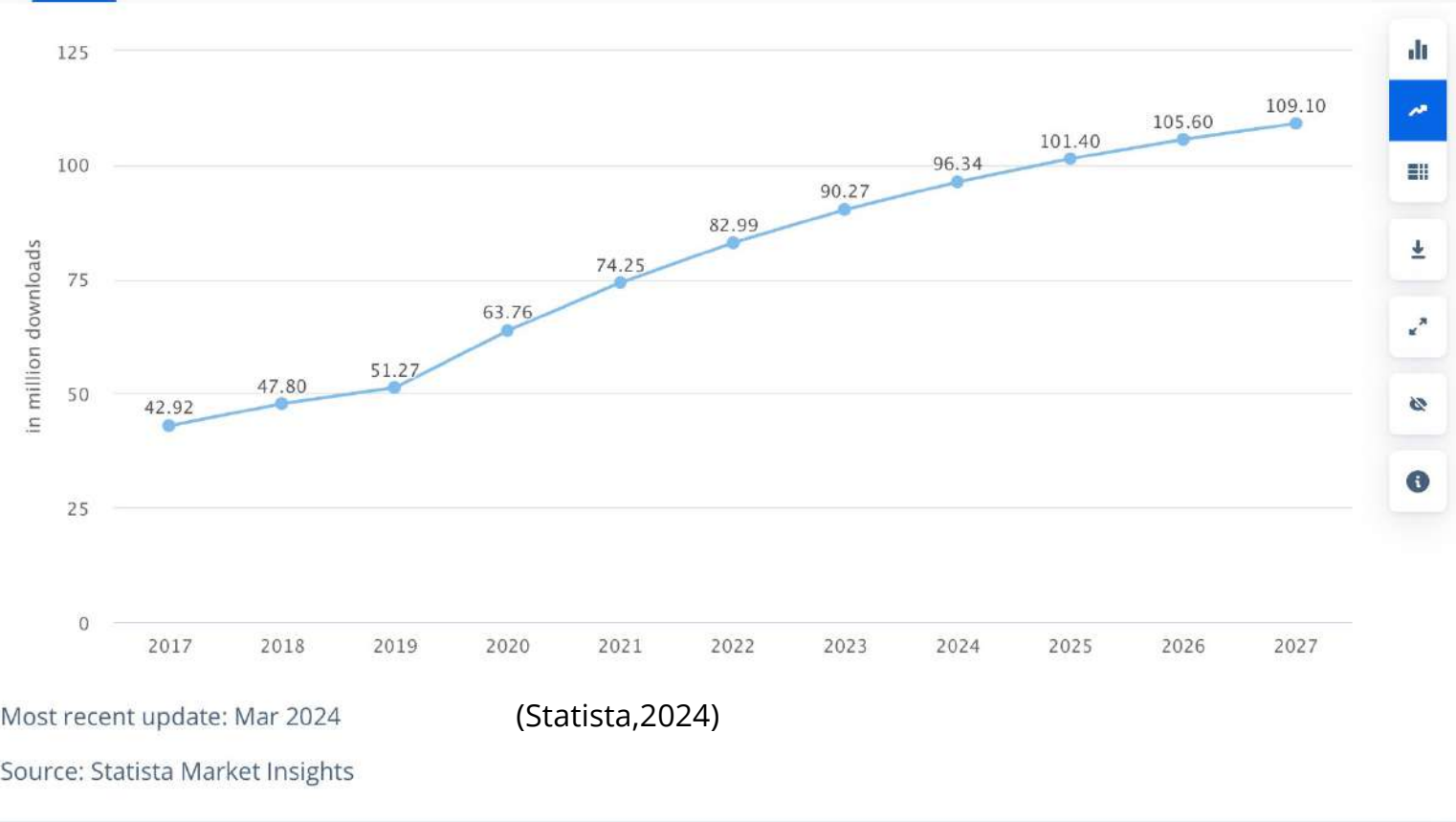
The median number of downloads are expected to increase. This is from 93.2 million downloads in 2024 to 109.10 million downloads in 2027. This indidcates the growth of social networking market in United Kingdom. (Statista,2024).

(Cue,n.d)

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THREAT OF NEW ENTRANTS -
LOW TO MEDIUM

BARGAINING POWER OF
SUPPLIERS -
HIGH

COMPETITION RIVALRY WITHIN THE
INDUSTRY- HIGH

BARGAINING POWER OF
BUYERS -
MEDIUM

THREAT OF SUBSTITUTE
SERVICES -
LOW TO MEDIUM

THREAT OF NEW ENTRANTS - LOW MEDIUM

Existing Competition.
Networking marketing in United Kingdom is highly competitive. Creative networking market in United Kingdom has certain platforms. These include
a) Behance.
b) TheDots.
c) Creativemornings. (Woollacott).
d) Even platforms like Linkedin list creative and fashion employement opportunitiues.
These networking platforms have a large user base. They have already won their trust over the years. (Nguyen,2024). Fashionex will have to face a hard time. It will have a challenge for it. It needs to distinguish itself to win in this competing marketspace. (Forbes,2023). All these provide opportunities for creative jobs. (employement prospects in fashion industry). They have
- strong data privacy
- premium subscriptions. (being able to message users without connecting with them. advanced analytics, additional articles, unlimited profile searches).
But none of these platforms provide
- mentorship opportunities.

Unique features.
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

-Mentorship and discussion groups (based on their interests).: Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports.
Articles.
In depth reports. (Soar,2022)
users can use advanced filters to choose industry
they are interested in. (Beauty ,
Fashion , Styling). (Kelly,2023)

Fashionex enters into part-
nerships with
a) Mintel
b) Stylus.
c) Fashionsoops.
d) Euromonitor
International.
e) Fitch Solutions.
(Forbes,2024).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024).

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview-appendix)
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
generationz .
millenials.
generation X. (Heyward,2022).
They will bemainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. (Derosa,2022). If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Netzer,2023).

If Fashionex through effective research marketing strategies and unique features creates a loyal user base then its very difficult for competitors to tap into this niche segment. (Forbes,2023).
Hence, the threat of new entrants is low to medium.

THREAT OF SUSTITUTE SERVICES - LOW MEDIUM

Unique features.
Fashionex provides unique features which are not provided by any of its competitors. These include:
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023). They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) Skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

-Mentorship and discussion groups (based on their interests).: Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports
Articles.
In depth reports. (Soar,2022)
(Mintel, Fashionsnoop. Even reports like Euromonitors International.
users can use advanced filters to choose industry they are interested in. (Beauty , Fashion , Styling). (Kelly,2023)

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024).

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview,appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

The competitors:
a) Behance.
b) TheDots.
c) Creativemornings.
d) Linkedin.
These platforms do not provide any of these features. Hence its a plus point for Fashionex thereby distinguishing itself from competition. (Barek,2023).

User Loyalty.
Users who have joined Fashionex and feel that the platform is quite beneficial for their everyday devlopment and growth in their career will likely continue using it in the long run. (Morris,2023). They will eventually become its loyal users. (McKinsey,2024). The unique features provided by Fashionex towards which they have developed loyalty will prevent them from switching to other platforms. (competitors). (Hyken,2024).

Brand Reputation.
Fashionex is a fashion networking platform . It is a specialised platform . It is catering to a niche market. It is catering to fashion industry as well as other creative sectors.

(photography, fine arts , beauty). By establishing itself having a strong reputation and credibility in this niche area it will be difficult for competitors to step into this sector. This is one of its biggest strengths. (Perkins,2024).

Pricing.
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99
According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly sub-scription. (Survey).**:** The pricing of Fashionex is moderately priced than its
 competitors.Linkedin - £34.99, - For business purpose : £34.99. Sales Navigator Core : £69.99Recruiter Lite: £109.99. (Linkedin,2024) The dots - £75.00 and the Creative Mornings - for Solopreneur: £6.50 , Small Company : £28.00 , Behance Monthly - £11.99 (Behance,2024). Yearly (billed monthly) - £7.99 Yearly (upfront) - £74.99 (Adobe,2024) - Fashionex offers more features compared to its competitors. The pricing is also moderate compared to competitors so more individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex.It provides limited job listings and very limited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings. (Goswamy,2023).

Users cannot find similar features offered by Fashionex elsewhere. There is no competitor in the market offering these features. Hence, the treats of substitite services is low - medium. It offers more features compared to its competitors for a reasonable price. Hence, the treats of substitite services is low - medium.

BARGAINING POWER OF SUPPLIERS - HIGH

Content provider. Fashionex will get in partnership. Fashionex enters into partner-ships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- other creative industries. (Bof,2024).

They have a high bargaining power. This is because though their isn't a niche platform focusing on fashion and creative sector for them to provide content, they still have many other options in the market. These include:

- Thedots.
- Creative mornings.
- Linkedin and Behance. Well known companies like Mintel and Business of Fashion even have their own websites. Hence bargaining power is high. (Martin,2023).

Technology and Software development Suppliers.
 Every new business needs a well developed software for the efficient working of the platform. The market is quite huge. (Holt,2024). They have various options ranging from various sectors like
- Hospitality.
- media and entertainment.
- Lifestyle.
- Automobile industry. (Lopez,2021).
They have various option even outside networking industry and competitors of Fashionex. Hence the competition is very very high. (Forbes,2024).

Augmented and Virtual Reality.
Augmented and Virtual Reality is in boom today. As of 2024, more than 35 percent of companies use virtual and augmented reality. (Statista,2024). Fashionex will use Augmented and Virtual reality for its two features.
1. Virtual tour of the workplace.
2. Augmented and Virtual reality for portfolio viewing of this users. (Szleter,2024). This is to provide an immersive experience. Social Bakers conducted research and found that compared to traditional images, organic 3 dimensional immersive experience developed 45 percent more engagement. (Bain,2022).
Users spend ten times more time on the platform when using virtual tours.
Well knowns companies use this technology. These include:
- Apple
- Google
- Ikea
- Asos. (BBC,2024).
 It will be very difficult for Fashionex to bargain with the suppliers for augmented and Virtual reality since suppliers already have top players in the marketplace as their clients. (Forbes,2024). Hence baragaining power for Augmented reality and Virtual
 reality is very very high.
Overall, bargaining power of suppliers is high for Fashionex.

BARGAINING POWER OF BUYERS - MEDIUM

Multiple Options finding employement opportunities
Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
generationz .
millenials.
generation x. (Heyward,2022).
They will be mainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. (Derosa,2022). These users even have the alternative option of using other platforms for finding jobs. These include
a) Linkedin
b) Indeed.
c) Creativemorning.
d) Thedots.
e) LVMHcareers
f) businessoffashionjobs. (BOF,2024) (Forbes,2024).
g) Kering. (they list job opportunities across all brands under Kering on their website).
Fashionex offers various features which none of these platforms provide:
These include
- Connect with industry professionals. (Bolton,2024).
- Mentor Matching. (Koifman,2023).
- Profile Compartive Analysis.
- Tips on how to improve your profile with the one being compared to. (Rizvi,2024).
- Industry Specific insights, in depth market reports, trend reports. (Kelly,2023).
- Create or Join industry specific groups for collaborations.
- Virtual Portofolio showcasing.
- Virtual tour of the workplace. (Deloitte,2023).
- Workshops.
- Virtual Events.
- Geo targted mobile alerts. (Reid,2023).
- Fashionoid - AI - chatbot. (Lee,2023).
When it comes to finding jobs all of these platforms provide job opportunities. Hence there is a high competition in this aspect.

Pricing.
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99
According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).**:** The pricing of Fashionex is moderately priced than its
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Monthly - £11.99 (Behance,2024). Yearly (billed monthly) - £7.99
Yearly (upfront) - £74.99 (Adobe,2024). Fashionex offers more features compared to its competitors. (mentor matching, in depth reports , priority access to job listings , access to industry specific events, profile comparitive analysis and how to improve (tips)).

The pricing is also moderate compared to competitors so more individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex.It provides limited job listings and very limited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings. (Goswamy,2023).

Unique Features.
Though users have multiple opportunities for finding jobs Fashionex provides certain features which none of the platforms provide. These include
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can
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Articles.
in depth reports. (Soar,2022). (Mintel, Fashionsnoops). Also includes reports like Euromonitor International. Users can use advanced filters to choose industry they are interested in. (Beauty , Fashion , Styling). (Kelly,2023).

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(tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).
Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
Generation Z.
millenials.
Generation X. (Heyward,2022).
They will bemainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Derosa,2022). Hence, even if other platforms are providing Fashionex provides certain features which will attract a large user group. (Netzer,2023).

COMPETITION RIVALRY WITHIN THE INDUSTRY - HIGH

Multiple competitors.
Targetting Niche market.
Fashionex is targetting 3 demographics. These include
generationz .
millenials.
generation x. (Heyward,2022).
They will be mainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. These users even have the alternative option of using other platforms for finding jobs. These include
a) Linkedin
b) Indeed.
c) Creativemorning.
d) Thedots.
e) LVMHcareers
f) businessoffashionjobs. (BOF,2024)(Forbes,2024).
g) Kering. (they list job opportunities across all brands under Kering on their website).
Fashionex offers various features which none of these platforms provide:
These include
- Connect with industry professionals. (Bolton,2024).
- Mentor Matching. (Koifman,2024).
- Profile Compartive Analysis.
- Tips on how to improve your profile with the one being compared to.
- Industry Specific insights, in depth market reports, trend reports
- Create or Join industry specific groups for collaborations.
- Virtual Portofolio showcasing.
- Virtual tour of the workplace. (Deloitte,2024).
- Workshops.
- Virtual Events.

- Geo targted mobile alerts. (Beacon technology). (Reid,2023).
- Fashionoid - AI - chatbot. (Lee,2023).
When it comes to finding jobs all of these platforms provide job opportunities. Hence there is a high competition in this aspect.

Brand Recognition.
The competititors of Fashionex are already well established in the market.
These include
a) Linkedin
b) Indeed.
c) Creativemorning.
d) Thedots. (Gibbons,2023).
Even other platforms provide a lot of employement opportunities in fashion sector.
These include:
a) LVMHcareers
b) businessoffashionjobs.
c) Kering. (Hudson,2023).
Hence, even if Fashionex offers unique features, it will be difficult to create a large user base without effective marketing strategies. (Bailey,2023). Hence the competition is high.

Pricing.
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99
According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).**:** The pricing of Fashionex is moderately priced than its
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The pricing is also moderate compared to competitors so more
individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex.It provides limited job listings and very limited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings. (Goswamy,2023).

Brand Loyalty.
Competitors of Fashionex enjoy a strong position in the networking market. These include:
a) Linkedin
b) Indeed.
c) Creativemorning.
d) Thedots. (Gibbons,2023)
Loyal consumers are often very reluctant. (McMillen,2023). This is in terms of making a shift in their choices once they are used it it. Hence, it will be difficult for Fashionex to

attract consumers to make a shift in their choices. (Drenik,2022). It needs to work on effective marketing strategies to create a large user base amid strong competition in the networking market space. (Forbes,2023).

Constant Innovation.
The most important aspect for growth in networking industry is
- Unique approach. (marketing strategies).
- Creativity.
- Innovation. (Wells,2024).
All the competitors are constantly working on these in order to step ahead in the market.
Fashionex though it will work on
- adapting to new trends. (Kennedy,2023).
- implementing new features.
- unique advertising approach. (Stepananov,2023).
It will still have to face a lot of competition from the competitors.

Hence, the overall competition rivalry within the industry is high.

(Vogue,2022)

COMPETITORS ANALYSIS

The top 4 competitors for Fashionex are
1. Linkedin
2. Behance
3. Thedots
4. Creative Mornings

The factors that would be used to analyse each of the competitiors include
- Pricing. (Subscription fees).
- What kind of approach. (resource based or networking based).
- Available platforms.
- Data privacy and security.
- Kind of job opportunities available.

The factors used for analysing pops and pods include:
- Subscription fees.
- What kind of approach. (resource based or networking based).
- Available Platforms.
- Educational Resources.
- Professional Accrediation
- Priority Job listings.
- Means to Communicate.
- Advanced Analytics.
- Mentorship Opportunities.
These factors have been chosen based on the primary and secondary research.

(Pinterest,n.d)

LINKEDIN

1. LINKEDIN

Subscription Fees	- For career purpose : £34.99 - For business purpose : £34.99 - Sales Navigator Core : £69.99 - Recruiter Lite: £109.99 (Linkedin,2024). The most popular subsciption opted by most individuals is the **£34.99 per month. (Linkedin,2024).**

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite
Private Browsing	✓	✓	✓	✓
Applicant Insights	✓	✓	✓	✓
Direct messaging	✓	✓	✓	✓
Who Viewed Your Profile	✓	✓	✓	
Who's viewed your profile insights availability	365	365	90	90
Unlimited access to LinkedIn Learning	✓	✓	✓	✓
Unlimited people browsing		✓	✓	✓
Business Insights		✓	✓	✓
Advanced Search			✓	✓
Standalone sales interface			✓	
Custom lead and account lists			✓	
Lead recommendations and saved leads			✓	
Real-time updates and alerts			✓	

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite
Real-time updates and alerts			✓	
Recruiting-specific design				✓
Automatic candidate tracking				✓
Integrated hiring				✓
Smart Suggestions				✓
InMail credits	5	15	50	30
Premium Service Page features	✓	(Linkedin,2023)		

The above table gives an in-depth explanation of each of Linkedin' features accessible on each category of its premium subscriptions.

Kind of approach: Nwtworking based+ Resource	It markets itself to be the biggest community of professionals globally.(Linkedin,2023). Its main objectives are aimed at helping individuals with choosing the perfect employement opportunity.(Hanna,2024).It includes helping them in choosing the ideal internship,establishing and fostering professional connections, as well as developing the skills necessary for a rewarding career.(Linkedin,2023). In terms of resources it provides -Articles about new events, trends and happenings. -Educational courses on its platform to improve skills. -There are various workshops as well as webinars. -Advanced search filters for finding jobs. (Stemann,2023) it includes a)location. b)experience level. c)industry. (Linkedinlearning,2024). d)certain particular keywords.(Graff,2023)(theenterpriseworld,2024). -Linkedin allows users to message users after they accept the connection request. (Linkedin,2024). -If the user has a premium account they can send messages to 14 individuals every month without even having them as connection and before they accept the request. (Linkedin,2024)
Available Platforms	This platform is available on - IOS. - Anroid. (Ghosh,2023). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Linkedin,2023) Linkedin also has a website. Rate of accessing the platform daily - 16.2%. Rate of accessing the platform monthly - 48.5%. (Bondar,2023)
Data Privacy and Security	Linkedin has a very strict privacy policy.Its latest privacy policy is based on 'Your Privacy Matters'. (Linkedin,2024). The primary objective is to facilitate global professional connections, enabling increased productivity as well as success. Its dedication to being open and honest concerning the information it gathers about various professionals, how it's utilized, including the way it's shared is essential to its goal. (Dayton,2021). Linkedin has a Privacy Policy video under the privacy policy section.It clearly explains how it provides its users with -Clarity. -Control. -Consistency. (Marr,2023). They make sure - What data they collect. - How they collect it. - How they use it. (Marshall,2022). It also clearly explains how the data is being exchanged when interacting with third party upon users' agreement. (Fowler,2022). It states that linkedin never rents, sells or distributes users' personal data. (Linkedin,2024). It is except when a user chooses to make a transaction and that's when he gets to choose what information he is comfortable sharing.By using this information, Linkedin, will enhance the users' overall experience.Trust is what Linkedin believes it. (Forbes,2022).

	The page is broken into these 5 sections.They include: - Introduction. - Information Collected. - How is personal data shared and why is it shared. - Choices of the users. (Linkedin,2024). - The important information. It has a very clear user agreement. (microsoft.learn,2023). Under that it provides information related to - Contract between user and Linkedin - Eligibility for using Linkedin. - Payment related information concering refunds and security. - Sharing of personal data. (Linkedin,2024). - It also clearly explains how the data is being exchanged when interacting with third party upon users' agreement. -It also has a clear disclaimer. (Linkedin,2024). It clearly explains the list of do's and don'ts and also how to reach out to customer support in case of any issue. It has a saperate section for professional communiunity policies. (Germain,2021). The professional community policies sections talks about - Being careful while talking to users. (mindful conversations , not sharing private data and being safe - Being authentic and trustworthy.One should not build fake profiles. - Users should be very professional while engaging with other users. (Marr,2023). It also has a very clearly stated - Cookie Policy - Copyright Policy. - California Privacy Disclsure. (Forbes,2022). Such an elaborate privacy policy gives greater return on investment, a higher degree of client retention, along with a decreased reliance on outside data when making important business choices. (Bhatnagar,2022).
Kind of job opportunities available.	All kind of job opportunities are available on Linkedin ranging from various fields like fashion , marketing sector , engineering etc. It also provides internships. (). People can search jobs based on - Title. - Skills - Company - Location. (Paulise,2024). It has additional filters like -Date of the job posted - Experience level . - Salary. - Company . (Forbes,2023).

	- Job type. - Remote. - Easy Apply. (Linkedin,2024) .

(VogueIndia,2023)

2. BEHANCE

Subscription Fees	**Behance Pro** Monthly - £11.99 Yearly (billed monthly) - £7.99 Yearly (upfront) - £74.99 (Adobe,2024) Features: - More visibility. - Recognize the geographic location of the audience. - leading keyword searches for the projects. - Information about traffic's geaographical location - No platform charges selling assets. (Behance,2024). - There are no platform costs associated with employing freelancers. - Display artwork on a website that is specifically designed for the user. - Projects with security codes.(additional security). - Sharing projects via links. - Provide clients with confidential project updates. - Acquire a Pro badge for user's profile page. (Behance,2024)
Kind of approach: Nwtworking and resource based.	3 main aims of this platform are: -To publish projects and reach hundreds of thousands of consumers plus creatives worldwide. -To Generate income doing what individuals enjoy by selling their creative resources. -To provide a platform for a creative individual's subsequent freelancing or full-time job. (Behance,2024). **For creative individuals:** -Networking : It enables all the individuals on the platform to showcase their work.By doing so it enables other individuals and recruiters ro go through their work.They can like,comment as well as as reach out to them if they would like to hire them and work with them. (similarweb,2024)(Behance,2024). -Engagement among community. This is achieved through a) Going through other user's images, designs , illustrations as well as other work. b)Creative challenges. c)Various virtual webinars.(Similarweb,2024). The platform also provides certain resources like a) free templates. b) backgrounds c) vectors. d) aesthetic images. e) Mock-ups f) typography. g) short tutorials. (Behance,2024).

Available Platforms	This platform is available on - IOS. - Anroid. (Behance,2024). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Mulbay,2022). Behance also has a website. It is an international creative platform with more than 50 million users. (Behance,2024) - About 83.38% access it from desktop. - 16.62% acess it from mobile. (Similarweb,2024).
Data Privacy and Security	Behance follows same data privacy policies as Adobe. Behance is going to request user's consent wherever necessary. Users may at any point withdraw their agreement to these kinds of activity. Upon taking users' consent it will (i) convey users announcements along with marketing communications regarding Behance. (Behance,2024). (ii) utilizing data saved on the device regarding users utilization of as well as participation with Services along with Software (such as Adobe Connect meetings) . (iii) assessing users content. (Adobe,2024). - It explains in detail the rights of the users as well as how they can us them. In order to allow users to sign up Behance to utilize its offerings as well as any additional services want, it utilizes private data. (Behance,2024). - Behance offers interactive components which connect using Instagram and other social networking platforms. These websites will give Behance private data regarding users when they utilize these services. (Forbes,2024). -To monitor how Behance's Services are being used, it employs cookies along with additional technologies. In depth data about this is found within the Cookies Policy on its website.Users can opt out whenever they want. (Behancehelp,2024). - Behance shares data with third-party companies that it hires to handle sensitive data on its behalf, as well as whenever the law demands it or in other circumstances. Users will need to accept the rules while using the platform. If they are not comfortable they can opt out. (Adobe,2024). - When signing up, users are asked to provide platform with their location, including their city, state, followed by country. Users may look up artists as well as creative individuals by area using this data. It additionally assists Behance in improving the geographical relevancy of your online experience. If a user relocates they may go to their "Behance Profile" and "Manage Adobe ID" preferences to update current location data. (ateliermartinojana,2024). - Businesses may create Custom Creative Networks . They are exclusive spaces managed by Behance. When a user signs up for a Custom Creative Network, platform provides it access to users name. email address. country. nation. Behance membership date a list of assignments published by user. Behance URL. information about your educational institution Contact details of the instituton Year of graduation. Users have to agree to terms and conditions before joining a custom creatives network. (Adobe,2024).

Kind of job opportunities available.	It offers: Freelance opportunities. Full time opportunities. If offers jobs ranging in fields like - Architecture. - Art Direction . - Branding. - Fashion. - Graphic Designing. - Industrial Designing. - Interaction Designing. - Motion Graphics. - Photography. - UI/UX designing. - Web design. (Behance,2024).

(Elle,2023)

CREATIVE MORNINGS

3. CREATIVE MORNINGS

Subscription Fees	It offers 3 paid subscriptions - Solopreneur : £6.50 This is meant for an individual person who has a start up.Through this they can post unconstrained number of employement opportunities.They can become prominent in the business listing. - Small Company : £28.00 This is meant for a small business comprising of 2- 30 employees.This subscription helps them connect with exceptional artistic potential individuals.Other features are same which include unconstrained number of employement opportunities.They can become prominent in the business listing. - Large Company : £200.00 It offers same benefits.The only difference is that it is mean for larger businesses comprising of 30+ employees.(Jackson,2022)(Creativemornings,2024).
Kind of approach: resource based approach.	It provides resources like a)Educational resources:These includes -Webinars. -Talks. -workshops. -Articles. All these insights are given by the experts in the industry.(Creativemornings,2024). b) Motivation: Leding experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves motivated on their road to success. (Creativemornings,2024) There are also various webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.(Creativemornings,2024)(GuyRaz,2023). c) Networking: Though its main focus is to focus on the the resource based approach, it also provides certain networking prospects.This is achieved through the webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.They can even partner up and work on a project in future if their ideas go hand-in-hand. (Creativemornings,2024).
Available Platforms	- Creativemornings does not have a mobile application. - It only has a website. - 47.41% users access the website from desktop. - 52.59% users access the website from mobileweb. (similarweb,2024).

Data Privacy and Security	Creative Mornings has an privacy policy on its website. According to Creative Mornings, user private data will only be shared as specified in the privacy policy. (CreativeMornings,2024) Users are not required to submit any private data in order to browse what is posted on the website. They might additionally be able to disable specific data collection along with storage capabilities from their browser by changing its privacy settings. It will gather data on the payments users make along with their additional activities if users decide to sign up or make purchases using creativemornings, Users must provide specific details in order for it to sign them up, verify, and handle their payment including registration data. (Creativemornings,2024). -The platform additionally implements suitable measures to authenticate users' identities, including requesting a password including user ID, prior to allowing accessibility to its website, in order to safeguard users' confidentiality and safety. (Indeed,2024). -Additionally, Creative Mornings uses "cookies" for gathering general data from users, such as their IP address. IP addresses and "cookies" are methods of obtaining data regarding users without revealing private data about them. (Ausen,2020). -Creative Mornings gathers data pertaining to users' general location. Utilizing (1) manually entered data. (2) the Internet Protocol address of the device associated to the network. (3) GPS data provided to creative mornings through users device. It utilizes this data for offering advertisements as well as data to users depending on their location. (Creativemornings,2024). -The newly implemented General Data Protection Regulation (GDPR) of the European Union is complied with by all laws and regulations of Creative Mornings. This provides users will additional security and confidence. (Ausen,2020). - Without users permission, Creativemornings won't transfer, sell, or otherwise disclose any private data to unaffiliated companies that share its ownership or management. (Creativemornings,2024). - As needed or authorized by law, creativemornings can disclose data it collects, including private data, with other organizations with the consent of the users. For instance, it might divulge data to regulators law enforcement agencies upon legal request. banking companies in the case that users pay by means of one of the Services. (Say,2021). - Users can opt out for notifications and emails from Creativemornings by changing the settings. (Creativemornings,2024).
Kind of job opportunities available.	Creativemornings has a lot of creative job opportunities. It provides opportunities based on skills like a) advertising. b)copyrighting. c)designing. d)graphic designing. e) illustration f) web development. (Creativemornings,2024). People can search jon oppoertunities based on - The time when the job was uploaded. (newest , recently updated). - Based on skills. - Timing commitments.(full time , part time , freelancer) - Based on location. (eg: within 5 miles , 10 miles , remote working) (Creativemornings,2024).

(Hypebae,2018)

THEDOTS

4. THE DOTS

Subscription Fees	**4.The Dots:** Recruiter Pro Plan: £75.00 Advanced search filter. -sort more than 750,000 individuals on the platform.(theDots,2023). Messaging. -Direct message anybody on the platform. - send many candidates mass messages simultaneously. Advanced project search. -Find as well as recruit the whole teams responsible for the task. Make a list of potential candidates -To ensure teamwork every step of the hiring procedure, prepare list comprising all skills as well as distribute them across all teamates. Bias-free -Using its unique filters to eliminate identifying characteristics from their potential employees search to combat unintentional prejudice. Check the availability. -Using this premium account they can check when someone is online or if they are offline making it very convinient for other users as well as recruiters.
Kind of approach: resource based approach.	a)Networking. A community for individuals as well as groups that choose not to be same everyday. It helps in building partnerships as well as assist, and encourage the individuals, groups, companies who strive to bring their innovative concepts to life.(Thedots,2024). b)Community Engagement. It provides various features like a comunity feature.Here the individuals using the platform can exchange ideas as well as give their opinion about it.This helps individuals in knowing new updates or new things about the industry.It also offers various events as well as mentorship opportunities on its platform.This helps individuals to exchange ideas with the mentors who will guide them as well as attend webinars for latest innovation and happenings.(Thedots,2024). c)Projects:There is also a feature called projects wherein the users can upload their work.This allows other users using the platform to go through their work, as well as save it if they like it.This increases their opportunities to network.(Thedots,2024). In terms of resources it does not have much resoucres except few videos related to the industry. (Thedots,2024).

Available Platforms	- TheDots has a mobile application. - It only has a website. - 60.95% users access the website from desktop. - 39.05% users access the website from mobileweb. (similarweb,2024). - It has 1.213Million visits from Febrauary 2024.	This platform is available on - IOS. - Anroid. (Forbes,2018). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Mulbay,2022).
Data Privacy and Security	TheDots collects personal information only if - when user signs up to services on TheDots. - To text TheDots regarding any issue , communicate with them over a call , via e-mail. - when users browse pages on theDots.com. - when users take part in a contest. (TheDots,2024). While users use theDots it collects information regarding the - User's IP address. - URL address. - what are user's searching for. - page response time. - download erros. - the time spent by the user on the website. (Forbes,2022).	

Purposes	Lawful Basis
1. GENERAL USE OF SITE	
To create, personalise, provide support and maintain your user account and profile for Our Services.	Legitimate interests
To send you information about your account, the facilities We or Our related companies provide or changes or upgrades that We make to those facilities.	Legitimate interests
To authenticate you and authorise access to Our Services.	Contract
To alert you via email of relevant opportunities and activities (including, without limitation, jobs, workspaces, content and notifications (for example, if another user connects with your profile on the Platform, messages you through the Platform, or 'likes' one of your projects)).	Legitimate interests
To allow you to stay in touch, in communication, up to date with, and aware of professional opportunities (including jobs, and events) involving contacts, collaborators and clients. To do so, you can find and 'Connect' with the professionals you choose.	Legitimate interests
To suggest 'connections' or 'tags' for you and others.	Legitimate interests
To process applicant details when applying for a role or when seeking a professional collaborator for a project.	Legitimate interests
To operate a customer helpdesk service to respond to membership queries	Legitimate interests
To log certain security and privacy-related activities that occur on your account in line with our legal obligations	Legal Obligation (TheDots,2024)

Purposes	Lawful Basis
To circulate feedback via surveys to our members asking how we can improve The Dots	Consent
2. NETWORKING	
To allow you to seek out and be found for career opportunities (public-facing platform) or by your fellow community members (if you have joined a private White Label Channel).	Legitimate interests
To allow you to invite new team members to be credited in your projects, and to join The Dots	Legitimate interests
To promote our members' profiles, such as promoting your work or profile on The Dots	Legitimate interests
To send you newsletters which you may elect to receive	Consent
To send you requests from a mutually-Connected contact in your network asking for general help or advice	Legitimate interests
To send you email updates from members in the private White Label Channels that you have joined and are a member of	Legitimate interests
3. EVENTS	
To provide a platform for you to attend private and public events, and to network with other members at / after those events. By attending events your profile will be visible as an attendee of the event on the public internet. You will have the option of consenting to have your personal data passed to the event sponsors, but that this will require your explicit consent.	Legitimate interests
To promote to you, and enable you to enter competitions (for example to participate in 'masterclasses' that We or Our third party partners may put on).	Consent
To send you events & opportunities emails that contain promotions on and behalf of our third party partners.	Consent
4. OTHER STAKEHOLDERS	(TheDots,2024)
To process potential applicant details for jobs with The Dots when applying for a role.	Legitimate interests

The above image describes the manner in which TheDots uses users' personal data.

	Rights of the users: Users have the right to review their private data . have any wrong or incomplete information about user corrected. have their private information erased. have user's private information handled more restrictly. have user's private information transferred to another organization. (Linkedin,2024).(TheDots,2024) | Information	Period | | --- | --- | | General queries- when you make an enquiry or contact us by email or telephone, we will retain your information for as long as necessary to respond to your queries. | After this period, We will not hold your personal data for longer than 1 year if We have not had any active subsequent contact with you. | | Membership data - which will generally include your name, address, phone number, email address, date of birth, academic record, profile picture and personal website, a username and a password created by you. | Account Deletion:We will remove all personal identifiable data belonging to you within 30 days of receiving your request to delete. To legally demonstrate our compliance with the above, we are required to retain a small amount of anonymised contact data for up to 6 years to prove we have correctly executed your request. | | Direct marketing- where we hold your personal data on our database for direct marketing purposes. | We will retain your information for as long as we have your explicit consent. (TheDots,2024) | - Data Retention. The above table describes the private data retention of the users, why is it stored and for how long its stored.
Kind of job opportunities available.	TheDots is quite popular for its creative job opportunities ranging from fields like - web designer , illustrator , marketing , designing etc. People can search jobs based on - The industry - Location - Job title or skills. - How many hours they are willing to work.(Full time or part time). (Forbes,2018) - Whats their level in job. (junior , mid or high). - It has a saperate section for internships as well. - There is a comunity section wherein people can ask any doubts, raise questions and reach out to other professionals in the community to collaborate to network and for mentorship prospects. (TheDots,2024).

POPS & PODS

(Vogueuk,2021)

FASHIONEX AND LINKEDIN

POINTS OF PARITY

FACTORS	FASHIONEX	LINKEDIN
PREMIUM SUBSCRIPTION	Fashionex provides 3 subscription plans.These include Monthly - £19.99 Half yearly - £99.99 Yearly - £199.99 (survey)	- For career purpose : £34.99 - For business purpose : £34.99 - Sales Navigator Core : £69.99 - Recruiter Lite: £109.99 (Linkedin,2024).
AVAILABLE PLATFORMS	This platform is available on - IOS. - Anroid. Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. FashioNex will also have a website. 36.4% of 100% users use a computer as well as phone to access a platform for professional purposes. (Survey).A well-designed website assists in creating an effective digital identity helping in providing customers with excellent data. (Forbes,2024).	This platform is available on - IOS. - Anroid. (Ghosh,2023). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Linkedin,2023) Linkedin also has a website. Rate of accessing the platform daily - 16.2%. Rate of accessing the platform monthly - 48.5%. (Bondar,2023)
EDUCATIONAL RESOURCES	Access to: 1.in-depth industry reports. 2.market insights. 3.upcoming trend reports. For this purpose, Fashionex enters into partnerships with a) Mintel b) Stylus. c) Fashionsoops d) Euromonitor International e) Fitch Solutions. (Forbes,2024). It will provide reports and insights which are essential for: - Fashion. - Beauty. - Arts. - Photography. - Other creative industries. (Bof,2024). This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023) (interviews - appendix). -It provides many creative and fashion courses for development of skills All 3 categories will have access to these features. Industry talks and webinars :Through webinars users get knowledge about new insights about industry.They will cover topics like 1.Future trends. 2.Case studies 3.Insights. 4.Best practices. (Jain,2022).	In terms of resources it provides -Articles about new events, trends and happenings. -Educational courses on its platform to improve skills. -There are various workshops as well as webinars. Even they cover topics like 1.Future trends. 2.Case studies 3.Insights. 4.Best practices. (Jain,2022). These webinars are very limited in number.

FACTORS	FASHIONEX	LINKEDIN
PROFESSIONAL ACCREDIATION	Professional Accrediation courses: There will be certain quizzes and tests on FashioNex. They test the skills of the users. Those who perform well in them would be awarded with badges.This helps users understand each others credibilty. Through the acknowledgment of accomplishments as well as enhanced exposure provided by badges, it promotes motivation. (Juetten,2021). Fashionex will parter up with - Educational institutions. (Avram,2023). - Online learning platforms. (eg: Udemy,skillshare). - Luxury brands , magazines , agencies. (Forbes,2023). By doing so it will be able to develop various educational quizzes as well as skill based tests.	Linkedin also provides Professional Accrediation courses and certificates.It has teamed up with leading businesses like - Microsoft. - Twilio. -Zendesk. -Many other companies. (Gotian,2023). Completing courses, taking tests, and sharing credentials on this platform is made simple with professional certifications. (Linkedin,2024).
MEANS TO COMMUNICATE	-Means to collaborate: Individuals will have the opportunity to create industry specific groups as well as join one. This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights.(Soni,2023) (Interviews - appendix). They can message their connections after they accept their request. -In case of having FashionexPlus, they can message any user without any limitation. (Wasserman,2024)	-Linkedin allows users to message users after they accept the connection request. -If the user has a premium account they can send messages to 14 individuals every month without even having them as connection and before they accept the request. (Linkedin,2024). People can join groups related to fashion on Linkedin but there are very limited groups for this sector.

POINTS OF DIFFERENCE

FACTORS	FASHIONEX	LINKEDIN
PRIORITY JOB LISTINGS	-Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings.(Demartini,2022).	Linkedin provides advanced feature like InMail Credits with its premium subscription. (Forbes,2024). -It also offers adavanced analytics features like who viewed your profile . - It also offers courses and quizes to learn new skills. It does not offer priority access to job listings. (Linkedin,2024).
ADVANCED ANALYTICS	- Advanced analytics: (interview 1 - appendix). 1.Profile views. 2.Audience demographics. (percentage of male and female audience who have enaged with the profile). 3.Content performance. (engagement with other users). 4.Profile comparative analysis.(McKinsey,2023) In addition, companies may use comparative analysis to discover client preferences, evaluate effectiveness against rivals, as well as uncover industry trends. (Roemerman,2020). It assists in the development of benchmarks. (Tompkins,2021). 5. Location of the traffic. (interview - appendix).	Advanced analytics: 1. Profile views (who viewed it). 2. InMail messages. (If the user has a premium account they can send messages to 14 individuals every month without even having them as connection and before they accept the request). (Forbes,2024). 3. Linkedin Learning. (Professional Accrediation courses and certificates.). 4. Open profile option. (Make it easier for recruiters along with prospective businesses to locate users.). (Linkedin,2024)
MENTORSHIP OPPORTUNITIES	MENTORSHIP OPPORTUNITIES: -Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors. (Interview- 4). Those who like to be mentored can sign up as mentees. (Heisman,2023). By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordingly request them for guidance.The recommendations will also depend on users: a) skills. b) interests. c) career goals. d) needs. (Koifman,2023). -Mentorship groups: Users have the option to join various mentorship groups concerning their topic.By doing so they can have a) comprehensive discussions. b) exchange opinions. c) learn new insights.(Soni,2023) Experts can help them on various topics concering them as well as give valuable guidance.	Linkedin does not directly connect users with mentors. (Linkedin,2024). It provides these opportunities indirectly through Linkedin Learning. Its a part of its premium subscription. (Kruse,2022). Users have access to various a) Courses. b) Tutorials c) Skill development assessments . (Linkedin,2024). These are developed by the leading experts in the industry. It helps users gain an in depth knowledge , develop their skills as well as stay ahead in the industry by learning them by their self. (Gotian,2023).

(waitfashion,2019)

FASHIONEX AND BEHANCE

POINTS OF PARITY

FACTORS	FASHIONEX	LINKEDIN
PREMIUM SUBSCRIPTION	Fashionex provides 3 subscription plans.These include Monthly - £19.99 Half yearly - £99.99 Yearly - £199.99 (survey).	Monthly - £11.99 Yearly (billed monthly) - £7.99 Yearly (upfront) - £74.99 (Adobe,2024)
AVAILABLE PLATFORMS	This platform is available on - IOS. - Anroid. Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. FashioNex will also have a website. 36.4% of 100% users use a computer as well as phone to access a platform for professional purposes. (Survey).A well-designed website assists in creating an effective digital identity helping in providing customers with excellent data. (Forbes,2024).	This platform is available on - IOS. - Anroid. (Ghosh,2023). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Linkedin,2023) Linkedin also has a website. Rate of accessing the platform daily - 16.2%. Rate of accessing the platform monthly - 48.5%. (Bondar,2023)
EDUCATIONAL RESOURCES	Access to: 1.in-depth industry reports. 2.market insights. 3.upcoming trend reports. Fashionex enters into partnerships with a) Mintel b) Stylus. c) Fashionsoops d) Euromonitor International e) Fitch Solutions. (Forbes,2024). It will provide reports and insights which are essential for: - Fashion. - Beauty. - Arts. - Photography. - Other creative industries. (Bof,2024). This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023) (interviews - appendix). -It provides many creative and fashion courses for development of skills. All 3 categories will have access to these features. Industry talks and webinars :Through webinars users get knowledge about new insights about industry.They will cover topics like 1.Future trends. 2.Case studies 3.Insights. 4.Best practices. (Jain,2022).	In terms of resources it provides very limited information. It has - Blogs about new events, trends and happenings. - Its has many design layouts and ideas for a) illustrations b) designing. c) many presentation ideas - Educational courses on its platform to improve skills. - It does not provide webinars and virtual events. (Jain,2022).

POINTS OF DIFFERENCE

FACTORS	FASHIONEX	BEHANCE
PRIORITY JOB LISTINGS	-Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings. (Demartini,2022).	Behance doesn't provide priority access to job listings but it provides More visibility. - Recognize the geographic location of the audience. - leading keyword searches for the projects - Information about traffic's geaographical location. (Advanced analytics).
MEANS TO COMMUNICATE	-Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights. (Soni,2023) (interviews - appendix). They can message their connections after they accept their request. -In case of having FashionexPlus, they can message any user without any limitation. (Wasserman,2024)	-Networking : It enables all the individuals on the platform to showcase their work.By doing so it enables other individuals and recruiters ro go through their work.They can like,comment as well as as reach out to them if they would like to hire them and work with them. (similarweb,2024)(Behance,2024). -Engagement among community. This is achieved through a) Going through other user's images, designs , illustrations as well as other work. b)Creative challenges. c)Various virtual webinars.(Similarweb,2024). It does not provide the option to create create groups for discussions. They can send messages to people they wish to have a conversation with. At once, they can send message upto 10 people.
ADVANCED ANALYTICS	- Advanced analytics: (interview 1 - appendix). 1.Profile views. 2.Audience demographics. (percentage of male and female audience who have enaged with the profile). 3.Content performance. (engagement with other users). 4.Profile comparative analysis.(McKinsey,2023) In addition, companies may use comparative analysis to discover client preferences, evaluate effectiveness against rivals, as well as uncover industry trends. (Roemerman,2020). It assists in the development of benchmarks. (Tompkins,2021). 5. Location of the traffic.	- Advanced analytics: 1. Views by location. (Adobe,2024). 2. traffic sources.(by search , other). (Yahoo,2024). 3. Recognize the geographic location of the audience. 4. leading keyword searches for the projects. 5. Information about traffic's geaographical location. Behance Pro doesn't offer profile comparitive analysis and audience demographics analysis. (Behance,2024)

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FACTORS	FASHIONEX	BEHANCE
PROFESSIONAL ACCREDIATION	Professional Accrediation courses:There will be certain quizzes and tests on FashioNex. They test the skills of the users. Those who perform well in them would be awarded with badges.This helps users understand each others credibilty. Through the acknowledgment of accomplishments as well as enhanced exposure provided by badges, it promotes motivation. (Juetten,2021). Fashionex will parter up with - Educational institutions. (Avram,2023). - Online learning platforms. (eg: Udemy,skillshare). - Luxury brands , magazines , agencies. (Forbes,2023). By doing so it will be able to develop various educational quizzes as well as skill based tests.	Behance does not offer any professional accrediation courses.(Yahoo,2024).It does provide certain short courses but they are not certified and professional from big companies. Behance does not offer its own individual courses. (Behance,2024).
MENTORSHIP OPPORTUNITIES	MENTORSHIP OPPORTUNITIES: -Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors. (interview 4 - appendix). Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordingly request them for guidance.The recommendations will also depend on users: a) skills. b) interests. c) career goals. d) needs. (Koifman,2023). -Mentorship groups: Users have the option to join various mentorship groups concerning their topic.By doing so they can have a) comprehensive discussions. b) exchange opinions. c) learn new insights.(Soni,2023) Experts can help them on various topics concering them as well as give valuable guidance.	Behance does not provide direct mentorship opportunities unlike Fashionex.

FASHIONEX AND CREATIVEMORNINGS

POINTS OF PARITY

FACTORS	FASHIONEX	CREATIVEMORNINGS
PREMIUM SUBSCRIPTION	Fashionex provides 3 subscription plans.These include Monthly - £19.99 Half yearly - £99.99 Yearly - £199.99 (survey).	Creativemornings provides 3 subscription plans.These include - Solopreneur : £6.50 - Small Company : £28.00 - Large Company : £200.00 (Creativemornings,2024).
EDUCATIONAL RESOURCES	Access to: 1.in-depth industry reports. 2.market insights. 3.upcoming trend reports. This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023) (interviews - appendix). -It provides many creative and fashion courses for development of skills. Fashionex enters into partnerships with a) Mintel b) Stylus. c) Fashionsoops d) Euromonitor International e) Fitch Solutions. (Forbes,2024). It will provide reports and insights which are essential for: - Fashion. - Beauty. - Arts. - Photography. - other creative industries. (Bof,2024). All 3 categories will have access to these features. Industry talks and webinars :Through webinars users get knowledge about new insights about industry.They will cover topics like 1.Future trends. 2.Case studies 3.Insights. 4.Best practices. (Jain,2022). Motivation: Leading experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves motivated on their road to success. (Forbes,2024). (Voguebusiness,2024).	It provides resources like a)Educational resources: These includes -Webinars. -Talks. -workshops. -Articles. All these insights are given by the experts in the industry. (Creativemornings,2024). b) Motivation: Leading experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help themselves motivated on their road to success. Creativemornings,2024) There are also various webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge. It will play an integral role in sharpening their skills.(Creativemornings,2024)(GuyRaz,2023).

POINTS OF DIFFERENCE

FACTORS	FASHIONEX	CREATIVEMORNINGS
PRIORITY JOB LISTINGS	-Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings.(Demartini,2022).	Behance doesn't provide priority access to job listings. but it provides search job oppoertunities based on - The time when the job was uploaded. (newest , recently updated). - Based on skills. - Timing commitments.(full time , part time , freelancer) - Based on location. (eg: within 5 miles , 10 miles , remote working) (Creativemornings,2024).
MEANS TO COMMUNICATE	-Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights. (Soni,2023)(interviews - appendix) They can message their connections after they accept their request. -In case of having FashionexPlus, they can message any user without any limitation. (Wasserman,2024)	Networking: Though its main focus is to focus on the the resource based approach, it also provides certain networking prospects.(creativemornings,2024). This is achieved through the webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.They can even partner up and work on a project in future if their ideas go hand-in-hand. (Creativemornings,2024). -It doesn't provide the option to text people personally like Fashionex.People can exchange ideas via - webinars. - industry talks - discussion forums. (Forbes,2021).
ADVANCED ANALYTICS	- Advanced analytics: 1.Profile views. 2.Audience demographics. (percentage of male and female audience who have enaged with the profile). 3.Content performance. (engagement with other users). 4.Profile comparative analysis. (McKinsey,2023) In addition, companies may use comparative analysis to discover client preferences, evaluate effectiveness against rivals, as well as uncover industry trends. (Roemerman,2020). It assists in the development of benchmarks. (Tompkins,2021). 5. Location of the traffic.	CreativeMornings provides search job oppoertunities based on - The time when the job was uploaded. (newest , recently updated). - Based on skills. - Timing commitments.(full time , part time , freelancer) - Based on location. (eg: within 5 miles , 10 miles , remote working) (Creativemornings,2024). It has very limited advanced analytics. (Creativemornings,2024).

FACTORS	FASHIONEX	CREATIVEMORNINGS
PROFESSIONAL ACCREDIATION	Professional Accrediation courses: There will be certain quizzes and tests on FashioNex. They test the skills of the users. Those who perform well in them would be awarded with badges.This helps users understand each others credibilty. Through the acknowledgment of accomplishments as well as enhanced exposure provided by badges, it promotes motivation. (Juetten,2021). Fashionex will parter up with - Educational institutions. (Avram,2023). - Online learning platforms. (eg: Udemy,skillshare). - Luxury brands , magazines , agencies. (Forbes,2023). By doing so it will be able to develop various educational quizzes as well as skill based tests.	Behance does not offer any professional accrediation courses.(Yahoo,2024).It only offers - Talks. - Podcasts. - Quotes. - Blogs. (Creativemornings,2024).
AVAILABLE PLATFORMS	This platform is available on - IOS. - Anroid. Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. FashioNex will also have a website. 36.4% of 100% users use a computer as well as phone to access a platform for professional purposes. (Survey).A well-designed website assists in creating an effective digital identity helping in providing customers with excellent data. (Forbes,2024).	- Creativemornings does not have a mobile application. - It only has a website. - 47.41% users access the website from desktop. - 52.59% users access the website from mobileweb. (similarweb,2024).
MENTORSHIP OPPORTUNITIES	MENTORSHIP OPPORTUNITIES: -Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. The recommendations will also depend on users: a) skills. b) interests. c) career goals. d) needs. (Koifman,2023). -Mentorship groups: Users have the option to join various mentorship groups concerning their topic.By doing so they can have a) comprehensive discussions. b) exchange opinions. c) learn new insights.(Soni,2023) (interviews - appendix). Experts can help them on various topics concering them as well as give valuable guidance.	It does not provide direct one-on-one mentorship opportunities but it It provides resources like a)Educational resources:These includes -Webinars. -Talks. -workshops. -Articles. All these insights are given by the experts in the industry. (Creativemornings,2024). b) Motivation: Leding experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves motivated on their road to success. (Creativemornings,2024) There are also various webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.(Creativemornings,2024) (GuyRaz,2023).

FASHIONEX AND THEDOTS

POINTS OF PARITY

FACTORS	FASHIONEX	THEDOTS
PREMIUM SUBSCRIPTION	Fashionex provides 3 subscription plans.These include Monthly - £19.99 Half yearly - £99.99 Yearly - £199.99 (survey).	For networking and resource sharing it provides 1 subscription plan Recruiter Pro Plan: £75.00 (Forbes,2021)
AVAILABLE PLATFORMS	This platform is available on - IOS. - Anroid. Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. FashioNex will also have a website. 36.4% of 100% users use a computer as well as phone to access a platform for professional purposes. (Survey).A well-designed website assists in creating an effective digital identity helping in providing customers with excellent data. (Forbes,2024).	This platform is available on - IOS. - Anroid. (Forbes,2018). Users can access the application through a) Mobile phone. b) Ipad. c) Tablet. (Mulbay,2022). - TheDots has a mobile application. - It only has a website. - 60.95% users access the website from desktop. - 39.05% users access the website from mobileweb. (similarweb,2024). - It has 1.213Million visits from Febrauary 2024.
MEANS TO COMMUNICATE	-Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights. (Soni,2023)(Interviews - appendix). They can message their connections after they accept their request. -In case of having FashionexPlus, they can message any user without any limitation. (Wasserman,2024)	-Means to collaborate: Individuals will have the opportunity to join groups of their interest . This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights.(2023) They can message their connections after they accept their request. With premium account it provides, direct message and bulk message option. (TheDots,2024).

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POINTS OF DIFFERENCE

FACTORS	FASHIONEX	THEDOTS
PRIORITY JOB LISTINGS	-Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings.(Demartini,2022).	It lists jobs in the order of the day the job was posted but it does not provide any priority access to job listings. (Thedots,2024).
ADVANCED ANALYTICS	- Advanced analytics: (interview 1 - appendix). 1.Profile views. 2.Audience demographics. (percentage of male and female audience who have enaged with the profile). 3.Content performance. (engagement with other users). 4.Profile comparative analysis. (McKinsey,2023) In addition, companies may use comparative analysis to discover client preferences, evaluate effectiveness against rivals, as well as uncover industry trends. (Roemerman,2020). It assists in the development of benchmarks. (Tompkins,2021). 5. Location of the traffic.	It provides very few pro features on the basis of jobs and skills titles.These include classification based on - Junior level. - Mid level. - Senior level. It provides other options like - Freelance. - Fulltime. - Internships. (ThoDots,2024)
PROFESSIONAL ACCREDIATION	Professional Accrediation courses:There will be certain quizzes and tests on FashioNex. They test the skills of the users. Those who perform well in them would be awarded with badges.This helps users understand each others credibilty. Through the acknowledgment of accomplishments as well as enhanced exposure provided by badges, it promotes motivation. (Juetten,2021). Fashionex will parter up with - Educational institutions. (Avram,2023). - Online learning platforms. (eg: Udemy,skillshare). - Luxury brands , magazines , agencies. (Forbes,2023). By doing so it will be able to develop various educational quizzes as well as skill based tests.	It does not provide any professional accreditation courses on its platform. For the purpose of gaining insights it provides ask the community option wherein users are free to raise any question of their choice. They are even free to answer any question. (TheDots,2024).

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FACTORS	FASHIONEX	THEDOTS
EDUCATIONAL RESOURCES	Access to: 1.in-depth industry reports. 2.market insights. 3.upcoming trend reports. This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023) (interviews - appendix). -It provides many creative and fashion courses for development of skills. Fashionex enters into partnerships with a) Mintel b) Stylus. c) Fashionsoops d) Euromonitor International e) Fitch Solutions. (Forbes,2024). It will provide reports and insights which are essential for: - Fashion. - Beauty. - Arts. - Photography. - other creative industries. (Bof,2024). All 3 categories will have access to these features. Industry talks and webinars :Through webinars users get knowledge about new insights about industry.They will cover topics like 1.Future trends. 2.Case studies 3.Insights. 4.Best practices. (Jain,2022). Motivation: Leading experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves motivated on their road to success. (Forbes,2024). (Voguebusiness,2024).	It has some events but does not provide any educational resources.Users have the option to list their work and have a look at others work. (Forbes,2019)
MENTORSHIP OPPORTUNITIES	-Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors. (Interview 4 - appendix). Those who like to be mentored can sign up as mentees. (Heisman,2023). By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance.The recommendations will also depend on users: a) skills. b) interests. c) career goals. d) needs. (Koifman,2023). -Mentorship groups: Users have the option to join various mentorship groups concerning their topic.By doing so they can have a) comprehensive discussions. b) exchange opinions.	TheDots does not provide direct mentorship on its platform unlike Fashionex. It provides : a)Networking opportunities. A community for individuals as well as groups that choose not to be same everyday. It helps in building partnerships as well as assist, and encourage the individuals, groups, companies who strive to bring their innovative concepts to life.(Thedots,2024). b)Community Engagement opportunities. It provides various features like a comunity feature.Here the individuals using the platform can exchange ideas as well as give their opinion about it. (Techround,2023).This helps individuals in knowing new updates or new things about the industry. (Thedots,2024). It also offers various events as well as mentorship opportunities on its platform.

FACTORS	FASHIONEX	THEDOTS
	c) learn new insights.(Soni,2023) Experts can help them on various topics concering them as well as give valuable guidance.	This helps individuals to exchange ideas with the mentors who will guide them as well as attend webinars for latest innovation and happenings. (Thedots,2024).

(TheImpression,2019)

QUANTITAIVE AND
QUALITATIVE ANALYSIS

QUANTITAIVE ANALYSIS

A survey was conducted in order gain better understanding on the consumer wants and needs regarding networking prospects in fashion sector in the United Kingdom market. This survey was conducted between 1 st January 2024 - 25th February 2024. A total of 100 respondents have been collected.

Age
100 responses
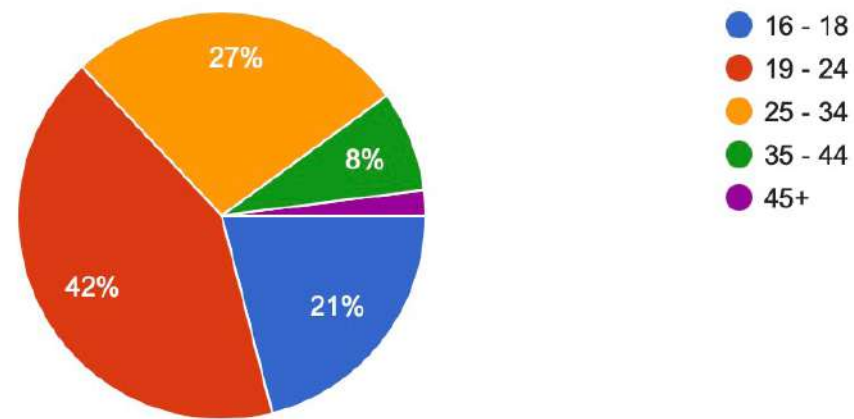
- 16 - 18
- 19 - 24
- 25 - 34
- 35 - 44
- 45+

According to the survey, 42% repondents are aged between 19 - 24 years. 27 % respondents are aged between 25 - 34. 21% are aged between 16 - 18 years. These 3 segments represent the major target market for Fashionex. 8% are aged between 35 - 44 years. 2 % are over the age of 45%. Generation Z are the largest segment with 63 % while Generation X over the age of 45 contribute to only 2%.

Gender
97 responses

- Male
- Female
- Prefer not to say
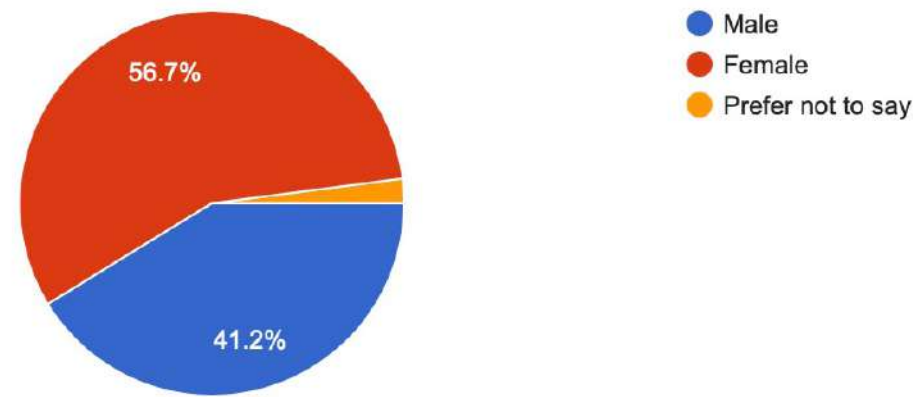
According to the survey, 56.7% of the respodents are female. 41.2% of the total respondents are male. 2.1% do not prefer to reveal their identity. Fashionex is a diverse networking platform. People belonging to any gender will be treated equally and would get equal job opportunities.

What's your job level in the workplace
100 responses

- Student
- Entry level
- Intermediate or experienced (senior staff)
- Middle management
- Executive or senior management.
- Freelancer
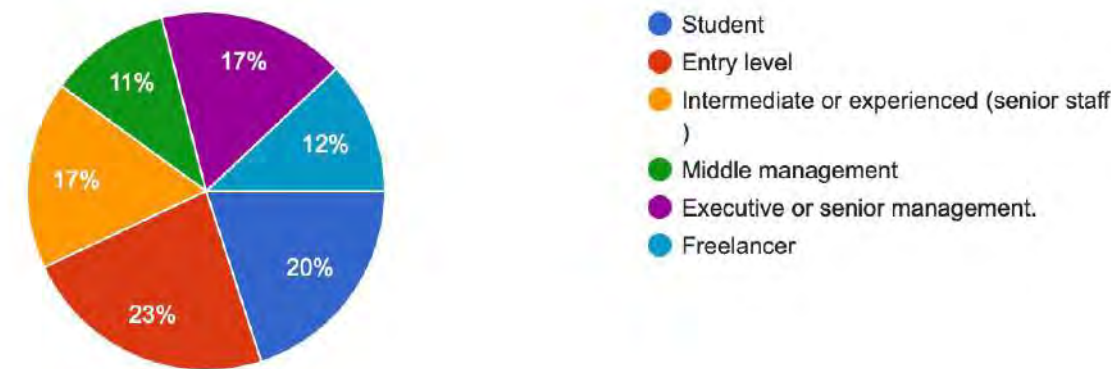
According to the survey, 23% of the respondents are in entry-level in their workplace. 20% of the respondents are students. 17 % of the respondents occupy intermediate or experienced level in the place of job. 17% of the respondents are in the executive or senior management. 11% are occupy positions in the middle management. 12% of the respondents are freelancers.

How frequently do you use a platform for professional purposes?
100 responses
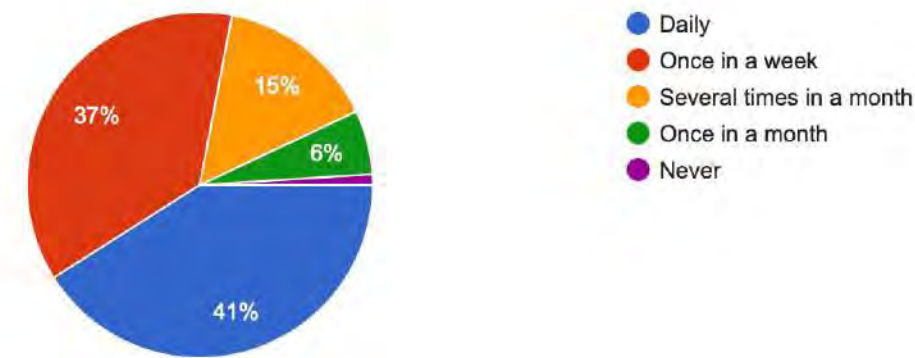
- Daily
- Once in a week
- Several times in a month
- Once in a month
- Never

According to the survey, 41% of the respondents use a platform for professional purpose on a daily basis. 37% of the respondents use it once in a week. 15% of the respondents use such platform several times in a month. 6% of the respondents use it once in a month. 1% of the respondents state that they never use it.

Would you prefer to use a laptop or mobile phone to access it?
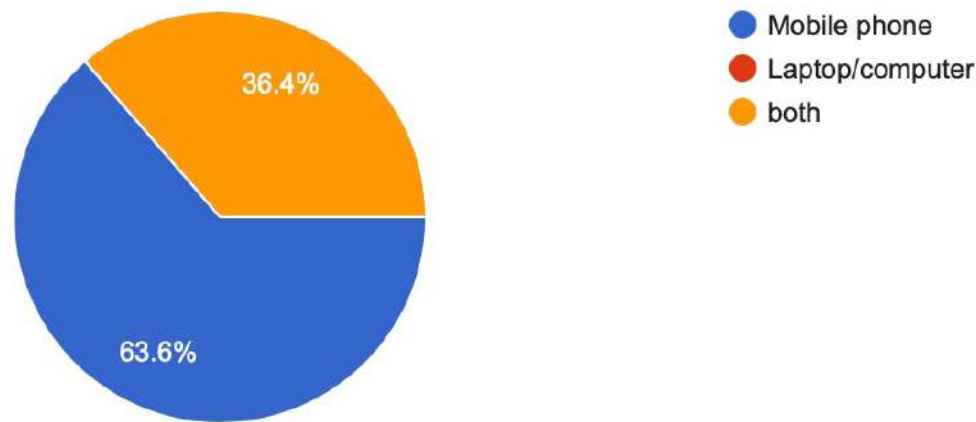
99 responses

- Mobile phone
- Laptop/computer
- both

36.4%

63.6%

According to the survey, 63.6% respondents use mobile phones to access a professional platform while 36.4% prefer both computer as well as mobile phone. Fashionex provides both mobile phone application on IOS and Anroid as well a website.

Would you prefer a mobile app application targeting rising pioneers in fashion segment.

99 responses

- yes
- no

100%
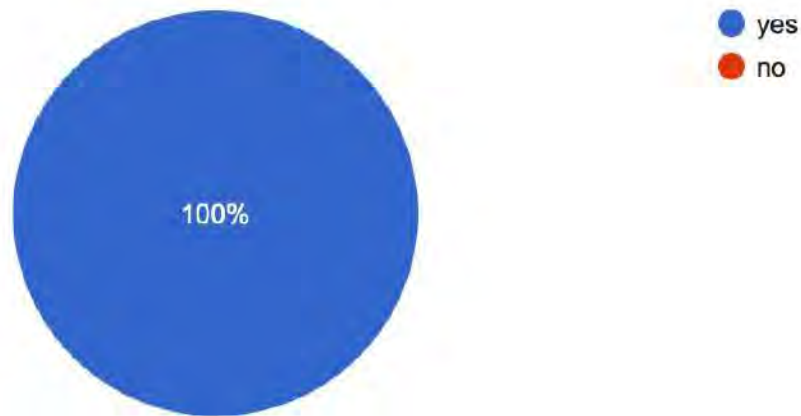
According to the survey, 100% of the respondents prefer a platform targetted rising pioneers in fashion segment.

What features would you like to see in FashionNex mobile application ()

100 responses

Portfolio management (enabling users to display their work)	54 (54%)
Project collaboration (file sharing, real time editing)	57 (57%)
Cloud Storage Integration (effortless integration with cloud…	23 (23%)
Communication pathways (In-app messaging, video conferen…	52 (52%)
Map (assists in displaying happenings close to the users l…	19 (19%)
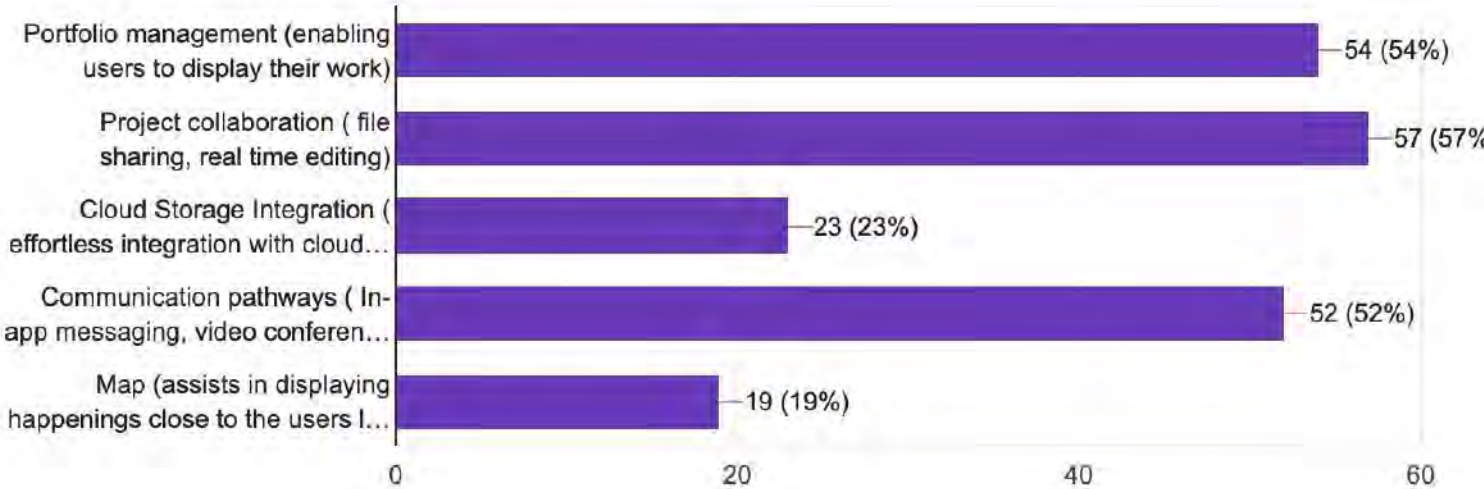
According to the survey, 57% of the respondents prefer seeing platform like project collaboration on Fashionex. 54% of the respondents would like to see portfolio management. 52% of the respondents would like to see more communication pathways like in app messaging , creation of groups for discussions etc. 23% of the users prefer cloud storage integration. 19% would like to see the map option to be aware and have a clear understanding of the events in close proximity to them.

What challenges do you face when searching for fashion-related employment opportunities?

100 responses

Networking	63 (63%)
Limited job openings	58 (58%)
Unpaid internships	31 (31%)
Geographical limitations	12 (12%)
Industry perceptions	30 (30%)
Specialized Skills and Experience:	30 (30%)
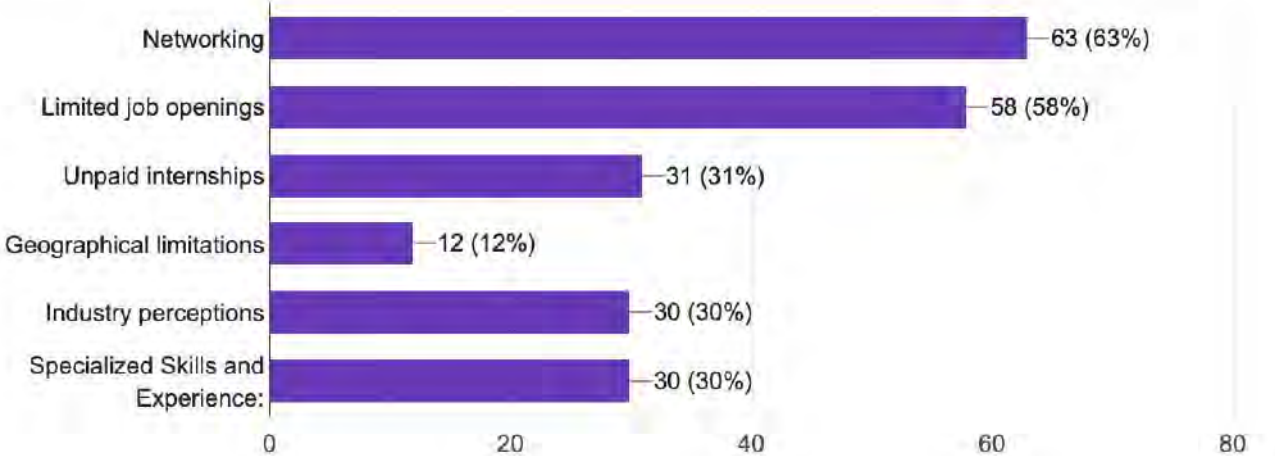
According to the survey, 63% of the respondents face networking problems when finding fashion employement opportunities. On Fashionex individuals will have the opportunity to create groups as well as join one. This way they can have.
1. comprehensive discussions.
2. exchange opinions.
3 learn new insights. 58% of the respondents face the problem of limited job openings in fashion sector. Fashionex will provide 2 weeks priority jobs acess with Fashionex Plus. 30% of the respondents face challenges regarding perceptions in the fashion industry.

30% face challenges regarding specialized skills and experience in the industry. 12% face challenges owing to geographical limitations. Users can find jobs on Fashionex using advanced analytics based on what skills they have.

What aspects of a fashion employment app would be most valuable to you?

99 responses
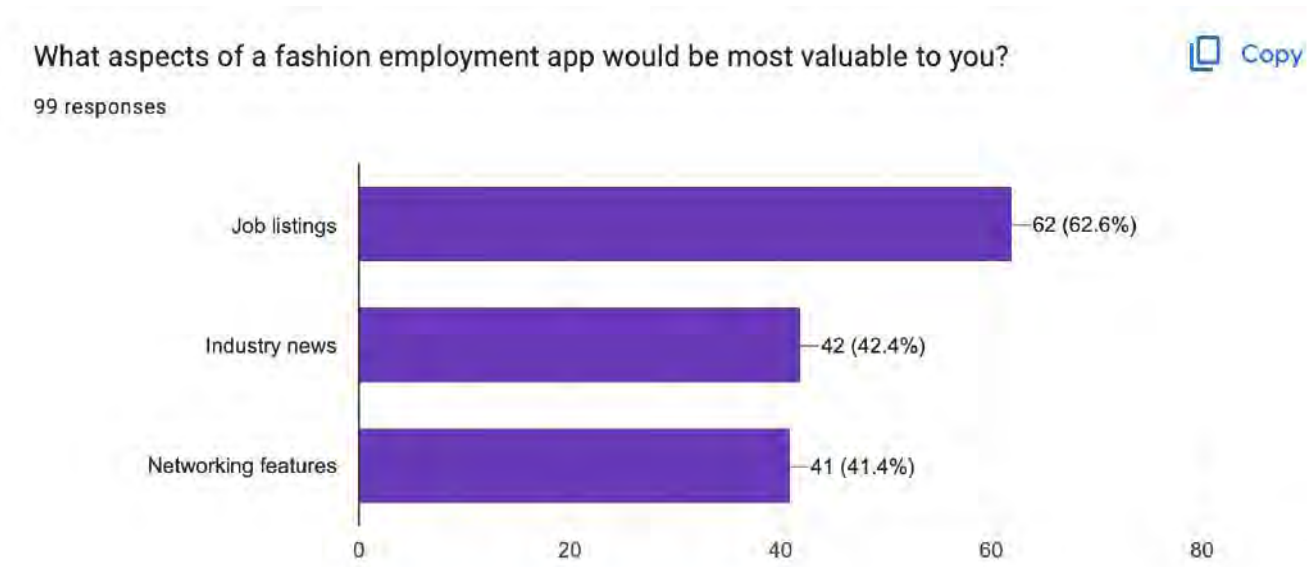
According to the survey, 62% of the repondents find jos listings to be the most valuable aspect of Fashionex. 42.4% find industry news to be th most valuable feature while 41% feel its networking prospects in the fashion industry. Fashionex will include all these features.

What types of fashion-related roles are you most interested in?

99 responses
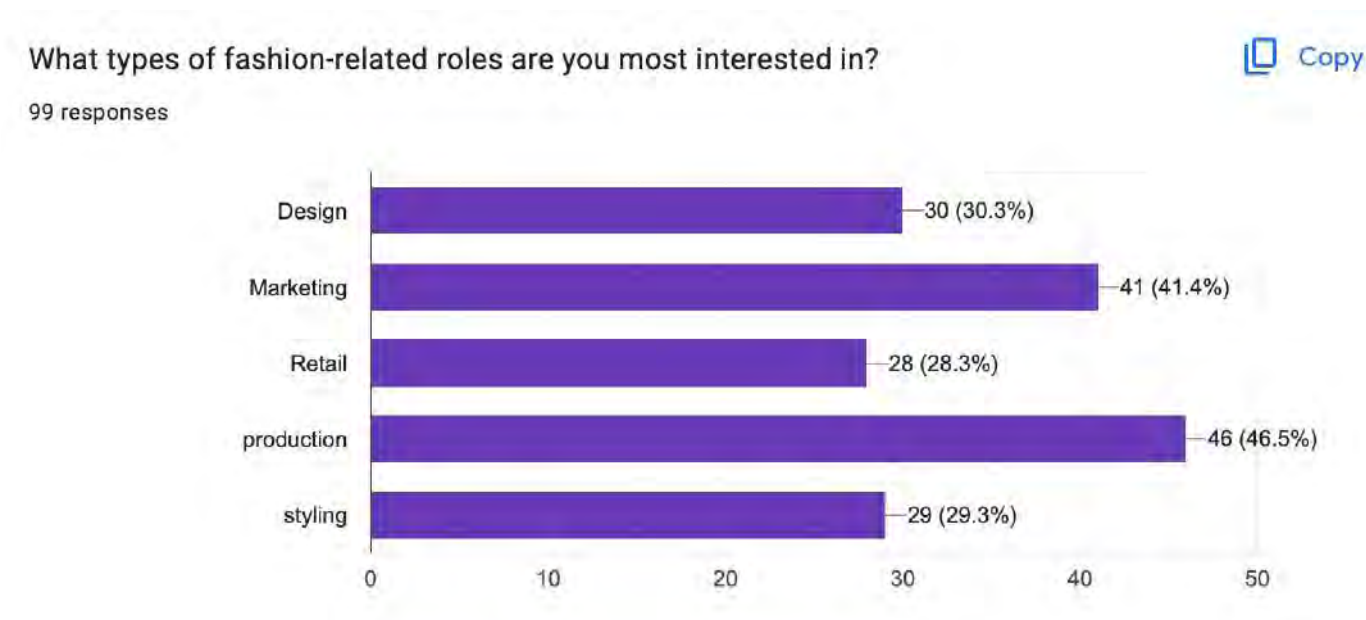
According to the survey, 46.5% of the respondents are interested in production. 41.4% of the respondents are in marketing. 30.3% of the respondents are interested in designing. 29.3% of the respondents areinterested in styling. 28.3% of the repondents are interested in the retail sector. Fashinex will provide employement opportunities across all these sectors.

How much are you willing to pay for the premium features on FashionNex? (

100 responses
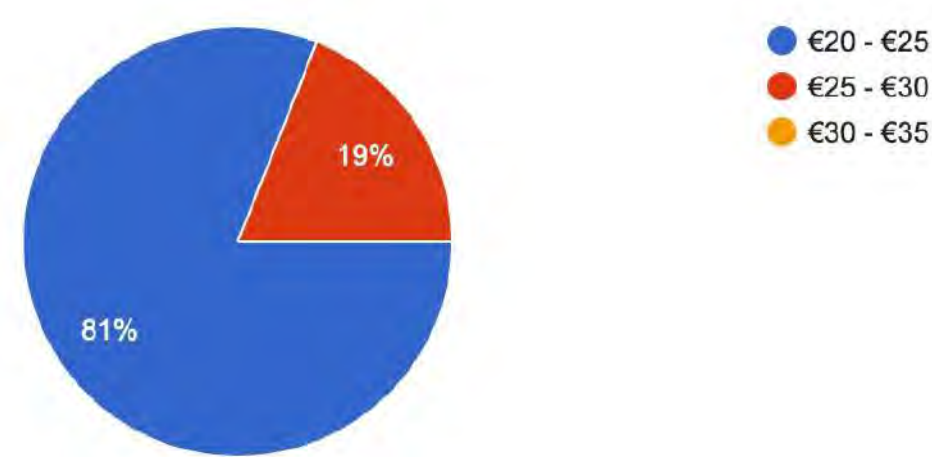
- €20 - €25
- €25 - €30
- €30 - €35

According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus.19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. Fashionex Plus is priced at £19.99 for monthly subscription.

How crucial is the ability to connect and network with industry professionals through the app on a scale of 1 - 5?

100 responses
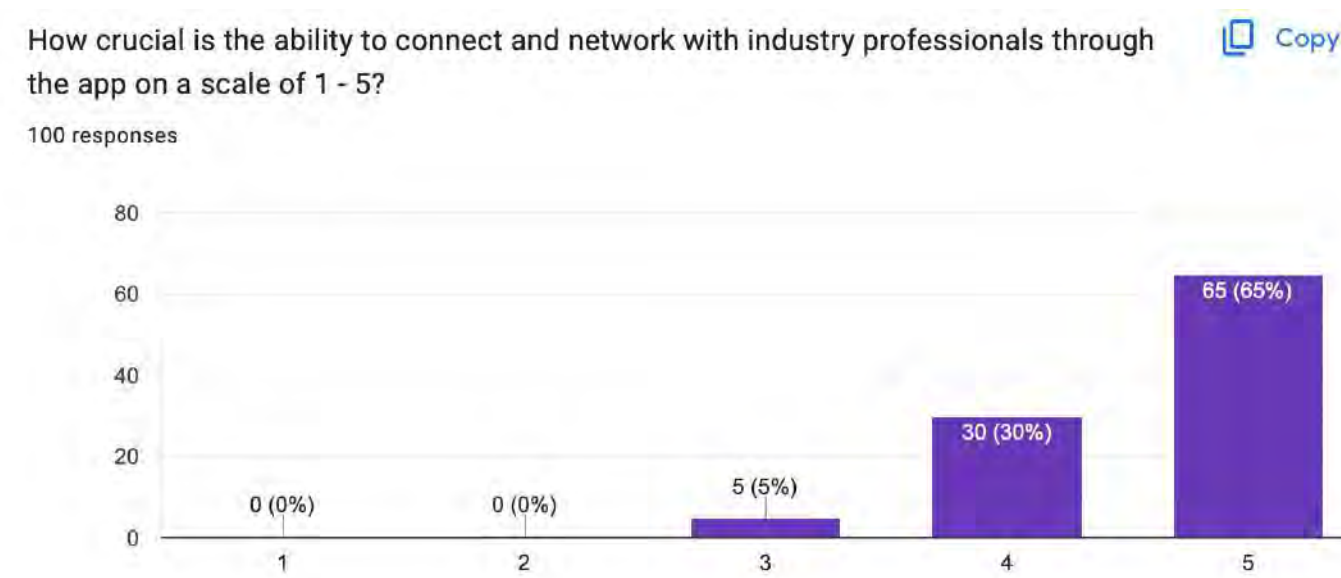
According to the survey, 65% respondents feel networking is very important in the fashion sector. and give it a rating of 5/5. 30% of the respondents give it a rating of 4/5. 5% of the respondents give an average response which is a 3/5.

QUALITATIVE ANALYSIS

Qualitative interviews helps in gaining in-depth knowledge about the industry regarding the new start up. (Paulise,2024). It helps in understanding the pain points of the consumers at the moment. It additionally helps in analysing their wants, needs , their expectations which will be incorportated in the Fashionex platform. (Fahey,2023). 5 interviews have been conducted to understand the consumer's expectations and the above mentioned factors in the United Kingdom.

ANALYSIS OF 5 INTERVIEWS
In fashion , photograhy , beauty and marketing industries, individuals are facing a lot of issue in connecting with the right brands and getting the right opportunities. They find it difficult in identifying and connecting with individuals who share specific interests or niche within these sectors. The major challenges also include authenticity and transpareny.

They would like to see advanced search filters which help them choose:
- Profile comparison
- Competition level so that he can accurately track the job they want.
- Roles.
- Locations.
- Areas of expertise.

Interviewees prefer a combination of physical events and virtual connections to network with industry professionals.

They believe that a very powerful algorithm for the platform wherein the platform understands their interest and shows only that particular posts, events and articles of their interest could be groundbreaking. They further woulf like to see resources like:
- In-depth trend reports.
- forecast reports.
- brand spotlights highlighting.
- Case studies.

Interviewees belive that collaboration is the principal factor for success. This is in
- Fashion.
- Arts.
- Beauty.
- Photography sector.
They believe , it sparks new ideas, allow diverse perspectives to merge leading to unique, breakthrough designs/concepts.

Interviewees believe that providing mentorship opportunities could be a revolutionary feature along with integrating more personalised networking features and tailored content.

Overall interviewees believe that, Fashionex could step apart in the market by taking a simple approach in terms of user interface , excellent algorithm , logo , design , as well as aesthetics.

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(Vogueuk,2024)

INTERVIEW 1- Robin Massey . Fashion Photographer and Content Head - Lark and Berry London.

Q1. When it comes to challenges in the fashion industry, Robin feels that connecting with the right brands and getting the right opportunities that he wants is a major issue that he has been facing. He is of the opinion that proper advanced filters can fix such an issue.

Q2. Robin would like to see advananced filters which will help him choose the level, industry , competition level so that he can accurately track the job that he wants.

Q3. He prefers meeting them online on the platform and sometimes even prefers networking events.

Q4. He wants to attend events particular to his field which is photography. He feels at the moment the major issue is lack of adavanced analytics and filters to track it efficiently on the platform .

Q5. He would love to see a very powerful algorithm for the platform wherein the platform understands his interest and shows only that particular posts, events and articles of his interest.

Q6. He believes collaboration is the reason he got into fashion photography and is the key to success in fashion.

Q7. Upon asking how he would like to network, Robin is of the opinion that he prefers both, networking online as well as meeting people via networking events.

Q8. He believes Fashionex could emerge groundbreaking if it comes up with a very powerful algorithm, understands consumers wants needs and areas of interest effectively and shows them personalised feed. He belives sometimes platforms like Linkedin give us a lot of knowledge by reading others articles so Fashionex could bridge the gap through effective features

Q9. Upon asking what other things or features he would like to see , he is of the opinion that he likes using apps that are simple. There are many platforms similar to Fashionex out there which have failed due to its complexity and difficulty for the consumers to comprehend it. He feels simplicity is what makes an app stand out. Whether its design , logo or the interface , colours.

INTERVIEW 2 - Shreeya Kamble . Brand and Communications Specialist (Freelance). Fashion and Beauty. Based in London.

Q1. Some challenges faced by Shreeya include
- Finding the right platforms or events to network and make meaningful connections.
- Standing out and getting noticed among the many professionals in the industry.
- Identifying and connecting with individuals who share my specific interests or niche within fashion.

Q2. She would like to see features like:
- Robust search filters to easily find professionals based on roles, locations, areas of expertise, etc.
- Dedicated discussion forums or chat groups based on different fashion niches or topics.
- Option to create and showcase a comprehensive professional portfolio or lookbook.

Q3. Shreeya prefers a combination of physical events and virtual connections. This is to network with industry professionals:
- In-person events like tradeshows, conferences, meetups for face-to-face networking.
- Online webinars, virtual panels or discussions for more accessible interactions.

Q4. She prefers attending events like:
 Fashion weeks and runway shows in major fashion capitals.
- Sustainability or ethical fashion conferences/seminars.
- Networking mixers or socials focused on specific roles like design, styling, merchandising etc.

Q5. On Fashionex, Shreeya would like to see resources like
- In-depth trend analysis and forecast reports to stay ahead of upcoming styles/movements.
- Case studies or brand spotlights highlighting innovative fashion businesses/concepts.
- Advanced analytics on consumer preferences, market demands across demographics.

Q6. According to Shreeya, Collaborating with others is extremely important in the creative, trend-driven fashionindustry. Collaborations spark new ideas, allow diverse perspectives to merge, and can lead to unique, breakthrough designs/concepts.

Q7. Shreeya's preferred ways to connect with other professionals:
- Dedicated discussion forums or communities based on roles/interests.
- Option to direct message and set up 1-on-1 video calls for closer collaboration.
- Project/Group features to directly collaborate on portfolios, moodboards etc.

Q8. According to Shreeya, FashioNex could improve by:
- Providing customized resources/recommendations based on users' roles and interests.
- Facilitating mentor-mentee connections for career guidance.
- Exclusive access to fashion events, sample sales etc for premium members.

Q9. - Transparency on user profiles, credibility verification for members.
- Community guidelines and moderation to maintain professionalism.
- App accessibility and mobile-optimization for seamless on-the-go usage.
 For Shreeya these are some of the important asepcts while using any platform.

INTERVIEW 3 - Akansha Shukhla . Luxury Client Advisor - Dior, London.

Q1. According to Akansha , Building genuine relationships in the fast-paced nature of the fashion sector is one of the biggest hallenge.

Q2. She would like to see enhanced networking features for seamless connections with industry peers.

Q3. Akansha would like to engage in both virtual and physical events for diverse networking opportunities.

Q4. She would like to attend industry events covering emerging trends, sustainability, and innovation.

Q5. On Fashionex, Akansha would like to see resources like advanced analytics for informed decision-making and upcoming trend reports for staying ahead.

Q6. Akansha feels collaboration in the fashion sector fosters innovation and growth; it's important for staying competitive.

Q7. She prefers connecting through both discussions and specialized groups tailored to specific interests.

Q8. According to Akansha, FashioNex could improve by integrating more personalised networking features and tailored content.

Q9. Transparency and data security are important for her when using a platform like Fashionex.

INTERVIEW 4 - Anupriya Dutta Gupta. Luxury Sales Associate - Kurt Geiger, London.

Q1. According to Anupriya at the moment, apart from platforms like LinkedIn, there's not much opportunity of reaching out to fashion professionals - either online or offline. The major challenges are authenticity, transparency and ability to connect.

Q2. She would like to see networking features so she can connect with professionals easily.

Q3. Anupriya enjoys connecting with people LinkedIn or connecting with professionals on the platform. She also find it interesting to attend webinars or even offline networking events.

Q4. She prefers attenting events like Networking events, panel talks by fashion designers/ entrepreneurs/corporate leaders in fashion, fashion exhibits or showcases, online webinars by industry leaders.

Q5. Anupriya would like to see resources like Trend analysis, consumer reports, industry statistics, business reports on Fashionex.

Q6. According to her, collaboration is a big part of any creative industry. Collaborative projects can bring out the best of industry professionals and help in innovation.

Q7. Anupriya prefers connecting with other professionals through round-table talks, one-to-one conversation, networking in groups.

Q8. She feels Fashionex could provide with mentorship opportunities. This will help the platform stand out.

Q9. While using any mobile application, data protection and privacy are of utmost importance for Anupriya. In terms of fashion, sustainability and transparency are of priority in today's age, and also making sure that the data/content shared are correct and relevant.

INTERVIEW 5 - Sammy Girn . Managing Editor - Shift London.

Q1. In terms of challenges, Simmy finds it hard to find individuals to connect with, especially ones that are looking for the same things that you are. Whether it's to work on a project or just to connect meaningfully.

Q2. In terms of features, Simmy would like to see Something to connect people with each other in a meaningful way in one place.

Q3. She prefers connecting through messages and networking events. This is because she feels that it gives her time to connect one- on- one in such scenarios.

Q4. Simmy prefers attending events like seminars for marketing yourself , marketing businesson your own .

Q5. In terms of resources, Simmy wishes to see Reports on upcoming trends, advice on how to find the right people to collaborate and help to find networking events.

Q6. Simmy feels collaboration is very important as it expands her ideas. This is beacuse she feels that people have different experiences and opinions and it is also nice to meet like-minded individuals to hang out with.

Q7. In terms of connecting with new people in the industry, Simmy prefers iscussions in small groups to get to know people better individually.

Q8. She is of the opinion that Fashionex could stand out by ensuring networking is success-ful along with updating people about industry trends and upcoming trends.

Q9. For Simmi , while using any platform or application, it should be easy to use navigation should be easy , I should gaurentee transparency and aesthetic appeal should be remarkable.

VALUE CHAIN ANALYSIS

(entrepreneur,2016)
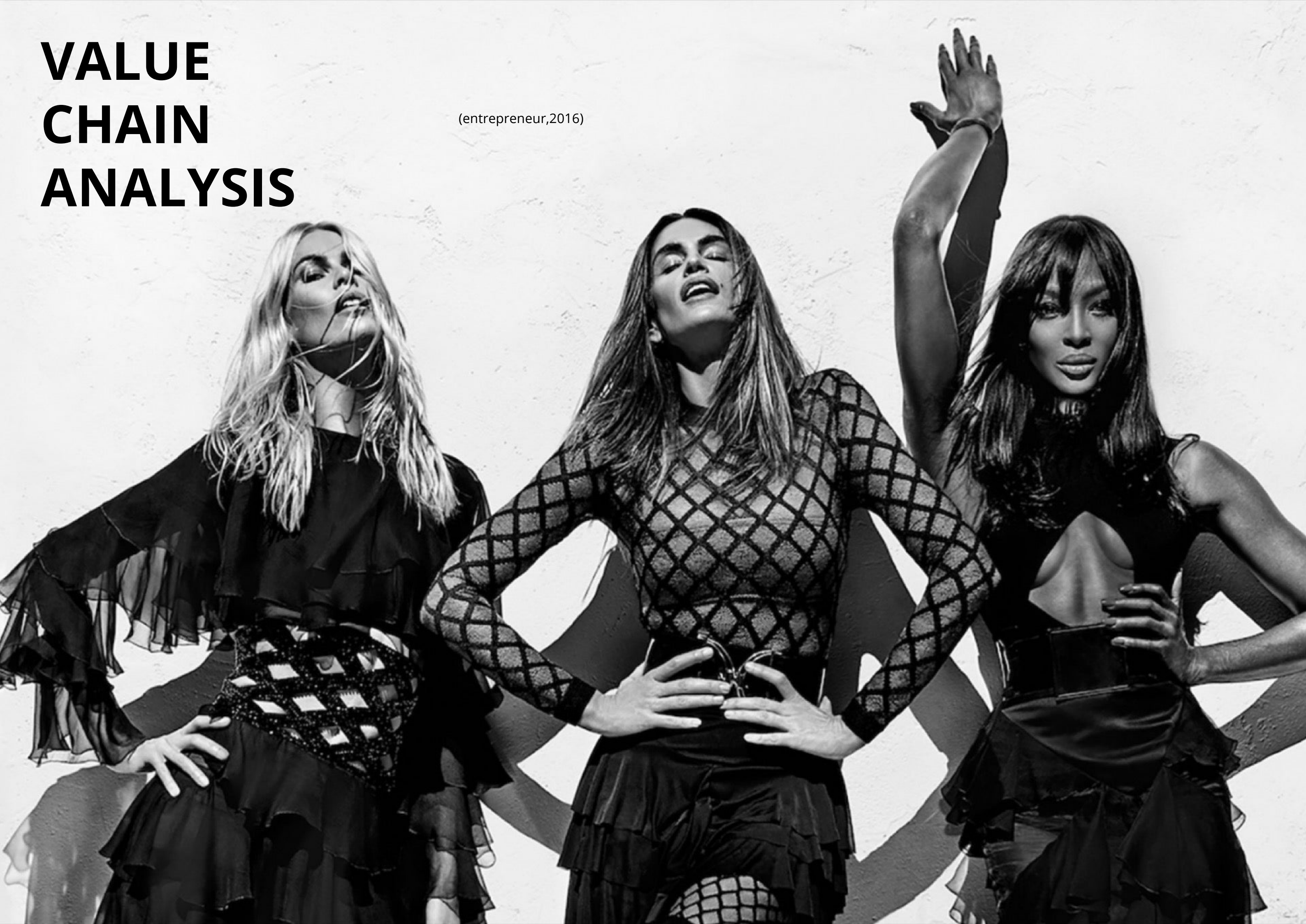
PORTER'S VALUE CHAIN ANALYSIS
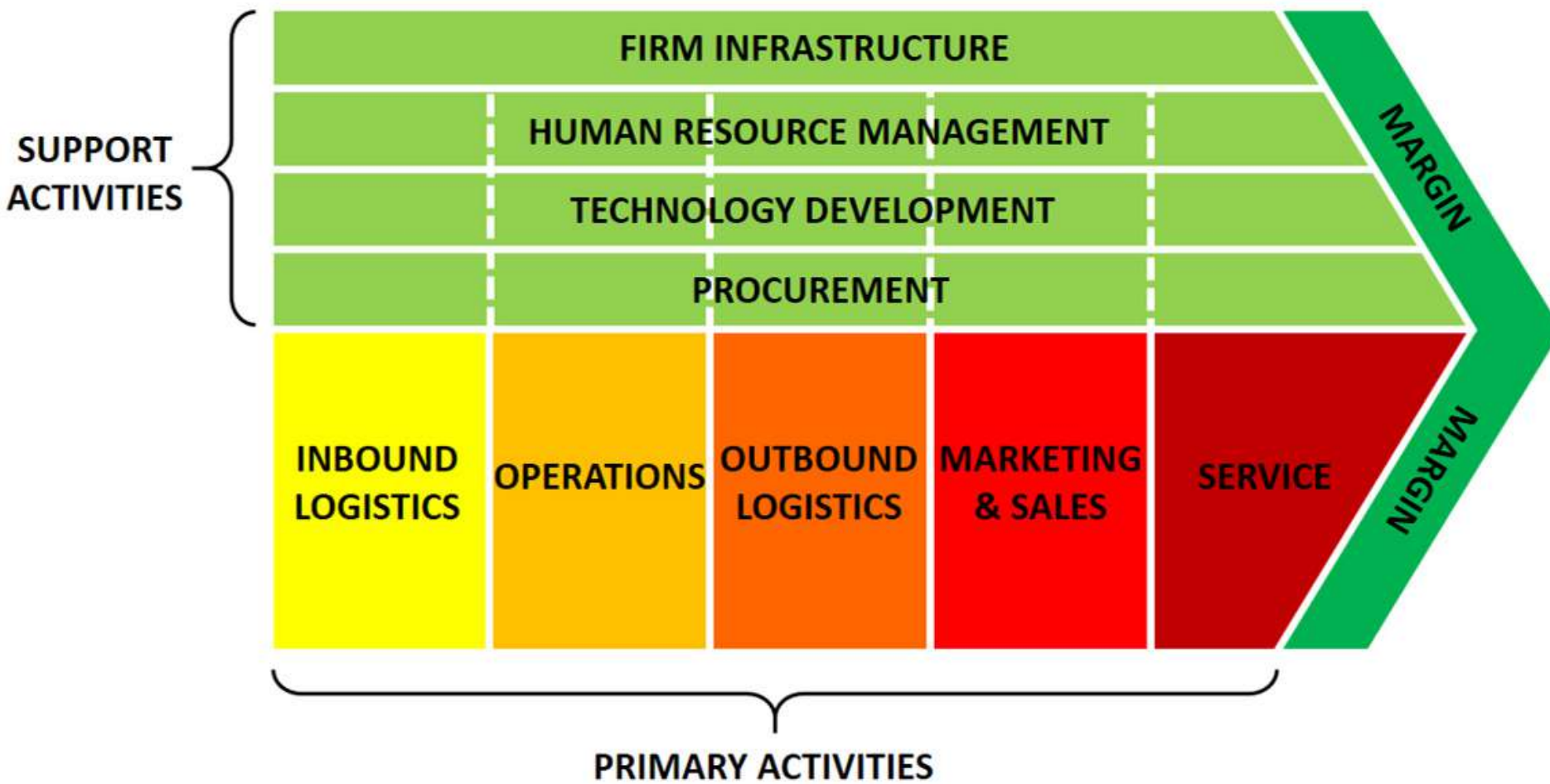
PORTERS VALUE CHAIN 1985 : A framework for strategic management examines an organization's operations to determine its competitive edge. (mindtools, n.d). It is composed of the main tasks which are directly related to delivery along with production as well as the supporting tasks which make it possible to carry out the main tasks. (smartsheet,2018).

(Theimpression,2019)

PRIMARY ACTIVITIES

INBOUND LOGISTICS

Since FashioNex is an online platform and application, it doesn't
require a physical inventory.It will enter into partnership with well known comapanies
in order to get access to
a) Articles.
b) Trend Reports.
c) Industry reports.
d) Educational resources.(Vitasek,2023).
Fashionex enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- other creative industries. (Bof,2024).

The international standard for strictest security as well as confidentiality legislation is
called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all
rules of GDPR.Fashionex will ensure that the private information of the user including
their images as well as other data is secure from third party websites.(Balaban,2023).
For this purpose, it will make use of 256-bit encryption which is the most robust form of
encryption available today.(idera,n.d). It is the safest encryption technology now avail-
able.(Smith,2023).FashioNex will make its data collecting methods transparent by ex-
plaining to users the manner in which it collects, keeps, as well as utilizes personal data.
(Gulyani,2023).
guidelines for privacy shall always be available as well as specifically explain:

What kind of private data is gathered?
How is private information gathered?
Why is personal information being gathered?
To Whom FashioNex might disclose the info to.
How consumers can manage their personal information?
(Condenast,2023)

Users prioritise efficient functioning of the platform.(Mckinsey,2020). According to 65
percent of those surveyed, they have increased their spending with a company as a
result of prior satisfying client service interactions.(O'Brien,2021). When it comes to
superior
client service, 72 percent of surveyed consumers are prepared to shell out additional
money.(O'Brien,2021).For this purpose FashioNex will conduct regular quality control
checks.

OPERATIONS

Stage 1 includes
-Designing.
-Developing.
-Maintaining.
In this stage, the application as well as the platform is brought to life. (Snyder,2023)

Integral activities that are worked upon include
- Development of the software.
- Coming up with an efficient user interface.
- Managing the database.
- Making sure that the entire experience is smooth and efficient.(Voguebusiness,2021).
- It will ensure that all the resources are accessible.
a) Articles.
b) Trend Reports.
c) Industry reports.
d) Educational resources.(Financialtimes,2024).
These include reports from:
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).

In next stage it will ensure that its other features like creation of groups is working effi-
ciently or not.It is primarily used for:
1. comprehensive discussions.
2. exchange opinions.
3. learn new insights. (Philogène,2022).

Consumers' demands, expectations, as well as necessities are met by a business
through the implementation of quality control processes in its production of goods as
well as
services.(Wasko,2021). For this purpose frequent quality assurity aeesessments are
carried out. (Forbes,2023).During this process they ensure that there are no bugs which
ultimately affect the overall functioning of the platform thereby affecting the consumer
experience.(Khan,2024). In the next stage, FashioNex will ensure that consumers are
always satisfied.For this purpose it will conduct regular surveys regarding the
- Functioning of the platform.
- What additional features they would like to see on the platform.
Accordingly, their needs wpuld be implemented. (Morgan,2022).

OUTBOUND LOGISTICS

At this stage, FashioNex will ensure that everything is in place and the application is ready to use.This includes:
a) Articles.
b) Trend Reports.
c) Industry reports.
d) Educational resources. (interviews - appendix).
e) Other operations like messaging, creation of groups. (Forbes,2023).
These include reports as well as insights from:
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).

It will ensure that everything is delivered on time There will be an efficient messaging system for the timely updates between the manager as well as the above mentioned resource providers.(Patel,2023).

FashioNex will ensure that all the users are efficiently able to share
- images.
- videos
- documents.
- Any other resources .(Voguebusiness,2023).

It will also be ensured that its working efficiently through mobile as well as functioning well when accessed through its website.(Longo,2023).Several checks will be conducted to make sure that the platform is working perfectly when accessed from
-Computer.
-Laptop.
-Mobile phones.
-Ipad or tablets. (Colback,2023).

Overall here, FashioNex will ensure that,
-The platform is working perfectly. (Forrestor,2022).
It is able to send notifications to all its users efficiently regarding
- New features.
- Latest events.
- New updates about the platform. (Forrestor,2022).

MARKETING AND SALES

a) During this stage FashioNex will develop a strong idenity in the market.It will make sure that its target audience clearly understand its :
- Unique value proposition.
- Mission.
- Vision.
- How its unique from its other competitors in the market. (Trivette,2021).

b) It will make use of digital marketing in order to reach the target audience and increase the user-base effectively. (BOF,2023). It is achieved through
- Seach Engine Optimization.
- Content advertising.
- Advertising on social media platforms.
- Reaching potential audience through mails.
- Collaboration with influencers across various social networking sites.(Waring,2021)

c) User Acquisition:This is achieved through
- Collaboration with influencers across various social networking sites.
- Targetted marketing campaigns.
- Making using of referral programs.
- New user discounts.This draws their attentions towards joining the platform as well as utilising it. (Leblo,2022) (Hadaway,2021).

d) Customer Relationship Management
:This is achieved through providing access to resources like
- Articles.
- Trend Reports. (Stylus).
- Industry reports. (interviews - appendix). (Mintel). Also Euromonitor International reports).
- Educational resources. (Danao,2023).

Creation of groups for:
- comprehensive discussions.
- exchange opinions.
- learn new insights. (Sense of community).(Iacoviello,2023)

Another way is by being very trasnaprent in its appraoch
FashioNex will offer
-FAQ's.
-Guides.
-Resources.(Kavakli,2021).

When asked what it means to be transparent in business, what do you relate that with?

- 19.35% Employee salaries & company revenue
- 38.41% Company values & culture
- 6.17% Other
- 6.54% Company structure & team size
- 29.53% Company strategy & processes

Source: The Org

Patel,2024

e) FashioNex Plus (premium subscription):
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99 (survey)
It will be one of its revenue streams.

FashioNex will introduce premium features such as:
- Mentor Matching.
- Priority access to job listings.
- Discussion groups. (meeting like minded people)(this is to collaborate).
- Advanced analytics. Profile Comparitive Analysis. (interview1 - appendix).
- In-depth industry reports. (Fashionsnoops, Euromonitor International).

Going through it will help users understand how their personal information is being utilised.It will help FashioNex to gain their trust and prove their transperency. (Forbes,2022).Creating an excellent user experience by offering live chat option wherein they can ask any query related to the functioning of the platform at any time of the day.(Patel,2024).They can even go through FAQ's and some short videos to understand it better.Consumer satisfaction is the first priority to retain users. (Matthews and Bottorff,2022).

(Superoffice,2024)

Why is Live Chat Preferred?

- I get my questions answered immediately — 79%
- Because I can multi-task — 51%
- It's the most efficient communication method — 46%
- Once I used live chat I realized how well it works — 38%
- Better information than if I emailed — 29%

SERVICE

In order to retain the confidence of the users and to retain them , it will provide following services:
a)Consumer assisstance
FashioNex provides efficient consumer assisstance reagrding any query. Users can reach them out through
-24/7 live chat.
-email.
-Call option. (Rush,2023).

b) Feedback.
FashioNex will ensure that consumers are always satisfied.For this purpose it will conduct regualar surveys regarding the
- Functioning of the platform.
- What additional features they would like to see on the platform.
Accordingly, their needs would be implemented .().

c)Personalization.
If a brand wants to target only a specific group or demographic of individuals then, based on the analytical data, that post will appear only in those users feed. Froehlich,2022). Additionally, more accurate and larger audience outreach could be achieved with targeted advertising.(Wessel,2023). Its a plus point for users since only posts, advertisements of their interest will appear on their feed.

d)Efficient functioning of the platform.
Consumers' demands, expectations, as well as necessities are met by a business through the implementation of quality control processes in its production of goods as well as services.
For this purpose frequent quality assurity aeesessments are carried out.During this process
they ensure that there are no bugs which ultimately affect the overall functioning of the platform thereby affecting the consumer experience.(Sokolovysky,2023).

e)Data Privacy:
The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR.Fashionex will ensure that the priavate information of the user including their images as well as other data is secure from third party websites. For this purpose, it will make use of 256-bit encryption which is the most robust form of encryption available today. (idera,n.d).

 It is the safest encryption technology now available.(Smith,2023).FashioNex will make its data collecting methods transparent by explaining to users the manner in which it collects, keeps, as well as utilizes personal data. (Gulyani,2023).Users prioritise efficient functioning of the platform.(Forbes,2021). According to 65 percent of those surveyed, they have increased their spending with a company as a result of prior satisfying client service interactions.(O'Brien,2021).

When it comes to superior client service, 72 percent of surveyed consumers are prepared to shell out additional money.(O'Brien,2021).For this purpose FashioNex will conduct regular quality control checks.

f) Networking opportunities.
Creation of groups for:
- comprehensive discussions.
- exchange opinions.
- learn new insights.(Sense of community).(Iacoviello,2023)

g) Resources.
In terms of resouces, it provides
- Articles.
- Trend Reports.
- Industry reports.
- Educational resources. (Forbes,2023).
For this purpose , it enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- other creative industries. (Bof,2024).

h) For job opportunities.
It will collaborate strategically with
1.Luxury brands.
2.Fashion as well as art Agencies
3.Photography agencies as well as companies.
4. Beauty companies.
5. High Street brands.
By doing so it will provide numerous job opportunities to its users. (Voguebusiness,2022).

i) Mentorship and networking.
Through such collaborations, it will also organise various industry events. (Rana,2023). This will provide an opportunity for the individuals to interact with professionals within the fashion sector. They can strengthen their network. (Dimeglio,2023).They can also seek mentorship from experts. (Horton,2023)

Through networking, mentorship, job prospects as well as resources provided by

(Nytimes,2024)

SECONDARY ACTIVITIES

FIRM INFRASTRUCTURE

It will comprise of a Chief Executive Officer,Marketing Manager, Business analyst,UX designer, QA designer and an app developer.

1.Chief Executive Officer.
CEO will play a significant role in FashioNex.(Portaman,2023).He will develop the long term goals as well as work on the mission of the company.(Sundheim,2020).He provides constructive guidance to all employees in the business.(Howard,2023).He sets up certain goals for each employee to meet.These include:
- His expectations regarding their performance.(Duncan,2023).
- Importance of networking with each other as well as maintaining friendly relations in the company.(Randa,2021).
- He will ensure that all the ensure that all the employees together are defining the misson of FashioNex through their activities.(Forbes,2023).
- He looks after the financial sector as well ensures the development of the company.
- He keeps thinking of new ideas for FashioNex to stay ahead in market from its competiton.
- He is responsible for managing any sort of risk associated with the company and how to get the company out of it.(McKinsey,2022).
-He will ensure that FashioNex abides by all the
a) laws.
b) regulations.
c) Corporate governance standards.(Forbes,2021).

2.Marketing Manager.
-He plays a significant role in coming up with unique advertising strategies.(Galarita,2024).He will ensure that its in line with company's mission,values as well as its objectives.
(Tarleton,2022).
-He constantly tries to spread awaresness about this platform across all social media platforms.(Hamilton,2023). He keeps an eye on how well the competitors are performing and what could FashioNex do in order to step apart from the competition.
(Grey,2024).
- He comes up with digital advertising goals and ideas.He works towards increasing the traffic on FashioNex.(Voguebusiness,2023). For this purpose he mainly works upon
a) Search Engine Optimization.
b) Online marketing campaigns.
c) Advertising on various social media platforms.
d) Creating awareness through e-mails.
e) Organising Events
f) Working on referral programs.(Galarita,2024)(Tate,2023).
These are some of the acquistion strategies that he will work upon.
-He will work upon managing the budget for each campaign.(Sanfilippo,2023).

3.Business Analyst.
-He enters into parternships with various stakeholders.(Tompkins,2023).They come from various departments.These include
a) Marketing.
b) IT.

c) Sales.
d)Operations.(Forbes,2023).
They sit together and discuss various asepcts of FashioNex.They decide where can improvements be made to improve overall experience for the users.(Organand-Main,2023).

-Business Process Improvement
He tries to find out and analyse what the competitors are lacking, where's the gap and how can FashioNex improve and step ahead of them.By doing so he proposes strategies to
improve the experience of users. (Grey,2024).
-Analysis of Data.
He has a clear understanding of
a) User behaviour.
b) Market trends.
c) Sales Performance. (Amori,2023).
Hence, he proposes his understandings and strategies to stakeholders in an efficient manner.
-Project Management.
Provides assisstance to project managers.In terms of new projects or initiatives they support them in
a) Planning.
b) Execution.
c) Monitoring. (Tompkins,2024).

4.QA designer
His main role is to ensure the quality and efficient fuctioning of the platform.(Simonova,2022).
User Acquisition Testing.
-Through User Acceptance testing he gets a clearer view if the new features will comply by user's expectations even before launching it.Accordingly changes would be made by discussing it with stakeholders.(businessofapps,2023).
-Testing Strategy.
He enters into partnership with App developer. By doing so he undertands the key requirements of FashioNex and he works accordingly on them.(Simonova,2022).
-Regression testing.
He conducts regression testing. Though this, the QA designer makes sure that the latest features along with any bug fixes does not have any impact on the existing features as well as overall functioning of Fashionex.(Purnama,2022).
-Bug tracking
He enters into partnership with the app developer. By doing so, he does a clear inspection to see if there are any bugs.He resolves all the issues for the smooth functioning of the platform.(Forbes,2022).

5.UX designer
User Research
- The main role of ux designer is to understand wants and needs of the targetted segment.He conducts in-depth research to undertsand the target audience and efficiently implement the strategies.(Interviews,surveys,webinars).(Danise,2023).
-He is responsible for designing prototypes as well as wireframes.He illustrates FashioNex's :

a) Layout.
b) Structure.
c) Flow.
-Visual Design. (Svet,2022).
He collaborates with various graphic designers.By doing so he creates visually pleasing user-interface.He ensures that everything is in line with Fashionex's identity. (Matveeva,2020).
-User-Friendly design
He works on the design layout of the platform and the application.He ensures that its user friendly.He works on elements including:
a) navigation menus.
b) buttons.
c) other interactive elements of the application. ().
He ensures that all the visual elements of the platform are in line with the identity of Fashionex.These include
a) colours.
b) typogrophy.
c) icons.
d) imagery. (Cyrek,2023).
-Discussion with stakeholders
He communicates with stakeholders regarding
a) design concepts.
b) recommendations.
c) Rationale. (Shaikh,2022).
By doing so they take into consideration tehir views and make necessary changes.

6. Platform Developer.
-His main job is to develop as well design the application.He is responsible for both platforms
IOS.
Anroid. (John,2023).
-Frontend Development.
App developer implements the user interface design.This design is provided by the UX designer. (Bridgwater,2022).
-New features.
He gets into discussion with the stakeholders. Upon listening to their opinion and views he comes up with new features for Fashionex. (Derzap,2022).These include features related to
a) User authentication.
b) Messaging.
c) Search functionality.
d) In-app purchases. (Trulove,2023)(Forbes,2023).

-Platform Compatability.
He makes sure that FashioNex is working efficiently and is compatible with across
a) all devices.
b) screen sizes.
c) operating system versions.
-Partership with QA designer.(Mintel,2022).
By parterning up with QA designer , the app developer discusses the requirements as well as needs and wants of the users.Accordingly, they implement the suitable strate-gies.

7. Financial Manager.
His main role is to ensure Fashionex is doing well financially. (Forbes,2024).
- Budgetting.
He plays an integral role in coming up with a suitable budget for Fashionex. (Forbes,2023). He takes opinion of the CEO, Marketing manager , Business Analyst, Quality Assurance designer , UX designer and App developer while doing this. (Yahoofinance,2022).
- Long term financial plan.
He will work on creating a long term financial plan. While working on this, he will take into consideration Fashionex's
a) Growth.
b) profitability.
c) success. (Wells,2023).
- Financial Analysis
He works on creating
a) Income Statement.
b) Balance Sheet.
c) Cash flow statement. (Deeb,2022).
He will keep an eye on the financial performance of Fashionex. (Houston,2024). By doing so, he will see if Fashionex is meeting the expected projections or not and what stratgies could be implemented to ensure profits. (Napoletano,2024).
- Cash flow management.
He will make cash flow forecasts. By doing so he plays an integral role in maintaining Fashionex's liquidity. (Chandi,2022).
- Risk Management.
He keeps himself updated with nation's
a) tax laws.
b) financial reporting standards. (Forbes,2023).
This helps him make any changes in financial plan if needed. (Houston,2023).
He plays an integral role in idenifying any sorts of risks. These include
a) Financial risks.
b) Market fluctuations.
c) Operational risks. (Case,2023).
By doing so, he comes up with startegies. These help him from mitigating the risk.
- Tax planning.
He will play an integral role in tax planning. This includes:
a) Coming up with tax strategies.
b) Maintaining Tax compliance.
c) Responsible for tax advisory. (Thompson,2023).
- Cost Control.
He tries and comes up with stratgies and ways in which Fashionex can cut down unnecessary expenditure and invest in elsewhere to increase the profitability of the business. (Leonard,2023).

HUMAN RESOURCE MANAGEMENT

Since its a new platform, the size of the team will be small.In year 2 as it expands in Europe, more people will be recruited.

-Recruitment
While recruiting, FashioNex ensures that the individual has skills in areas of
a) Technology.
b) Marketing.
c) Designing.
d) Business and Marketing knowledge. (Whitler,2022).

-Training.
For all the new enployees in FashioNex, 2 weeks training would be provided.During the training period, they would be taught all the necessary skills, rules and regulations of the company. (Thill,2023). A 2019 LinkedIn poll found that 94 percent of workers stated they were willing to stay with their company if it made investments in their professional growth.(McGowan,2022).
They would be taught to keep themselves updated about:
a) latest trends.
b) change in consumer behaviour behaviour.
c) technological developments in fashion sector. (Patterson,2023)

-Performance management
The members of the team together set certain goals for each team member.At the end of each week, they check if they have met their targets and where they have to focus more.(Haan,2024).
-Employee Benefits.
All the employees of FashioNex enjoy perks including
a) Health insurance.
b) Wellness workshops.
c) Price reductions on luxury brands.(Forbes,2024).

-Diversity.
FashioNex prioritises
a) Diverisity.
b) Inclusivity.
c) Equality. (Richmond,2023).
All individuals would be treated equally in FashioNex irrespective of their race,caste , gender and religion. (Stahl,2021).

TECHNOLOGY DEVELOPMENT

-Platform development
Since its an online platform and an application heavy investment would be made from time to time on technology. (Marr,2024).This is done to ensure that the platform is
a) User-Friendly.
b) Scalable.
c) In line with new techlogy trends in market. (Pertsiya,2023).

-FashioNex will invest in User Experience and User Interaction design.
88 percent of users claim that following a negative encounter, individuals are less inclined to visit a website again. user experience is crucial for starts ups who want to digitally alter their companies. (HundalandItani,2019).Continous advancements in UX and UI designs ensures better experience of the users.It also ensures their satisfaction.(Bukhari,2023).

-Integration of latest technologies.
Integrate latest emeging technologies in FashioNex.These include
a) Augmented Reality.
b) Virtual Reality
c) Artificial Intelligence
d) Machine Learning. (Forbes,2024).

-Data Analytics.
FashioNex will make use of data analytics.It will help to analyse:
a) User-behaviour
b) Changing preferences of the users.
c) Changing trends.(HaanandBottorff,2024).
By doing so, Fashionex will intergrate new features and technology to stay ahead in market and to win the satisaction of its users. (Conlin,2024).

-Cloud Infrastructure.
By Integrating cloud infrastructure it helps to ensure FashioNex's
a) Scalability.
b) Reliability.
c) Flexibility. (Podmurnyi,2023)
Using it for storage and other purposes like hosting will lead to rise in traffic on the platform.

-Technology Partnerships.
FashioNex will enter into partnerships with latest technology start ups as well as leading experts in this sector.This provides new opportunities for FashioNex. (Garcia,2024).

PROCUREMENT

Establishing a reliable platform is crucial given that Fashionex's suppliers also serve as its users. Executing on brand promises in the areas of potential, uniqueness , trustworthiness as well as relations with users is crucial if you want to outperform competitors businesses.(Voguebusiness,2024). There are various resources that Fash-ioNex needs to procure for the users of the platform.

Resources.
In terms of resouces, it provides
- Articles.
- Trend Reports.
- Industry reports.
- Educational resources. (Forbes,2023).
For this purpose , it enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- other creative industries. (Bof,2024).

 For job opportunities.
It will collaborate strategically with
2.Luxury brands.
3.Fashion as well as art Agencies
4. Photography agencies as well as companies.
5. Beauty companies.
By doing so it will provide numerous job opportunities to its users. (Voguebusiness,2022).

For acquiring these resources, it will collaborate with
a) Content creators.
b) Publishers.
c) Experts in fashion sector.(Vitasek,2024)

-Expert procurement.
It enters into partnership with
a) Experts in fashion sector.
b) Prominent and notable leaders in this sector.
c) Fashion Influencers. (Heisman,2023).
By doing so they will provide mentorship through
a) networking events.
b) Webinars.
c)Discussions on Fashionex.(Desnnison,2023).

According to an employment contentment questionnaire, 91 percent of workers having mentors claim to be satisfied at work. (Forbes,2023)

-Event procurement.
Fashionex collaborates with
a) Fashion events.
b) Art events.
c) Beauty events.
b) Conferences.
c) Workshops. (Rana,2023).By doing so it will be able to spread awareness about the platform as well as provide more networking prospects to the users.(Rana,2023).

Training and learning.
It enters into partnership with
a) Fashion and Art universities. (Castrillon,2023).
b) Online learning platforms.Example udemy.
c) Experts in this sector. (Desnnison,2023).
d) Certification Organizations.LVMH provides certificates upon completion of the course which adds more value to the cv. (Colo,2023).
e) Fashion publications like Vogue,Elle.
By doing it designs various quizzes, educational videos to learn new skills required for their job and step ahead in the market. (Baer,2022).

(fashionreverie,2023)

SWOT ANALYSIS

STRENGTHS

-(S1)Unique Value Proposition(Niche market): The primary goal of FashioNex is to bring together aspiring individuals in the fashion, arts , photography and beauty sector. It offers an exclusive as well as focused networking opportunities within these sectors. (Britishfashioncouncil,2022). Developing a strong professional connections is often brought up as being essential for achieving career advancement. (Soar,2022). FashioNex is able to provide customized features along with job as well as networking prospects that meet the demands of aspiring as well as established professionals. (thefashionnetwork,2023).

-(S2)Diverse opportunities for aspiring professionals in fashion , arts , beauty and photography sector. The nation's fashion, arts , beauty and photgraphy sector comprises of diversity in
a)Styles.
b)Aesthetic.
c)Market segmentation.
(O'Neill,2023)(Mckinsey,2023).
Owing to such diversity in the nation, FashioNex will be easily able to provide opprotunities for a)Aspiring designers.
a) Stylists.
b) Fashion Marketing aspirants.
c) Beauty
d) Makeup Artist.
e)Photographers. (Bof,2024)

-(S3)Strategic Partnerships: FashioNex will provide pathway for partnership with:
a)Fashion agencies.
b)Industry Events.
c)Educational institutions.(Mau,2021).
d)High street brands
e)Luxury brands.
f) Cosmetic brands
g) Art galleries.
h) Photography studios.
i) Beauty retailers.
Such partnerships will improve brand awareness for FashioNex as well as play an integral role in its development. (Vitasek,2023). (interview 1 - appendix)

-(S4)First-Mover Advantage: Since there is no other alternative exactly like FashioNex, this platform has an advantage to establish itself as one of a kind and make a place for itself in the industry.(Slingo,2022). It can establish itself as a one stop destination for aspring fashion, beauty , arts and photgraphy enthusiasts. It can be done by
a) attracting prospective users.
b) developing its brand identity. (Odilov,2024) (interview 1 and 5 - appendix)
c) Through unique offerings like -
- Mentorship Opportunities. (hbr,2023).
- Profile Compartive Analysis.
- Tips For improvement.
- 2 weeks priority access to job listings.
- Industry Specific insights. (Forbes,2024).
- Create or Join industry specific groups for collaborations.

- Virtual Portofolio showcasing. (Bof,2024).
- Virtual tour of the workplace.
- Geo targted mobile alerts.
- Fashionoid - AI - chatbot. (Drenik,2024).

- (S5)Unique Features.
Though users have multiple opportunities for finding jobs Fashionex provides certain features which none of the platforms provide. These include
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

-Mentorship and discussion groups (based on their interests). Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports. (Fashionsnoops, Stylus).
articles.
in depth reports. (Soar,2022). (Euromonitor International). (Fitch Solutions) . (Mintel).
users can use advanced filters to choose industry they are interested in. (Beauty , Fashion , Styling). (Kelly,2023).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024)

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview - appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking.

(tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).
Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
Generation z .
millenials.
Generation x. (Heyward,2022).
They will bemainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Derosa,2022). Hence, even if other platforms are providing Fashionex provides certain features which will attract a large user group. (Netzer,2023).

(Elle,2021)

WEAKNESS

-(W1)Tough competition:
 Networking marketing in United Kingdom is highly competitive. Creative networking market in United Kingdom has certain platforms. These include
a) Behance.
b) TheDots.
c) Creativemornings. (Woollacott).
d) Even platforms like Linkedin list creative and fashion employement opportunitiues. These networking platforms have a large user base. They have already won their trust over the years. (Nguyen,2024). Fashionex will have to face a hard time. It will have a challenge for it. It needs to distinguish itself to win in this competing marketspace. (Forbes,2023). All these provide opportunities for creative jobs. (employement prospects in fashion industry). They have
- Strong data privacy.
- premium subscriptions. (being able to message users without connecting with them. advanced analytics, additional articles, unlimited profile searches). Fashionex has certain unique features which none of them provide like mentorshiop opportunities and in depth analytics like profile comparitive analysis but it will still have to face tough competition from its competitors.

-(W2)User Acquisition: 71 percent individuals are skeptical of sponsored commercials on social networking sites, while 65 percent of the general public do not believe in promotions.(Wong,2024). Customer acquisition cost (CAC) rose by 60 percent throughout the previous 5 years.(Neilpatel,2023).This is in accordance with a research published by Recur in 2019. Apart from this, due to competition from aforementioned companes in the industry, FashioNex will have a hard time to create an effective user base using strong effective advertising strategies. (Deloitte,n.d).

-(W3)Platform development(resources): The rising expenses difficulty has caused investors who are interested to turn increasingly risk adverse.(Otte,2022). British entrepreneurs are concerned that this is shutting off their sources of capital. (Makortoff,2023). Amongst the companies facing increased expenses are new companies (McKinsey,2022). The nation's economy is in danger.(Islam,2023). It is entering an economic downturn due to skyrocketing energy prices including the highest level of inflation in forty years.(commonslibrary.parliment.uk,2024).
New start ups typically have less resources, namely a smaller HR department. (Irfan,2023). It can be a drawn-out as well as challenging procedure if there are insufficient human resources. (Westover,2023).

-(W4)Limited Brand Recognition: FashioNex will have difficulties at first developing brand awareness.(Wijaysinha,2023).This is because it is a new player in the industry. It's challenging to win over potential consumers' trust and confidence for FashioNex. (Talarico,2023). This is owing to tough competition from competitors like
a) Behance.
b) TheDots.
c) Creativemornings. (Woollacott).

OPPORTUNITIES

-(O1) Filling the market gap :
Presently there does not exist any comprehensive platform. This is for the purpose of connecting professionals. This is in fashion industry. (Finamore,2023). Currently about 15,000 students graduate every year with a fashion degree with only under 1,000 entry level roles available. (Linkedin,2024)(Behance,2024)(Creativemornings,2024) (TheDots,2024). Fashionex aims help them step ahead of the competition. (Prossack,2024). (through mentorshp ,in depth industry insights and reports , regular events updates). It supports established industry professionals in finding the right talent to fullfil the roles and help them stay ahead in the competition. (BOF,2023). (they can go throgh the portfolio, view it in a virtual setting , understand their skills in an efficient way. They can learn new skills for fresh graduates and young talent while offering mentorship). It will also cater to other industries like arts, beauty and photography.

-(O2) Expansion in Europe Market in Year 3: FashioNex can expand across Europe upon seeing its success in United Kingdom market in year1 and 2. .In accordance with Global Cities Consumer IPX, France leads the global fashion sector.(statista,2022).It is followed by Italy,Great
Britain,Spain,Germany and Switzerland. (statista,2022)].Europe accounts for 22.6 percent of all big data fashion employment, compared to 18.3percent in the correspond-ing period in 2022.(Safaya,2023). Furthermore, the sector is adjusting as well as as a result, is creating space for young people to flourish in the months to come in an array of disciplines along with every passion, despite the fact that we currently reside in quite distinct circumstances
compared previous times.). (Mckinsey,2024). Amongst the ten nations driving fashion employment:
-Italy ranked second.
-France ranked third.
-United Kingdom ranked fourth.
-Spain ranked fifth. (McKinsey,2023)
(Paris-France , London- Great Britain, Milan – Italy , Berlin – Germany , Stockholm – Sweden, Barcelona – Spain).(Lazazzera,2023). In Europe, Germany emerged as the most prominent nation in the beauty business. It is followed by France and United Kingdom. (Duffield,2024). According to research, the Netherlands possesses the greatest population of art enthusiasts. The United Kingdom follows next in the Europe market. (Statista,2023). In 2022, the photography industry had a valuation of USD 1.70 billion in Europe Market. By 2030, it is expected to increase to USD 2.84 billion. This if from USD 1.81 billion in 2023 . It is expanding at a 6.68 percent Compound Annual Growth Rate. (Statista,2024). Since Europe has such big market for arts, fashion , photography and beauty, FashioNex has a hugepotential in expanding since it will not only increase the revenue if strategic steps are taken but could also emerge as the most signicicant application for these sectors in Europe.

-(O3)NEW PREMIUM FEATURES :
Though users have multiple opportunities for finding jobs Fashionex provides certain features which none of the platforms provide. Every year it will continue adding new features to stay ahead of competition. These include
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up asmentees. (Heisman,2023).

.By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can
accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023)

-Mentorship and discussion groups (based on their interests). Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports. (Fashionsnoops). (Stylus).
Articles.
in depth reports. (Soar,2022). (Euromonitor International). (Fitch Solutions). (Mintel). users can use advanced filters to choose industry they are interested in. (Beauty , Fashion , Styling). (Kelly,2023).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
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In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
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If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Derosa,2022). Hence, even if other platforms are providing Fashionex provides certain features which will attract a large user group. (Netzer,2023).

Fashionex will continue launching new features every year depending on
- new trends
- Changes in consumer behaviour patterns.
- Strategies adopted by the competitors.
This will help Fashionex stay ahead of competition in the market.

-(O4)Advertising: FashioNex will explore advertsing opportunities to make money on its platform like:
1.Sponsored postings from agencies. Even brands, other beauty , \art companies can benefit from it.(Forbes,2023).
2: Targeted marketing: If a brand wants to target only a specific group or demographic of individuals then, based on the analytical data, that post will appear only in those users feed. (Froehlich,2022). Additionally, more accurate and larger audience outreach could be achieved with targeted advertising.(Wessel,2023).
3.Display Advertising: It includes
-banner advertisements.
-sidebar advertisements. (Wasserman,2023)
These would be positioned in an effective way throughout the platform. (gndconsult,2023).
-They are very eye catching.(Denysenko,2023).Overall Its a plus point for the brand as well as FashioNex.
4.Premium Advertisements Placement: The segements of the platform where there user reach is high that area would come under premium advertisement placement. (Statista,2023).There is high traffic at this area of the post. (Statista,2023). Homepage is one of the spots where there is increased traffic.(Forbes,2023). Big brands as well as companies that want more visibilty can opt for this. (Hall,2023).

(Elle,2022)

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THREATS

-(T1)DATA PRIVACY: Individuals subconsciously assume they have confidence in the business they notice that the application features a 'declaration of confidentiality. ('**Privacy policy**) .(Grenik,2023).Being aware that this kind of a regulation prevails may boost confidence between a digital company as well as the application's users. (Daniels,2023).
Globally strictest security as well as confidentiality legislation is the General Data Protection Regulation (GDPR).(gdpr,n.d). The European Union developed authorized it.(gdpr,n.d). Its main
principles are:
1.Lawfulness, fairness, and transparency.
2.Purpose limitation.
3.Data minimisation.
4.Accuracy.
5.Storage limitation.
6.Integrity and confidentiality.
7.Accountability. (Bradley,2023).

If **FashioNex** fails to abide by these rules, then it will loose the
- Faith of the users as well as loss of consumer base for the platform. (SucherandGputa,2019).
- If someone violates the GDPR's confidentiality as well as safety requirements, they might face penalty of up to 10 million euros.(McCarthy,2024).
-It will face a lot of backlash as well loose reputation.(theguardian,2023).
Hence, data privacy is very important and small mistake in it can lead to overall destruction.

-(T2)USER RETENTION: New businesses have a 3–14 times higher chance of influencing an old client to proceed with a repeat purchase compared to convincing a completely novel consumer to proceed with their transaction. (Riani,2021).This is in accordance to a Marketing Metrics study. The top twenty percent of consumers account for 80 percent of company's revenue. (Bahr,2022). It suggests that it results in perfect sense to focus on the aforementioned top twenty percent users. (Concle,2020). It's critical to concentrate on retention plus commitment to the platform in order to get more clients to become part of this category. (Kumar,2022). Furthermore, a research on consumer loyalty indicates a five percent spike in client retention results in a twenty-five percent - ninety-five percent rise in profitability, It alsosuggests that returning consumers spend thirty-three percent higher than old consumers. (Freedman,2023).This suggests that if FashioNex doesn't use appropriate strategies to retain its users then it will lead to its downfall. (Mizouni,2023).

-(T3)TECHNOLOGICAL EVOLUTION: 71% users want individualized service from businesses.(McKinsey,2021). For most consumers, their buying choices are determined by their whole consumer experience.(Drenik,2023). Actually, only six percent of customers think that a pleasant customer experience wouldn't affect their choice to buy.(deloitte,2024). The term "creative destruction," coined by economist Joseph Schumpeter, describes the procedure of technical advancement as well as development which causes pre existing monetary systems, including businesses, employment, including industries, to collapse. (Kopp,2023).

. Companies may increase revenue while lowering expenses by implementing new technology. (Astapciks,2023). Even the price of a service could decrease as a result of these technology advancements.If FashioNex doesn't stay up to date with technology and its competitors keep eveolving with new technology it - they will have a cutting edge in terms if
- Attracting new consumer. (Rubeinstein,2022).
- Generating more revenue.(McDowell,2023).
It will eventually lead to FashioNex's downfall.

(T4)RELIANCE ON THIRD PARTY: FashioNex relies on Third party for some of its tasks.
This includes:
In terms of resouces, it provides
- Articles.
- Trend Reports.
- Industry reports.
- Educational resources. (Forbes,2023).
For this purpose , it enters into partnerships with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Solutions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- other creative industries. (Bof,2024).
If there's any delay in the timely delivery of these resources it will have a huge impact.
This is on Fashionex's :
- Overall image.
- leads to user dissatisfaction. (Forbes,2024)

TOWS

(Theimpression,2023)

(Tannerkrolle,n.d)

SO STRATEGIES

(S4 + O1): Fashionex can use first mover advantage to identify market gap and problems faced currently. This is by aspiring professionals as well as established professionals.It will accordingly provide unique features which are not provided by its competitors to solve it.

Problems faced by emerging professionals. and solutions (in fashions , arts , designing and photography sector).

1. Limited Visibility.
Aspiring professionals though they are talented they are unable to gain recognition. (Kelly,2024). They are unable to present their skills to people in the industry. These include
- Potential employers. (highly recognised companies). (Bloomberg,2023).
- Mentors. (for mentorship opportunities to sharpen their skills). (Wingard,2024).
- To other emerging professionals. (in same field for collaboration).
This is owing to lack of an effective platform to showcase their talent and prove their skills. (Lanzalaco,2023).
Fashion industry is quite saturated. There are too many graduates with very less than 1/10th of employement opportunities. (BOF,2023). If the emerging talent does't get recognition for their skills, it will have a major impact on their career development. (Newton,2024)

In spite of being talented, people often don't end up getting employed in the industry. This is mainly because their talent isn't getting recognised and sometimes less talented people get employed cause they know know how to tackle the situation in an efficient manner. (Saletta,2024). This is higly unfair to talented emerging professionals. (Interview - appendix).

On Fashionex users can upload their portfolio. They can even view others work in virtual and augmented reality setting. (Szleter,2024). This will help them understand the skills of the users in a much more effiWcient way. For eg: The Virtual porfolio showcasing helps users understand skills of a photographer in a better way. (Marr,2023). They user can thereby decide if they want to collaborate with them to work and if their skills sink in. (Morgan,2022). This feature also helps mentors to identify their talent and help them elevate their skills. (Spangler,2022).

2. Networking challenges.
Presently in terms of networking platforms specific to fashion sector there aren't any. The closest options available are:
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
These platforms do not provide a comprehensive setting to collaborative and work. (Vitasek,2023). Linkedin does have certain groups but they are very limited in terms of fashion. TheDots has an option to create groups and have conversations but lacks other features of Fashionex like (educational resources, trend reports , mentorship oppportunities). (TheDots,2024).Behance does not provide the option to create create groups for discussions. (Behance,2024). While using this platform, users can send messages to people they wish to have a conversation with. At once, they can send message upto 10 people. (Adobe,2024).

On Fashionex, user can create discussion groups.
- Discussion groups (based on their interests).Users have the option to join various groups concerning their topic. (Hbr,2023). They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)

Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Hall,2023).

3. Mentorship Opportunities.
While just 37% of individuals have a mentor, 76 percent of individuals believe they are essential. (Gotian,2022). They play an integral role. This is in terms of :
- Career development.
- providing guidance.
- providing support. (Koifman,2023).
- providing important insights about the industry. (Gross,2023).
Presently it is very difficult for a fresh college graduate to find a mentor. There isn't any
platform offering this option or a feature. (Cantalupo,2024). Hence, it is very difficult for fresh graduates to find the perfect job opportunity , understand the industry dynamics and step up in the sector. (Miller,2023).
Mentor Matching:

Fashionex will launch a new feature called 'Mentor Matching' .Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

ISSUES FACED BY ESTABLISHED PROFESSIONALS AND SOLUTIONS (Fashion, arts , beauty , photography and designing industry).
1. Finding perfect talent.
Many renowned companies face issues. This is in terms of finding the perfectly skilled person to work with them. (York,2023). The usual hiring procedure is lengthy. It is Time consuming . (Knight,2021).
Tiring. (Forbes,2022).

Presently there does not exist any industry specific platform . This is for the purpose of finding skilled aspiring professionals. This is in accordance to
- having perfect skillset.
- experience. (White,2024).
This makes it very difficult to find them. Although there exist platforms like Linkedin.
Creativemornings.
TheDots.
Behance.
They provide job opportunities but Fashionex is focused on fashion followed by
- Arts
- Beauty
- Photography.
- Designing. (BOF,2024).
The platform is targetting a niche market. (Heyward,2022). Hence, it will be easier for established companies and professionals in this sector to find the right talent in an easier manner. (Kowalewicz,2024).Using Fashionex, they can even view work of the users in virtual and augmented reality setting. (Forbes,2022). This will help them understand the skills of the users in a much more efficient way. For eg: The Virtual porfolio showcasing helps users understand skills of a photographer in a better way. (Szleter,2023). They user can thereby decide if they want to collaborate with them to work and if their skills sink in. This feature also helps mentors to indetify their talent and help them elevate their skills. (BOF,2023).

2. Advanced Analytics.
Fashionex's competitors :
- Creativemornings.
- TheDots.
- Behance
- Linkedin.
They provide advanced analytics with premium subscriptions like
- Title.
- industry.
- Company headcount.
- Seniority level.
- keywords
- Job Titles.
- Education.
- Expected Salary. (Linkedin,2024) ,(Creativemornings,2024), (TheDots,2024) (Behance,2024).
None of the competitors provide advanaced analytics like
- Demographics breakdown. (Hall,2023).
- Profile comparitive analysis.
- Tips on how to improve in terms of the profile being compared to. Fashionex will provide all these features and it will help the professionals to work on their performance and skills to increase their engagement rate. (Bora,2023).

Events and Workshops.
Its very important for establised professionals to be aware of latest happenings in the industry. This is in terms of
- events
- workhops
- seminars in and around the city. (Kelly,2023).
Generation X often finds it difficult keep up with all these owing to high workload and not being so active on social media. (Zote,2024). Not attending these can have an high impact. This is in terms of
- Increasing the network. (Forbes,2024).
- learning novel skills.
- keeping up with latest innovations in the sector. (Singh,2023).
Fashionex will provide a list of events and will notify them about current happenings nearby so the don't miss any important industry specific events.

Mentorship.
Established professionals wish to mentor the aspiring professionals in the industry . (Bloomberg,2023)There doesn't exist any platform at the moment to bridge the gap between them. At times there are certain insights which the experts learn from the aspiring individuals who are being mentored. (Forbes,2023). Hence, mentorships is beneficial for both. That is:
- Established experts.
- Aspiring professionals. (BOF,2023).
Fashionex.
It will launch a new feature called 'Mentor Matching'. Here users who wish to be a mentor can sign up as mentors.T hose who like to be mentored can sign up as mentees. (Heisman,2023). By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

(S3 + O2): Developing Strategic partnerships to sucessfully expand in Europe market in year3.

FashioNex will provide pathway for partnership with:
a)Fashion agencies.
Europe is home to some of the best fashion marketing agencies like - DLX Paris,Luxury Institute,Cream UK,Purple and many more.(g-co.agency,2024).By tying up with them it can attract more individuals to use FashioNex. It will play an integral role in increasing useracquisition.It will also help in incrasing engagment on FashioNex. (Hedden,2023).

b)Industry Events: These events play an integral role in:
-Elevating FashioNex's visibility.(Hall,2024).
-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among individuals about its
1.Distinctive features.
2.Networking opportunities.

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1.Distinctive features.
2.Networking opportunities.
3.Interactions with major players in the same sector. (Forbes,2022).

c)Educational institutions.
The United Kingdom is known for home renowned fashion universities that have an unrivaled worldwide credibility.(Tcglobal,2023).These students seek internship to
 increases their marketability, advancement in their careers.FashioNex will provide numerous internship opportunities, networking prospects to them. (Castrillon,2023).
Some of these institutes include London College of Fashion,Istituto Marangoni.(stud-yin-uk,2024).

d) High street brands.
Europe is home to many high street brands like Zara,Cos,Mango,Urban Outfit-ters,&Other Stories.By collaborating with these brands it will provide employement opportunities to fashion enthusiasts. (Avram,2023).

e) Luxury brands
Europe is home to top luxury businesses like
1.LVMH.
2.Richemont.
3.Kering. (Statista,2024).
Tying up with these big luxury agencies will open many avenues in terms of jobs prospects. (FinancialTimes,2023).

f) Industry experts
It can increase its reach by collaborating with
1.Influencers.
2.Bloggers. (Forbes,2023).
They can promote the application as well use it for their own benefit to learn new in-sights.

g) Fashion publications
FashioNex should partner with leading publications like Vogue,Elle,Harper's Bazaar, Cosmopolitan. (Odell,2020).By doing so it will help create awareness about the application as well as these publications will play a vital role in providing a employement opportunities. (Hurley,2024). Such partnerships will improve brand awareness for FashioNex as well as play an integral role in its development.(White,2023).

h) Cosmetic brands and beauty retailers.
Fashionex will enter into partnership with them. By doing so, it will
a) Organise events.
b) Provide job opportnuities in beauty sector. This is for Fashionex users. (Forbes,2023).

i) Art galleries.
Fashionex will enter into partnership with them. By doing so, it will provide a pathway for art enthuiasts to collaborate. This is with popular rising artists. This way they can learn about new innovations in this industry. (Boeckem,2024).

j) Photography Studios.
Fashionex will enter into partnership. This is with photography studios. By doing so, it will provide opportunities for
- Masterclass.
- Workshops
- Book studios at discounted rate for shoots. (Bof,2024).

(S1 + O4): Since FashioNex offers unique value proposition and the market is niche businesses can effectively market themselves on this platform to reach the particulary targetted segment.

Fashionex targets:
Generation Z.(Survey).
Millenials.
Generation X. Each have their own wants and needs from FashioNex.
With a keen focus on fashion industry, Fashionex will also cater to
- Beauty.
- Arts.
- Photography.
- designing industry. (Bof,2024)
Overall, Fashionex is taregtting a niche market. Hence, if a brand or any company wants to target only a specific group or demographic of individuals then, based on the analytical data, that post will appear only in those users feed. (Bird,2023). Additionally, more accurate and larger audience outreach could be achieved with targeted advertising. (Froehlich,2022).This way brands can effectively reach its target market in a more strategic as well as efficient manner.

(S5 + O1): By offering unique features, FashioNex can be successful in filling the market gap.

Market Gap.
Presently there does not exist any comprehensive platform. This is for the purpose of connecting professionals. This is in fashion industry. (Finamore,2023). Currently about 15,000 students graduate every year with a fashion degree with only under 1,000 entry level roles available. (Linkedin,2024)(Behance,2024)(Creativemornings,2024) (TheDots,2024). Fashionex aims help them step ahead of the competition. (Prossack,2024). (through mentorshp ,in depth industry insights and reports , regular events updates). It supports established industry professionals in finding the right talent to fullfil the roles and help them stay ahead in the competition. (BOF,2023). (they can go throgh the portfolio, view it in a virtual setting , understand their skills in an efficient way. They can learn new skills for fresh graduates and young talent while offering mentorship). It will also cater to other industries like arts, beauty and photography.

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If Fashionex through effective research marketing strategies and unique features creates a loyal user base then its very difficult for competitors to tap into this niche segment. (Forbes,2023).

(AnneofCarversille,2023)

WO STRATEGIES

(W1 + O3): Step ahead in the market desipte heavy competion by offering unique features to the users.

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b) TheDots.
c) Creativemornings. (Woollacott).
d) Even platforms like Linkedin list creative and fashion employement opportunities. These networking platforms have a large user base. They have already won their trust over the years. (Nguyen,2024). Fashionex will have to face a hard time. It will have a challenge for it. It needs to distinguish itself to win in this competing marketspace. (Forbes,2023). All these provide opportunities for creative jobs. (employement prospects in fashion industry). They have
- strong data privacy
- premium subscriptions. (being able to message users without connecting with them. advanced analytics, additional articles, unlimited profile searches). Fashionex has certain unique features which none of them provide like mentorshiop opportunities and in depth analytics like profile comparitive analysis but it will still have to face tough competition from its competitors.

FashioNex should step apart in the competion by
1. Launching distinctive features.(Forbes,2023). (interview 1- appendix).
2. Have many contacts as well as industry partnerships. (Chitrakorn,2022).
3.Optimized user interaction. (Muhammad,2023).

This is the comptition that FashioNex has to overcome.
It can overcome it by offering unique features to its users such as:
Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).

.By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can
accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023)

-Mentorship and discussion groups (based on their interests). Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
3Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports. (Stylus). (Fashionsnoops).
Articles.
in depth reports. (Soar,2022). (Mintel). (Euromonitor International). (Fitch Solutions). users can use advanced filters to choose industry they are interested in. (Beauty , Fashion , Styling). (Kelly,2023).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024).

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from. (interview - appendix).
b) demographic analysis. (percentage of male , female and others). (interview - appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking.

Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
generationz .
millenials.
generation X. (Heyward,2022).
They will bemainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market. (Derosa,2022). If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Netzer,2023).

If Fashionex through effective research marketing strategies and unique features creates a loyal user base then its very difficult for competitors to tap into this niche segment. (Forbes,2023).

(W3 + O4): Due to rising expenses there are challenges for development of FashioNex since its a new start up.This could be overcome by maintaining good relations with brands and through advertising on this niche platform brands could get an exposure.At the same time even FashioNex will get good revenue.It will be a win-win situation.

 STRATEGY: Strategic marketing initiatives.-
 FashioNex will explore advertsing opportunities to make money on its
 platform like:
 1. Sponsored postings from agencies. Even brands can benefit from it. (Saeed,2023)

2. Targeted marketing: If a brand or any company wants to target only a specific group or demographic of individuals then, based on the analytical data, that post will appear only in those users feed. (Waring,2021). Additionally, more accurate and larger audience outreach could be achieved with targeted advertising. (Heyward,2022).

3. Display Advertising: It includes
- banner advertisements.
- sidebar advertisements. (narcitymedia,2021)
These would be positioned in an effective way throughout the platform. (commonground.digital,2024).
-They are very eye catching. (business.Adobe,2023). Overall Its a plus point for the brand as well as FashioNex.

4. Premium Advertisements Placement: The segements of the platform where there user reach is high that area would come under premium advertisement placement. (Statista,2023). There is high traffic at this area of the post. (Thumbvista,2020). Homepage is one of the spots where there is increased traffic. Big brands as well as companies that want more visibilty can opt for this. (Wong,2023). Through this, FashioNex can generate revenue as well as it will increase platform's exposure as well.It can utilise these funds for development purposes like:

-Developing Advertising initiatives.
An efficient marketing plan is the foundation of any new business.(Business,2023). Some the strategies are sending mails,creating a blog, employ paid search strategy ,sponsoring events, being active across social media platforms. (Forbes,2023).

-Efficient Consumer Support team.
Businesses who provide exceptional service to their clients may expect 94 percent of their clients to return. (Puzzo,2023).This shows how essential consumer support is. Efficiency involves offering outstanding client service across the whole process. (Forbes,2023). Most important being quick answers as well as settlement of issue. (Podolsky,2023).

-Data Analytics as well as Insights.
Deep understanding of this is very crucial since it helps in targeted marketing. (interview 1 - appendix) . If a brand wants to target only a specific group or demographic of individuals then, based on the analytical data, that post will appear only in those users feed. (Francombe,2023).Additionally, more accurate and larger audience outreach could be achieved with targeted advertising.(Forbes,2022).Data Analytics also plays a crucial role in understanding:

1.Consumer behaviour.
2.Understanding their choices.
3.Changing trends.(Alvarez,2023).(Investopedia,2024).

-Operational Costs.These include:
1.Income as well as perks.
2.Expenses associated with renting or buying a property.
3.Marketing expenses.
4.Expenses associated with licensing.

5.Property-related taxation.
6.Expenses associated with utilities.(Indeed,2024)(Netsuite,2021).

-Data Protection as well as Security.
Qonsent questionnaire found that 94 percent of customers thought it was vital to be able to possess greater authority regarding the details that they shared with businesses. (Qonsent,2022).The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR. (interviews 3,4 and 5 - appendix).

-Research and Development
Investment in Research and development is cruicial since it maintains momentum of the start up.(Entrapreneur,2022). It enables a business to maintain an edge over competitors. (Helfrich,2023). Without investing in it, a business would not be able to exist on its own.It would need to turn to other sources to stay ahead in the industry .(McKinsey,2020).Theseinclude collaborations or mergers and acquisitions (M&A). (Chanda,2022).Hence, through research and development, businesses can develop novel features as well while improving their current offerings. (Kelly,2023).They can do this by learning about new trends as well as developments in technological aspect. (Forbes,2023).

(W2 + O3): Create a strong user base by introducing uniqe premium features.

Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).

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be difficult for new businesses to step into the same market. (Netzer,2023).

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creates a loyal user base then its very difficult for competitors to tap into this niche
segment. (Forbes,2023).

**(W4 + O4): Since its a new start up and brand recognition is limited, by brands,
other popular agencies, companies advertising on this platform will give more
recognition, value, popularity to Fashionex.**

Fashionex targets:
Generation Z.(Survey).
Millenials.
Generation X. Each have their own wants and needs from FashioNex.
With a keen focus on fashion industry, Fashionex will also cater to
- Beauty.
- Arts.
- Photography.

Overall, Fashionex is taregtting a niche market. Hence, if a brand or any company wants
to target only a specific group or demographic of individuals then, based on the
analytical data, that post will appear only in those users feed. (Bird,2023). Additionally,
more accurate and larger audience outreach could be achieved with targeted advertising.
(Froehlich,2022).This way brands can effectively reach its target market in a more
strategic as well as efficient manner.

Its a win-win situation for the brands, agencies while benefitting FashioNex.This is cause
while they are able to effectively advertise to niche market, FashioNex is gaining
popularity,recognition and value. (interview 1 - appendix).

(Fashionography,2019)

ST STRATEGIES

.(S1 + T2): User retention is quite difficult for a new start up and Fashionex is targetting a niche segment .It will achieve this through its unique features and user engagement strategies.

Fashionex will regularly conduct surveys every month. Upon recieving the response based on it and changes in market trends, it will come up novel features. Presently it will attract users and ensure retention through:

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- Fashionex will continue launching new premium features every year. (Forbes,2023).

It will also provide referral programs.
 Referral Program.
- Through this program, the existing users enjoy many benefit and discounts . (Forbes,2021). This is when they refer a new user to use this platform. The new user (their friends or someone they know) they have to enter a code given by the existing user. (Efti,2019). Upon entering the code both the existing user as well as the new user will enjoy the discount that is - 25% off on FashionexPlus. (Danylenko,2020).

Through these features and strategies,Fashionex will ensure retention of users.

(S4 + T1): Efficiently using Data Privacy strategies to prove its transperency, as well as following all the government regulations and laws pertaining to security.Since it has A First-Mover Advantage, its even more beneficial if it proves itself to be transparent from the beginning. This will attract larger consumer base.

FashioNex will
Prioritise Data Privacy regulations: Individuals subconsciously assume they have confidence in the business they notice that the application features a declaration of confidentiality. (Forbes,2023). Being aware that this kind of a regulation prevails may boost confidence between a digital company as well as the application's users. (dataguard,2023). Globally strictest security as well as confidentiality legislation is the General Data Protection Regulation (GDPR). (gdpr,n.d). The European Union developed authorized it.(gdpr,n.d). Its main principles are:
1.Lawfulness, fairness, and transparency. (interviews 3, 4 and 5 - appendix).
2.Purpose limitation.
3.Data minimisation.
4.Accuracy.
5.Storage limitation.
6.Integrity and confidentiality. (interview 3 - appendix)
7.Accountability. (gdpr,n.d)
Fashionex will comply by all rules of General Data Protection Regulation (GDPR) from day 1.

Fashionex will invest in
1.Robust Ecryption.
Highly powerful as well as reliable encryption technology currently offered as of today is AES 256-bit encryption.(Awati,2023). It is the safest encryption technology now available.
It is widely employed in both government including military applications. It is also utilized by companies in highly monitored sectors.(Kiteworks,n.d).This will the encryption utilised by FashioNex to keep all essential private information of users safe.

2. Authentication as well as Access control.
-Password based authentication.
-Biometric authentication.
-Symmetric-Key Authentication.
-Token based authentication. (Maayan,n.d).
The following will guarantee data security plus user privacy.

3. Data anonymization
-Data Masking
The process involves making a mirrored copy of the database.It includes applying altering techniques such as word or character replacement, encryption, along with character shifting.(Cobb,2024). A value character, for instance, might be switched to substitute a symbol like '*'or 'x.'This renders decoding and recognition difficult.(softwareag,n.d). This guarantees the confidentiality of the users.(Basak,2023).

Being transparent as well as improving interaction with users. (interviews 3,4 and 5 - appendix)
The application will take advanatage of its First-Mover advanatage.By doing so it will be able to win over users trust. It will ensure:
1.Reliability on FashioNex. (Rahaman,2023).
2.Provides security against cyber attacks. (Fourrier,2023).
3.Winning users' trust.(Business,2024).
4.Having competitive advanatage over competitors.(Forbes,2021).
5.Users will have better interaction as well as experience while using Fashionex. (Hyken,2023)

(S3 + T2): Strategic partnerships to improve user retention.

FashioNex will enter into pathway for partnership with:
a)Fashion agencies.
Europe is home to some of the best fashion marketing agencies like - DLX Paris,Luxury Institute,Cream UK,Purple and many more.(g-co.agency,2024).By tying up with them it can attract more individuals to use FashioNex. It will play an integral role in increasing user acquisition. It will also help in incrasing engagment on FashioNex. (Hedden,2023).

b)Industry Events: These events play an integral role in:
-Elevating FashioNex's visibility.(Hall,2024).
-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among

individuals about its
1.Distinctive features.
2.Networking opportunities.

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2.Networking opportunities.
3.Interactions with major players in the same sector. (Forbes,2022).

c) Educational institutions.
The United Kingdom is known for home renowned fashion unversities that have an unrivaled worldwide credibility.(Tcglobal,2023).These students seek internship to increases their marketability, advancement in their careers.FashioNex will provide numerous internship opportunities, networking prospects to them. (Castrillon,2023). Some of these institutes include London College of Fashion,Istituto Marangoni.(stud-yin-uk,2024).

d) High street brands.
Europe is home to many high street brands like Zara,Cos,Mango,Urban Outfitters,&Other Stories.By collaborating with these brands it will provide employement opportunities to fashion enthusiasts. (Avram,2023).

e) Luxury brands
Europe is home to top luxury businesses like
1.LVMH.
2.Richemont.
3.Kering. (Statista,2024).
Tying up with these big luxury agencies will open many avenues in terms of jobs prospects. (FinancialTimes,2023).

f) Industry experts
It can increase its reach by collaborating with
1.Influencers.
2.Bloggers. (Forbes,2023).
They can promote the application as well use it for their own benefit to learn new insights.
h) Cosmetic brands and beauty retailers.
Fashionex will enter into partnership with them. By doing so, it will
a) Organise events.
b) Provide job opportnuities in beauty sector. This is for Fashionex users. (Forbes,2023).

i) Art galleries.
Fashionex will enter into partnership with them. By doing so, it will provide a pathway for art enthuiasts to collaborate. This is with popular rising artists. This way they can learn about new innovations in this industry. (Boeckem,2024).

j) Photography Studios.
Fashionex will enter into partnership. This is with photography studios. By doing so, it will provide opportunities for
- Masterclass.
- Workshops
- Book studios at discounted rate for shoots. (Bof,2024).

By doing so , it provides various employement opportunities. This is to the users of Fashionex.

- Industry specific insights
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in depth reports. (Soar,2022).(Mintel). (Euromonitor International). (Fitch Solutions).
users can use advanced filters to choose industry they are interested in.
- Beauty.
- Fashion.
- Styling.
- Photography
- Other creative sectors. (Kelly,2023).

Trends and market developments take place everyday. By reading these reports, it will help users stay ahead in the competition. This will improve user retention.
(Forbes,2024).

(Harper's Bazaar,2022)

WT STRATEGIES

(W2 + T2): User acquisition and maintaining their retention.This can be achieved through effective strategies.

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Qonsent questionnaire found that 94 percent of customers thought it was vital to be able to possess greater authority regarding the details that they shared with businesses. (Qonsent,2022).The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation. (gdpr.eu,n.d). FashioNex will comply by all rules of GDPR.It will make use of 256-bit encryption which is the most robust form of encryption available today. (Awati,2023)

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(W2 + T1): User Acquisition through efficient data privacy strategies.

 1.Being transparent while processing data.
The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR.

2.User Awareness about data privacy.
FashioNex will offer
-FAQ's.
-Guides.
-Resources. (Kaziukonis,2024)
 Going through it will help users understand how their personal information is be-ing utilised.It will help FashioNex to gain their trust and prove their transperency. (Forbes,2022).

3.Invest in Data Encryption.
It will make use of 256-bit encryption which is the most robust form of encryption available today.(Gulyani,2024). It is the safest encryption technology now available. It is widely employed in both government including military applications. It is also utilized by companies inhighly monitored sectors. (Smith,2024). All the users will be informed about the data privacy policies while using FashioNex. (Kavakli,2022).

4.Regularly monitor the third party involved.
FashioNex relies on Third party for some of its tasks.They
include:
-Event organisers for setting up fashion events. (Shetty,2021).
-Finance team to ensure safe and secure transaction on the platform.
-Tech savy team to come up with new innovative technological inventions so that FashioNex never falls back in the industry. (Mckendrick,2022).

If anything goes wrong from their end it could adversely have heavy impact on the application's
-trustworthiness factor. (interviews 3,4, and 5 - appendix).
-Performance.
-Service offered.
-Overall experience. (Forbes,2022).
In such scenario it will create a negative image for FashioNex leading to loss of user-base.(Jain,2023).

 Hence it will ensure that even these third parties involved comply by all dataprivary guidelines.(Voguebusiness,2020). There will be clear contracts signed by FashioNex as well as the third party. (Vitasek,2024). This ensures that in future FashioNex doesn't have to face any backlash owing to something wrong done by them. (Forbes,2023).

(Fashiongonerogue,2018)

SMART GOALS

OBJECTIVE 1 - Reach 50,000 followers on Fashionex's Instagram page. This is within 6 months of launching. (By March)(Fashionex would be launched in September.	
SPECIFIC	The main goal of Fashionex is to reach 50,000 followers on Instagram . This is within first 6 months of the lunch. Fashionex will be launched in September. (Hyken,2022). The goal is to achieve this targeted by effective pre launch , launch as well as post launch strategies. (Brandon,2023). It will achieve this goal through - Photography and styling workshops. (August - pre launch) - Magazine marketing. (August , Septemeber and October) - Referral Progam. (Forbes,2023). - Search Engine Optimization - Fashionex Gala. (launch party). (Riani,2022). - Instargarm live. (every week). (Pec,2022). - Regular enegagement on Instagram. - Industry talks at 2 fashion schools in London. (London College of Fashion , Istituto Marangoni). (Businessoffashion,2023).
MEASUREABLE	In order to achieve this goal an efficient plan as well as constant measuring of success is crucial. (McKinsey,2024). Fashionex will constantly keep a check on Instagram analytics. (Barnhart,2023) - This is in terms of number of likes. - Engagement rate per post. - Engagement on stories. (Leonard,2024). - Rise in the number of followers after implementing each marketing startegy. (Mintel,2022). It will set milestones before implementing each advertising strategy. (number of followes predicted to be gained). (Forbes,2023).
ACHIEVABLE	Fashionex will achieve the goal of reaching 50,000 followers by March through effective advertising strategies. These include: Active engagement on Social networking platforms. (Barratt,2024). - Magazine Marketing. (August - October). Approximately 2,678,000 people read Vogue and Elle magazine on an regularly in the United Kingdom. (monthly). (Statista,2022). Together approx 570,000 readers. Keeping this in mind the goal is to reach at 500,000 impressions. (Businesnewsdaily,2024). Considering this goal is to achieve **2,000 followers** through magazine marketing. (Squier,2023). - Photography and Styling workshop. (August - pre launch) Considering that Fashionex is a new business the goal is to get at least 75 participants. (Fox,2020). This number is per day per wokshop. (Nair,2024). There will be 2 workshops. Hence 150 participants is the goal. Overall the goal is to achieve **1,000 followers** through this strategy. (Vitasek,2024).

	- Fashionex Gala. (Launch Party - September) The goal is to achieve **5,000 followers** post the launch party considering - press coverage. (Marshall,2024). - influencer marketing. (Bof,2024). - Instagram Live. (September onwards every week on Wednesday at 9pm). (Forbes,2023). The goal is to achieve **30,000 followers** through this strategy. This is considering active engagement with industry experts every week on Instagram. (Statista,2023). - Industry talks. (September). 2 industry talks will take place at 2 fashion schools in London a) London College of Fashion. b) Istituto Marangoni. (Businesooffashion,2023). This is to attract and create awareness about Fashionex among the students. (Conn,2024). The goal is to achieve **2,000 followers** through this strategy. Remaining **10,000 followers** would be achieved through - Email Marketing. - Referral Program. (Forbes,2021). - Search Engine Optimisation. (Muthoni,2021). - Sponsored Content. (Inthefrow, Disneyrollergirl, LDNfashion). (popular fashion blogs in London). - Being active on social Instagram by regualry posting stories , posts , videos , reels and other engaging content. (Baluch,2024).
RELAVANT	It is very crucial for Fashionex to have a strong presence on social media especially Instagram considering its target market. (generation Z and millenials. This is from fashion , arts , designing and photography background). (Bof,2023). Millenials make up 30.6 percent of the of Instagram users, whereas Generation Z makes up 31.7 percent. (Statista,2024). Growing popularity of Fashionex on Instagram helps in improving its - Visibility. - Overall Image. - Attracting new users. (Koch,2023). The primary goal of Fashionex is to emerge as the leading networking platform in sectors like: - fashion. - arts. - photography - beauty and other creative sectors. (Rizvi,2024). Growth on Instagram is a primary step towards its success. (Baluch,2024).

TIME BOUND	The main goal of Fashionex is to reach 50,000 followers on Instagram . (Forbes,2022). This is within first 3 months of the lunch. Considering that the launch is in Septemeber, the goal is to achieve 50,000 followers by Decemeber through effective advertising strategies. (Deloitte,n.d).

OBJECTIVE 2 - The main aim is to achieve a participation of 150 members. (combined). This is for styling and photography workshops.

SPECIFIC	The main aim is to achieve a participation of 150 members. (combined). This is for styling and photography workshops. Both these workshops will take place 1 month prior to launch. (Forbes,2023). These workshops will take place in the month of August considering that the launch is in Septmber. (Forbes,2023). The main aim is to create hype. The people who attend the workshop will get 15% discount on FashionexPlus subscription. This will motivate them to use the platform upon launch the next month. (Scalerandi,2023).
MEASUREABLE	In order to achieve this goal an efficient plan as well as constant measuring of success is crucial. (McKinsey,2024) . It will keep a check on: a) Growth rate of followers on Instagram. (Barnhart,2023) b) Story views. (Leonard,2024). c) Engagement rate. (likes, comments , views). This is prior to workshops to attract people. After the workshops it will keep a check on: - Number of workshop attendees. (Crail,2024). Post launch it will keep a check on: - Number of coupan redemptions. (After the launch). This is to understand the number of members opting for FashionexPlus using vouchers. (Plummer,2020).
ACHIEVABLE	1. Magazine Marketing. a) Vogue Magazine. (July , August , September) Fashionex will page run of paper in Vogue magazine. b) Harper's Bazaar Magazine Fashionex will promote on the outside back cover for 3 issues. Approximately 2,678,000 people read Vogue and Elle magazine each on an regular basis in the United Kingdom. (monthly). (Statista,2022). Keeping this in mind the goal is to reach at least 500,000 impressions. (Businesnewsdaily,2024) Hence this will play a crucial role in attracting at least **95 attendees** to the workshop. (Squier,2023). 2. Social Media Marketing. Fashionex will be active on social networking platforms like Instagram , Facebook and Tiktok. (Mintel,2024). It will actively engage with people by posting a) Stories. b) Reels. (Forbes,2023).

	c) Engaging content. (quizzes). d) Posts. (Kowalewicz,2024). Hence this will play a crucial role in attracting at least **95 attendees** to the workshop.
RELAVANT	Fashionex has certain aims. These include: - To attract the targeted user base. - To create awareness about Fashionex. - To create loyal user base. (hbr,2023). The styling and the photography workshops play an integral role in achieving them. Hence good engagement at these two workshops is vital. (Nair,2024).
TIME BOUND	The main aim is to achieve a participation of 150 members. (combined). This is for styling and photography workshops. Both these workshops will take place 1 month prior to launch. (Forbes,2023) These workshops will take place in the month of August considering that the launch is in Septmber. It will achieve this by effective social media marketing. (Across instagram , facebook and Tiktok). It will also rely on effective magazine marketing.(Vogue and Harper's Bazaar). (Businessoffashion,2023).

OBJECTIVE 3 - The main goal is to attract 5,000 new FashionexPlus users. This is through the referral program.

SPECIFIC	The main goal is to attract 5,000 new FashionexPlus users. This is through the referral program. (hbr,2021). It will take place in the month of April and May. Through this program, the existing users enjoy many benefit and discounts . (Forbes,2021). This is when they refer a new user to use this platform. The new user (their friends or someone they know) they have to enter a code given by the existing user. (Efti,2019). Upon entering the code both the existing user as well as the new user will enjoy the discount that is - 25% off on FashionexPlus. (Danylenko,2020). When the new user uses the code, the new user will get credits which will get added to his account. He can redeem it anytime in the future.
MEASUREABLE	In order to achieve this goal an efficient plan as well as constant measuring of success is crucial. Fashionex will constantly keep a check on analytics. These include: - Number of new users opting for FashionexPlus. This is using the referral code. (Forbes,2021). - Number of Referral codes. (shared as well as applied). - Conversion rate. (From referral codes to new users applying the code to opt for FashionexPlus). (Maffettone,2024).
ACHIEVABLE	- Email Marketing. Fashionex will send an email to existing users regarding referral program. This is clearly explaining the benefits they shall enjoy when someone else uses their referral code while subscribing to FashionexPlus. (Danao,2024). - Application Notifications. Fashionex will send notification to all the existing users about the referral program. This will help them become aware about the referral program. (Forbes,2023). - Social Media Marketing. Fashionex will be active on social networking platforms like Instagram , Facebook and Tiktok. It will actively engage with people by posting a) Stories. b) Reels. (Rizvi,2024).

	c) Engaging content. (quizzes).
	d) Posts.
	Through this, it will create awareness about the referral program. (Barratt,2024).
	Execution plan.
	- Week 2 of April. (Starting week 1 of April).
	Achieve **1,000 new users** who have subscribed to FashionexPlus. This is through referral program. (Forbes,2024).
	- By week 4 of April. (Starting week 2 of April).
	Achieve **1,500 new users** who have subscribed to FashionexPlus. This is through referral program. (McKinsey,2023).
	(Total **2,500 users** who have subscribed to FashionexPlus. This is through referral program).
	- By week 2 of May. (starting week 1 of Novemeber).
	Achieve **1,500 new users** who have subscribed to FashionexPlus. This is through referral program. (Forbes,2024).
	- By week 4 of May . (Starting week 2 of Novemeber).
	Achieve **1,000 new users** who have subscribed to FashionexPlus. This is through referral program. (McKinsey,2023).
	(Total **5,000 users** would have been subscribed to FashionexPlus. This is through referral program). This is by end of November.
RELAVANT	The main aim of Fashionex is to attract new audience. This is to use FashionexPlus. Referral program will prompt new users to opt for FashionexPlus. (hbr,2023). This is owing to 25% discount. The existing user will also be interested since they will also get the points to redeem. (Danylenko,2020). When the new user uses the code, the old user will get credits which will get added to his account. He can redeem it anytime in the future. Advanatges of referral program: - Helps in attracting new users. (Fromm,2023). - Strengthens user loyalty. This is towards Fashionex. (Forbes,2023).
TIME BOUND	he main goal is to attract 5,000 new FashionexPlus users. This is through the referral program. It will take place in the month of October and November. (Rioux,2020). Aim is to achieve this goal by the end of November through effective startegies. - Email marketing. (Danao,2023). - Social media marketing. - Application notifications. (hbr,2023)

(Theglossary,2023)

SEGMENTATION

SEGMENTATION

It is the technique of breaking down bigger markets into distinctive categories of customers with comparable demands, traits, or habits.(Jolaoso,2023).It can do this by recognizing as well as focusing on certain segments when developing their products, services, including advertising strategies.(Hayes,2023).By identifying the goods that are projected to capture a specific market segment along with the most effective strategies to promote and distribute those goods, it assists businesses reduce risk.(Tarver,2024).Reducing risk along with increasing clarity regarding advertising well as distribution allows a business to concentrate expenditures on initiatives that are most probable to provide returns.(Deloitte,2023).The 4 segements are:
-Demographics.
-Psychographics.
-Behavioural.
-Geographic.(LizMarch,2023).

DEMOGRAPHICS

According to the survey, 42% repondents are aged between 19 - 24 years. 27 % respondents are aged between 25 - 34. 21% are aged between 16 - 18 years. These 3 segments represent the major target market for Fashionex. (Survey)

DEMOGRAPHIC	Generation Z	Millenials	Generation X
TYPE OF USER SEGMENT	Tech Savvy Fashion Enthusiast	Career - oriented professionals	Mentors, Leaders Experienced Professionals
AGE	18 - 24	25 - 40	40+
GENDER	Male, Female, Non-Binary	Male, Female, Non-Binary	Male, Female, Non-Binary
MARITAL STATUS	Single In a relationship	Single In a relationship Married	In a relationship Married
OCCUPATION	Student Fresh graduate Working employee (Interview- appendix)	Managerial roles Supervisors Analysts Small business owners	Industry professionals Executives Established business owners
INCOME	£15,000 - £30,000	£24,000 - £55,000	£30,000 - £75,000
RELIGION	Atheist	Atheist/Theist	Atheist/Theist
GENERATION	Generation Z	Millenials	Generation X

GEOGRAPHICS

COUNTRY	United Kingdom
LOCATION	City
ACTIVE AREA	Cental London

PSYCHOGRAPHICS

DEMOGRAPHIC	Generation Z	Millenials	Generation X
DIGITAL PERSONALITY	Digital Native	Digital Native	Digital Immigrant
LOYALTY	Less brand loyalty. (Brooks,2022). If their wants are not met, immediatley switch to competitors. (Mckinsey,2023). If GenerationZ appreciate what it has to offer,over time they become loyal. (cdn.nrf,n.d).	More loyal compared to generation Z. Businesses that have significant value have their loyalty. (Statista,2023). More reliable as to Generation Z yet receptive to novel alternatives. (DaniJames,2022).	Very loyal and commited to a business.This is in comparison to GenerationZ and millenials. (Lamb,2023).50 percent of Generation X respondents said they are very loyal towards their preferred companies.(Wiley,2022).
TYPE OF PSYCHOGRAPHIC	Generation Z values community over all other generations. (Simpson,2023).They play an integral role as trendsetters. (Lee,2022).Greater knowledge of digital tools as well as a more perceptive application of the emerging technologies. (Flyer,2022).They are early adopters of technology compared to other generations.(Wilson,2022). They value honesty along with self-expression. (Voguebusiness,2022).	They set up great emphasis on building as well as safeguarding connections.They appreciate strong relations. (Statista,2023). More 40% of the participants expressed a desire for companies that are authentic, insightful, as well as inventive. (Statista,2023). They prioritize job growth as well as financial security. They have the willingness to put in a lot of effort to attain these goals. (Deloitte,n.d). They are mindful of expenses as well as search for sales, discounts, as well as products that offer value. (Mintel,2023).	Less tech savvy than generation Z and Millenials.(Aaron Skonard,2023). Their perspective is skeptical, independent, as well as practical. (Mintel,2023).They are very family oriented. (Wiley,2022).They have a very practical approach. (Deloitte,2023). Their level of brand loyalty is greater than other generation Z and millenials. (campaignasia,2023). They are Career-driven and place a great significance on a job status.(Caroll,2022). These individuals place a high importance on the belief of purpose and belonging at workplace .(Forsyth,2023)

BEHAVIOURAL

DEMOGRAPHIC	Generation Z	Millenials	Generation X
TIME SPENT ON-SOCIAL MEDIA	54 percent of them spend at least 4 hours a day on social networking platforms. (EllynBriggs,2023).	They spend an average of 2 hours 38 minutes a day.This is on all social networking platforms. (wewillthrive,2024).	They spend a median of 2 hours per day on these platforms. (Statista,2022).
TYPE OF BEHAVIOUR	They are very active on all social networking platforms compared to other two demographics. (wong,2023). Platforms with collaborative, eye-catching content are referred by these individuals.They give a lot of priority to visuals.(Mintel,2023). Personalization as well as expressing themselves are their top priorities. (From,2023).They often go for eye-catching accessories, patterns, as well as trendy designs.(Schneider,2022).By doing this, they convey their own characters as well as style.(MaghanMcdowell,2023). They value community over all other generations. (Bateman,2023). They seek an extensive amount of approval on all matters. (Deloitte,2023).	They are particularly excellent at establishing connections since they can work well in collaborative environments. (Deloitte,2023). They carefully consider the extent to which services fit their way of life as well as their beliefs in addition to factors like price and effectiveness. (Fashionunited,2023). They value social responsibility. 64 percent millennials favor employment at companies with a strong CSR strategy. (Aziz,2020). They appreciate meaningful encouragement as well as user experience. (Baskin,2023).Like generation Z even millenials seek an extensive amount of approval on all matters. (O'boyle,2023).	In order to effectively use technology in their profession, Generation X gains a lot of knowledge as well as a comprehensive outlook. (Deloitte,2023). They place equal importance on balance between personal life as well as professional development. (Statista,2024). Gen X workers are mostly driven by conventional considerations like employment stability. (McKinsey,2023). They are very practical in their approach. (Townsend,2020). they are very loyal towards their preferred companies. (Wiley,2022).
AVERAGE SPENDING ON SOCIALISING	£135.00 per month on socialising. (Sheidlowerc,2023)	They spend approximately £90.00 per month on networking. (Deloitte,2022)	They spend approximately £55.00 per month on socialising. (nen,2024).

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WEBOGRAPHICS

According to the survey, 41% of the respondents use a platform for professional purpose on a daily basis. 37% of the respondents use it once in a week. 15% of the respondents use such platform several times in a month. 6% of the respondents use it once in a month. (survey) . This shows how active these 3 segements are when it comes to using a platform for professional purpose. (survey).

DEMOGRAPHIC	Generation Z	Millenials	Generation X
INTENSITY & USES	Always keep up with updates on social networking platforms.They are on very active on all platforms. (Statista,2022).They create many accounts. (Williamson,2023). They utilize mobile for a wide range of activities, including gaming, writing notes, networking, initiating phone calls, including creating content.(Kastenholz,2021)Main uses: -Social media. -Shopping -entertainment. -communication. -messaging. -creating content. -Current affairs. -navigation. (Statista,2024)	They are the most digitally active segment with 68.80 percent of them utilizing in 2024. (Mckinsey,2024).They use mobiles for all tasks like generation Z including , messaging , shopping, writing notes work - related but their approach is purpose driven.(Insiderintelligence,2022). Main uses: -emails. -news. -current affairs. -social media. -entertainment. -shopping. -creating content. -navigation. -messaging. (InsiderIntelligence,2022).	75 % of Generation X users use some type of social networking sites regularly (Forbes,2022). Of these, 81 percent use Facebook often. YouTube is followed by it.(Statista,2023). Primarily they use their mobile devices for banking along with financial purposes. (Statista,2022). Main uses: -banking. -finance. -Health. -Social media. -Communication. -news. -current affairs. -shopping. (Forbes,2022).
PLATFORMS	-Instagram. -Snapchat. -Twitter. -Youtube. -Linkedin. -Indeed. -Tiktok. -Facebook(least popular). -Reddit. -Twitch. -Pinterest.(). -BeReal. -Discord. -Behance -Whatsapp (Alves,2023).	-Instagram. -Snapchat. -Twitter. -Youtube. -Linkedin. -Indeed. -Tiktok. -Facebook. -Reddit. -BeReal -Twitch. -Pinterest. -Discord. -Behance. -Whatsapp (Statista,2023).	-Linkedin -Indeed -Facebook -Youtube. -Twitter -Whatsapp -Skype -Facetime (Statista,2023).

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DEMOGRAPHIC	Generation Z	Millenials	Generation X
PLATFORM LOYALTY	Low to Medium (Rawat,2023) (McKinsey,2023))	Medium to High (Ogline,2023) (Statista,2023)	High (Gandolf,2023)
USAGE LOCATION	-Home. -University. -Public areas. -On the go. -Workplace. -Social events. -While travelling.	-Home. -University. -Public areas. -On the go. -Workplace. -Social events. -While travelling.	-Home. -University. -Public areas. -On the go. -Workplace. -Social events. -While travelling.

SEGMENTATION PROFILING

1.Generation Z (18 - 24)
According to the survey, 63% repondents are aged between 16 - 24 years. This makes them the largest segment. (survey)
-Prioritises /needs
a)They prefers apprenticeships which provide development potential. They desire to learn novel skills, facts as well as details which would benefit them in their chosen field of work.(Perna,2021). They emphasize on career advancement as well as competitive wages.(Moot,2023).
While using an application , they prioritise :
a) user experience.(Fromm,2023).
b) mobile-friendly layouts.(Muavia,2023).
c) prefer instant messaging, webinars, including other collaborative means. (MilmoandPeckham,2023). Fashionex will prioritise all these aspects.

2.Millenials(25 - 44)
According to the survey, 27 % respondents are aged between 25 - 34. This makes millenials the second largest segment. (survey).
-Priorities/Needs
a) Millenials are keen on specified spaces for presenting their work as well as portfolio. (Deloitte,2023).
b) 91 percent Millennial professionals consider career advancement as their primary goal. (robertwalters,n.d).
c) They want a platform to obtain visibility as well acknowledgement for their efforts. (Sheidlower,2023).
d) They prefer collobration in order to share ideas and gain knowledge. (Forbes,2024).

3.Generation X(45+)
-Prioritises /needs
a) Generation X shall benefit from exposure to fashion networks , connections , channels regarding industry-specific topics relevant to their expertise.(Brower,2023).
b) Mentoring initiatives specialized for fashion innovators, as well as discussion forums , conferences involving accomplished industry leaders , would potentially be a good concept .to adopt.(Sayani,2023).This would draw Generation X's attention to learn something new in the industry.(trends, technological advancements , eclogical development , metaverse).

(Elle,2021)

TARGETTING

TARGETING

FashioNex on the basis of demographics shall target:

1.Generation Z (18 - 24)
According to the survey, 63% repondents are aged between 16 - 24 years. This makes them the largest segment. (survey)
-Prioritises /needs
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 metaverse).

According to the survey, 100% of the respondents prefer a platform targetted. This is targetting aspiring and established professionals in fashion segment. (survey). 65% respondents feel networking is very important in the fashion sector. and give it a rating of 5/5. 30% of the respondents give it a rating of 4/5. 5% of the respondents give an average response which is a 3/5. All these respondents belong to these 3 demographics. (survey).
These 3 segments have been targetted because at the moment generation Z along with Millenials are facing a lot of issues in fashion industry when it comes to connecting with the right brands and getting the right opportunities that they want. (interview 1- appendix). They wish to stand out and getting noticed among the many professionals in the industry. (interview 2 - appendix). They wish to build genuine relationships in the fast-paced nature of the fashion sector. It is one of the biggest challenge for them. (interview 3 - appendix).

Overall FashioNex will target
1. Generation Z
2. Millenials.
3. Generation X. (survey) (Bof,2024).

Though Fashionex's keen focus is on Fashion , it will target other creative sectors as well. These include:
- Beauty
- Visual arts
- Photography
- Graphic designing.

They will range from all the above mentioned demographics. FashioNex will comply by all the priorities as well as needs of these individuals.

Fashionex is taregtting 3 segments. These include:
Generation Z.
Millenials.
Generation X.
Every generation has
a) specific interests.
b) specifc needs.

Differentiated Targetting approach - Targets more than one target markets, certain segments of consumers, or market niches. (Indeed,2023). It is used by a business that seeks to attract a wider audience while developing its identity in order to satisfy consumer expectations along with boosting sales by focusing on several areas. (Indeed,2023). For every target group, they usually employ various approaches. These include different product offerings, different pricing points, or different ways of product marketing. (Kernez,2024). This enables businesses to market effectively utilizing targeted communication for every demographic. (Hall,2021).

This strategy gives Fashionex a lot of liberty. This is in terms of
a) marketing initiatives.
b) Providing tailored content. (Rizvi,2024).

This results in the following things.
a) higher engagement.
b) Higher Satisfaction. (Danao,2024).

Generation Z.
Their nature:
a) tech savvy.
b) immediate response.
c) very interactive. (Guardian,2021).

Their priorities:
a) user experience.
b) user friendly layout. (easy navigation)
c) instant messaging. (generative AI chatbots). (McKinsey,2024).

By using differentiated approach Fashionex has certain adavatages. It can tailor strategies that appeal them. These include:
a) Gamification
b) Virtual events.
c) Engaging content on social networking platforms. (Rawat,2023).

Millenials.
Their priorities:
a) stepping up in their career.
b) gaining recognition and visibility for their work. (Deloitte,2023).
Fashionex provides many features that align with their goals. These include:
a) portfolio sharing.
b) profile comparitives analysis. (Forbes,2024).
c) Tips to improve their skills in order to step up in the competition. (in comparison to the profile they compare their profile to. (Paulise,2024). This analysis is done on the basis of
- number of followers.
- skills.
- work experience. (number of years)
- profile views.
- number of search appearances. (Martinez,2024)
- location traffic analysis. (interview - appendix).
- engagement analysis. (based on likes, shares,comments). (Kelly,2023).
d) In-depth industry reports. (interviews - appendix).
Using differentiated approach gives Fashionex the liberty to come up with these strategies to target millenials effectively. (Meester,2023).

Generation X.
The values of of this segement vary a lot from other two segments. These include:
a) providing mentorship to young professionals.
b) keeping up with the latest trends. (articles , in - depth reports).
c) networking opportunities. (industry specific).
Fashionex provides many features that align with their values. These include:
a) Mentor Matching. (Brower,2023).
b) virtual industry specific events.
c) Industry specific events.
d) in depth reports. (Rabimov,2023). (Mintel). (Fitch Solutions).
e) update on new trends and reports. This helps them keep up with the new trends.
Using differentiated approach gives Fashionex the liberty to come up with these strategies to target Generation X effectively.

ADVANATAGES OF DIFFERENTIATED TARGTTING APPROACH:

Flexibility
This strategy provides a lot of flexibility. This is in terms of advertising strategies as well as features , content on Fashionex. (Indeed,2024). It can experiment and come up with custom tailored strategies to best suit their needs. This is in accordance to each segment. (Generation Z, Millenials , Generation X). (Hoots,2023). This flexibility provides many advantages. These include:

a) Trends keep changing with time. Business Analyst and marketing manager will conduct an in depth market research time to time. (Theeconomictimes,2024). They will even conduct competitors' analysis and accordingly take an approach. This helps Fashionex to step apart from the competition. (Forbes,2024).
b) User reviews and changing consumer behaviour.
Business Analyst and Marketing manager will take into consideration user reviews into consideration. Based on this they will tailor strategies and features. (Joiner,2022).

User Experience.
Through differentiated targetting approach, Fashionex focuses on 3 different segments and focuses on fulfilling their needs. (Forbes,2023). Hence, it provides a very personalised user experience. This improves the overall engagement of the platform. (Marr,2024).

Competitive Advantage.
Fashionex focuses on 3 segments and is offering features and tailoring strategies to aligned with their values and needs. (Gomez,2023). By doing this it has certain advanatages.
These include:
a) Attracting large number of users.
b) Increasing user loyalty. (Fromm,2024).

USER 1

NAME: David Jones.
GENDER: Male.
AGE: 27.
LOCATION: Shoreditch.
OCCUPATION: Fashion Photographer.
EDUCATION: BA (hons) Creative Direction and Content Creation.
RELATIONSHIP STATUS: In a relationship.
RESIDENCE: Lives in a studio with his girlfriend in Shoreditch. (arguably the most highly popular neighborhoods within the city for emerging professionals to reside is Shoreditch. (Knightfrank,2024) It has an extensive number of internationally recognized eateries, a vibrant culture, and easy access to all of London's attractions. (tube stations and bus facilities). (hybr,2023)The rents here are nominal compared to other parts of London. (Johnsandco,2020).
FAVOURITE BRANDS: Tom Ford, Alexander Mcqueen.
INCOME: 74,000. per year. (Indeed,2024).

PSYCHOGRAPHIC

- Interests.
He has a keen interest about
a) fashion photography.
b) digital media. (Hannan,2021).
c) street style. (Hyland,2022).
He likes to explore new places in and around the city. (Soha,2019).This is specifically for finding good locations for his shoots. He is a tech savvy guy. (Baggs,2022). He always like to experiment using new equipments. (camera lens , cameras). (Fulleylove,2021).

- Values.
He values
a) Creativity.
b) Innovation.
c) Sustainability. (Petro,2021).
He likes to purchase from ethical labels. He prioritises diversity. He looks forward to working for businesses that lay a significane on these values. (Morrison,2023).

- Lifestyle.
He prioritises networking. (interview 1- appendix). He likes to meet people in the industry. He likes to collaborate , work with them and learn new skills. (flawlessmagazine,2023). He is active on social networking platforms. He shares his work there in his free time. (Brownbill,2020).

- Challenges.
He finds it difficult to find the people sharing same skill and same industry to work with. (Soar,2022). He wants a mentor who can help him in levelling up in the industry. He wishes to learn new skills in photography. (Bringe,2021).

BEHAVIOURAL

- Purchasing Habits.
He goes through reviews online. (Clark,2023). This is prior to making any purchase. He lays importance on quality over quantity. (Mintel,2023). He likes to spend on:
a) luxury accessories
b) high end photography equipments. (Artaius,2024).

- Networking Preferences.
Generally prioritises in person communciation. This is generally at events and various seminars. He even attends fashion shows. (Adegeest,2023). He also prefers other networking propspects. These include webinars , online virtual sessions. (fiber2fashion,2024).

CAREER GOALS
- Professional growth.
He wishes to step ahead in the fashion photography sector. He wants to sharpen his expertise and broaden his skillset. (Forbes,2023). He wishes to collaborate with models.
designers.
influencers
stylists. (Avram,2023).
By doing so, he wants to broaden his network in the industry and find new opportunities to step up in his career. (Bolton,2023).

- Strong Portfolio.
He strives to build a strong portfolio. This is for the purpose of showing his skills and attracting better employement opportunities. (Rinne,2021).

- Launching his own brand.
In the long run, he wishes to launch his own fashion photography company. He strives it to be according to his vision and ideals. He wishes to cater to those people who align with his values. (Henkel,2024).

COMMUNICATON.
- Tone and style.
He is very straightforward while communicating. He is very friendly and easy to talk to. (BOF,2024).

- Engagement Preferences.
He prioritises:
a) industry events.
b) interactive content.
c) Virtual events. (Soar,2022).
He prioritizes all the opportunities that will give him exposure.

HOBBIES AND EVERYDAY LIFESTYLE.
He loves capturing beautiful moments and anything interesting as he walks through the streets of London. (Large,2021). He loves travelling. He frequently goes to Paris with his girlfriend. He travels at least 3-4 times in a year. (Ovchar,2024). He takes beatiful pictures wherever he travels. He loves exploring art galleries. (Hovsepain,2023). He loves partying on weekends with his guy friends. He goes to gym regularly. He maintains a healthy diet. (Cooke,2024). He follows all latest fashion trends.He loves reading fashion magazines like Vogue and Harper's Bazaar. He has a keen eye for detailing .(). He prioritises aesthetics and makes sure his outfit is to the point. (Beach,2023).He enjoys going to concerts. He creates content on instagram and Tiktok, He has 45k followers on Instagram and 150k followers on Tiktok.

Loves reading about latest trends in fashion magazines like Vogue , Harper's Bazaar.

Maintains a healthy diet

Very passionate about working on his portfolio

Loves exploring the city of London and capturing beautiful scenes.

is passionate about working with various lens and learning new skills.

Loves travelling with his girlfriend

Regularly attends Fashion shows

Constantly works on editing his shoots

Worksout Regularly

USER 2

NAME: Erica James
GENDER: Female
AGE: 19.
OCCUPATION: Fashion Designing Student.
EDUCATION: BA (hons) Fashion Designing at London College of Fashion.
RELATIONSHIP STATUS: Single
RESIDENCE AND LOCATION: Lives in a student accomodation in Shoreditch. (arguably the most highly popular neighborhoods within the city for students to reside is Shoreditch. (Knightfrank,2024) It has an extensive number of internationally recognized eateries, a vibrant culture, and easy access to all of London's attractions. (tube stations and bus facilities). (hybr,2023)The rents here are nominal compared to other parts of London. (Johnsandco,2020).
FAVOURITE BRANDS: Gucci and Dior.
PERSONALITY: Her personality is unique. Its
- Creative.
- Adventureous.
- Ambitious. (Zubair,2024).
CAREER GOAL: Her present goal is to do well in university and find a good internship to sharpen her skills. (Soar,2021). Her ultimate goal is to launch her own using the experience that she gains while working at other companies. (BOF,2024).

LIFESTYLE: She has a keen eye and is very creative. She is very innovative and keeps thinking of ways to blend these 2 elements in her collection. She loves exploring new places. (Sardesai,2023). She goes for a short trip at least twice in a month. She hangsout every weekend with her girlfriends. (Johnston,2023). She is a fitness enthusiast. She workouts everyday. She loves exploring all the art galleries in and around London. (Barnett,2023). She visits all the fashion shows in the city. She follows all the latest trends. (economictimes,2024). She prioritises sustainability. She likes making ethical fashion choices. (Fromm,2023). She followes many influencers on Social networking platforms. Her favourite influencer is Maja Malnar. (Forbes,2023).

HOBBIES
Sketching.
She loves sketching. She spends mqjority of her time doing that. This helps her get creative and new ideas for her college assignments. (Marr,2023).

Exploring new places.
She likes to explore the city. She likes to check out all fashion centric areas of London. She is a shopoholic. (Bhaimiya,2023). At the same time she likes to be fashionable yet ethical. She hence, loves thrifting. She explores alll vintage stores. She even visits designer stores to understand the latest trends. (Smith,2023).

Art.
She loves exploring all the art galleries in and around London. This help her get inspiration which she can incorporate in her work. (CNtraveller,2024).

Content Creation.
She is very active on social networking platform . (Statista,2024). These include - Instagram and TikTok. She has 105k followers on Instagram and 300k on Tiktok. She regularly uploads stories , posts , vlogs and reels on these platforms. She likes engaging with her followers. She even does paid sponsorships. (Barreto,2024).

TECHNOLOGY.
Being a content creator, she is very active on social networking platforms. She uses her smartphone to keep up with all the updates. (Green,2023). She uses her laptop for university work. She uses ipad for sketching purposes. She watches many videos online. This is for sharpening her skills. (Baron,2019).

PAIN POINTS.
Work Experience.
Erica is a fashion designing student. She is currently in year 2 of her university and finds it very difficult to get internships. (Soar,2021). This is because she does not have prior work experience. Though she scores well in university this is affecting her career growth. She wants an internship or an entry level job to learn new skills and express her creativity. (Vogue,2023).

Networking Opportunities.
She does not have any work experience. Owing to this she is unable to get a good internship. (Bloomberg,2023). This is hampering her from making good connections in this sector. She would like to connect with mentors .This is because they can help her sharpen her skills and show her a proper direction to succeed in the field of designing. (Klerk,2021).

Prioritises sustainability. Makes ethical fashion choices.

Spends leisure time reading fashion magazines like Elle, Vogue.

Constantly works on bringing her sketches to life.

Attends all fashion shows in the city to keep herself updated about new trends.

Always likes to look fashionable and to step out of the crowd.

Loves exploring the city of London and capturing beautiful moments and scenes.
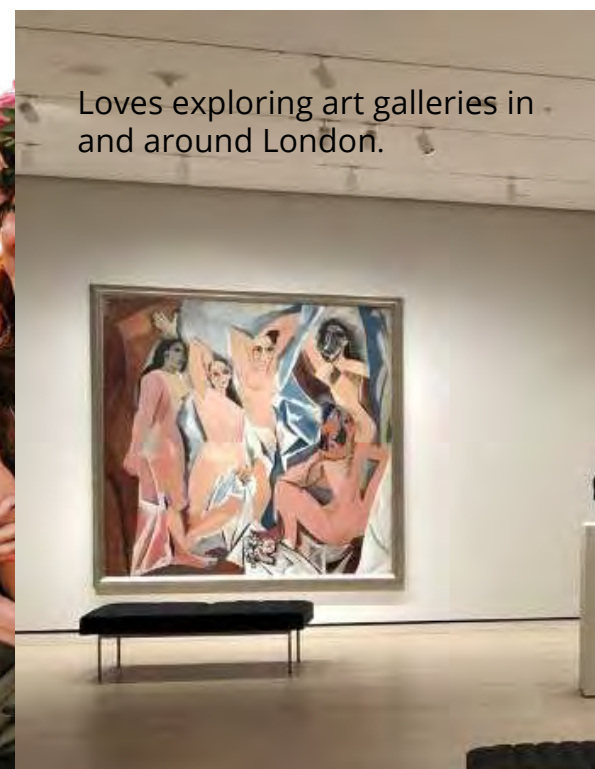
Follows a very strict workout routine

Loves exploring art galleries in and around London.
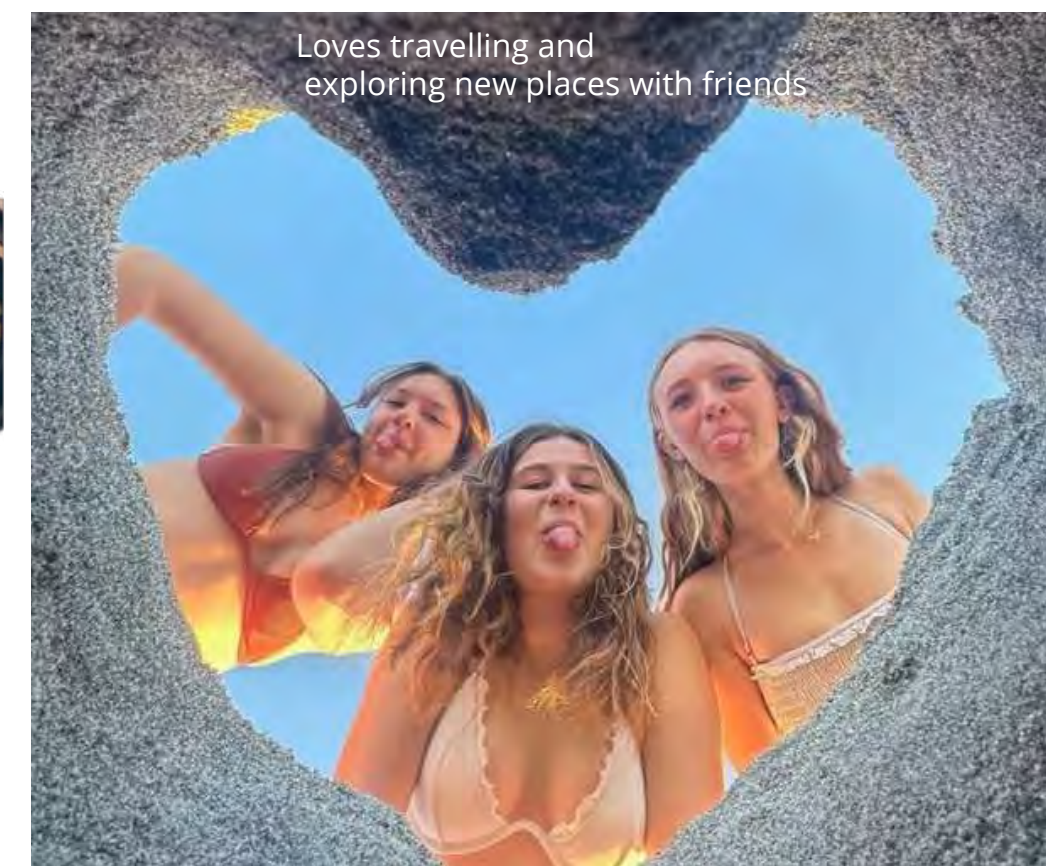
Loves travelling and exploring new places with friends

USER 3

NAME: Harry Jackson
GENDER: Male
AGE: 47
OCCUPATION: Marketing Director at Dior
EDUCATION: Msc in Marketing - Imperial College London. Bsc in Business Management - Kings College London.
RELATIONSHIP STATUS: Married.
RESIDENCE AND LOCATION: Lives with his family in a 2bhk flat in Kensington. (Among the city's wealthiest as well as greatest locations to reside is Kensington)(Homeviews,2024). Cities best fine dine eateries and the popular luxury departmental store Harrods is located in this area. (Tarver,2023).
FAVOURITE BRANDS: Louis Vuitton and Dior.
PERSONALITY: Her personality is unique. Its
- Strategic.
- Creative.
- Detail oriented.
- Adaptable. (Indeed,2022).
CAREER GOAL: He strives to maintain consistency in success. (Haan,2024). His main goal is to keep coming up with unqiue advertising campaigns which will help Dior stay ahead of all luxury brands in the market. (Grey,2024).
INCOME:

LIFESTYLE.
Harry is an expert in marketing sector. He has 25 years experience in this field. He likes to live with his family in London. In his free time he spends time with his wife and kids. (Wiley,2022). He likes London. He prefers fast paced life that it offers. He likes to stay fit and goes to gym everyday. (Schroeder,2021). He maintains a healthy lifestyle. (Jones,2024). He likes to travel and travels with his family thrice a year. Prior to Dior he has worked for brands like Gucci and Saint Laurent. He has a lot of expertise in luxury marketing. He is very popular in luxury fashion sector. (Brower,2022). He prioritises sustainability. He likes making ethical fashion choices. (Fromm,2023)

HOBBIES.
Creative ideas for marketing.
Harry is a very creative person. At the same time he is very passionate. (Gaier,2023). Even in his free time, he constantly thinks of ideas and ways in which he can help the brand step apart in the market. Through strategic thinking and his expertise in this field, he comes up with unique advertising campaigns. (Grey,2024).

Networking.
He likes to stay updated about the industry. For this purpose, he on a day to day basis attends
- seminars.
- fashion shows.
- networking events.
- workshops. (Deloitte,n.d).

Fitness.
No matter how busy he is, he likes to maintain a healthy lifestyle. He wake up at 5 and worksout everyday. (Retailasia,2023). He maintains a very healthy lifestyle. He prefer low carb meals. Hemeditates everyday for one hour in the morning. This helps him relieve stress. (Grabarkiewicz,2023). He even goes to gym thrice a week.

Travelling.
He loves exploring new places. He travels with his family at least thrice in a year. He keeps travelling for work purpose almost every month. This is for keeping himself updated about latest trends. (Mintel,2024).

Entertainment.
Harry loves exploring fine dine restaurants in and around the city. He often goes out to dine with his family. (Engelhardt,2023).

TECHNOLOGY.
Harry uses a number of digital marketing tools. This is for the purpose of his professional life (Macrae,2023) It includes:
a) Analysing success of social media campaigns.
b) Planning it.
c) Effectively executing it. (Ali,2024).
He is very active on Linkedin. He has very powerful connections. He uses it for connecting with professionals in the same sector. (Statista,2024). He is not very active on social networking platforms like Instagram and Tiktok. He does use Instagram sometimes but posts very rarely. (Statista,2024).

PAIN POINTS.
- Staying Relavent.
Fashion industry is constantly evolving. Though he is an expert in his respective field he does find it challenging at times to catch up with the changing trends. (Kennedy,2023).

- Worklife Balance.
Being the marketing director of Dior, he has a very packed schedule. He works overtime at times. He sometimes finds it challenging to make time for his family. This is owing to intense work schedule. (Borg,2023)

ASPIRATIONS.
He strives to maintain consistency in success. His main goal is to keep coming up with unqiue advertising campaigns which will help Dior stay ahead of all luxury brands in the market. (Bergh,2023). He wishes to mentor rising professionals. This is because he knows how difficult it is to make a place for oneself in the fashion sector. (Lee,2023).

MINTEL

BOF

Loves travelling with his family.

Keeps up with all the marketing reports from time to time.

Regualry attends networking events

Prioritises sustainability. Makes ethical fashion choices.

Takes his work very seriously and spends a lot of time working.

Maintains a healthy lifestyle and goes to gym everyday. Some-times he even goes to gym with his child.

Lives in Kensington

(Vogue,2021)

POSITIONING

POSITIONING

HIGH SUBSCRIPTION FEE

THE-DOTS

MORE RESOURCE BASED

MORE NETWORKING OPPORTUNITIES

CREATIVE MORNINGS

FASHIONEX

Linked in

Behance

indeed

LOW SUBSCRIPTION FEE
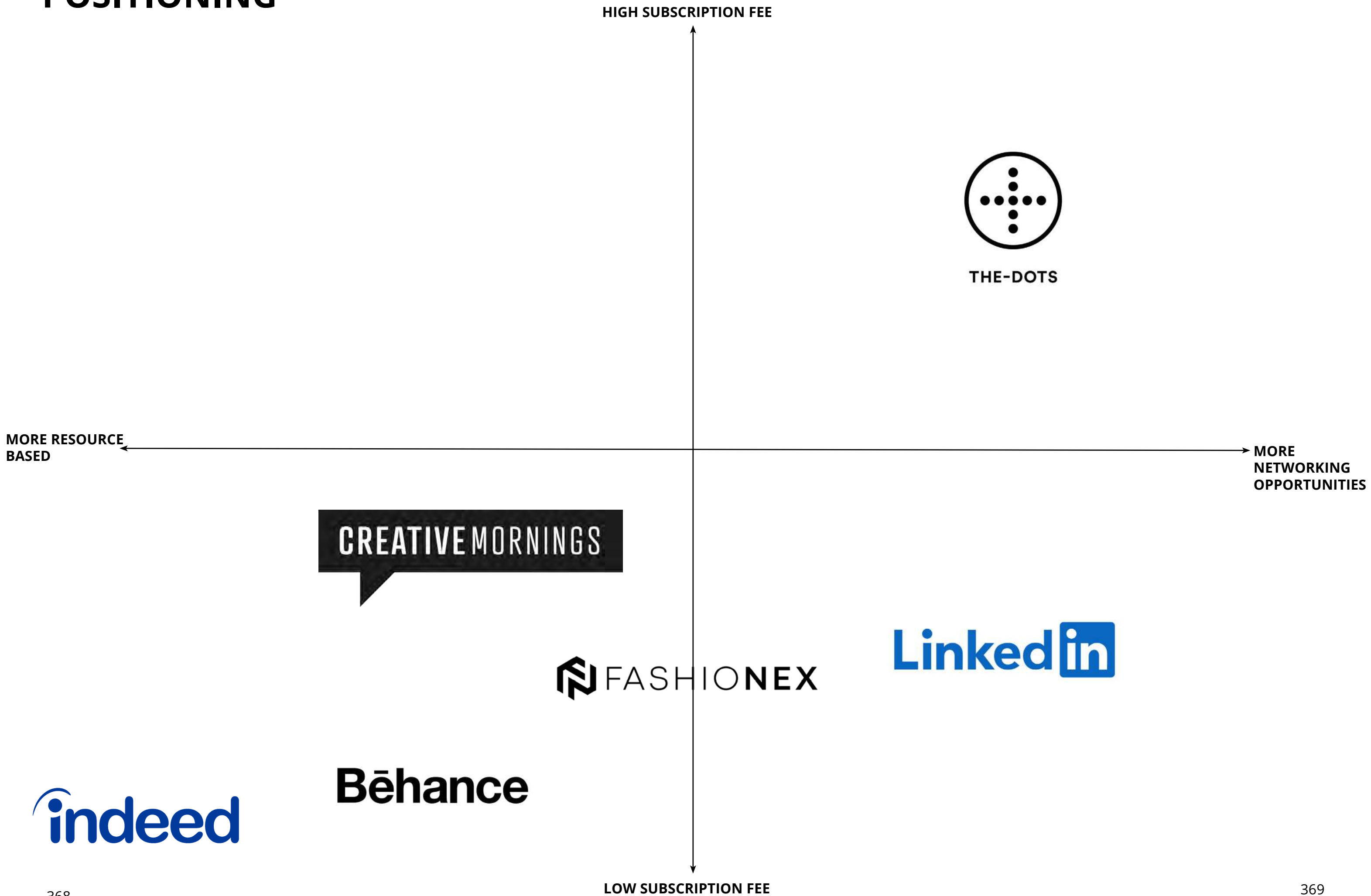
(Celine,2022)

POSITIONING MAP ANALYSIS

POSITIONING MAP ANALYSIS

SUBSCRIPTION PRICING:
1.Linkedin:
- For career purpose : £34.99
- For business purpose : £34.99
- Sales Navigator Core : £69.99
- Recruiter Lite: £109.99
The most popular subsciption opted by most individuals is the **£34.99 per month.**

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning
Private Browsing	✓	✓	✓	✓	
Applicant Insights	✓	✓	✓	✓	
Direct messaging	✓	✓	✓	✓	
Who Viewed Your Profile	✓	✓	✓		
Who's viewed your profile insights availability	365	365	90	90	
Unlimited access to LinkedIn Learning	✓	✓	✓	✓	✓
Unlimited people browsing		✓	✓	✓	
Business Insights		✓	✓	✓	
Advanced Search			✓	✓	
Standalone sales interface			✓		
Custom lead and account lists			✓		
Lead recommendations and saved leads			✓		

(Linkedin,2023)

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning
Real-time updates and alerts			✓		
Recruiting-specific design				✓	
Automatic candidate tracking				✓	
Integrated hiring				✓	
Smart Suggestions				✓	
InMail credits	5	15	50	30	
Premium Service Page features	✓				

(Linkedin,2023)

The above table gives an in-depth explanation of each of likedin' features accessible on each category of its premium subscriptions.

2.Behance Pro
Monthly - £11.99
Yearly (billed monthly) - £7.99
Yearly (upfront) - £74.99 (Adobe,2024)
Features:
- More visibility.
- Recognize the geographic location of the audience.
- leading keyword searches for the projects
- Information about traffic's geaographical location
- No platform charges selling assets. (Behance,2024).
- There are no platform costs associated with employing freelancers.
- Display artwork on a website that is specifically designed for the user.
- Projects with security codes.(additional security).
- Sharing projects via links.
- Provide clients with confidential project updates.
- Acquire a Pro badge for user's profile page. (Behance,2024)

3.Creative Mornings:
It offers 3 paid subscriptions
- Solopreneur : £6.50
This is meant for an individual person who has a start up.Through this they can post unconstrained number of employement opportunities.They can become prominent in the business listing.

- Small Company : £28.00
This is meant for a small business comprising of 2- 30 employees.This subscription helps them connect with exceptional artistic potential individuals.Other features are same which include unconstrained number of employement opportunities.They can become prominent in the business listing. (Creativemornings,2024).

- Large Company : £200.00
It offers same benefits.The only difference is that it is mean for larger businesses comprising of 30+ employees.(Jackson,2022)(Creativemornings,2024).

4.The Dots:
Recruiter Pro Plan: £75.00
Advanced search filter.
-sort more than 750,000 individuals on the platform. (theDots,2023).

Messaging.
-Direct message anybody on the platform.
- send many candidates mass messages simultaneously.

Advanced project search.
-Find as well as recruit the whole teams responsible for the task.

Make a list of potential candidates
-To ensure teamwork every step of the hiring procedure, prepare list comprising all skills as well as distribute them across all teamates.

Bias-free
-Using its unique filters to eliminate identifying characteristics from their potential employees search to combat unintentional prejudice.

Check the availability.
-Using this premium account they can check when someone is online or if they are offline making it very convinient for other users as well as recruiters.

FashioNex:
Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99 (Survey)

FashioNex will introduce premium features such as:

-Exclusive fashion, arts , beauty and photography events as well as webinars: Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts. (Rizvi,2024).

-Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

-Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have.
1 comprehensive discussions.
2. exchange opinions.
3.learn new insights. (Soni,2023)

Access to:
1. in-depth industry reports. (Euromonitor International). (Mintel). (Fitch Solutions).
2. market insights.
3. upcoming trend reports. (Stylus). (Fashionsnoops).
This will help them stay informed as well as learn about the future of fashion sector. (Beauty as well as arts).
(Interviews - appendix)

- Advanced Search Filters:
-Professional Recognition Badges: Individuals will have access to exclusive quizzes to improve their knowledge about a specific area. (interview1 - appendix). Upon successfully completing it they will earn a badge which will be displayed on their profile indicating their level of expertise in the field.(Fisher,2023).

- Advanced analytics:
1.Profile views.
2.Audience demographics.
3.Content performance. (engagement) (Location of the traffic). (Domographic breakdown analysis).
4.Profile comparative analysis.(McKinsey,2023)
5. Location of the traffic. (interview1 - appendix)

Mentorship Opportunities. (Mentor Matching). (Forbes,2024).

- Price reductions over fashion-related courses.
All 3 categories will have access to these features.

Indeed :
Indeed does not offer premium subscription.

RESORCE BASED - NETWORKING BASED APPROACH.

1.Linkedin - Networking based approach.
It markets itself to be the biggest community of professionals globally.(Linkedin,2023). Its main objectives are aimed at helping individuals with choosing the perfect employement opportunity.(Hanna,2024).It includes helping them in choosing the ideal internship,establishing and fostering professional connections, as well as developing the skills necessary for a rewarding career.(Linkedin,2023).
-Linkedin allows users to message users after they accept the connection request.
-If the user has a premium account they can send messages to 14 individuals every month without even having them as connection and before they accept the request.
In terms of resources it provides
-Articles about new events, trends and happenings.
-Educational courses on its platform to improve skills.
-There are various workshops as well as webinars.
-Advanced search filters for finding jobs.
it includes
a)location.
b)experience level.
c)industry.
d)certain particular keywords.(Graff,2023)(theenterpriseworld,2024).

2.Behance - More resource based than networking based approach.
3 main aims of this platform are:
-To publish projects and reach hundreds of thousands of consumers plus creatives worldwide.

-To Generate income doing what individuals enjoy by selling their creative resources.
-To provide a platform for a creative individual's subsequent freelancing or full-time job.
(Behance,2024).

For creative individuals:
-Networking : It enables all the individuals on the platform to showcase their work. By doing so it enables other individuals and recruiters ro go through their work. They can like, comment as well as as reach out to them if they would like to hire them and work with them.
(similarweb,2024)(Behance,2024).

-Engagement among community.
This is achieved through
a) Going through other user's images, designs , illustrations as well as other work.
b)Creative challenges.
c)Various virtual webinars. (Similarweb,2024).

The platform also provides certain resources like
a) free templates.
b) backgrounds
c) vectors.
d) aesthetic images.
e) Mock-ups
f) typography.
g) short tutorials. (Behance,2024).

3.Creative Mornings: Resource based approach.
It provides resources like
a)Educational resources:These includes
-Webinars.
-Talks.
-workshops.
-Articles.
All these insights are given by the experts in the industry.(Creativemornings,2024).

b) Motivation: Leding experts in the industry share their stories that how did they manage to succeed in their respective fields, what struggles did they face and how can they avoid it on their road to success.They share their tips and things to keep in mind.These videos and clippings help individuals keep themselves motivated on their road to success.
 (Creativemornings,2024) There are also various webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills.(Creativemornings,2024) (GuyRaz,2023).

c) Networking: Though its main focus is to focus on the the resource based approach, it also provides certain networking prospects.This is achieved through the webinars wherein people belonging to the same industry can exchange opinions as well as ideas which will help them in broadening their knowldge.It will play an integral role in sharpening their skills. They can even partner up and work on a project in future if their ideas go hand-in-hand.

4.The Dots: Networking based approach
a)Networking.
A community for individuals as well as groups that choose not to be same everyday. It helps in building partnerships as well as assist, and encourage the individuals, groups, companies who strive to bring their innovative concepts to life.(Thedots,2024).

b) Community Engagement.
It provides various features like a comunity feature.Here the individuals using the platform can exchange ideas as well as give their opinion about it.This helps individuals in knowing new updates or new things about the industry.It also offers various events as well as mentorship opportunities on its platform.This helps individuala to exchange ideas with the mentors who will guide them as well as attend webinars for latest innovation and happenings.(Thedots,2024).

c) Projects:There is also a feature called projects wherein the usrrs can upload their work. This allows other users using the platform to go through their work, as well as save it if they like it.This increases their opportunities to network.(Thedots,2024).

In terms of resources it does not have much resoucres except few videos related to the idnustry. (Thedots,2024).

5:FashioNex: More networking based with good amount of resouces to learn gain insights about the industry.

a)Networking prospects.
-Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have.
- comprehensive discussions.
- exchange opinions.
- learn new insights. (Soni,2023)

b)Exclusive fashion events as well as webinars: Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts.(Rizvi,2024).

c)Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

d)Collaborative Learning.
The networking opportunities will provide them with chances to work together with other people from the industry.(Castrillon.2023).This will help them learn new skills as well as share knowledge. (Dennison,2021).

e)Webinars.
There will be webinars wherein industry leaders will talk about upcoming trend.They will also give insights into the future of the fashion sector.(Raz,2023).They can use this informtaion to stay updated regarding their academical work as well as for seeking employement , launching a business.(Sacko,2022).

d)Increases visibility as well as reach.
FashioNex will provide them with the opportunity to display
1.Portfolio.
2.Share ideas.
3.Academic projects. (Hall,2022).
This reach can increse their chances of securing an internship or an employement opportunity. (Castrillon,2023)

e)Community Support.
Securing a job in the industry can be very tedious as well as not easy.FashioNex will help them connect with industry experts , fellow colleagues for :
1.Seeking advice.
2.Sharing experiences.(Sehgal,2023).
3.Seeking motivation while getting stuck on the path.

In the matters of resouces it provides
a) Access to:
- in depth industry reports. (Euromonitor International). (Mintel). (Fitch Solutions).
- market insights.
- upcoming trend reports. (Meehan,2020). (Stylus). (Fashionsnoops).
This will help them stay informed as well as learn about the future of fashion sector.
(assets.publishing.service.govuk,2023)

b)Advanced Search Filters:
-Badges for Professional Accreditation: Individuals will have access to exclusive quizzes to improve their knowledge about a specific area. Upon successfully completing it they will earn a badge which will be displayed on their profile indicating their level of expertise in the field.(Fisher,2023).

c)Advanced analytics:
- Profile views.
- Audience demographics Analysis.
- Content performance. (engagement)
- Profile comparative analysis. (with any user on the platform). (McKinsey,2023)
- Location of the traffic. (survey)

6.Indeed: Resource based approach.
It provides many job listings from all professions.It even has a section for 'salary guide'.It helps individuals better understand the salary for certain profession for certain role in
 general.It also lists user reviewes for various companies indicating how convinient is the environmet, how good is the paycheck, how welcoming are the collagues.It helps individuals make the decision strategically before starting to work in that company.(Indeed,2024).

It does not provide networking opportunities.

(Theimpression,2022)

BRAND IDENTITY

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NAME OF THE BRAND

The name of the platform is **Fashionex**. The name is quite apt owing to the following reasons:

1.Relevance to industry.
Since the company's name serves as the initial impression of the company, it ought to be interesting, distinctive, as well as simple to pronounce. (Forbes,2022). It's equally critical that a company's name corresponds with the services the company provides. (Taparia,2021). The usage of term fashion indicates that the platform has keen focus fashion. Users can easily recognise that its related to fashion owing to the usage of that term. (Forbes,2022). The ex indicates exchange. It reflects the importance of collboration . This is across sectors like
- Fashion.
- Beauty.
- Arts.
- Photography.
- Other creative sectors.

2. Dynamic and Trendy.
The suffix 'ex' suggests many feelings. These include
- Excitement.
- Dynamism.
- Action. (Rizvi,2024).
They align with the brand identity of Fashionex. It suggests that users can
- Engage in various dynamic activities. (Shribman,2023). These include exchanging of ideas by being a part of a group and collaborate. (Celestino,2023). This helps in understanding , learning new ideas , seeing things from new perspectives which play an integral role while moving ahead in professional life or in a business. (Macdonald,2022).

- It also indicates that the users of the platform have the freedom to showcase their creativity. They can do this through the means of virtual portfolio. (survey). Fashionex will provide a space for users to show their work on the platform. Users can go through each others' work. (Voguebusiness,2022). The portfolio would be arranged in an immersive setting. (Robimov,2020). This will create a more interactive environment as well as better understanding of the user's work. (Forbes,2023). Virtual Reality would be utilised for 3D demonstration of the work. (Forbes,2021). This 3D representation helps in better understanding the
- Photography skills.
- Designing skills.
- Styling.
- Other creative skills in an efficient manner. (Hackl,2021).

3. Professional Networking.
The word 'Ex' sometimes suggests other meanings as well. People can sometimes take it as 'Exchange' or 'Experience'. (Coleman,2020). It suggests that its a platform dedicated for
- Exchanging of ideas.
- Exchanging of experiences. (Tourville,2024).
It hints at the importance of collaboration in fashion sector.

4. Memorability.
The name ' Fashionex' is very simple. It is easy to recall as well as pronounce. (Steever,2023). This is one of the effective strategies to reach larger audience and to create awareness about the platform's existence. (Taylor,2023).

LOGO

(Shutterstock,n.d)

INSPIRATION STEP 1 : This picture has been taken as the inspiration for developing the final logo of Fashionex. This image has 2 F's in inverted directions. Its very simple and sleek.

F + N =
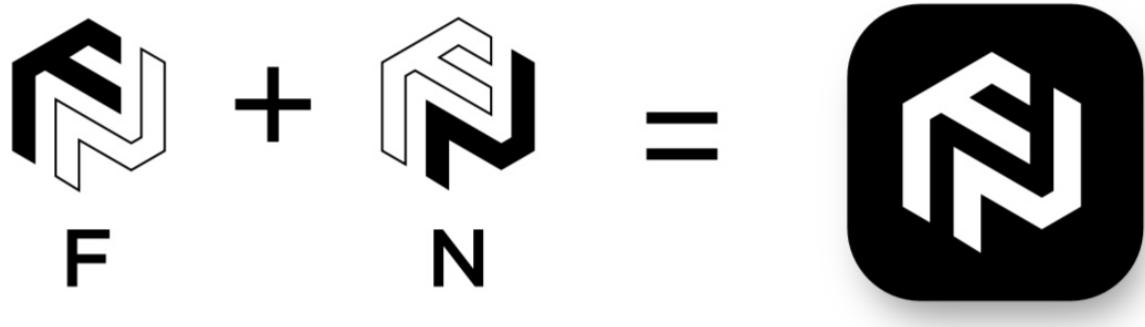
STEP 2: The 'F' in the inspiration picture is inverted , modified and used to come up with this creative logo. In the first image the F is a bit tilted. It creates an essence of dynamism towards the company .(Dodhia,2024). The tilt shows
- Excitement.
- Forward thinking appraoch.
- Vibrancy.
- Creativity. (Robinson,2023).
The unique combination of titlted F + N is visually very appealing. Its very striking . It helps people easily identify and notice the company. This distinctiveness helps it step apart in the crowd. (Westgarth,2018).

This will be the logo for FashioNex's online platform. The logo 'FN' next to the name of the company helps users easily identify it. (Kowalewicz,2020). The 'NEX' in bold helps draw attention of the users. The remaining letters being normal helps maintain coherence. The ' NEX' also depicts
- dynamism.
- innovative approach.
- Modernism. (Hosen,2023).
The aesthetic of the logo is well aligned to the company's ideals. It appeals the generation z , Millenials and Generation X who are the biggest targetted demographic for this platform. (Dodhia,2022).

Fashionex application on phone

COLOUR SCHEME
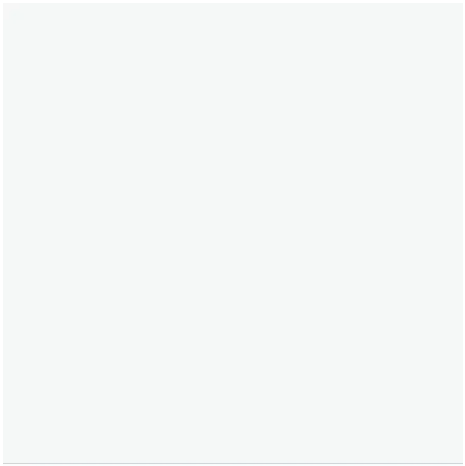
PANTONE®
11-0601 TPG
Bright White

PANTONE®
19-3911 TCX
Black Beauty

The colours chosen for the logo and the UX design of the application are Black and White.
Black depicts :
- Authority.
- Elegance.
- Formality.
- Intelligence.
- Power.
- Prestige. (Cherry,2022).
White depicts :
- Minimalism
- Perfection.
- Balance.
- Openness. (Coughlan,2021) (Interview 1 - Appendix).
These two colours are timeless. There are many colours which come in trend. Many people love it and cherish it for a while but then again there's some new trend. (Abaev,2023). Black and white never go out of trend. Its always go to and classic. (Nycz,2022). These two colours together depict
- Professionalism.
- Credibility.
- Trustworthiness. (Asare,2021). (Interview 3,4 and 5)
This helps users easily understand that its a platform for
- Fashion networking.
- Collaborative working. (Steele,2020).

(AnneofCarversville,2023)

MOODBOARD

FOCUS FOCUS FOCUS FOCUS FOCUS FOCUS FOCUS FOCUS

FASHIONEX

Fashion.
Art.
Networking.

SUPPRESS
STRESS

Connecting
creatives

Creating
connections

Profile Comparative Analysis

post 90 days   post 90 days

Vinaya Reddy
Fashion Designer
at Guccio Gucci

Oliver Johnson
Founder of Jimmy
Choo Fashion Infra

571	1837
Total Followers	Total Followers
8	12
Skills	Skills
5 Years	9 Years
Work Experience	Work Experience
251	523
Profile Views	Profile Views
past 15 days	past 15 days
27	62
Search Appearance	Search Appearance
past 90 days	past 90 days
15321	1865
Impressions	Impressions
past 90 days	past 90 days

Reviews & Comments

"Her work is really good liked every
aspect of it"
-Ivan Johniox

"The portraits are really nice would
love to see more of it"
-Oliver Taylor

"Portraits that you post are really very
clean. Would love to work with you"
-Sebastian Green

View 15 more reviews ˅

Previous Experience

Design Assistant at Skinny Dip London
2 years (2024 to 2020)

Creative Head at Guccio Gucci
2 years (2020 to 2020)

Senior Designer at Oh Polly
2 years (2017 to 2020)

Menswear Designer at Bohoo Group
1 year (2016 to 2017)

MOODBOARD

CONCEPT	Light. Minimalistic. Content-centric.
AUDIENCE	Creative. Dreamy. Time-saving. Fast. Efficient. Easy-going. Collaborative. Moving forward.
VISUAL REFERENCES	Business and networking social media. Magazine articles. Book sheets.
SHAPES, HIERARCHY	• Hierarchy is supported with plain color contrast, font size and weight, dividers and blank space. • Geometric shapes in illustrations, logo, headings. • Rounded angles in cards and strokes.
CONTENT	Content placed in cards (either classic symmetrical or 'bento box' layout). 3d illustrations, isolated shapes and writings are possible.
EFFECTS, INTERACTION	Micro animations. Parallax.
COLORS	• Black&white as basic UI colors. • Greyscale for extra elements.

1.KELLAR'S PRISM BRAND DNA

Another name for Keller's Brand Equity Model, is the Customer-Based Brand Equity. (Jacob,2023). The principle underlying his approach is straightforward.It is that in order to build an effective business, one needs to initially develop the perfect brand experience. (Liddell,2023). Users should always have pleasant feelings, ideas, as well as beliefs towards the company.(Nortenko,2022). Once a business establishes the value proposition of a company, it means that the company has established brand equity. It also means that consumer base will grow. (Lucente,2022).

2.KAPFERER'S BRAND IDENTITY PRISM

Master of advertising tactics Jean-Noel Kapferer created the framework of the Brand Identity Prism in 1986. (Hanson,2022). After focusing on 6 essential elements of brand identification,Kapferer determined that a prism would most accurately capture their interactions as components of a whole.(Indeed,2023). According to him, companies that are successful in creating an effective as well as unique identity for their company are those who are able to precisely balance along with representing these qualities. (Janse,2024).The prism's objective is to help companies identify the components of their identity. By doing so, it will be able to bring all these components altogether to convey the essence of the company. (Indeed,2023).

3.BRAND ONION

It's a tool for defining as well as offering a comprehensive picture of the company's identity. (Sumpton,2024).It is divided into layers, each of which represents a distinct component company's identity.(Lumsden,2017).They include:
-Core values
-Benefits
-Personality of the company.(newanglia,n.d).

(Elle,2023)

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1.KELLAR'S PRISM BRAND DNA

RESONANCE

Strong Emotional Connection

Sense of community

JUDGEMENT

Trustworthy and Reliable
Transperency
Valuable Content

FEELINGS

Excitement
Empowerment
Confidence
Inclusion

PERFORMANCE

Platform Reliability
User Engagement Metrics
Technical Support

IMAGERY

Inclusivity
Exclusive
Dynamic
Interactive
Informative
Trustworthy

SALIENCE

Unique Selling Proposition:
-Dedicated platform for increasing networking as well as employement prospects in fashion sector.
-Provides in depth market insights,collaborative learning opporrtunities.
-Provides mentorship opportunitues.
-Advanced analytics to understand our place in the industry.

FashioNex will target
1.Fashion Enthusiasts.
2.Aspiring fashion designers.
3.Fashion Influencers.
4.Industry experts.
5.Fashion event organizers.
6.Stylists.
7.Fashion Photographers.

It will target them from 3 generations:
a) Generation Z.
b) Millenials.
c) Generation X

RESONANCE	**Emotional Connection:** Companies which are more expressive than commercial are preferred by users.(Todaro,2022). According to Forrester, 85 percent of customers are more inclined to shell out a greater amount as well as make purchases from businesses with whom they share deep emotional bond.Emotional connections promote in the development of bonds between companies as well as consumers, It fosters loyalty to companies.(Clark,2022). Companies may be excused for their errors upon having such strong connection.(Hbr,2023).FashioNex will build strong emotional connection by a)Providing good user experience.(Forbes,2023). b) Storytelling - When other successful people in the industry share their stories, mistakes , struggles and mentor the upcoming aspirants, it creates a sense of community. c)Engagement: this is achieved through webinars as well as discussions.(Forbes,2023). d) Being very transaprent about - privacy policy. -mission. -Values. (Roe,2023). **Sense of community:** In 2023, 90 percent of social networking advertisers considered it is essential to create a thriving virtual community.(Dooley,2024). Establishing a committed brand community might result in -Rise in commitment towards the comany. -Increased recognition of the brand . -Better client retention. -strong client relationship. -favourable reputation for the brand.(Hyken,2023). FashioNex will achieve this by: a)Networking prospects. -Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. - comprehensive discussions. (interviews - appendix) - exchange opinions. - learn new insights. (Soni,2023) b)Exclusive fashion events as well as webinars. -Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts. (Rizvi,2024). d)Collaborative Learning. The networking opportunities will provide them with chances to work together with other people from the industry.(Castrillon.2023).This will help them learn new skills as well as share knowledge.(Dennison,2021).This instills in them a feeling of community. (interviews - appendix). e)Community Support. Securing a job in the industry can be very tedious as well as not easy.FashioNex will help them connect with industry experts , fellow colleagues for : 1.Seeking advice. (interview 1 - appendix). 2.Sharing experiences. (Sehgal,2023).
JUDGEMENT	**Trustworthy, Reliable and Transperency** **FashioNex will prove itself to be trustworthy , reliable as well as transparent by:** 1.Being transparent while processing data. (interview 3,4 and 5 - appendix). The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR. 2.User Awareness about data privacy. FashioNex will offer -FAQ's. -Guides. -Resources. (Bradley,2023). Going through it will help users understand how their personal information is being utilised.It will help FashioNex to gain their trust and prove their transperency. (Sirich,2020).

	3.Investing in Data Encryption. It will make use of 256-bit encryption which is the most robust form of encryption available today.(arcserve,2023)It is the safest encryption technology now available.It is widely employed in both government including military applications. It is also utilized by companies in. highly monitored sectors. (Kiteworks,n.d).All the users will be informed about the data privacy policies while using FashioNex. (Forbes,2022). 4.Regularly monitoring the third party involved. FashioNex relies on Third party for some of its tasks.They include: -Event organisers for setting up fashion events. -Finance team to ensure safe and secure transaction on the platform. (Dadiomov,2023). -Tech savy team to come up with new innovative technological inventions so that FashioNex never falls back in the industry.(Spool,2023). If anything goes wrong from their end it could adversely have heavy impact on the application's -trustworthiness factor. -Performance. -Service offered. -Overall experience. (Spear,2022). In such scenario it will create a negative image for FashioNex leading to loss of user-base. (Huddleston,2023).Hence it will ensure that even these third parties involved comply by all data privary guidelines. (Voguebusiness,2020)There will be clear contracts signed by FashioNex as well as the third party. (legalvision,2022).This ensures that in future FashioNex doesn't have to face any backlash owing to something wrong done by them. (Forbes,2023). **Valueable Content:** FashioNex provides valuable content like: 1.in-depth industry reports. (Euromonitor International). (Mintel) . (Fitch Solutions). 2.market insights. 3.upcoming trend reports. (interviews - appendix) (Fashionsnoops). (Stylus). This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023) - Advanced analytics: 1.Profile views. 2.Audience demographics. (breakdown and analysis). 3.Content performance. (engagement) 4.Profile comparative analysis.(McKinsey,2023) (Interview 1 - appendix), **-** Exclusive fashion , beauty events as well as webinars: Individuals opting for FashionNex Plus will have special access to webinars. (fashion and beauty events) . They will have an opportunity to interact with the industry experts. (Rizvi,2024).They will have an opportunity to interact with the industry experts. (Interview 4 - appendix).
FEELINGS	**-Excitement** Users of Fashionex will be excited to learn about new events, be part of webinars.They will be excited since they will get an opportunity to share their ideas as well as learn about new innovations in the industry.They will also get an insight about the upcoming trends. All this will evoke a feeling of excitement in them. **-Empowerment: This will be achieved through** providing valuable content like: 1.in-depth industry reports. (Euromonitor International). (Mintel) . (Fitch Solutions). 2.market insights. 3.upcoming trend reports. (interview 3 , 4 and 5 - appendix). This will help them stay informed as well as learn about the future of fashion sector. -Two weeks prior job listings. (Demartini,2022).

	- Advanced analytics: 1.Profile views. 2.Audience demographics. 3.Content performance. (engagement) 4.Profile comparative analysis. (McKinsey,2023) (Interview1 - appendix). **-** Exclusive fashion events as well as webinars: Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts. (Rizvi,2024).They will have an opportunity to interact with the industry experts. By making use of all these resources, it will make the users feel empowered. **Confidence: Fashionex provides** - Advanced analytics such as: 1.Profile views. 2.Audience demographics. 3.Content performance. (engagement) 4.Profile comparative analysis. (McKinsey,2023) (Interview1 - appendix). By making use of it, a user will feel much more confident about themself.This is cause they will understand how well their peers are performning and growing in comparison to them.They will also understand where they stand in the industry and where they need to focus to step up. **Inclusion:** Fashionex provides networking opportunities to all individuals irrespective of their caste,race, religion as well as sexuality.It provides a safe envirnomnet for all users to in-teract,share ideas and learn new skills.Through this, it strives to create a sense of community and unity.
PERFORMANCE	**Platform Reliability:** -Fashionex will ensures there is reliability in technical stability.It makes sure that there is a) Minimal downtime. (Ravande,2022). b) Functioning of the platform is smooth contributing to a positive overall experience. (Gibbons,2023). -Data security. It will make use of 256-bit encryption which is the most robust form of encryption available today.(arcserve,2023)It is the safest encryption technology now available.It is widely employed in both government including military applications. It is also utilized by companies in.highly monitored sectors.(Kiteworks,n.d).All the users will be in-formed about the data privacy policies while using FashioNex. (Forbes,2022). -Customer Support In terms of customer support, Fashionex provides a) 24/7 live chat option. (financialtimes,n.d). b) FAQ's , short videos to understand the platform in a better manner. c) AI chat option for quick instant help regarding functioning of platform or career related advice. (Drenik,2021). d) Phone support. It helps users to address their queries in an efficient manner.It helps them seek assisstance whenever required.Users can provide constructive feedback which will be taken into consideration by Fashionex. (Jolaoso,2024). e) Email Assisstance.Users can address any query via mail.They will get a reponse within 24 hours. (Moin,2023). **-**New features will be added time to time in order to keep up with the interest of the users.This will ensure the reliability of Fashionex. (Voguebusiness,2023). **-Transparency.(Transparent Privacy policy).**

The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR.FashioNex will make its data collecting methods transparent by explaining to users the manner in which it collects, keeps, as well as utilizes personal data. (Newman,2021).Guidelines for privacy shall always be available as well as specifically explain:

What kind of private data is gathered?
How is private information gathered?
Why is personal information being gathered?
To Whom FashioNex might disclose the info to.
 How consumers can manage their personal information?
(Privacypolicies,2022)(Harrison,2018).

User Engagement Metrics.
Fashionex will actively keep a note of
a) Number of logins on the application.
b) Number of page visits through website. (Osman,2019).
c) Frequency of interactions.This includes analysing how frequently users are
-liking.
-commenting.
-sharing on posts. (Forbes,2023).
d)Number of contributions.These include
-posts.
-comments.
-reviews. (Beaman,2023).
e) Retention rate.
FashioNex will regularly calculate the retention rate.This is done by calculating the percentage of the users who have been using FashioNex actively since the date they created an account and started using. According to study, even a 5 percent improvement in client retention rates could result in a 25 percent to 95 percent boost in revenues. (Bahr,2023).
f) Churn rate.
Churn rate refers to the percentage of users who no longer use FashioNex. It refers to the percentage of users who stopped using Fashionex since they strated using it. By taking a note of this, Fashionex will implement strategies accordingly to achieve better retention rate. (Danao,2023).
g) Community growth rate.
FashioNex will keep a note of the growth rate of its community overtime.It will help it to check loopholes and implement new features as well as strategies
h) Users Participation rate. (Baluch,2024).
FashioNex will calculate the participation rate of the users in the webinars,discussions on the platform.This helps determine how interactive the content is and what kind of engaging activities users prefer. (Allen,2023).
i) Surveys and ratings.
Every 2 weeks, surveys would be conducted. These surveys provide constructive feedback about how users are liking the platform. It also provides insights about where there are areas of improvement that should be taken into consideration. (Podolsky,2024).
j) Net Promoter Score.
This helps analyse how well the platform is performing.It helps understand how likely are the users willing to recommend it to other people. (Akula,2023).

By analysis all these Key performance indicators, FashioNex will accordingly implement new stratgies by taking into consideration the areas for improvement.

Technical Support.
- Bug fixing.
Fashionex will ensure that there is timely resolvement of any issues related to bug fixing.The efficiency will be calculated and teken into account.Timely bug fixes enhances user experience.(Fogel,2021)
-New updates.
Implementing new updates has many benefits.This leads to better user experience. (Forbes,2024).
-Compatability.

	Quality Assurance designer will ensure that FashioNex is working efficiently and is compatible with across a) all devices. b) screen sizes. c) operating system versions. (Simonova,2022). -Security Measures It will make use of 256-bit encryption which is the most robust form of encryption available today.(arcserve,2023)It is the safest encryption technology now available.It is widely employed in both government including military applications. It is also utilized by companies in highly monitored sectors.(Kiteworks,n.d).All the users will be informed about the data privacy policies while using FashioNex.(Forbes,2022).
IMAGERY	**Inclusivity.** People belonging to different caste, race religion , gender all will be treated equally at Fashionex.They all will get equal job opportunities and be a part of webinars and networking events. (Sims,2024). -Diversity This platform is accessible to everyone. (Ordorica,2023). a) Captioned videos. The videos will have captions.This enables the users having visual impairments to understand the conent in an efficient way. (Aquino,2022). b) Color contrast. It will be ensured that there is sufficient colour contrast on Fashionex so that its easy to see understand and read things for dyslexic people. (Cornell,2022). c) Font size. It will be ensured that the text has colour contrast.The size of the text shall be adjustable.This will be help people with visual impairmenet and dyslexia to adjust and customse the platform according to their needs. (Cornell,2022) d) Alt text for images. Descriptive alt text would be provided.It would be provided for every image across FashioNex.It helps people with visual impairment .They can undestand the images and content in an efficient way.It also is very important for Search engine opimization. (Jobanputra,2023). **Exclusivity, Interactive and Informative** FashioNex is a platform for networking of fashion , arts , beauty and photography ethusiasts .It promotes exclusivity as well as interactivity through a) Exclusive access to fashion events. All the users who have opted for fashionexPlus will have exclusive access to exclusive networking events.These events help in netwrking and brodeing ones's professional circle. (Brewster,2021). b) Networking prospects. -Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. - comprehensive discussions. - exchange opinions. - learn new insights. (Soni,2023) (interviews - appendix). c) Exclusive fashion events as well as webinars: Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts.(Rizvi,2024). d) Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings. (Demartini,2022). e)Access to: 1.in-depth industry reports. (Euromonitor International). (Mintel) . (Fitch Solutions). 2. market insights. 3.upcoming trend reports. (Fashionsnoops). (Stylus). This will help them stay informed as well as learn about the future of fashion sector. (Forbes, 2023)

- Advanced Search Filters:
-Professional Recognition Badges: Individuals will have access to exclusive quizzes to improve their knowledge about a specific area. Upon successfully completing it they will earn a badge which will be displayed on their profile indicating their level of expertise in the field. (Fisher,2023).

- Advanced analytics:
1.Profile views.
2.Audience demographics.
3.Content performance. (engagement)
4.Profile comparative analysis. (With any user on the platform). (McKinsey,2023) (Interview 1 - appendix).

- Price reductions over fashion-related courses.
All 3 categories will have access to these features. (Forbes,2023).

Dynamic.
-Hilights from the networking events would be posted on Fashionex as well across various social media platforms.These include talks with industry exprests as well other interesting moments.It will keep posting about emerging fashion trends in the industry. (Voguebusiness,2024).

Trustworthy.
-Transparent Privacy Policy
FashioNex will make its data collecting methods transparent by explaining to users the manner in which it collects, keeps, as well as utilizes personal data. (Bradley,2023). Guidelines for privacy shall always be available as well as specifically explain: (interviews 3,4 and 5 - appendix).

What kind of private data is gathered?
How is private information gathered?
Why is personal information being gathered?
To Whom FashioNex might disclose the info to.
How consumers can manage their personal information?
(Privacypolicies,2022),(Harrison,2018).

-User Consent**.**
The international standard for strictest security as well as confidentiality legislation is called the General Data Protection Regulation.(gdpr.eu,n.d).FashioNex will comply by all rules of GDPR.

-Data Minimisation.
FashioNex will utilize private information only when it is necessary to fulfill an established objective as well as store it for the shortest amount of time in order to comply with data minimization regulations. (Theriot,2023). Anytime they handle confidential data, FashioNex will consider these 3 elements:

Adequacy: Is the amount of handled private information adequate to achieve the specified goal?
Relevance: Is there an obvious connection between the data and the aforementioned goal?
Need: Is there excess data compared to required to accomplish that objective?
(Forbes,2024).

-Partnerships with other organizations.
FashioNex will be very transparent about any private data that will be disclosed to other organisations. All this will be mentioned in the privacy policy of the application. (Ferreira,2024).

	-Data security. It will make use of 256-bit encryption which is the most robust form of encryption available today.(arcserve,2023)It is the safest encryption technology now available.It is widely employed in both government including military applications. It is also utilized by companies in. highly monitored sectors.(Kiteworks,n.d).All the users will be informed about the data privacy policies while using FashioNex.(Forbes,2022).
SALIENCE	**Unique Selling Proposition:** -Dedicated platform for increasing networking as well as employement prospects in fashion sector. -Provides in depth market insights,collaborative learning opportunities. -Provides mentorship opportunitues. -Advanced analytics to understand our place in the industry.(Thakur,2023)(BOF,2022). **FashioNex will target** It will target them from 3 generations: a) Generation Z. b) Millenials. c) Generation X. It will be from fashion . arts . beauty . photography industry.

PHYSIQUE

-Black and white colours are used.(main color palette).

-Letters 'F' 'N' are used in the logo representing the name 'FashioNex'.

-The font for logo is minimalistic.

-Networking in fashion sector

PERSONALITY

Excitement

Innovative

Passionate

inclusive

Engaging

Empowering

RELATIONSHIP

Exclusive:Niche platform comprising of people with similar interests.
Confidence: Boosts confidence of the users by providing advanced analytics like
1.Profile views.
2.Audience demographics.
3.Content performance. (engagement)
4.Profile comparative analysis. (with any user on the platform.
(McKinsey,2023)

FashioNex strives to build a very transparent and open relationship with its users.Its main aim to create a collaborative approach among the users.
Collaborative approach: Individuals will have the opportunity to create groups as well as join one. This way they can have.
- comprehensive discussions.
- exchange opinions.
- learn new insights.(Soni,2023)
Transparency: will comply by all rules of GDPR. It will offer
-FAQ's.
-Guides.
-Resources.(Bradley,2023).
Going through it will help users understand how their personal information is being utilised. It will make use of 256-bit encryption which is the most robust form of encryption available today.(arcserve,2023).

CULTURE

FashioNex depicts a culture of networking, creativity,inclusivity as well as exclusivity.
Origin: Born out of need for networking prspects in fashion sector.
Purpose:To provide an exclusive fashion for fashion enthusiasts to collaborate,share ideas as well as create more exployement prospects for them.
Value: Its main value is to foster continous innovation in the fashion sector.For doing so it provides all necessary resources.These include: Access to:
- indepth industry reports.
- market insights.
- upcoming trend reports.
- Mentorship opportunities.
- Various Networking propects.
Belief: It belives in revolutionizing the fashion industry through
-Connections.
-Partnerships.
-Eventually successding.

FashioNex users are creative, open-minded , innovative , passionate, ambitious, engaging, open to new experiences, love to explore new things

-Determined
-Trustworthy.
-Innovative.
-Inclusive.
-Helpful.
-Social.

REFLECTION

SELF IMAGE

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PRODUCT

3.BRAND ONION

AUGMENTED PRODUCT BENEFIT

Fashionoid AI Chatbot

ACTUAL PRODUCT BENEFIT

Creating and joining discussion groups

--

CORE BENFIT

-Mentor Matching

- In-depth analytics and tips to improve

Profile Comparitive Analysis

Industry specific insights.

-Access to
in-depth
market reports

Industry
events,
workshops

Partner up with
like minded
individuals
through
discussions.

Virtual Portfolio showcasing

Priority Access to Job listings

Virtual tour of the workplace

CORE PRODUCT BENEFIT

Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023).

- In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview -
appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking. (tips like posting more often , what type of content , what skills to develop to step ahead in the market. (Callaham,2024).

Access to:
1.in-depth industry reports.
2.market insights.
3.upcoming trend reports.
This will help them stay informed as well as learn about the future of fashion sector. (Forbes,2023).
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Other creative industries.
- Priority access to job listings. (with FashionexPlus).
Fashionex will enter into partnernship with them and provide a minimum of 6 in depth reports per month with various articles.

ACTUAL PRODUCT BENEFIT

-Discussion groups (based on their interests). Users have the option to join various groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.
Fashionex provides advanced filters like
- industry . (interview - appendix).
- By title / keywords.
- Number of group members.
- Interests
- Skills.
This is while joining the group. (Forbes,2023).

- Virtual Portfolio Showcasing.
Fashionex will provide a space for users to show their work on the platform. Users can go through each others' work. (Voguebusiness,2022). The portfolio would be arranged in an immersive setting. (Robimov,2020). This will create a more interactive environment as well as better understanding of the user's work. (Forbes,2023). Virtual Reality would be utilised for 3D demonstration of the work. (Forbes,2021). This 3D representation helps in better
understanding the
- Photography skills.
- Designing skills.
- Styling.
- Other creative skills in an efficient manner. (Hackl,2021).

FashionexPlus user.
They will have 2 weeks early access to job listings. (Demartini,2022)

AUGMENTED PRODUCT BENEFIT

- Fashionoid AI Chatbot.
Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care
inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to
-Using the application. (Szabo,2024).
-Choosing the right career.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day. (Viliavin,2023).
Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024).
It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024).

- Using Augmented Reality for providing Virtual Workplace Tour.
By making use of augmented reality, Fashionex will create a very interactive environment. (Robert,2024). Interactive features would be utilised for helping us-
ers get an essences and a clear idea of their job environment prior to applying for it. (Forbes,2024). They can get a tour of the workplace. Through this they can get a clear image of the
- office.
- workstation.
- meeting rooms.
- common areas. (Fade,2021).

(Anothermagazine,n.d)

RANGE PLAN

REVENUE STREAMS

1. Fashionex Plus. (Premium Subscription) (MAIN)

2. Advertisements on platform.
(from year 2 onwards)
5% expected in year 2.

YEARLY
SUBSCRIPTION
- £199.99.
(5,000 SUBSCRIPTIONS).
10% REVENUE).

HALF YEARLY SUBSCRIPTION
- £99.99.
(10,000 SUBSCRIPTIONS).
20% REVENUE).

MONTHLY SUBSCRIPTION - £19.99.
(30,000 SUBCRIPTIONS.
70% REVENUE).

Pricing strategy anfd breakdown of year 1 subscriptions.

MEMBERSHIP TYPE	FEATURES	PRICE
BASIC	- User Profiles: Every user that downloads the application can sign up , create their account. By doing do , they can showcase their work on their profile. (Robinson,2020). They can mention about their a) Interests. b) Skills. c) Areas of expertise d) Previous work experience. e) Upload portfolios. (Puttagunta,2023). - Networking tools: Users can follow fellow colleagues, people who share similar interests or send a request to connect. (Fennell,2023). Upon them accepting their invitation, they can start a conversation as well as share ideas. They even have a video call option to collaborate and better share their ideas through one - on - one discussions. (Chan,2024). (survey) - Portfolio Showcasing. Fashionex will provide a space for users to show their work on the platform. Users can go through each others' work. (Voguebusiness,2022). Fashionex Plus provides virtual portfolio sowcasing option. This will create a more interactive environment as well as better understanding of the user's work. (Forbes,2023). Virtual Reality would be utilised for 3D demonstration of the work. (Forbes,2021). This 3D representation helps in better understanding the - Photography skills. - Designing skills. (Voguebusiness,2023). - Styling. - Other creative skills in an efficient manner. (Hackl,2021). - Resources: Users have access to basic reports regarding upcoming trends. For more detailed reports, they need to have the premium subscription. (Voguebusiness,2023). (interviews 2,3,4 and 5 - appendix). - Content sharing: Users can share images , their work files, reports with other users through messaging section upon them accepting their request. (Vitasek,2022). - Groups: Users can see the groups already created in the community, number of members , the topic for discussion of the group but cannot create or join one unless they have FashionexPlus. (Litanishvili,2021). - Industry specific events. Users can see the events that are in their surroundings. They can make use of the filters to adjust the distance and the place. (Forbes,2024). They can access the map feature for immersive experience through the premium subscription. (Thatcher,2024). - Job listings: Users have to access to various jobs that are listed on the website by brands, various fashion agencies, comapies. (Voguebusiness,2023). They can make use of basic analytics like a) Job views. b) Number of Applicants. c) Time left to apply for it. (Murguia,2022). d) User's satisfaction regarding their experience in that company. (hbr,2023). (interview 1 - appendix). a) Location. (How many kilometres from your area) b) Industry. (Marketing , Styling) c) Job type. (Gerard,2022). d) Experiece level . e) Salary range. f) Job title. g) Company size. (Forbes,2024).	**FREE**

MEMBERSHIP TYPE	FEATURES	PRICE
BASIC	Basic filters include. a) Location. (How many kilometres from your area). b) Industry. (Marketing , Styling) c) Job type. (Gerard,2022). d) Experiece level . e) Salary range. f) Job title. g) Company size. (Forbes,2024). - User Generated Content: They can share a) Articles. b) Images. c) Videos. d) Insights. (Duke,2023). It would be visible to all other users on the platform. - User Engagement Tools: These include engaging activities like other users like a) Liking others content. (images , videos , articles , work) b) Commenting on others content. (images , videos , articles , work) c) Sharing other user's posts. (images , videos , articles , work) (Danao,2023). Customer Service: a) Live Chat Support. There will be a 24/7 live chat option. (Lazarchuk,2023). Since it takes a smaller number of employees to handle the same amount of client inquiries as telephone assistance, live chat is often more affordable. (Forbes,2019). It often leads to increased conversion rates as well as sales. (Forbes,2023). Following a positive interaction with a real-time chat representative, 38 percent of consumers said they made a purchase. (Maffettone,2024). b) Phone call. Live chat help is preferred by 41 percent of customers. (Haan,2023) . 32 percent are happier receiving help over the phone call. For this purpose, Fashionex will even offer phone call service. (Kappel,2022). They can ask questions related to - Billing payment service. - Technical support. (Forbes,2023). - Questions related to functioning of application. (Sons,2024). c) Email service. Users can opt for email service as well. It will have a dedicated email service. That would be - support@fashionex.com. (Forbes,2024). All the inquiries by the users would be answered within a day or two. (Patoli,2022). Timely response ensure positive impact on the customer. (Hyken,2023) Users would be asked regarding their experience with the customer support. Accordingly Fashionex will improve it. (Morgan,2022). User Awareness about data privacy. FashioNex will offer a) FAQ's. b) Guides. c) Resources. (Kaziukonis,2024) (interviews 3,4 and 5 - appendix). It will also have a strict data privacy policy. Going through it will help users understand how their personal information is being utilised. It will help Fashionex to gain their trust and prove their transperency. (Forbes,2022).	**FREE**

MEMBERSHIP TYPE	FEATURES	PRICE
BASIC	AI Chatbots: Before considering selections, 89 percent of consumers feel it's critical to have an immediate answer to any consumer care inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to -Using the application. (Szabo,2024). -Choosing the right career. -About events, webinars. (Kulkarni,2023). -About how to improve their skills to step their forward in the industry. They can ask any question related to their career at any point of the day. (Viliavin,2023). Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024). It provides tailored suggestions regarding: -Upcoming events. (Forbes,2024). -Any breakthough information that might interest them. -Even suggestions about how to expand their network. (Rizvi,2024). Resources: Users will have access to limited - Free articles - trend reports. - marketing reports. (Forbes,2024).	**FREE**

MEMBERSHIP TYPE	FEATURES	PRICE
Monthly	FashioNex will introduce premium features such as: -Exclusive industry specific events as well as webinars. Individuals opting for FashionNex Plus will have special access to webinars as well as fashion events. They will have an opportunity to interact with the industry experts. (Rizvi,2024). -Priority as well as early access to job listings: Premium opters will have 2 weeks early access to job listings. (Demartini,2022). -Means to collaborate: Individuals will have the opportunity to create groups as well as join one. This way they can have. 1 comprehensive discussions. 2. exchange opinions. 3 learn new insights. (Soni,2023) (interviews - appendix). Mentorship Opportunities : -Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can accordinly request them for guidance. (interview 4 - appendix). The recommendations will also depend on users: a) skills. b) interests. c) career goals. d) needs. (Koifman,2023). -Mentorship groups: Users have the option to join various mentorship groups concerning their topic.By doing so they can have a) comprehensive discussions. b) exchange opinions. c) learn new insights. (Soni,2023) Experts can help them on various topics concering them as well as give valuable guidance. Access to: 1.in-depth industry reports. (Euromonitor International). (Mintel). (Fitch Solutions). 2.market insights. 3.upcoming trend reports. (Fashionsnoops). (Stylus). This will help them stay informed as well as learn about the future of fashion sector. (Forbes, 2023) (interviews - appendix). - Advanced Search Filters: -Professional Recognition Badges: Individuals will have access to exclusive quizzes to improve their knowledge about a specific area. Upon successfully completing it they will earn a badge which will be displayed on their profile indicating their level of expertise in the field.(Fisher,2023). - Advanced analytics: 1.Profile views. 2.Audience demographics analysis. 3.Content performance. (engagement) 4.Profile comparative analysis. (With any user on the platform). (McKinsey,2023) 5. Location of the traffic. (interview 1 - appendix).	**£19.99**

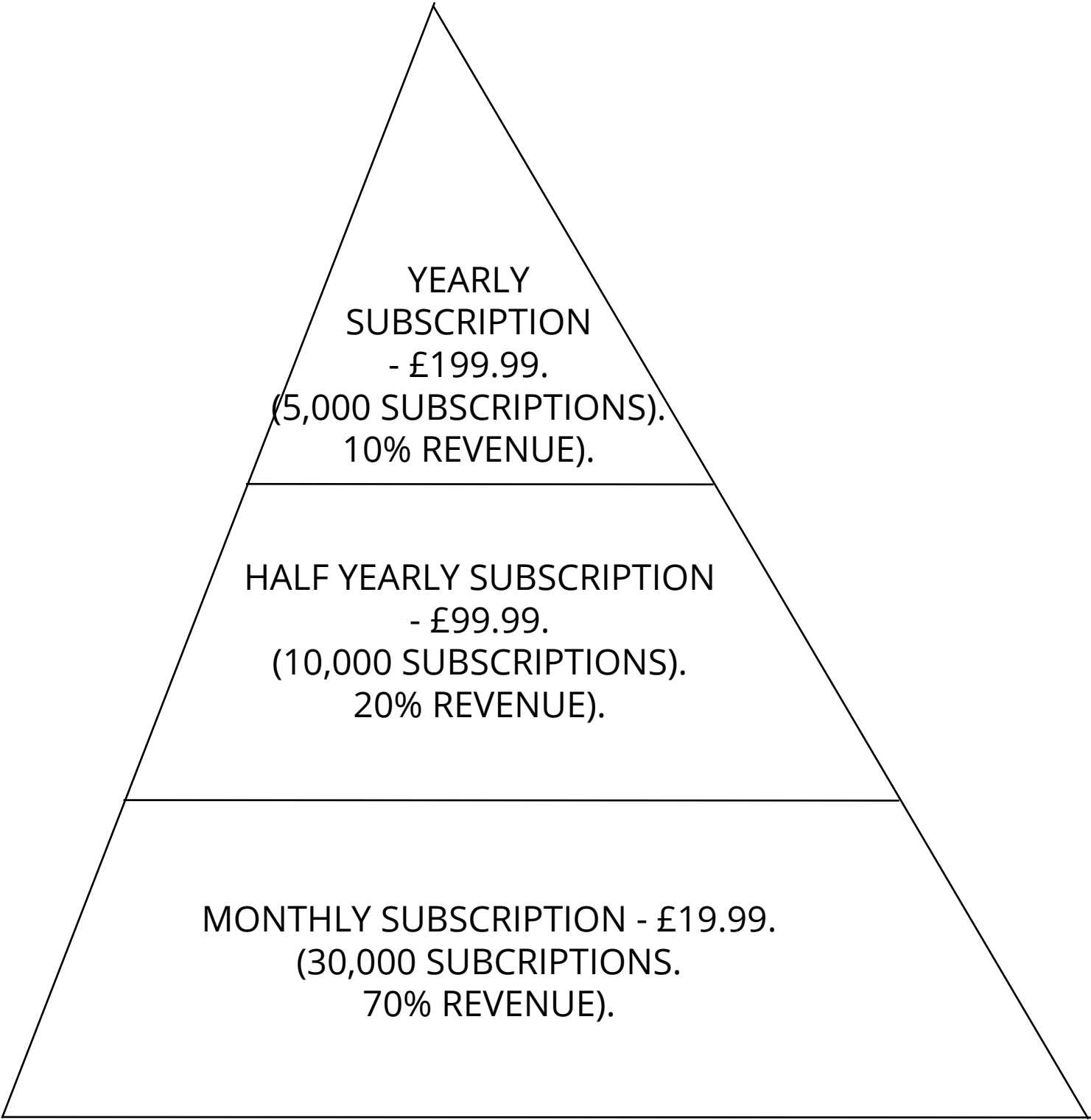| MEMBERSHIP TYPE	FEATURES	PRICE
Monthly	- Price reductions over fashion-related courses. All 3 categories will have access to these features. (Forbes,2021). - Immersive Map experience: It enables users to see which events are in close proximity to them. (Thatcher,2023). -Event Notifications. Fashionex will intall beacons at various networking events.These include a) Fashion shows. b) Networking events. c) Conferences. (Krell,2016). By doing so, if the individuals using Fashionex are in close proximity to where the event is happening, then they may get a reminder.(Mintel,n.d). It will be in the form of a notification.The beacons detect it and send it. (Deloitte,n.d)).This will increase the engagement at the event and the users won't miss the event. (Krell,2016). - Using Augmented Reality for providing Virtual Workplace Tour. By making use of augmented reality, Fashionex will create a very interactive environment. (Robert,2024). Interactive features would be utilised for helping users get an essences and a clear idea of their job environment prior to applying for it. (Forbes,2024). They can get a tour of the workplace. Through this they can get a clear image of the - office. - workstation. - meeting rooms. - common areas. (Fade,2021). Job seekers will get - networking opportunities with these businesses. (In a virtual setting). - Virtual Interviews. (Hankel,2022). - Better understanding of companies core values and belifs. (Astapciks,2023). Becaon technology (proximity marketing) :In case of Fashionex it will play an integral role. If the users of Fashionex are in close proximity to any networking event organised by it the beacons send a notification and they might attend the event which will help in increasing the rate of engagement at the event. (Scartz,2017). -If an individual using FashioNex attends an event then which utilises this technology then they will automatically get a pop up with all the details about that happening.It will include details like theme , agenda, timings of each each activity as well as other important details.(Reid,2023). Beacons offer a higher level of location precision than WiFi or GPS monitoring. While using indoors, WiFi provides a reach of around 46 meters, while beacons have an accuracy of as much as 450 meters. (Rangnekar,2021).In case of Fashionex, many individuals using the application are present a the same event then it sends anotification to the individuals about their peers, mutual connections being present at the same event. (Forbes,2022). In such scenario they can connect as well as get to know each other as well it might help the individuals expand their professional network.(Mckinsey,2022)	**£19.99**

MEMBERSHIP TYPE	FEATURES	PRICE
	3.Session Tracking: When individuals using FashioNex attend various socialising events, that time the beacons take a note of their activity.(Forbes,2021).By doing so in future, it provides them with recommendations with the kind of events they might be interested in and would like to attend. It analyses this on the basis of the past activity of the individual. (tailored recommendations).(Vyas,2024).	
Half yearly	Same features as Monthly plan.	**£99.99** 17% off
Yearly	Same features as Monthly plan.	**£199.99** 17% off

(Drapers,2024)

MERCHANDISING PLAN

PRODUCT 1 - MONTHLY SUBSCRIPTION (£ 19.99)

Direct and Indirect Expenses	£ 0.50 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= 19.99 . 2.5% of £19.99 = £0.5
Total Production cost per unit	£ 0.50 (per unit)
Units sold year 1	35,000 subscriptions
Total Variable Cost	£ 17,500.00

GROSS PROFIT (FOR INCOME STATEMENT)

Selling Price	£ 19.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 0.50
Gross Profit (per unit)	£ 19.49 per subscription
Units Sold year 1	35,000 subscriptions
Gross Profit (Total)	£ 682,150.00

COGS Calculator
Production Business

Prepared By:	Company Name:	Total Products:3
Vinaya	FashionNex	

Variable Costs of Products

	Product Line:	Monthly (19.99)	Notes
Direct Material		NA	
		NA	
Direct Labour		NA	
		NA	
Direct & Indirect Expenses			Credit & debit Card Processing fees after every every transaction 2.5% of the price .(Forbes,2024) Price= 19.99 . 2.5%of 19.99 = 0.5
	Card processing charges	0.50	
Total Production Cost per unit		**0.50**	per unit
Units Produced	average assumption per year (units)	35000	total units
Total Variable Cost		**£17,500**	total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	Monthly (19.99)	0	To start the business with
Add: Produced (or Purchased)	(In Year 1)	0	assumed
Less: Closing Inventory	(Could not sell by the end of Year 1)	0	20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0	
Variable Cost	per unit	£0.50	
Cost of Sales		**£0.00**	For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£19.99	(Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	Monthly (19.99)	£0.50	
Gross Profit (per unit)	**xx % Margin**	**£19.49**	per unit
	Sold Units	35,000	
Gross Profit (total)		**£6,82,150.00**	For Income Statement

Income Statement Extracts

Sales		For Income Statement
Less: Cost of Goods Sold	**£0.00**	
Gross Profit	**£0.00**	

PRODUCT 2 - HALF YEARLY SUBSCRIPTION (£ 99.99)

Direct and Indirect Expenses	£ 2.50 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= £ 99.99 . 2.5% of £99.99 = £2.50
Total Production cost per unit	£ 2.50 (per unit)
Units sold year 1	10,000 subscriptions
Total Variable Cost	£ 25,000.00

GROSS PROFIT (FOR INCOME STATEMENT)

Selling Price	£ 99.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 2.50
Gross Profit (per unit)	£ 97.49 per subscription
Units Sold year 1	10,000 subscriptions
Gross Profit (Total)	£974,900.00

COGS Calculator
Production Business

Prepared By:	Company Name:	Total Products: 3
Vinaya	FashionNex	

Variable Costs of Products

	Product Line:	half Yearly (99.99)	Notes
Direct Material	NA		
	NA		
Direct Labour	NA		
	NA		
Direct & Indirect Expenses			Credit & debit Card Processing fees after every every transaction 2.5% of the price.(Forbes,2024) Price = 99.99.. 2.5 %of 99.99 = 2.5
	Card processing charges	2.50	
Total Production Cost per unit		2.50	per unit
Units Produced	average assumption per year (units)	10000	total units
Total Variable Cost		£25,000	total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	half Yearly (99.99)	0	To start the business with
Add: Produced (or Purchased)	(In Year 2)	0	assumed
Less: Closing Inventory	(Could not sell by the end of Year 2)		20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0	
Variable Cost	per unit	£2.50	
Cost of Sales		£0.00	For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£99.99	(Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	half Yearly (99.99)	£2.50	
Gross Profit (per unit)	xx % Margin	£97.49	per unit
	Sold Units	10,000	
Gross Profit (total)		£9,74,900.00	For Income Statement

Income Statement Extracts

Sales	£0.00	For Income Statement
Less: Cost of Goods Sold	£0.00	
Gross Profit	£0.00	

PRODUCT 3 - YEARLY SUBSCRIPTION (£ 199.99)

Direct and Indirect Expenses	£ 5.00 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= 199.99 . 2.5% of £199.99 = £5.00
Total Production cost per unit	£ 5.00 (per unit)
Units sold year 1	5,000 subscriptions
Total Variable Cost	£ 25,000.00

GROSS PROFIT (FOR INCOME STATEMENT)

Selling Price	£ 199.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 5.00
Gross Profit (per unit)	£ 194.99 per subscription
Units Sold year 1	5,000 subscriptions
Gross Profit (Total)	£974,950.00

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COGS Calculator
Production Business

Prepared By:	Company Name:	Total Products: 3
Vinaya	FashionNex	

Variable Costs of Products

Product Line:	Annually	Notes
Direct Material	NA	
	NA	
Direct Labour	NA	
	NA	
Direct & Indirect Expenses		Credit & debit Card Processing fees after every every transaction 2.5% of the price. (Forbes,2024). Price = 199.99. 2.5% of 199.99 = 5.00
Card processing charges	5.00	
Total Production Cost per unit	**5.00**	per unit
Units Produced	average assumption per year (units)	5000	Total units
Total Variable Cost	**£25,000**	Total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	Annually	0	To start the business with
Add: Produced (or Purchased)	(In Year 1)	0	assumed
Less: Closing Inventory	(Could not sell by the end of Year 1)	0	20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0	
Variable Cost	per unit	£5.00	
Cost of Sales		**£0.00**	For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£199.99	(Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	Annually	£5.00	
Gross Profit (per unit)	**xx % Margin**	**£194.99**	per unit
	Sold Units	5,000	
Gross Profit (total)		**£9,74,950.00**	For Income Statement

Income Statement Extracts

Sales	£0.00	For Income Statement
Less: Cost of Goods Sold	£0.00	
Gross Profit	£0.00	

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(Stanleymilton,2023)

SOURCING STRATEGY

1. Content Sourcing:
It will enter into partnership with well known comapanies in order to get access to
a) Articles.
b) Trend Reports.
c) Industry reports.
d) Educational resources. (Vitasek,2023).

2. For acquiring these resources, it will collaborate with
a) Marketing and trend agencies. - Mintel.
- Fashionsnoop.
- Fitch Solutions.
- Stylus.
- Euromonitor International.
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.
- Designing industry.
It will also enter into partnership with companies and brands to acquire latest
information.
b) Fashion , art , photography , beauty content Publishers.
(Vitasek,2024)

3. FashioNex will provide pathway for partnership with:
a)Fashion agencies.
Europe is home to some of the best fashion marketing agencies like - DLX Paris,Luxury
Institute,Cream UK,Purple and many more.(g-co.agency,2024).By tying up with them it can
attract more individuals to use FashioNex. It will play an integral role in increasing useracqui-
sition.It will also help in incrasing engagment on FashioNex. (Hedden,2023).

b)Industry Events: These events play an integral role in:
-Elevating FashioNex's visibility.(Hall,2024).
-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among
individuals about its
1. Distinctive features.
2. Networking opportunities. (Forbes,2024)

-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among
individuals about its
1.Distinctive features.
2.Networking opportunities.
3.Interactions with major players in the same sector. (Forbes,2022).

c)Educational institutions.
The United Kingdom is known for home renowned fashion universities that have an
unrivaled worldwide credibility. (Tcglobal,2023).These students seek internship to
 increases their marketability, advancement in their careers.FashioNex will provide
numerous internship opportunities, networking prospects to them. (Castrillon,2023).Some of
these institutes include - London College of Fashion.
- Istituto Marangoni. (studyin-uk,2024).

d) High street brands.
Europe is home to many high street brands like Zara,Cos,Mango,Urban Outfitters,&Other
Stories.By collaborating with these brands it will provide employement opportunities to
fashion enthusiasts. (Avram,2023).

e) Luxury brands
Europe is home to top luxury businesses like
1.LVMH.
2.Richemont.
3.Kering. (Statista,2024).
Tying up with these big luxury agencies will open many avenues in terms of jobs
prospects. (FinancialTimes,2023).

f) Industry experts
It can increase its reach by collaborating with
1.Influencers.
2.Bloggers. (Forbes,2023).
They can promote the application as well use it for their own benefit to learn new insights.
g) Fashion publications
FashioNex should partner with leading publications like Vogue,Elle,Harper's Bazaar,
Cosmopolitan. (Odell,2020).By doing so it will help create awareness about the
application as well as these publications will play a vital role in providing a employement
opportunities. (Hurley,2024). Such partnerships will improve brand awareness for
FashioNex as well as play an integral role in its development.(White,2023).

h) Cosmetic brands and beauty retailers.
Fashionex will enter into partnership with them. By doing so, it will
a) Organise events. ().
b) Provide job opportnuities in beauty sector. This is for Fashionex users.

i) Art galleries.
Fashionex will enter into partnership with them. By doing so, it will provide a pathway for art
enthuiasts to collaborate. This is with popular rising artists. This way they can learn about
new innovations in this industry. (Harmon,2024).

j) Photography Studios.
Fashionex will enter into partnership. This is with photography studios. By doing so, it will
provide opportunities for
- Masterclass.
- Workshops. (Bolton,2024).
- Book studios at discounted rate for shoots. (Forbes,2024)).

These partnerships will help for providing employement opportnunities and internships on
the platform.

4. Digital tools.(Technology)
Fashionex will parter up with
a) Data analytic providers.
b) Technology solution providers.
c) Technology consulting firms. (Gurevich,2023).
By doing so, Fashionex will get information about
- advanced seach filters.
- Data analytics.
- New technology in the market. (Lazebnikov,2023).

5.Educational Courses.
Fashionex will parter up with
-Educational institutions. (Avram,2023).
-Online learning platforms. (eg: Udemy,skillshare).

By doing so it will be able to develop various educational quizzes as well as skill based tests.
- Price reductions over fashion-related courses.
All 3 categories will have access to these features. (Forbes,2021).

(Prada,2024)

(TeenVogue,2019)

PRICE

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PRICING ANALYSIS OF FASHIONEX:

Monthly - £19.99
Half yearly - £99.99
Yearly - £199.99
According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus.19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus.
Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).

For this price FashioNex is providing unique features like:

Mentor Matching: It will launch a new feature called 'Mentor Matching' Here users who wish to be a mentor can sign up as mentors.Those who like to be mentored can sign up as mentees. (Heisman,2023).

By analysing the activity of the user of FashioNex it will suggest who be the best suited mentor. (Reeves,2023).They can
accordinly request them for guidance. (interview 4 - appendix). The recommendations will
also depend on users:
a) skills.
b) interests.
c) career goals.
d) needs. (Koifman,2023)

-Discussion groups (based on their interests). Users have the option to join various mentorship groups concerning their topic.They can even create one. By doing so they can have
a) comprehensive discussions.
b) exchange opinions.
c) learn new insights. (Soni,2023)
Experts can help them on various topics concering them as well as give valuable guidance.

- Priority access to job listings. (with FashionexPlus).
Premium opters will have 2 weeks early access to job listings. (Demartini,2022).

- Industry specific insights
Advanced trend reports. (Fashionsnoops). (Stylus).
Articles.
in depth reports. (Euromonitor International). (Fitch Solutions). (Mintel).
(Soar,2022).
users can use advanced filters to choose industry they are interested in.
(Beauty .
Fashion.
Arts.
Other creative sectors). (Kelly,2023).

- Profile Comparitive analysis. (with any user on the platform)
- Tips on how to improve with the profile being compared.
- Virtual Portfolio viewing.
- Virtual tour of the workplace. (Montanez,2024).

In-depth analytics and tips to improve. This is when compared to other user's profile. It helps the user understand -
a) where the traffic coming from.
b) demographic analysis. (percentage of male , female and others). (interview - appendix).
c) when comparing to other user's it will give a detailed in depth anaylsis how can we improve the engagement or any specific area when the user comparing himself is lacking.

Targetting Niche market.
Fashionexn is targetting 3 demographics. These include
generationz .
millenials.
generation X. (Heyward,2022).
They will be mainly from Fashion industry. It is also targetting people from creative sectors. (photography, beauty, styling). It is overall targetting a niche market.
(Derosa,2022). If Fashionex by effectively using strategies creates a large user base, it will be difficult for new businesses to step into the same market. (Netzer,2023).

OBJECTIVES:

- To attract a large number of Audience. This is achieved by moderate pricing compared to its competitors.

- Value perception . The goal is to offer more value. This is when compared to its competitors. This is achieved by offering unique features which are not provided by its competitors.

Analysis: According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).**:** The pricing of Fashionex is moderately priced than its
 competitors.Linkedin - £34.99, - For business purpose : £34.99. Sales Navigator Core : £69.99Recruiter Lite: £109.99. (Linkedin,2024) The dots - £75.00 and the Creative Mornings - for Solopreneur: £6.50 , Small Company : £28.00 , Behance Monthly - £11.99 (Behance,2024). Yearly (upfront) - £74.99 (Adobe,2024). Fashionex offers more features compared to its competitors.The pricing is also moderate compared to competitors so more individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex. It provides limited job listings and very limited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings. (Goswamy,2023).

(Esquire,2018)

COMPETITORS PRICING ANALYSIS

SUBSCRIPTION PRICING:
1.Linkedin (COMPETITOR 1)
- For career purpose : £34.99
- For business purpose : £34.99
- Sales Navigator Core : £69.99
- Recruiter Lite: £109.99
The most popular subscription opted by most individuals is the **£34.99 per month.**

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning
Private Browsing	✓	✓	✓	✓	
Applicant Insights	✓	✓	✓	✓	
Direct messaging	✓	✓	✓	✓	
Who Viewed Your Profile	✓	✓	✓		
Who's viewed your profile insights availability	365	365	90	90	
Unlimited access to LinkedIn Learning	✓	✓	✓	✓	✓
Unlimited people browsing		✓	✓	✓	
Business Insights		✓	✓	✓	
Advanced Search			✓	✓	
Standalone sales interface			✓		
Custom lead and account lists			✓		
Lead recommendations and saved leads			✓		

(Linkedin,2023)

Premium subscription plan	Premium Career	Premium Business	Sales Navigator Core	Recruiter Lite	LinkedIn Learning
Real-time updates and alerts			✓		
Recruiting-specific design				✓	
Automatic candidate tracking				✓	
Integrated hiring				✓	
Smart Suggestions				✓	
InMail credits	5	15	50	30	
Premium Service Page features	✓				

(Linkedin,2023)

The above table gives an in-depth explanation of each of likedin' features accessible on each category of its premium subscriptions.

2.Creative Mornings:
It offers 3 paid subscriptions
- Solopreneur : £6.50
This is meant for an individual person who has a start up. Through this they can post unconstrained number of employement opportunities.They can become prominent in the business listing. (Creativemornings,2024).

- Small Company : £28.00
This is meant for a small business comprising of 2- 30 employees.This subscription helps them connect with exceptional artistic potential individuals.Other features are same which include unconstrained number of employement opportunities.They can become prominent in the business listing. (Creativemornings,2024).

- Large Company : £200.00
It offers same benefits.The only difference is that it is mean for larger businesses comprising of 30+ employees.(Jackson,2022)(Creativemornings,2024).

3.The Dots:
Recruiter Pro Plan: £75.00
Advanced search filter.
-sort more than 750,000 individuals on the platform.(theDots,2023).

Messaging.
-Direct message anybody on the platform.
- send many candidates mass messages simultaneously.

Advanced project search.
-Find as well as recruit the whole teams responsible for the task.

Make a list of potential candidates
-To ensure teamwork every step of the hiring procedure, prepare list comprising all skills as well as distribute them across all teamates.

Bias-free
-Using its unique filters to eliminate identifying characteristics from their potential employees search to combat unintentional prejudice.

Check the availability.
-Using this premium account they can check when someone is online or if they are offline making it very convinient for other users as well as recruiters.

4. Indeed :
Indeed does not offer premium subscription.

5.Behance:
Monthly - £11.99
Yearly (billed monthly) - £7.99
Yearly (upfront) - £74.99 (Adobe,2024)
Features:
- More visibility.
- Recognize the geographic location of the audience.
- leading keyword searches for the projects.
- Information about traffic's geaographical location
- No platform charges selling assets. (Behance,2024).
- There are no platform costs associated with employing freelancers.
- Display artwork on a website that is specifically designed for the user.
- Projects with security codes.(additional security).
- Sharing projects via links.
- Provide clients with confidential project updates.
- Acquire a Pro badge for user's profile page. (Behance,2024)

(Zara,2024)

(Bondofficial,2023)

PLACE

(Pinterest,n.d)

DISTRIBUTION CHANNELS

DISTRIBUTION CHANNELS:

-DIRECT DISTRIBUTION CHANNELS.
According to the survey, 63.6% respondents use mobile phones to access a professional platform while 36.4% prefer both computer as well as mobile phone. (Survey). Fashionex provides both mobile phone application on IOS and Anroid as well a website.
1) Website.
- FashioNex will be accessible through a website.Users can
a) Create accounts.
b) Access all the features on FashioNex .(Networking options,webinars, mentorship opportunities, employement prospects, quizzes, as well as educational courses).
- A well-designed website assists in creating an effective digital identity helping in providing customers with excellent data. (Forbes,2024). These days, lacking a website might cast doubt on a business's credibility. Consumers anticipate that reputable businesses will have social networking pages along with a website. (Kaplan,2020).Hence, Fashionex will have a well designed website along with an application. 36.4% of 100% users use a computer as well as phone to access a platform for professional purposes. (Survey).

2) Application.
- Fashionex will launch a mobile application.It will available on two platforms:
a) Play Store.
b) App Store.
Users can access the application through
a) Mobile phone.
b) Ipad.
c) Tablet.
According to the survey, 63.6% respondents said that they would use a mobile application to access a professional platform. 36.4% said that they would use both, a website as well as an application depending upon their convinience. (Survey). Mobile applications are preferred over webpages by 85 percent of users. (Rizvi,2022). Every penny invested on user experience has a complete return on investment. The Initial Public Offering of application based firms is 825 percent more than that of non application based businesses.

Would you prefer to use a laptop or mobile phone to access it?

99 responses

- Mobile phone
- Laptop/computer
- both

36.4%
63.6%
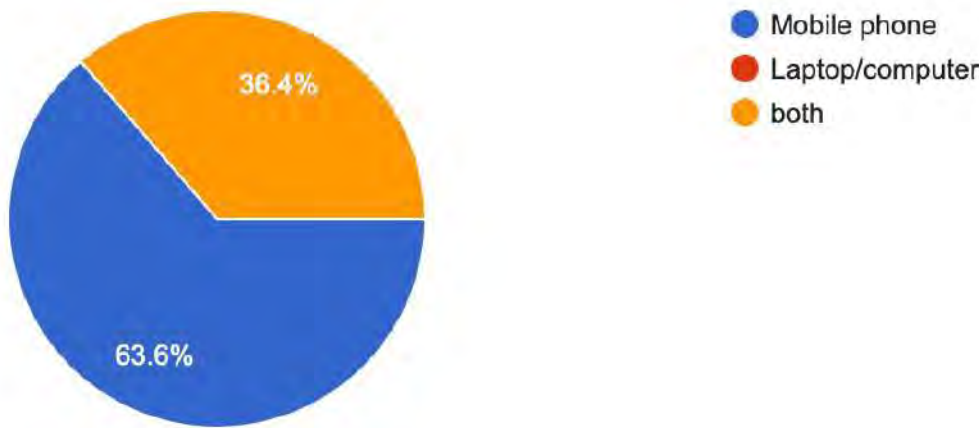
3) Email Marketing.
Fashionex will make use of targetted marketing. By doing so, it will keep its users informed about
a) New features.
b) Updates.
c) Discounts
d) Latest events and interesting happenings. (Forbes,2024).

-INDIRECT DISTRIBUTION CHANNELS.

1) Strategic Partnerships.
a)Fashion agencies.
Europe is home to some of the best fashion marketing agencies like - DLX Paris,Luxury Institute,Cream UK,Purple and many more.(g-co.agency,2024).By tying up with them it can attract more individuals to use FashioNex. It will play an integral role in increasing useracquisition.It will also help in incrasing engagment on FashioNex. (Hedden,2023).

b)Industry Events: These events play an integral role in:
-Elevating FashioNex's visibility.(Hall,2024).
-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among individuals about its
1.Distinctive features.
2.Networking opportunities.

-Creating a stronger user-base by creating awareness. (Schulz,2024).
By being part of such events it will get an opportunity for raising consciousness among individuals about its
1.Distinctive features.
2.Networking opportunities.
3.Interactions with major players in the same sector. (Forbes,2022).

c)Educational institutions.
The United Kingdom is known for home renowned fashion universities that have an unrivaled worldwide credibility.(Tcglobal,2023).These students seek internship to increases their marketability, advancement in their careers.FashioNex will provide numerous internship opportunities, networking prospects to them. (Castrillon,2023).Some of these institutes include London College of Fashion,Istituto Marangoni.(studyin-uk,2024).

d) High street brands.
Europe is home to many high street brands like Zara,Cos,Mango,Urban Outfitters,&Other Stories.By collaborating with these brands it will provide employement opportunities to fashion enthusiasts. (Avram,2023).

e) Luxury brands
Europe is home to top luxury businesses like
1.LVMH.
2.Richemont.
3.Kering. (Statista,2024).
Tying up with these big luxury agencies will open many avenues in terms of jobs prospects. (FinancialTimes,2023).

f) Industry experts
It can increase its reach by collaborating with
1.Influencers.
2.Bloggers. (Forbes,2023).
They can promote the application as well use it for their own benefit to learn new insights.

g) Fashion publications
FashioNex should partner with leading publications like Vogue,Elle,Harper's Bazaar, Cosmopolitan. (Odell,2020).By doing so it will help create awareness about the application as well as these publications will play a vital role in providing a employement opportunities. (Hurley,2024). Such partnerships will improve brand awareness for FashioNex as well as play an integral role in its development.(White,2023).

h) Cosmetic brands and beauty retailers.
Fashionex will enter into partnership with them. By doing so, it will
a) Organise events.
b) Provide job opportnuities in beauty sector. This is for Fashionex users.

i) Art galleries.
Fashionex will enter into partnership with them. By doing so, it will provide a pathway for art enthuiasts to collaborate. This is with popular rising artists. This way they can learn about new innovations in this industry.

j) Photography Studios.
Fashionex will enter into partnership. This is with photography studios. By doing so, it will provide opportunities for
- Masterclass.
- Workshopps
- Book studios at discounted rate for shoots.

These partnerships will help for providing employement opportnunities and internships on the platform.Fashionex will also be able to organise fashion events later in future with their partnership and it will increase its exposure and awareness in the industry.

2)Social Media Platforms.
This will be one of its indirect distribution channel.It will make use of platforms like
- Instagram
- Facebook
- Twitter
- Tiktok.
It will regularly post
- reels and videos.
- stories.
- posts. (Barratt,2024). It will make use of hashtag - #Fashionex. This is for all its posts and stories across all social networking platforms. (Tiktok, Instagram , Facebook). (Kowalewicz,2023).It will use these platforms to spread awareness. It will As per Statista, the present-day estimate of regular online social networking users exceeds 4.59 billion. it is projected to exceed over 6 billion by 2027. (Statista,2023). Social networking sites is used by 77 percent of start ups businesses to boost sales, improve relations with clients, along with raising their visibility.(awareness). (Peek,2023). 83 percent of Instagram users claim to have found fresh businesses while utilizing the platform, according to Meta data. (Peek,2023) 43 percent of TikTok users utilize the application in search of updates or knowledge regarding new start ups. (Theeconomictimes,2023).

Number of social media users worldwide from 2017 to 2027
(in billions)
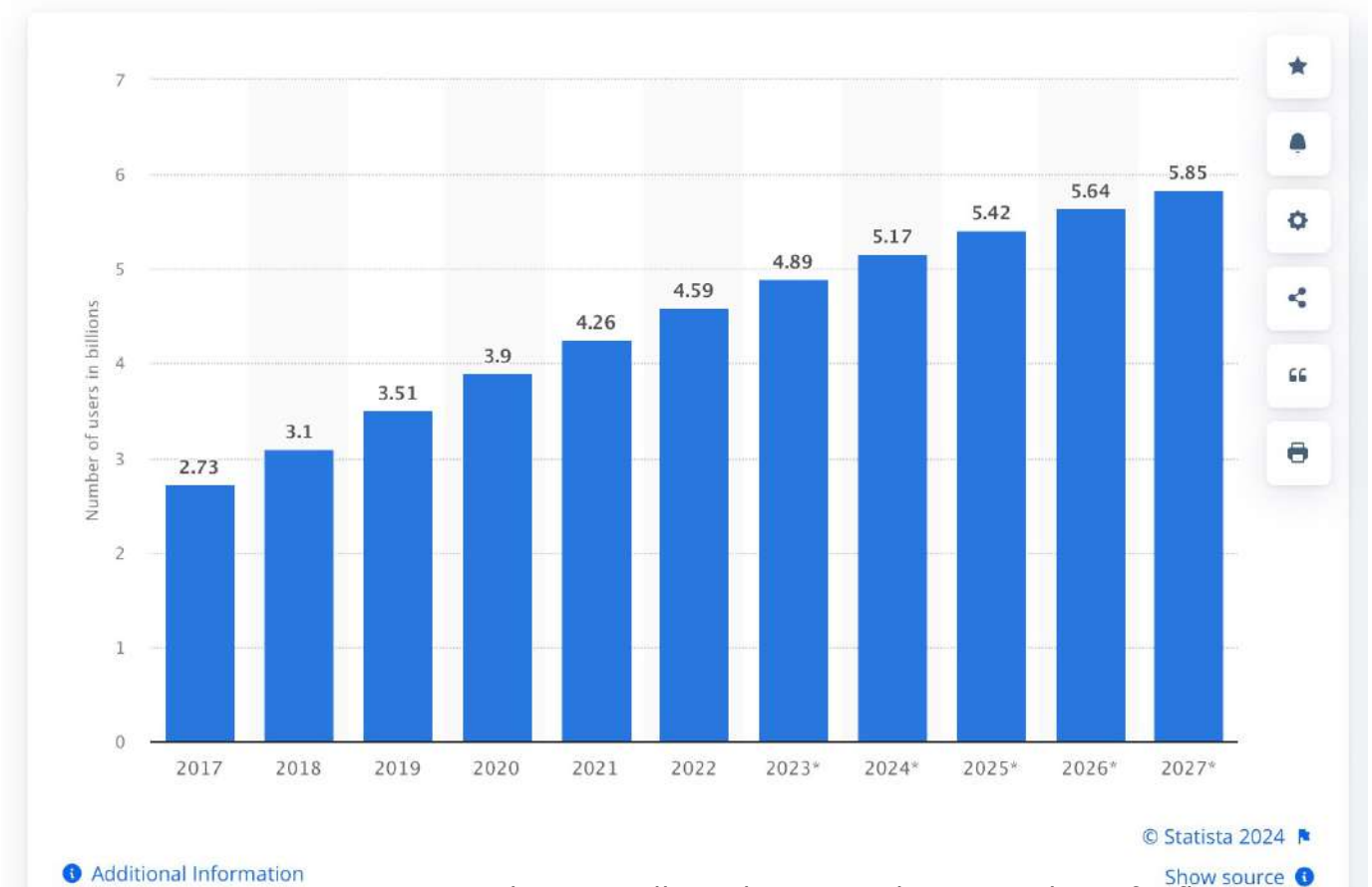
-**INFLUENCER MARKETING:** Fashionex will reach out to a large number of influencers across various platforms like
a) Instagram
b) Tiktok
FashioNex will reach out to
a) bloggers.
b) content creators.
c) stylists..
d) industry experts.
By doing so, they will create
a) Content around it.
b) Write reviews, make reels on it on Instgram.
c) Make videos , stories , short videos about how advantageous Fashionex across all social networking platforms.
d) Instagram live every week.
The business is expected to increase its revenue by $16.4 billion in 2022, having garnered over eight hundred million dollars in investment in 2021. (hbr,2022). Influencer suggestions, according to 46 percent of clients, can benefit in their decision-making when choosing a product to buy. (Hall,2022). 43 percent of consumers are willing to stick with influencers that transparent about their affiliations with brands or products they suggest. (Hall,2022). Fashionex will be very authentic and transparent in its approach. (Forbes,2023).It will have a very clear transparent policy and influencers will be transparent in their approach.

Users on social networking sites are drawn to enthusiastic creators of content who genuinely want to express what they know and their understanding of the product or service. (Varricchio,2023).

Instagram Live.
Instagram Live: Fashionex will enter into agreement with 4 industry experts (influencers) for a period of 9 months. It will be starting in September and the agreement will end in May. The 4 chosen influencers and experts for masterclass include: (Forbes,2023). This event will take place every Wednesday at 9pm. Users will get the option to ask questions. The experts will accordingly share their insights. (Tayson,2023). These experts include:

- Alicia Reddy .
She is ranked as one of the best Streetwear Fashion influencers in the United Kingdom. (Shepherd,2024).
Engagement rate - 1%
Instagram Followers - 1.4M

- Maja Malnar.
She is ranked as one of the best Fashion influencers in the United Kingdom. (Shepherd,2024).
Engagement rate - 0.67%
Instagram Followers - 1.4M

- Hannah CocoBeautea.
She is ranked as one of the best Streetwear Fashion influencers in the United Kingdom.
Engagement rate - 0.82%.
Instagram Followers - 1.6M.

- Ali Gordon. (West,2021).
He is ranked as one of the best Fashion influencers in the United Kingdom.
Engagement rate - 1.23%.
Instagram Followers - 711k.

Instagram live link will even be shared on Fashionex application. (even website).
- The main aim is to drive engagement and
create curiousity among target audience about Fashionex. (Danao,2023). This is achieved through livestreaming on Instagram. (Lange,2023).

Fashionex Gala.

Influencers:
1. Maja Malnar.
Instagram followers - 1.4 M.
Engagement Rate - 0.67%

2. Samantha Maria.
Instagram Followers - 422K
Engagement rate - 1.2%

3. Rowan Row.
Instagram Followers - 1.7M
Engagement Rate - 1.16%.

4. Ali Gordon.
Instagram Followers - 711K
Engagement Rate - 1.23%

Photographers

1. Nick Knight.
Instagram Followers - 988k.
Engagement rate - 0.17%

2. Nadine Ijewere.
Instagram Followers - 149k.
Engagement rate - 1.18%.

They would be requested to post
- reels.
- stories.
- posts. (Barratt,2024).
This is on Instagram , Tiktok and Facebook. They would post using the hashtag. (#Fashionex).
This will create buzz and hype around Fashionex. (Baluch,2024).

Fashion Designers:

1. Stella McCartney.
Instagram followers - 7.4 M.
Engagement Rate - 0.03%

2. Victoria Beckham
Instagram followers - 33 M
Engagement Rate - 0.03%

They will post Instagram , Facebook and Tiktok stories from the event. This is boost engagement. They wll use the hashtag - #Fashionex.

BENEFITS FOR INFLUENCERS. (INSTAGRAM LIVE).

1.Exclusive Benefits.
Free FashionexPlus for one year. They will be given priority access. (Skowronski,2024).
This is in regards to new features that would be launched on Fashionex. (Hall,2022).

2. Publicity.
Since they will be leading the masterclass it will be a win win situation for Fashionex as well as each of them. (Forbes,2024). They will gain new followers through exposure in the form of a masterclass. (Howard,2023).
Fashionex will feature her across -social media platforms like
a) Instagram.
b) Facebook.
c) Twitter.
d) Tiktok. (Goodbread,2023).
- Emails to users telling them about the upcoming masterclass featuring Alicia Reddy. (Hoory,2024).
- Promotional posts, videos , stories. (Instagram , facebook , twitter , tiktok). (Wells,2024). This will give her more exposure. (Barratt,2024). She will also post a story regarding her being the lead host for that session on Fashionex for that week. This way even Fash-ionex will get some of her followers and create awareness among new audience. (Kar-ra,2023).

3. Content Resuse Rights.
Whatever presentations , content that would be discussed during the masterclass, they can use it however she wants in the future. (rightsandlicensing,n.d). This includes
a) Videos.
b) Images
c) Presentation.
Any other information. (Forbes,2022).

4. Co - Marketing Opportunities.
Fashionex will provide them with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

5. Recognition for being a part of the Masterclass on Fashionex. Each one will be pre-sented with a certificate by Fashionex. This adds value to their portfolio.This further adds to their expertise (Forbes,2021).

(USA10magazine,n.d)

VISUAL MERCHANDISING

(Wmagazine,2023)

FASHIONEX
APPLICATION MOCK UPS

Screen 1 - Splash Screen. It will comprise of a white background with the Logo of Fashionex
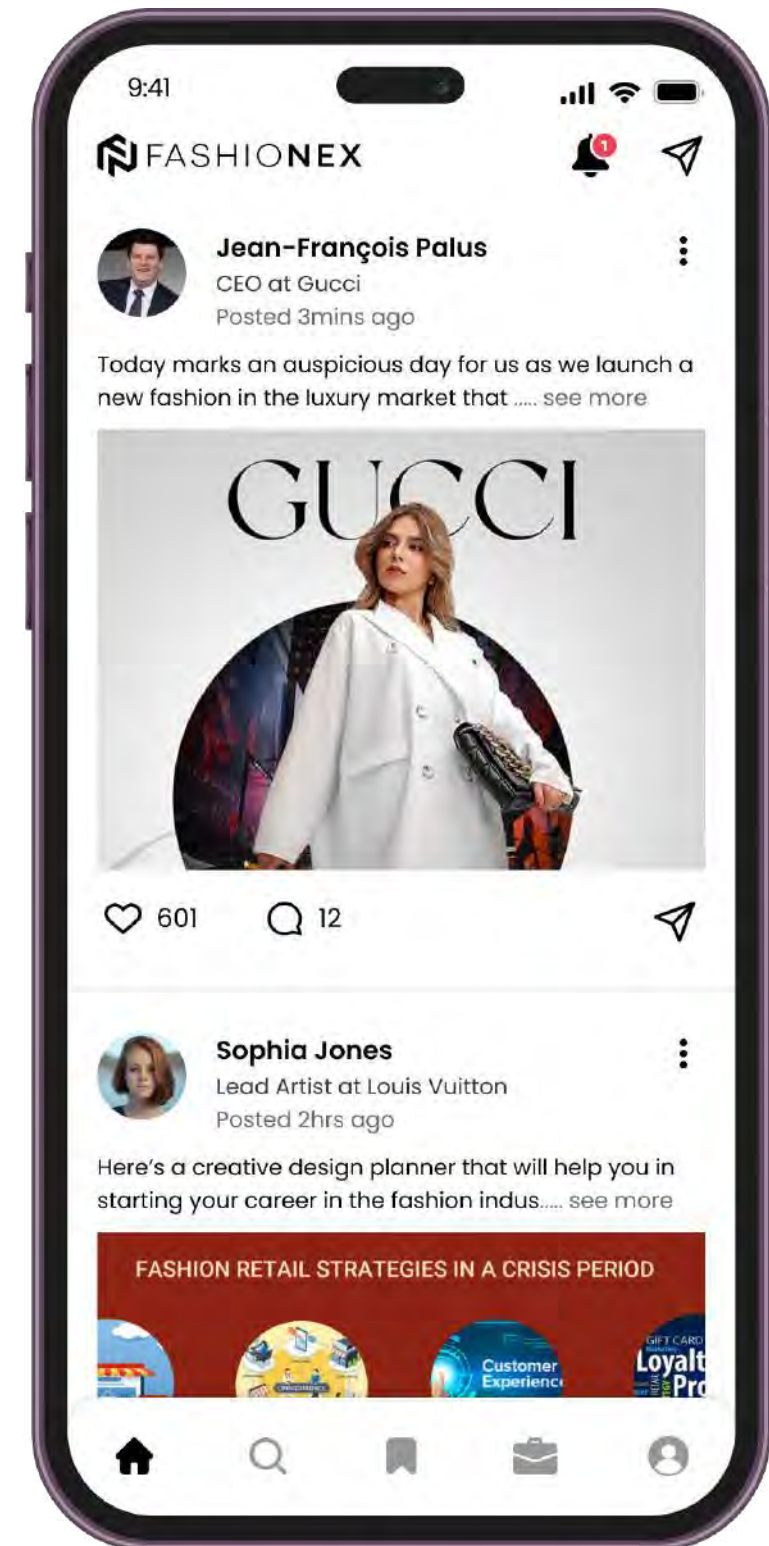
Screen 2 - Home page. This page comprises of articles and posts from the professionals followed by the user. The bell button at the top indicates the notifications for the user. (messages, update regarding someone's promotion , any promotions on the platform , weekly ananlysis of the profile , connection requests. The arrow button at the top right indicates the messaging button which comprises of all the individual chats as well as groups of the user.
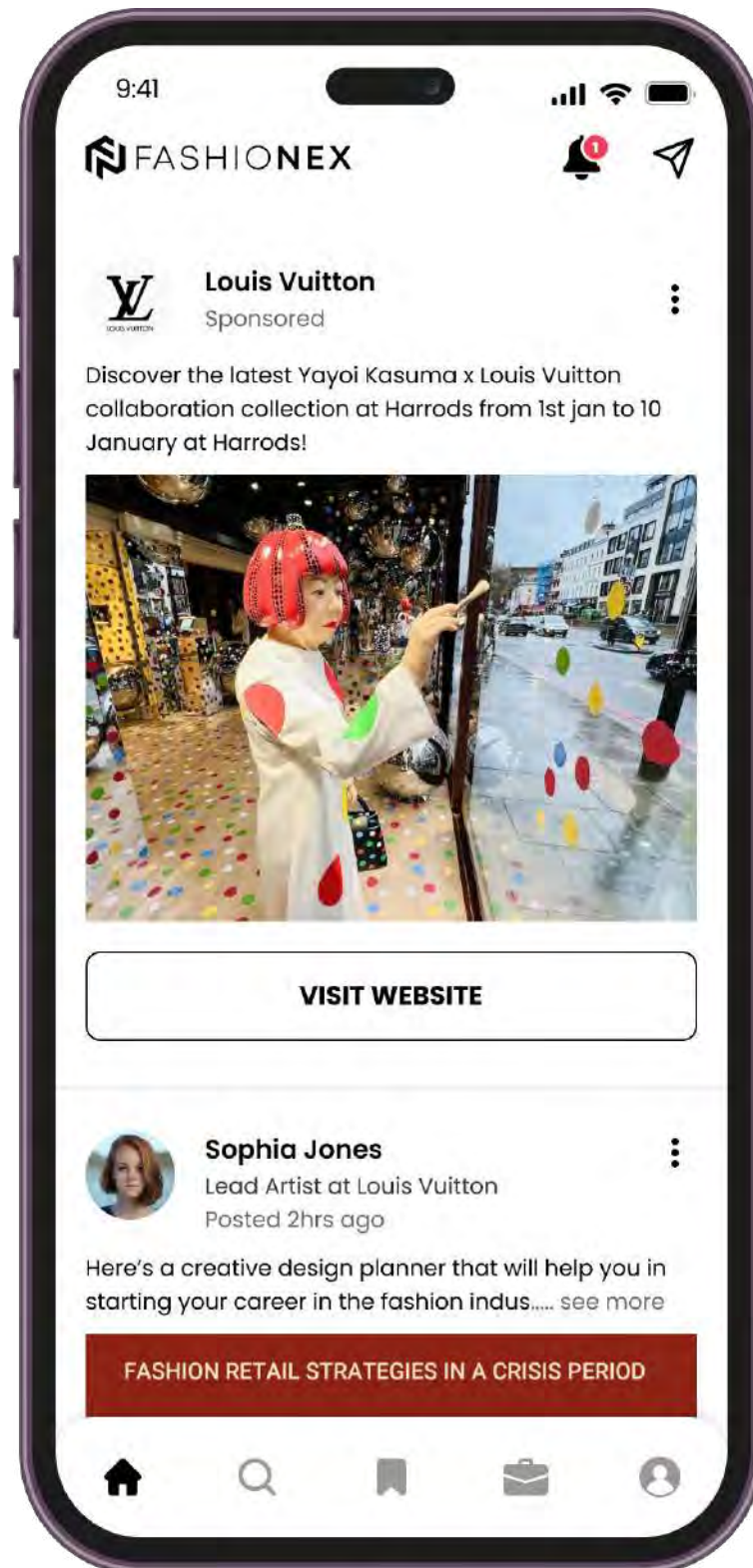
Screen 3 - Based on the user's activity , it will display advertisements by brands , agencies and companies on the homepage. This is also one of the revenue streams of Fashionex.
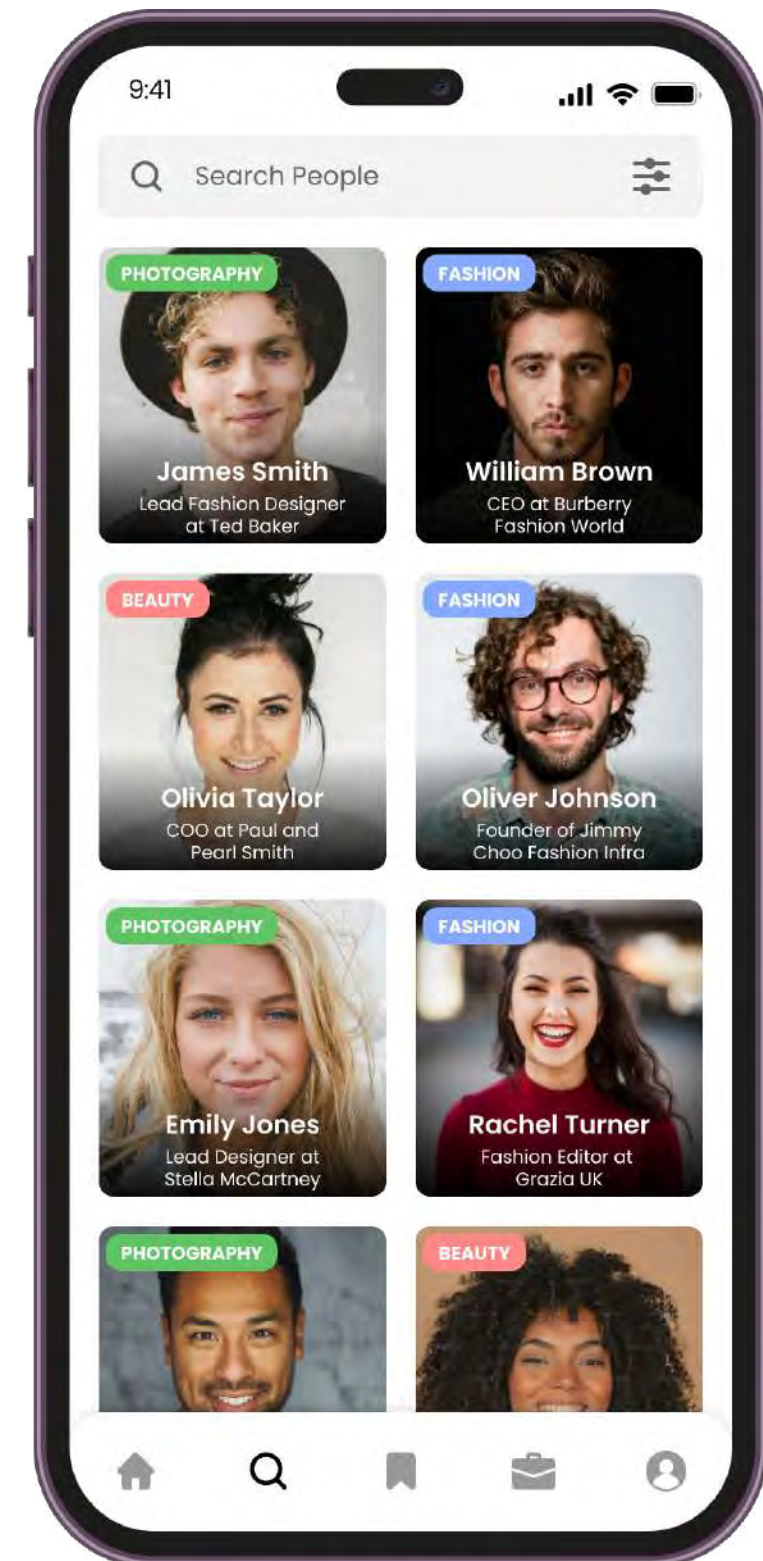
Screen 4 - The ' discover page' wherein users would get suggested profiles based on their connections and their daily activity on the platform. They can make use of the advanced analytics tool at the top right to search profiles based on their preferences. These filters include:

1. location
2. Industry.
3. Experience level.
4. Mutual Connections
5. Language.
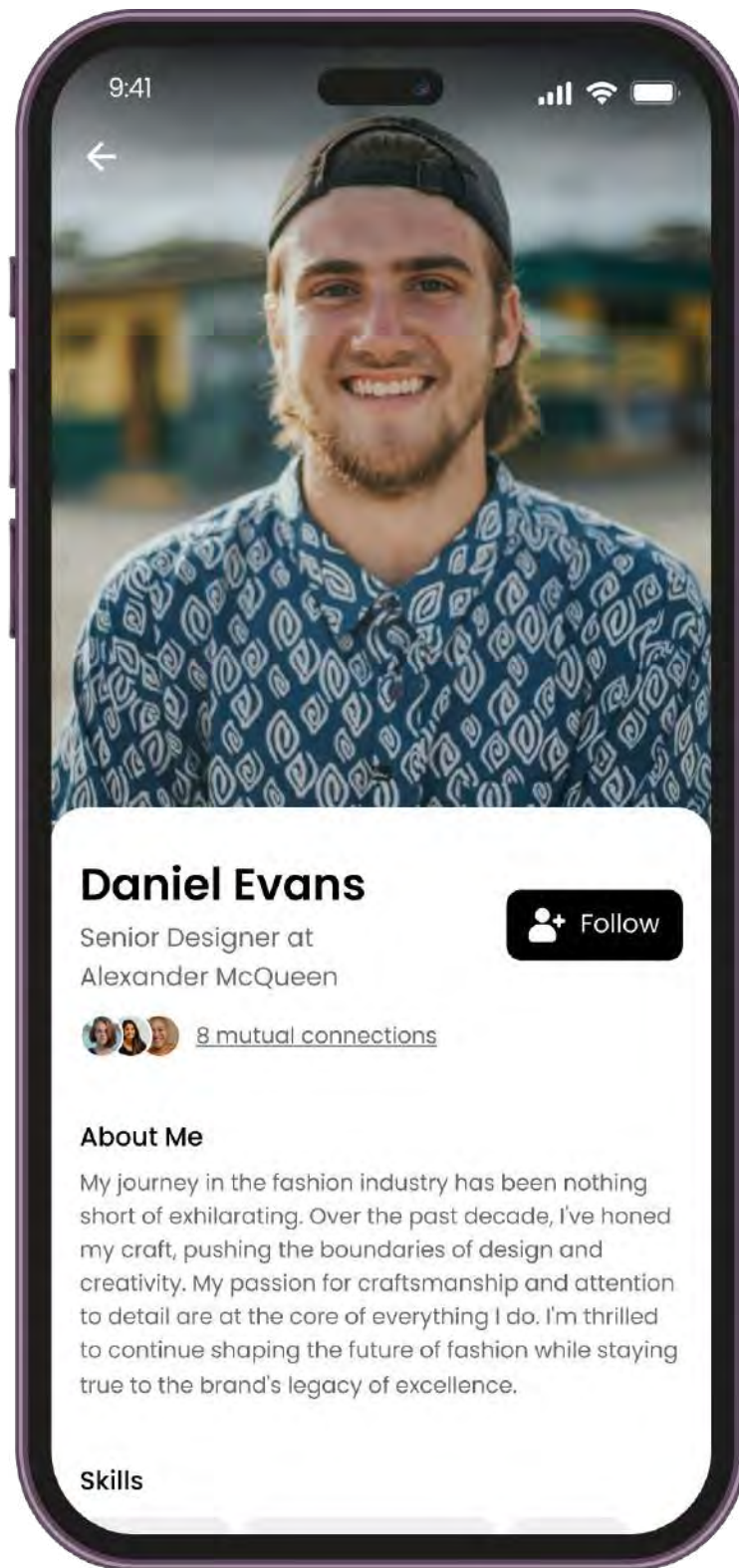
Screen 5 - Upon clicking on the profile, the user will be able to see the Daniel's description and where he is curretly working at. It will list the number of mutual connections along with the mutual connections. User can follow the person or send a request to connect with them.
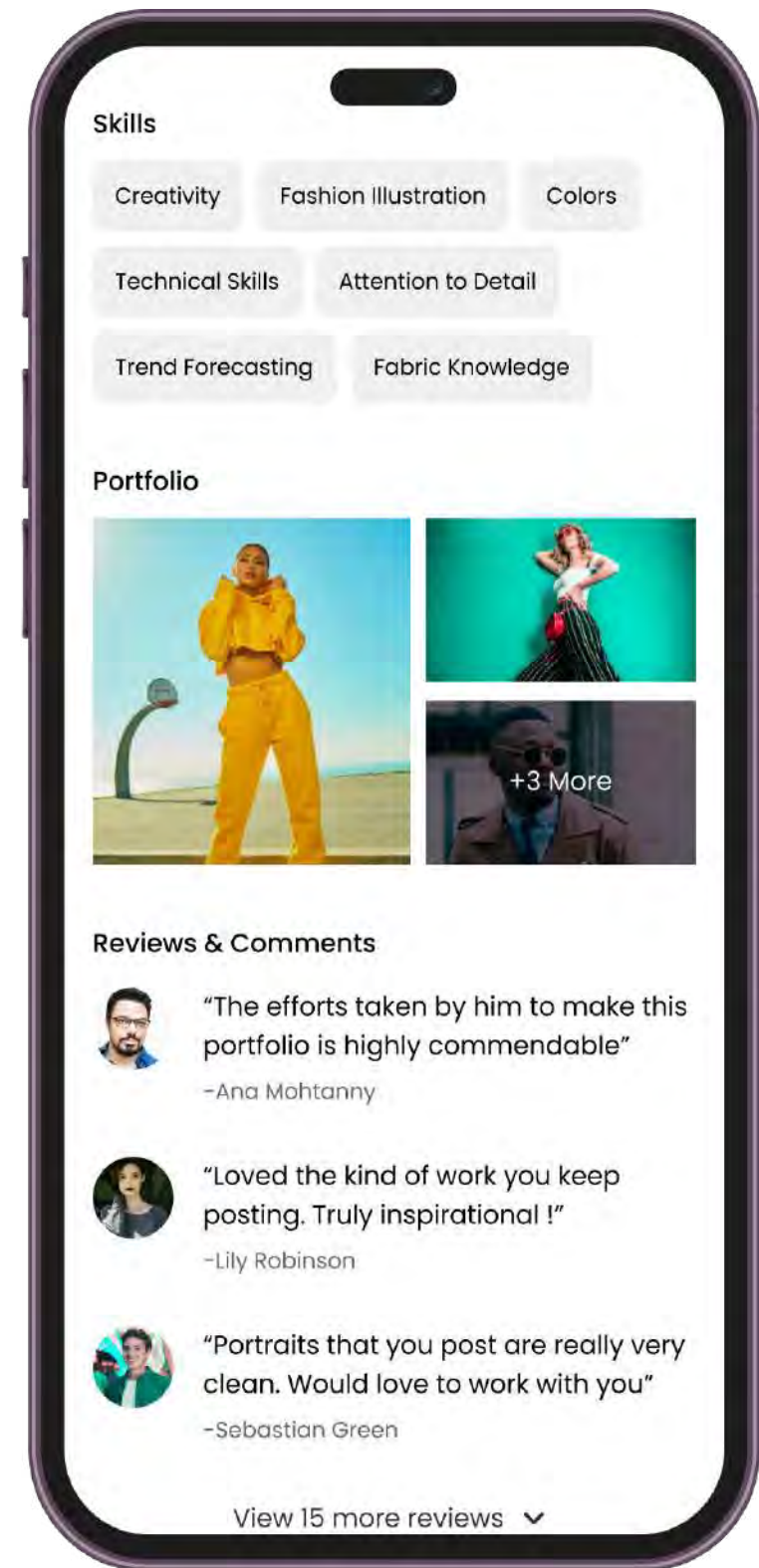
Screen 6 - Upon scrolling down on the same profile, the user can see his skills, and his portfolio. They can also read the comments of other users of the platform for their work.
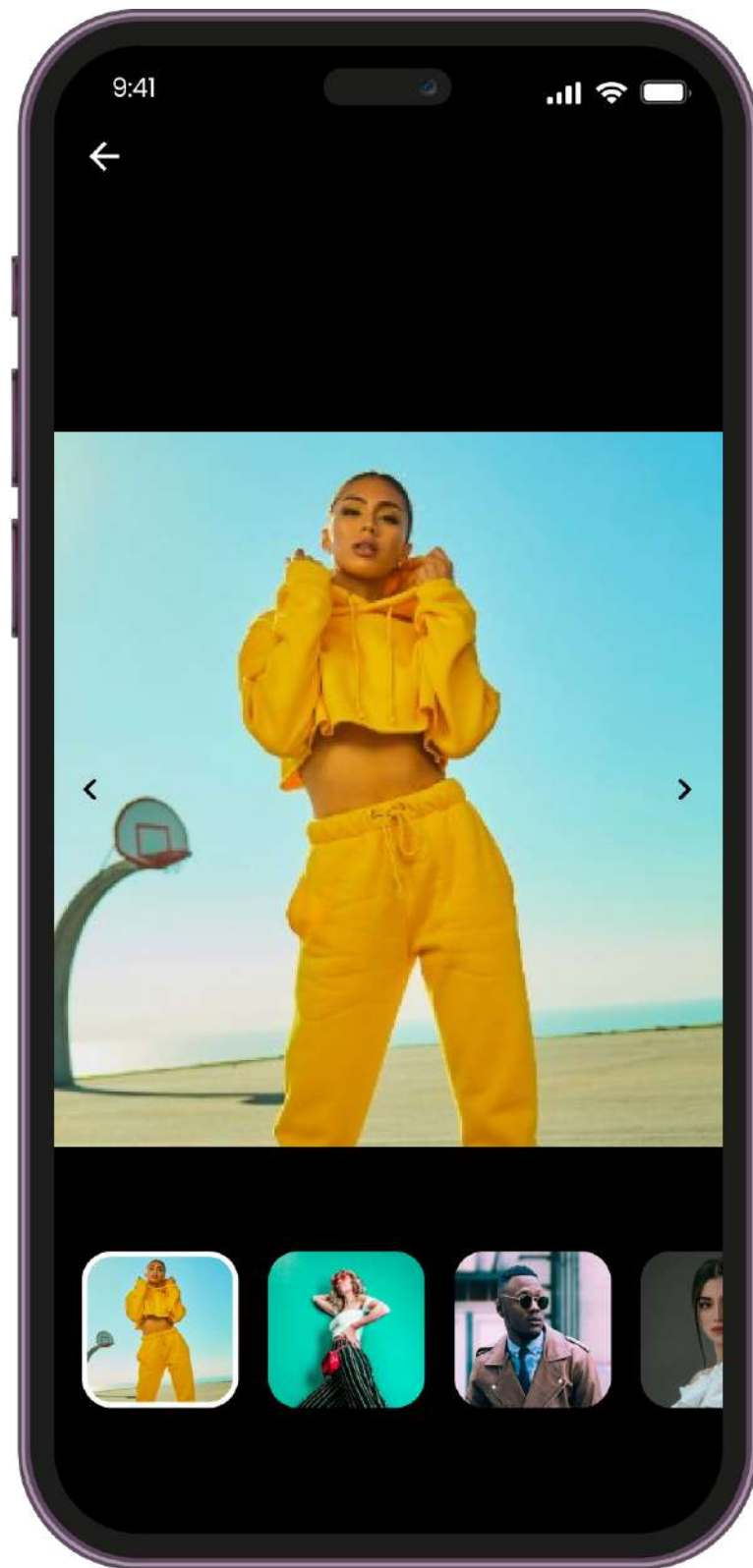
Screen 7 - User can browse through the work of other users'. By this way they can better understand their expertise and if they wanna collaborate and work with them.
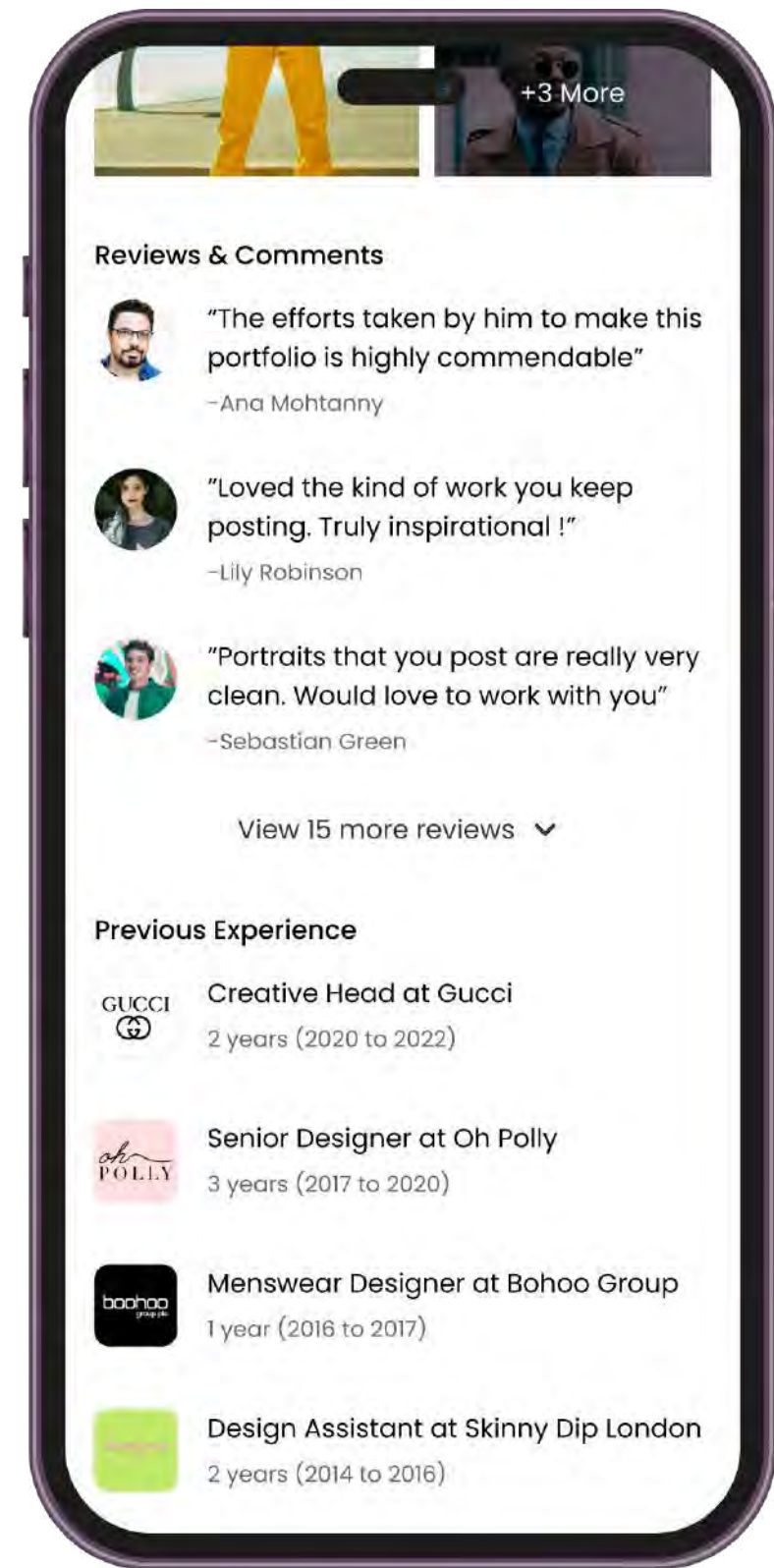
Screen 8 - As the user scolls down, they can see the past experience of Daniel. This helps in better understanding their professional experince.
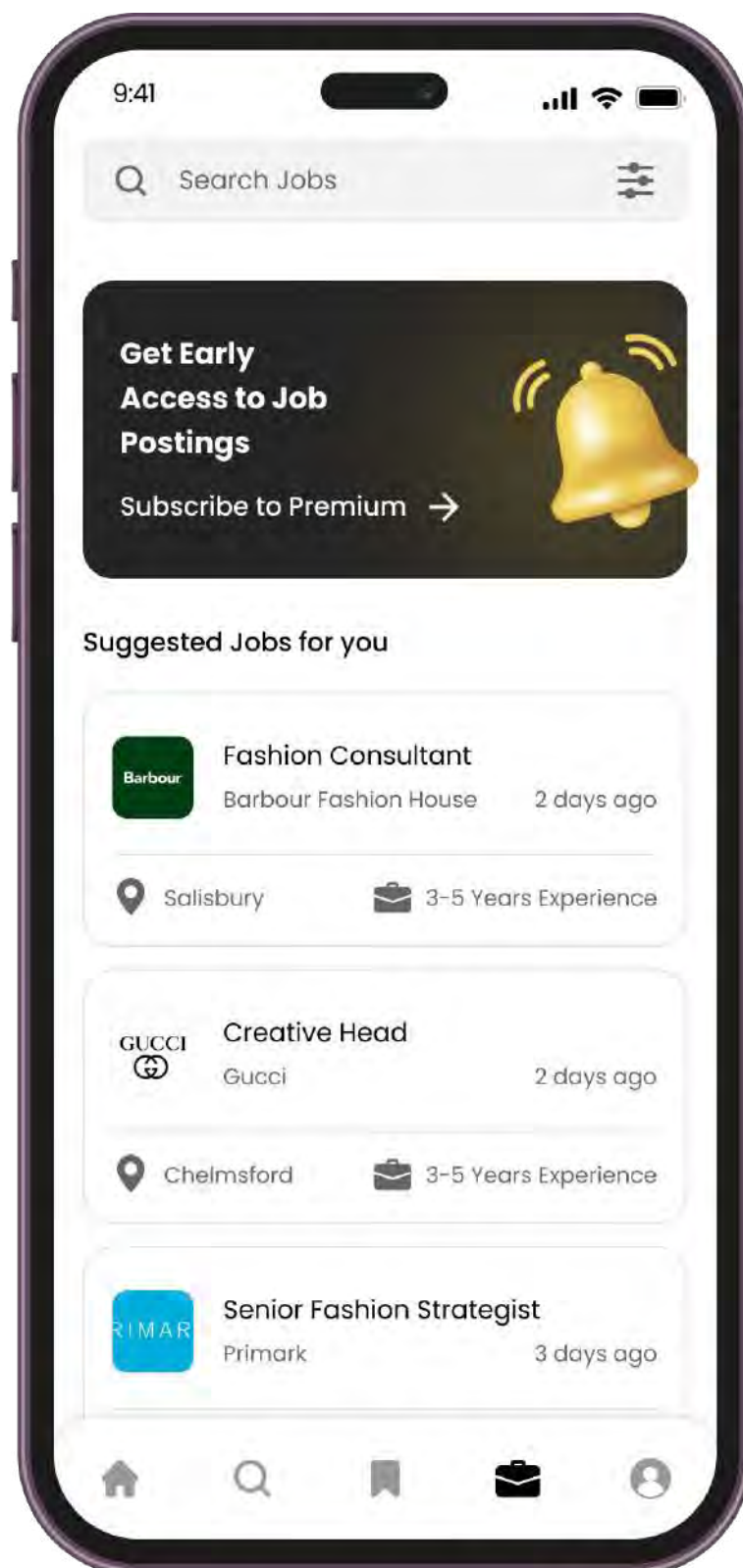
Screen 9 - The suitcase icon represents job opportunities available. Users can browse through suggested job opportunities for them. FashionexPlus users will get 2 weeks priority access to job listings. They can make use of advanced analytics to filter the jobs. These filters include :

1. Location.   3. Job Type.   5. Salary Range.   7. Company Size.
2. Industry.   4. Experience Level 6. Job Title.
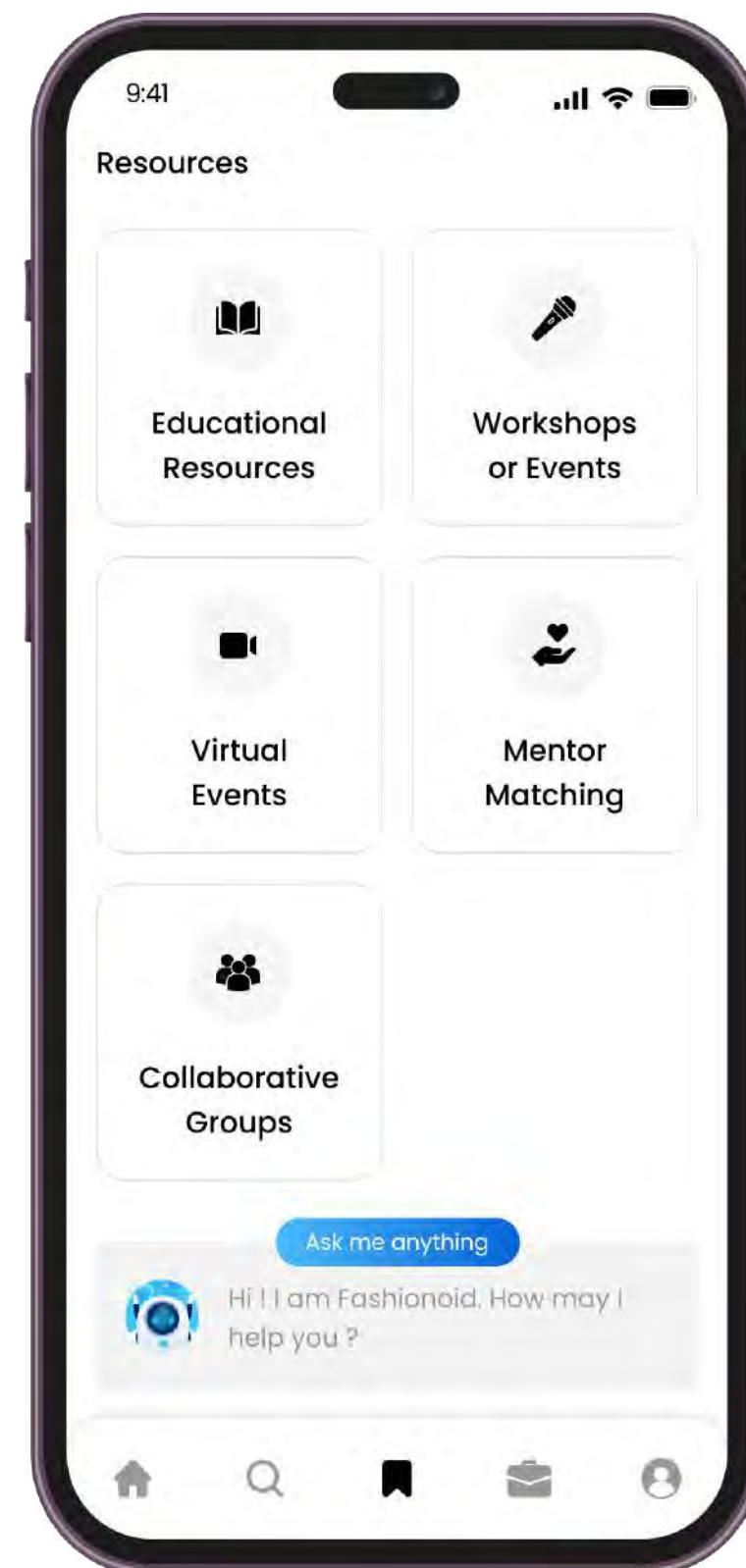
Screen 10 - User can browse through the work of other users'. By this way they can better understand their expertise and if they wanna collaborate and work with them. At the bottom of the page there is an AI chatbot named ' Fashionoid' Users can ask any questions related to-Choosing the right career based on their skills.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
-They can ask any question related to their career at any point of the day. (Viliavin,2023)
-They can even ask questions related to functioning of Fashionex.
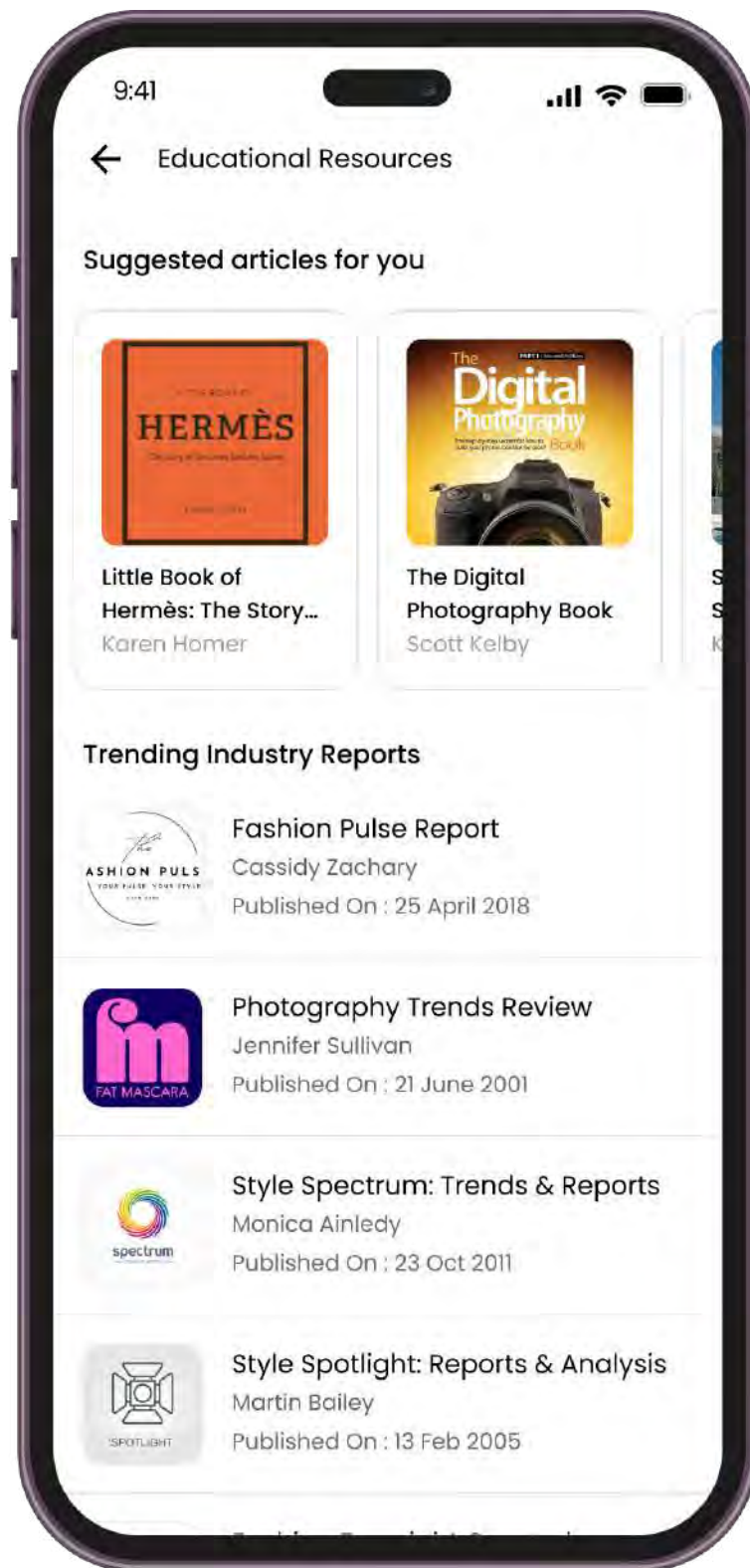
Screen 11 - Upon clicking on ' Educational Resources ' users can read latest articles posted by brands, agencies , industry experts , various prominent sources. Free users have limited access to reports and articles . Fashionex Plus users have access to
1.in-depth industry reports.
2.market insights.
3.upcoming trend reports.
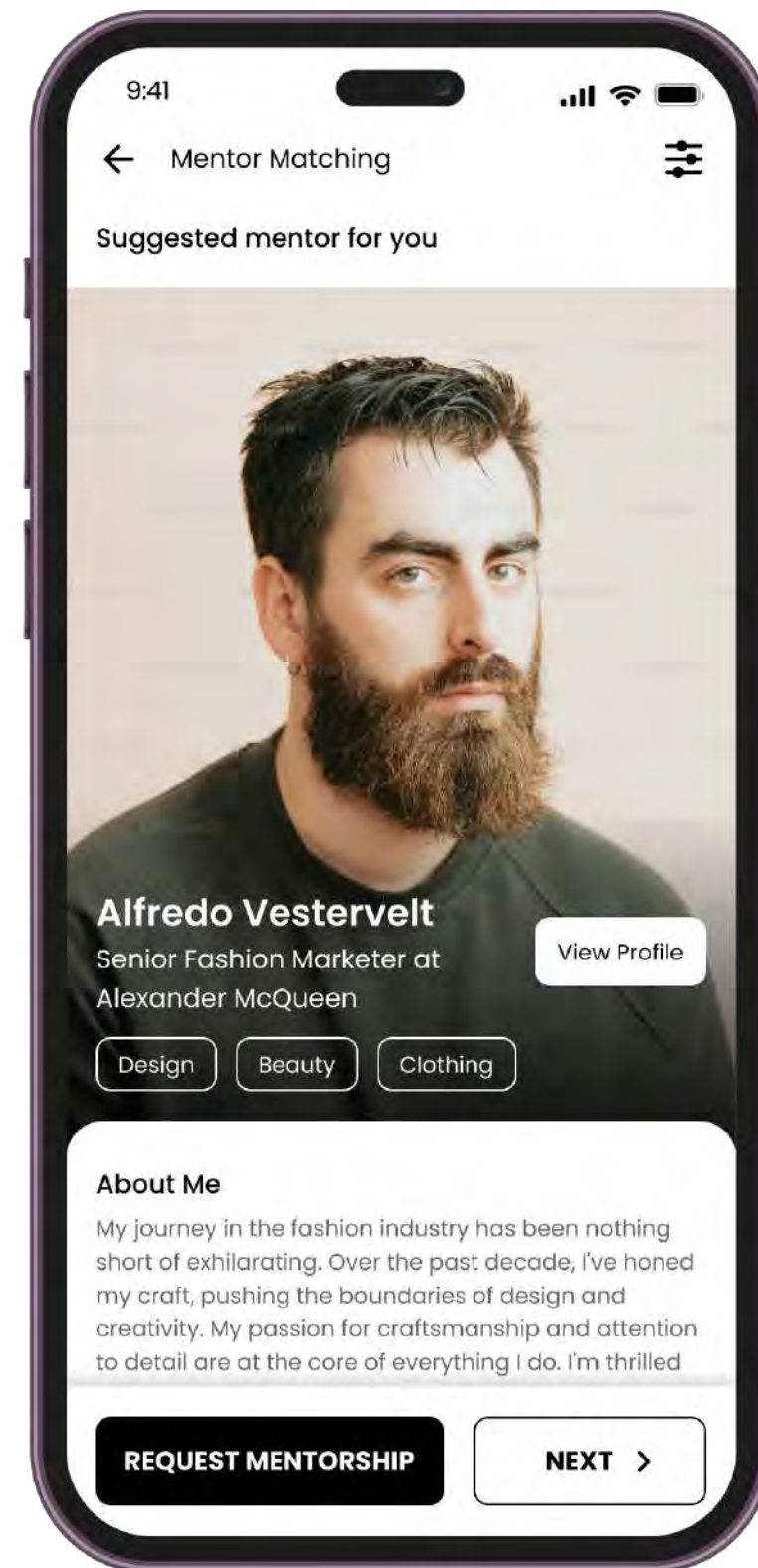
Screen 12 - FashionexPlus users can make use of the premium feature ' Mentor Matching' They can see the profiles of various mentors who have signed up as mentors. They can use advanced fileters like
1. Skills.
2. Interests.
3. Career Goals.
4. Needs.
They can read about their expertise, see their previous work, companies where they have worked, portfolio and accordingly request mentorship. If they feel that particular mentor wont be able to help they effectively they can click on the ' Next ' option.

Select Filters

Your Current Location

Industry ⌄

📅 1 May' 24   To   📅 31 May'24

Ticket Price   £0 to £200

Event Type
☐ Exhibition   ☐ Show
☐ Workshop   ☐ Brand Expo

Ratings
☐ ★ 4 and above   ☐ ★ 3 and above

SHOW EVENTS >

9:41

← Workshops / Events

🔍 Search Workshops / Events

Location : Birmigham ✕   Date : 1 May to 31 May ✕   Ratings

Suggested events for you

ÉREDI FASHION SHOW   ★ 4.2

Eredi Fashion Show   £25.10
Duddeston
15th - 19th May, 9AM to 1PM

FESTIVAL OF FASHION   ★ 4.5

Iconic Festival of Fashion   £12.15
Digbeth
23rd - 25th May, 8AM to 7PM

Fast track (one   ★ 4.2

Screen 13 - Users will get the option of advanced filters so that the workshops could be listed according to their preference. These filters include:
1. Location.
2. Date and Time.
3. Event Type.
4. Ticket price.
5. Popularity on ratings.
6. Industry.
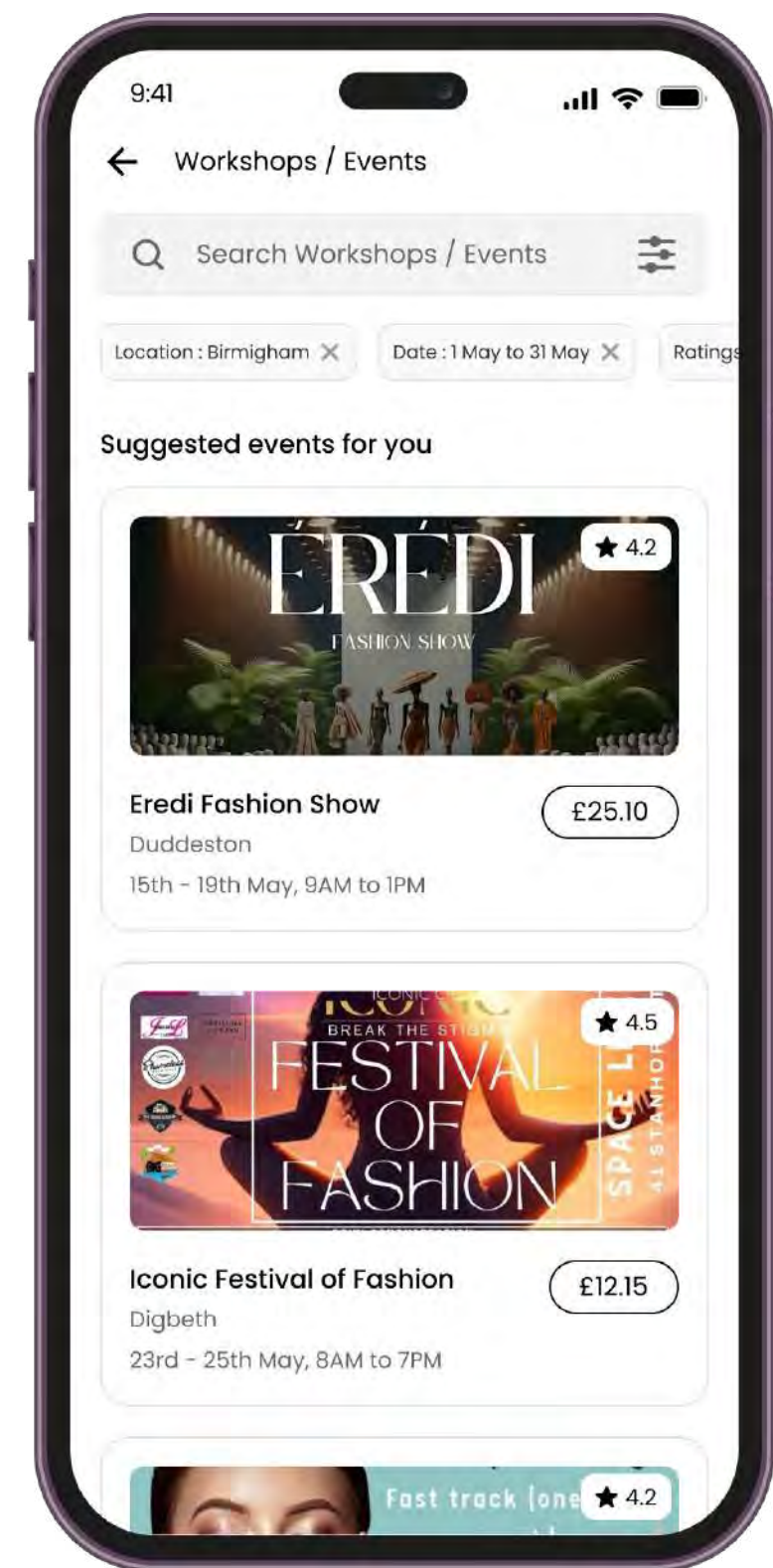
Screen 14 - Based on the filters selected, Fashionex will list various events. It will mention the price , date , event name along with location on the main screen.
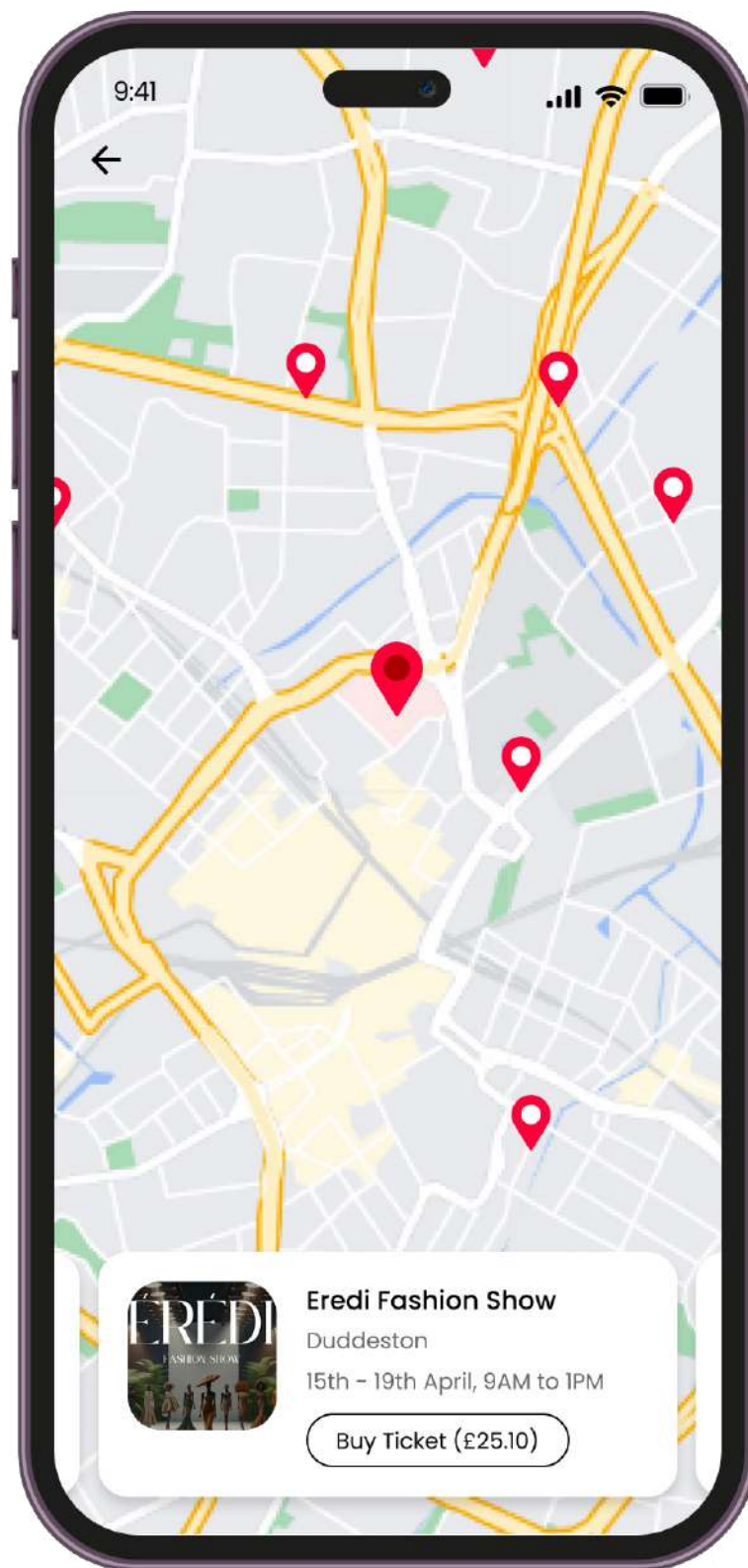
Screen 15 - The map feature shows where exactly is the chosen event located and how far it is from their location. Immersive map experience. It additionally enables users to see which events are in close proximity to them.
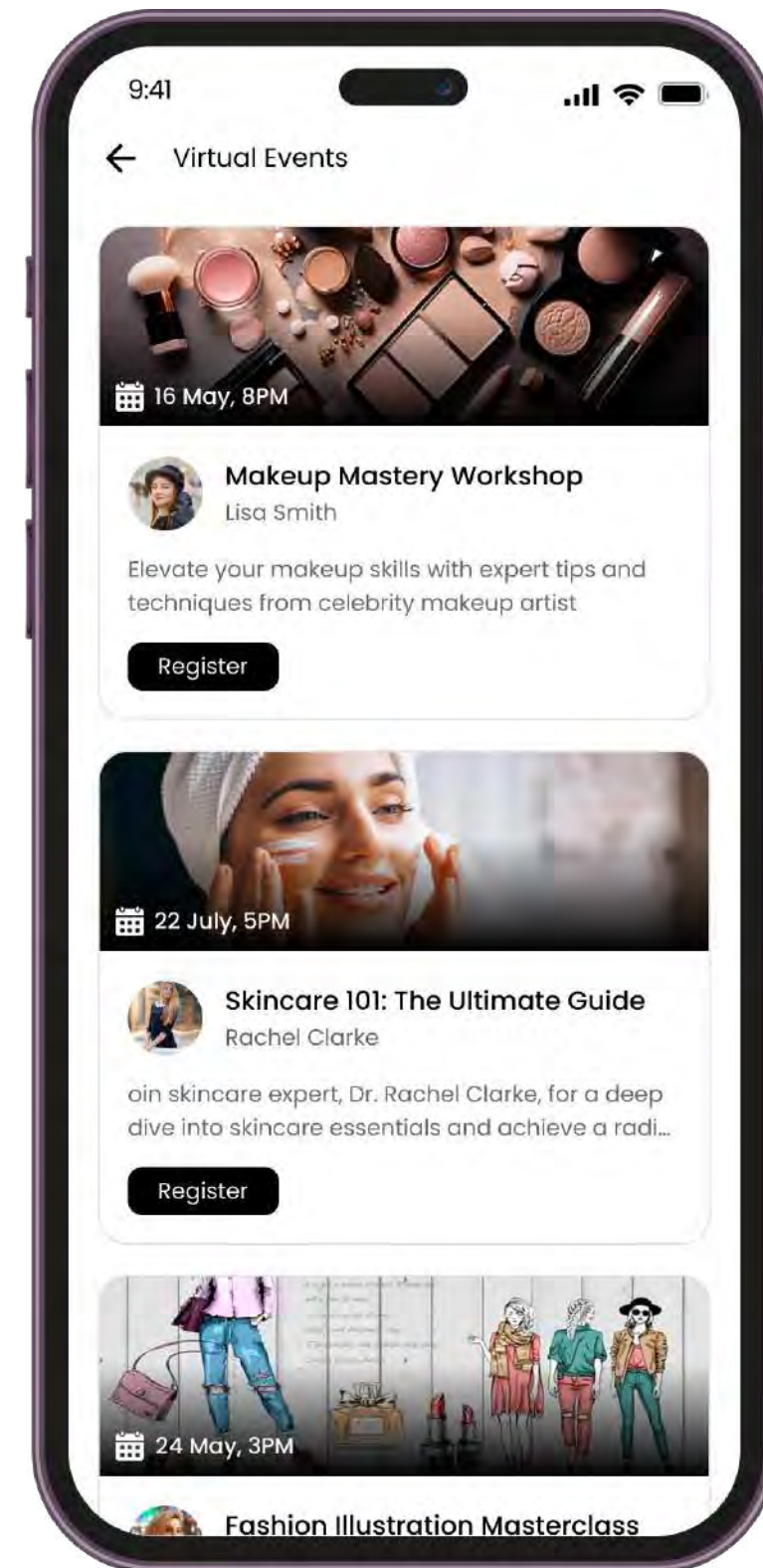
Screen 16 - Similar to workshop events, users will get the the advanced filters option. These include:
1. Date and Time.
2. Event Type
3. Popularity on ratings.
4. Industry.

Upon applying all the filters, it displays various virtual events along with date, time and the option to register.
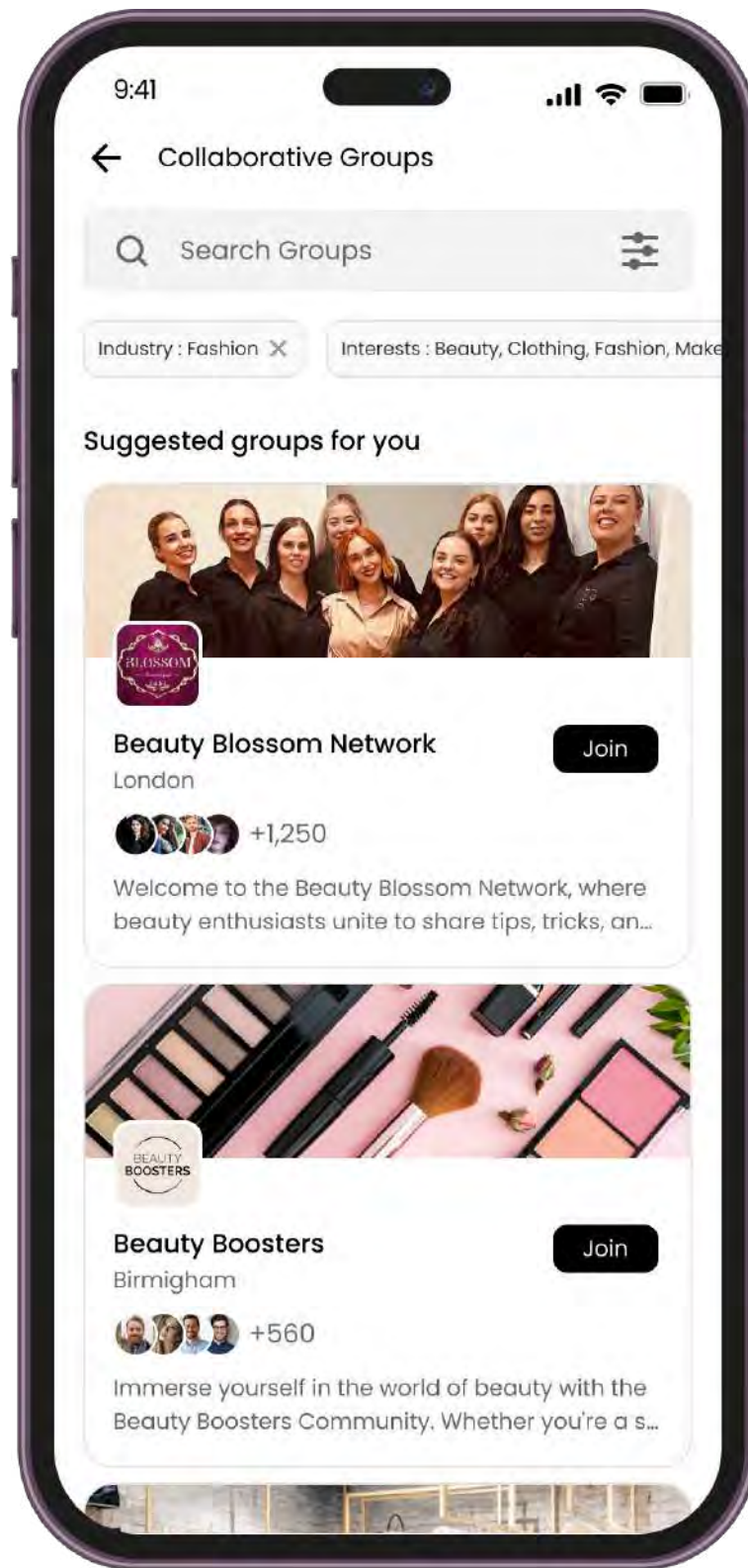
Screen 17 - Upon clicking on the 'Collaborative groups' under 'resources' users get mutiple options of various groups to join. They can use filters like

1. Industry
2. By using keywords.
3. number of group members.
4. Interests.

5. Skills.

Upon selecting the filters the suitable groups are displayed according to user's preferences. It dispalys the number of memebers. location of where the group is based , decription and the opton to join.
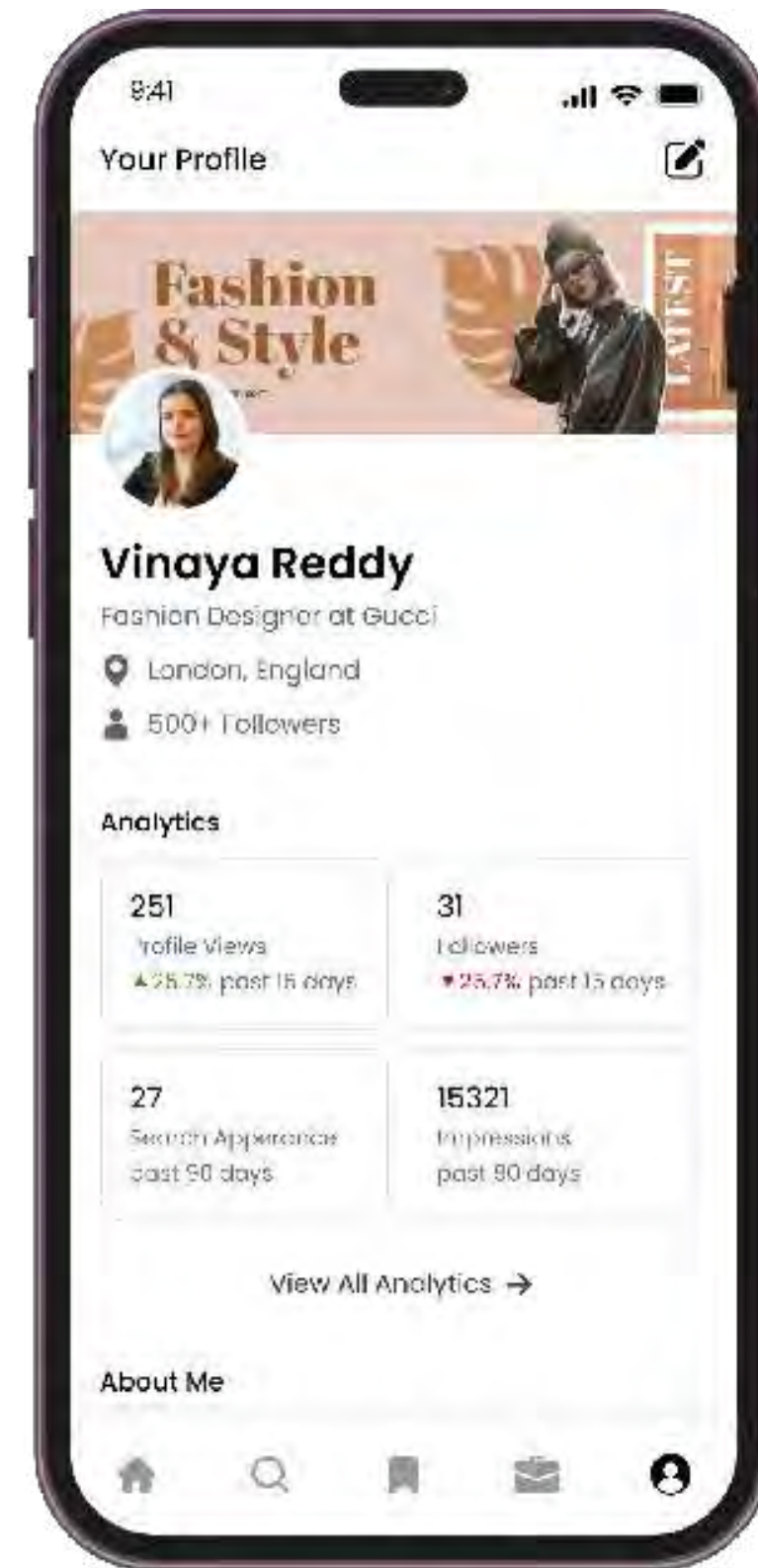
Screen 18 - Upon clicking on 'profile icon' user can view their profile. It displays user's location.(where they are based). It shows the number of connections. It shows user analytics like number of profile views , connections , number of search appearances. these are basic analytics. Number of impressions along with the location of the traffic. and demographics breakdown. These analytics are available with Fashionex Plus.

About Me

My journey in the fashion industry has been nothing short of exhilarating. Over the past decade, I've honed my craft, pushing the boundaries of design and creativity. My passion for craftsmanship and attention to detail are at the core of everything I do. I'm thrilled to continue shaping the future of fashion while staying true to the brand's legacy of excellence.

Skills

Creativity   Fashion Illustration   Colors

Technical Skills   Attention to Detail

Trend Forecasting   Fabric Knowledge

Portfolio

+3 More

Reviews & Comments

"Her work is really good liked every ascpect of it"

-Ivan Johnas

Reviews & Comments

"Her work is really good liked every ascpect of it"

-Ivan Johnas

"The portraits are really nice would love to see more of it"

-Oliver Taylor

"Portraits that you post are really very clean. Would love to work with you"

-Sebastian Green

View 15 more reviews ⌄

Previous Experience

Design Assistant at Skinny Dip London
2 years (2024 to 2020)

GUCCI   Creative Head at Guccio Gucci
2 years (2020 to 2022)

Senior Designer at Oh Polly
3 years (2017 to 2020)

Menswear Designer at Bohoo Group
1 year (2016 to 2017)

Screen 19 - The user's profile can be customised by the user. It requires the user to write decription about themselves, their skills , upload their portfolio. This helps other users' to understand them better prior to connecting with them.
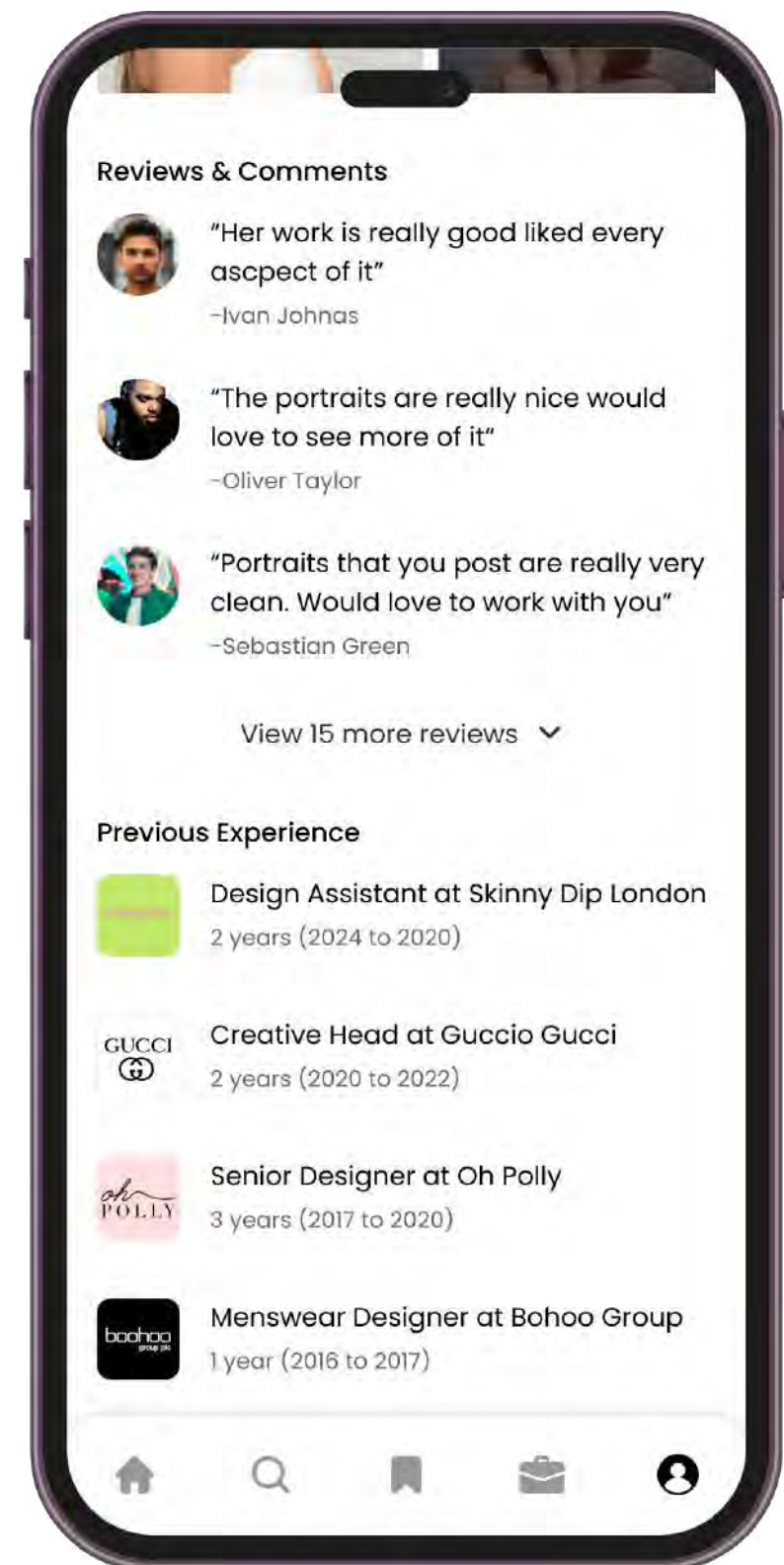
Screen 20 - The user can read comments and reviews on based on their work, as well as add previous work experience.
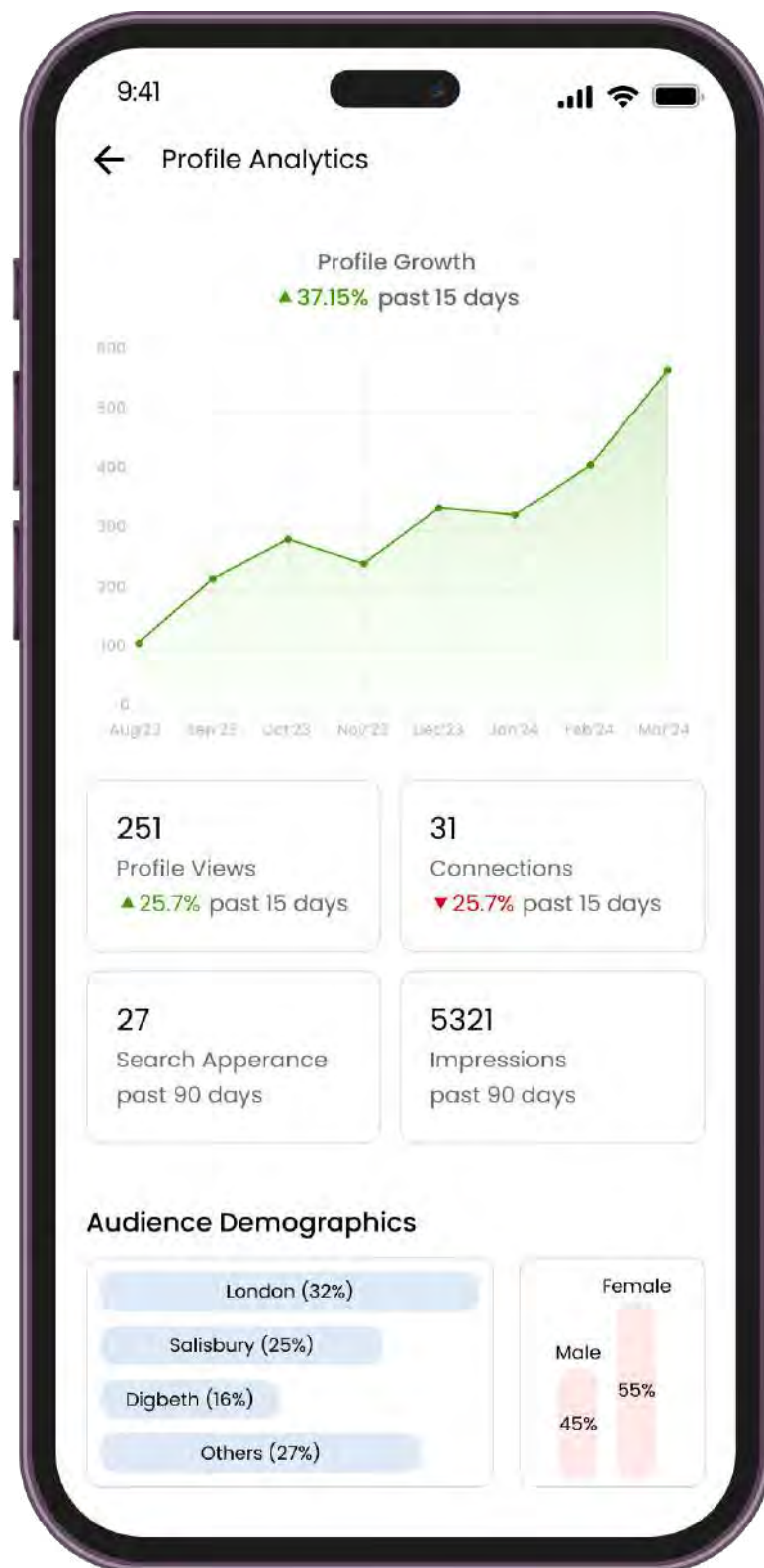
Screen 21 -Upon clicking on 'view all analytics' users can see their profile analytics like:
a) Profile views.
b) number of connections
c) Search appearances.
d) Number of impressions.

Audience demographics:
e) Traffic location.
f) demographics breakdown by gender.
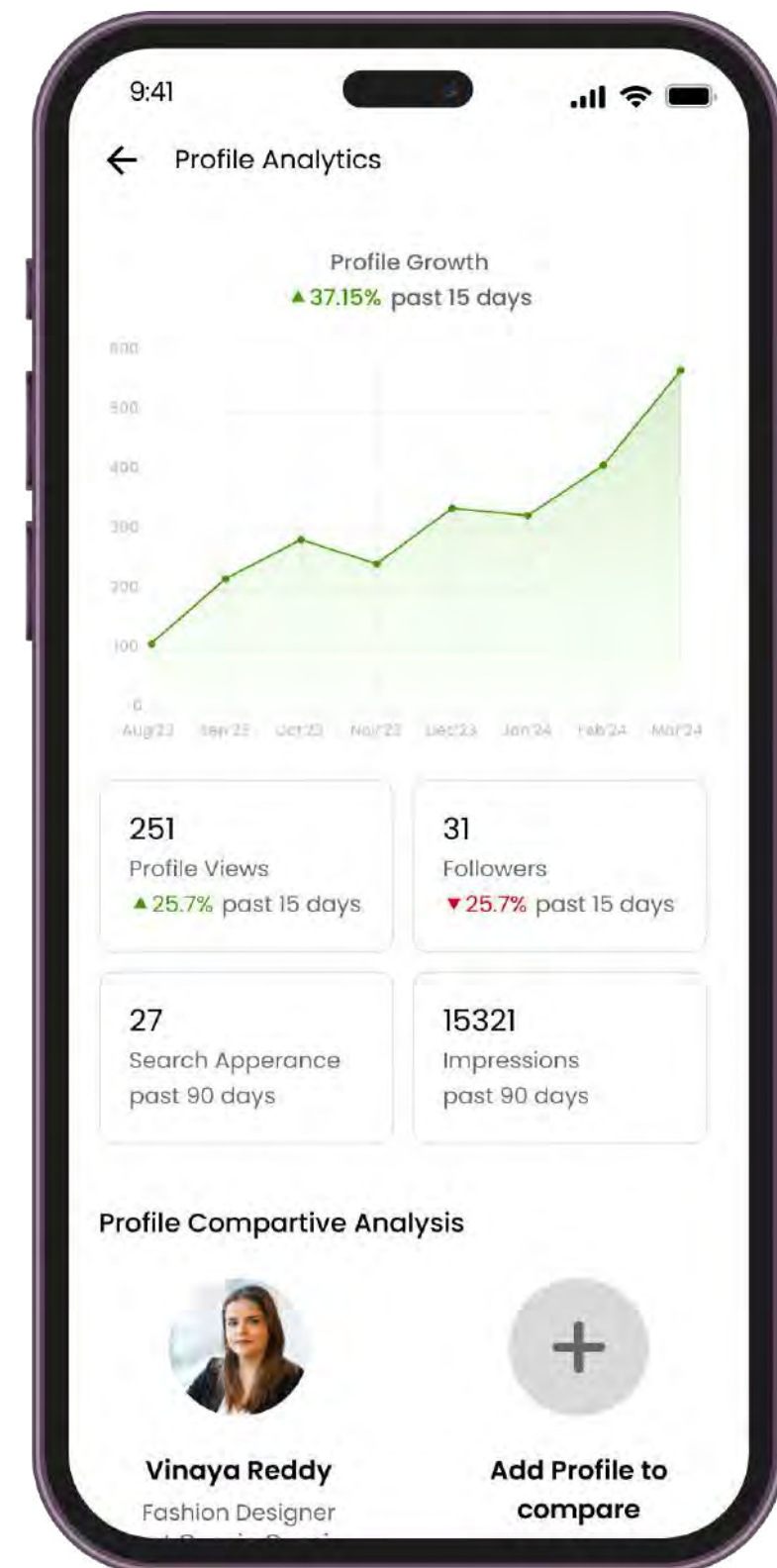
Screen 22 - By clicking on '+' icon they can search user can search for any profile they want to compare their account performance with.
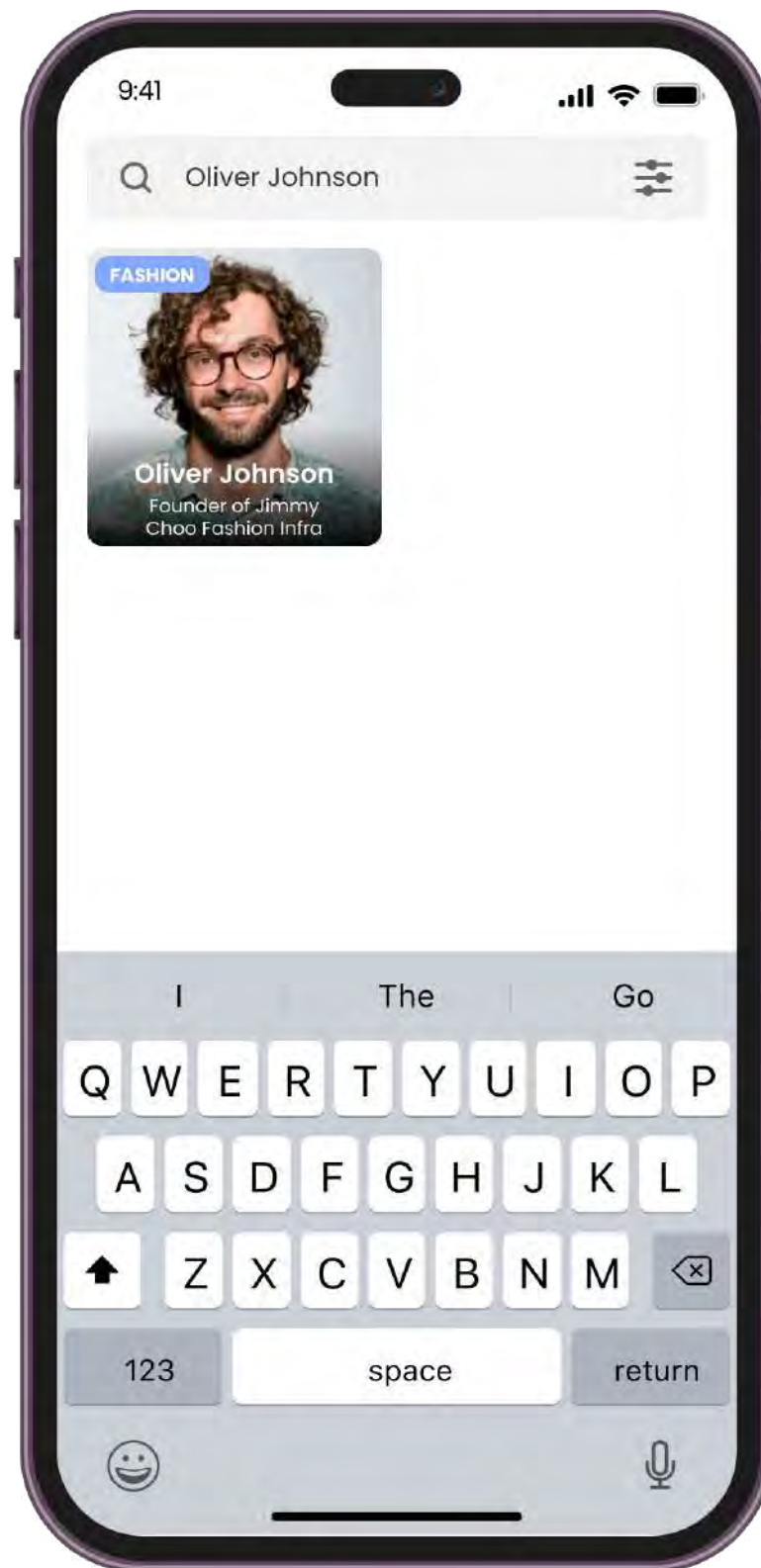
Screen 22 - They can search any user they want to compare their account with by typing their name on the search bar. For eg: In this scenario, Oliver Johnson is being compared with Vinaya Reddy.

498
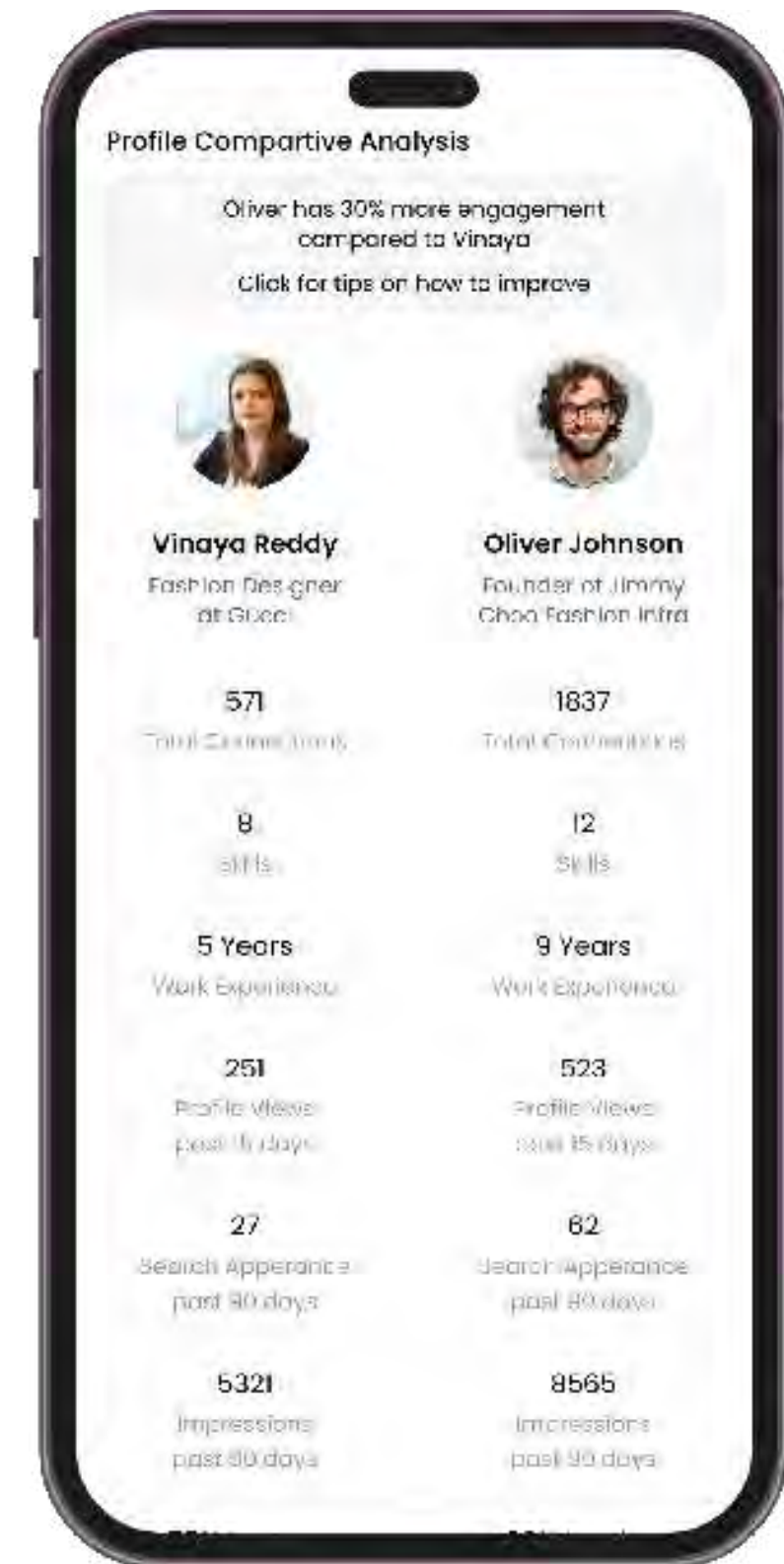
Screen 23 - At the top of the page there is an option ' click for tips on how to improve which helps the user anaylse how they can improve their account in comparison to the one they are
comapring themselves with. Profile comparitive lists the difference between the
1. number of followers
2. Skills
3. Work experience (number of years)
4. profile views.
5. profile views.
6. Number of search appearances.
7. Location traffic Analysis.
8. Engagement Analysis.
(likes, comments, shares).

499
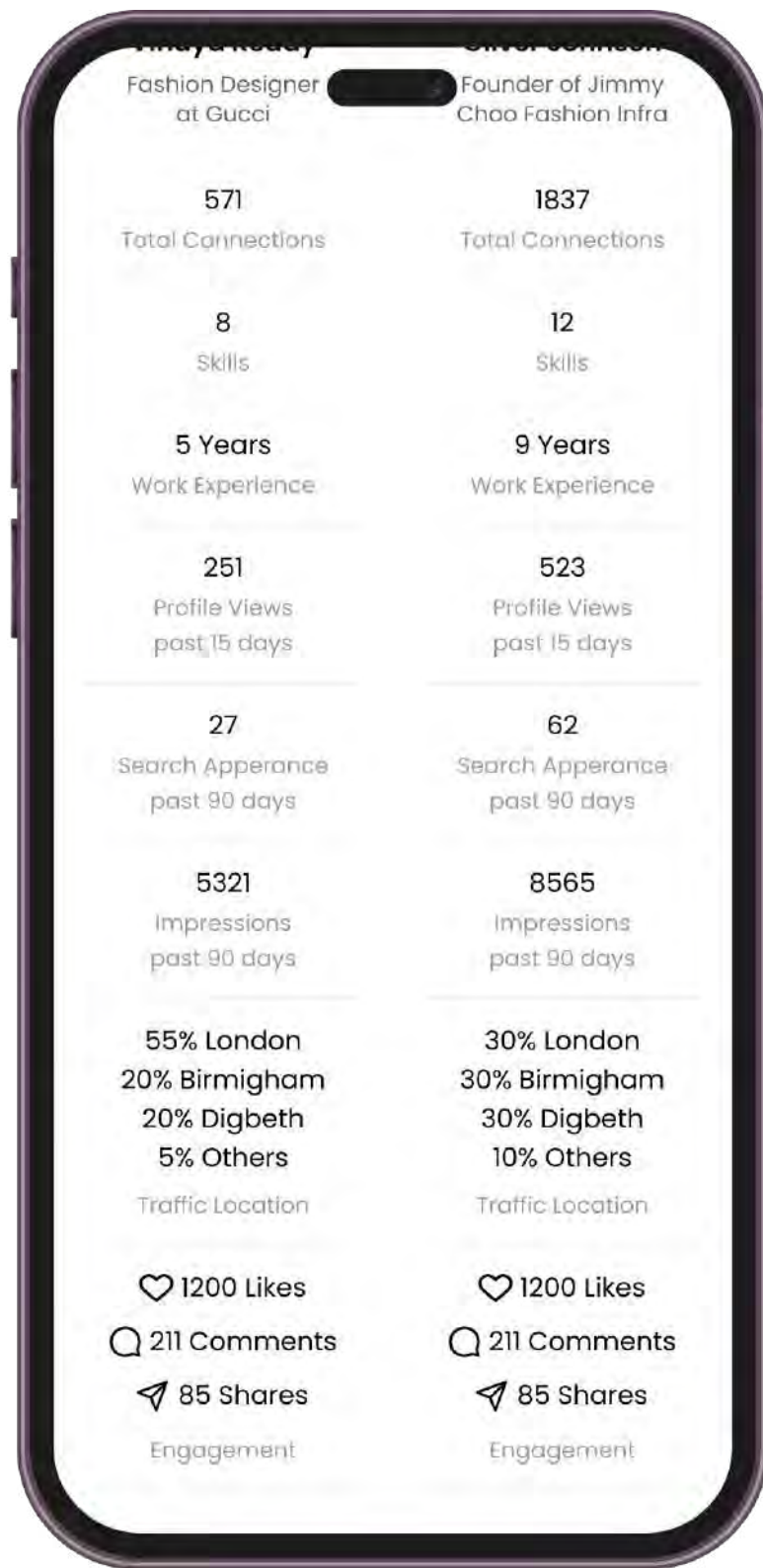
Screen 24 - Profile comparitive lists the difference between the

1. number of followers
2. Skills
3. Work experience (number of years)
4. profile views.
5. profile views.
6. Number of search appearances.

7. Location traffic Analysis.
8. Engagement Analysis.
 (likes, comments, shares).

(Faashionista,2024)

FASHIONEX WEBSITE MOCK UPS
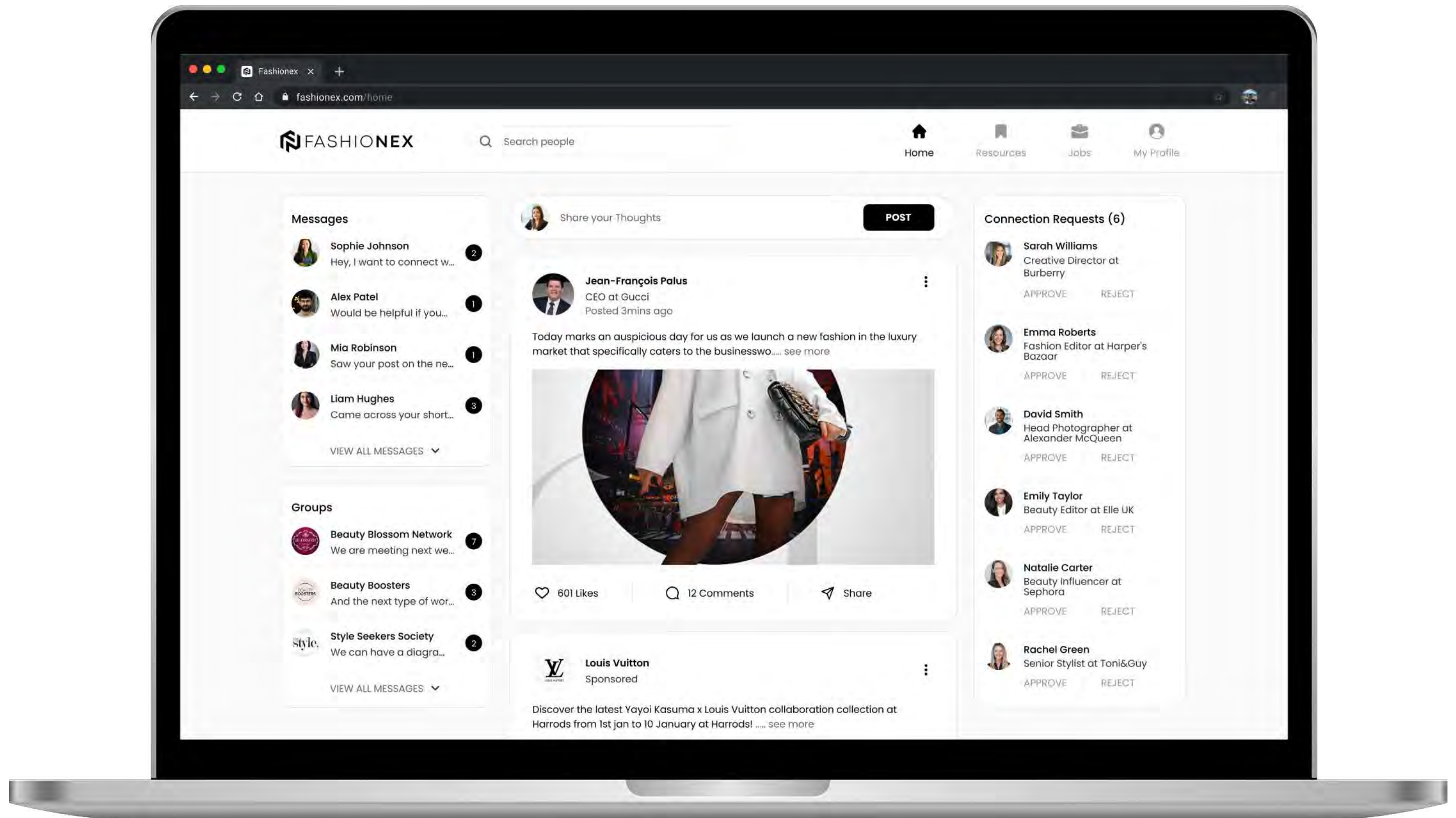
Screen 1 - This is the landing page (homepage) of Fashionex. On the right side corner it lists all the requests which the user has recieved. The centre part shows the feed of user. It comprises of videos , articles, posts shared by the people followed by him. It also shows some sponsored advertisements based on the activity of the user. On the left side user can see his recent conversations along with the new messages recieved and sent. Left corner of the page also displays the groups that the user is a part of. At the centre of the page there is an option ' share your thoughts'. The user can write something , share some article , post some pics or videos.

504

505
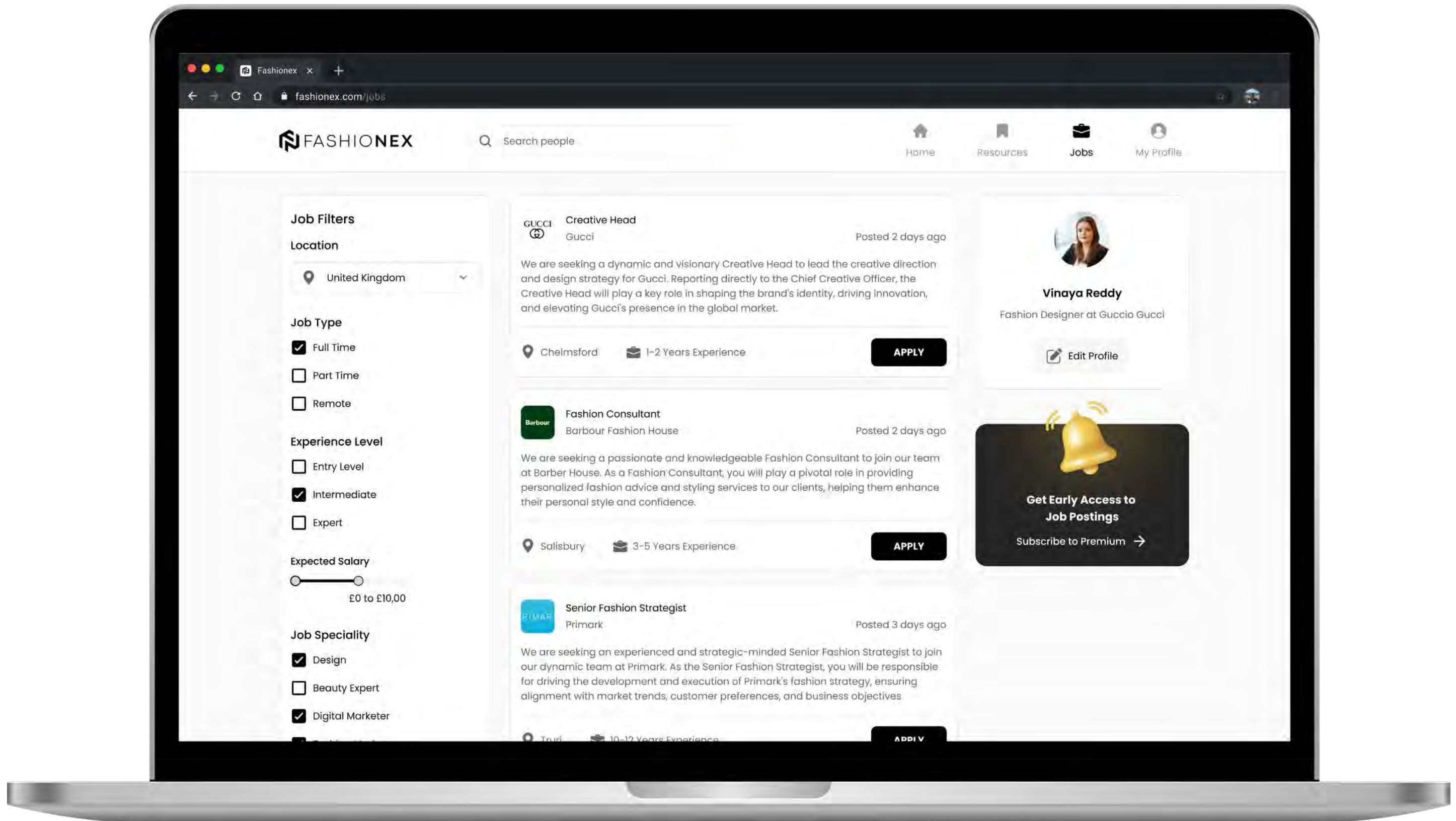
Screen 2 - Upon Clicking on the Jobs iconThe left corner of the webpage of Fashionex displays the job filters. These include:
1. Location
2. Industry
3. Job Type.
4. Experience Level.
6. Job Title.
7, Company Size.

506

The centre part of the webpage lists the available job options which are best suited according to the user's activity on the platorm as well as on th basis of the applied filters. At the right side there is an option to upgrade to FashionexPlus which gives 2 weeks priority access to job listings.. There is also an option for the user to edit their profile.

507
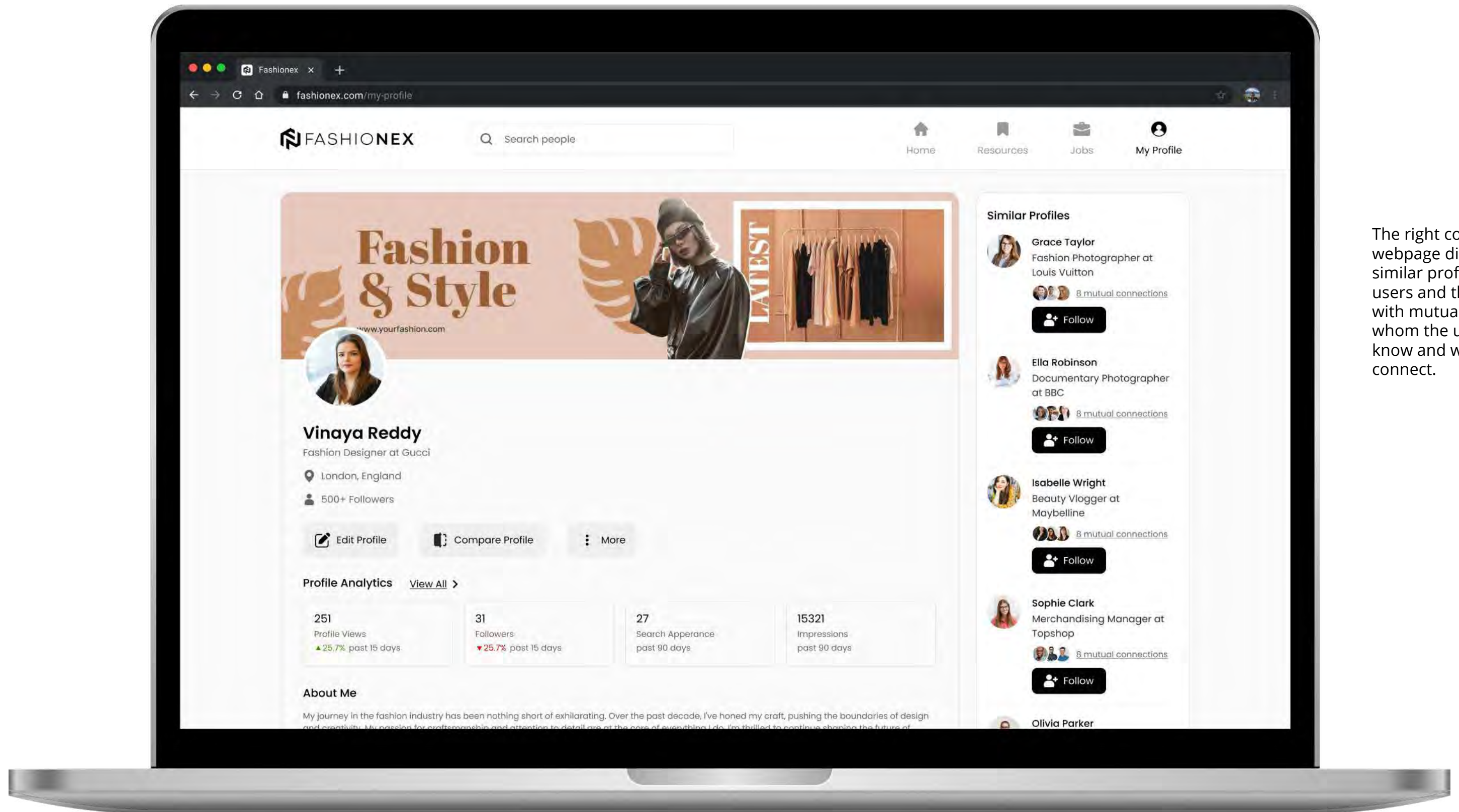
The right corner of the webpage displays the similar profiles as the users and the users with mutual connection whom the user might know and would like to connect.

Screen 3 - Upon choosing the profile icon at the top right,the user can see their profile. They can edit their location (where they are based) , their description which they want other users on the platform to know upon looking at their profile , their skills, portolio and the people who have commented on their work. There is a compare profile option which is a part of FashionexPlus. Users can compare their profile with anyone they want and better understand how they can cope up and whose account is performing well in term of - By clicking on View all next to profile analytics, users can see advanced analytics like
- profile engagemenet rate.
- demographics breakdown analysis.
- Location of the traffic.
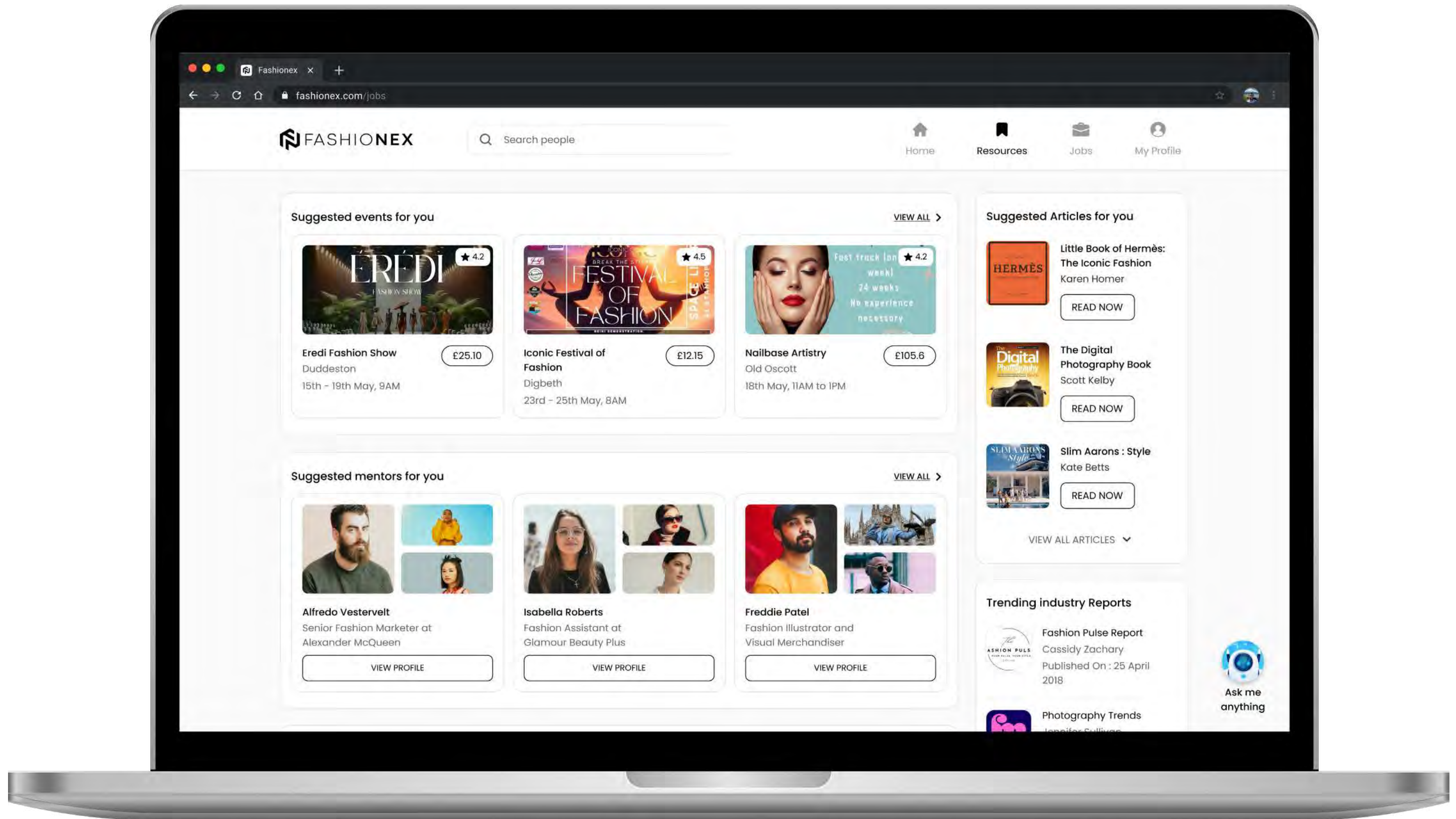
Screen 4 - Upon clicking on the resources icon , users can see the suggested
1. Events.
2. Mentors.
3. Articles.
4. Trending industry reports
5. Virtual Events.
AI chatbot at the end of the page.

(Vogue,2021)

RACE MODEL

	STRATEGIES	OBJECTIVES	KPI'S
REACH	1. Sponsored Content. Mainly through various fashion blogs. Some of the popular ones include : 1. Inthefrow. (Ranked no 1 in United Kingdom). 2. Disneyrollergirl. (Ranked number 3 in United Kingdom). (Munroe,2022). 3. LDNfashion. (Ranked number 6 in UnitedKingdom). - Fashionex will collaborate with them. By doing so, these blogs will post a) Articles. b) Interviews. c) Benefits. (Savino,2024). d) Uniques features in regards to the platform. By using this strategy, the existing users of these blogs will become familiar with Fashionex. (Durante,2021). This will ultimately result in increase in traffic for Fashionex. (Forbes,2024).	- The main aim is to expand Fashionex's visibility. (Podolsky,2023). The goal is to achieve this by entering into partnerships with various well known fashion blog sites. (Forbes,2023).	- Reach and impressions. 7,500 - 15,000is considered a good number for impressions per month (Fitzger-al,2023). Since its a new business, The goal is to achieve a minimum of 10,000 impressions using this strategy. (Kenan,2024). - Click through rate. A 2 to 5 percent click-through rate is considered to be ideal. Hence, the goal is to achive a Click through rate between 3-5%. (Fou,2020). - A median referral rate typically ranges from 2 to 5 percent of the overall clientele. (Veerasamy,2024). Considering this, the goal is to. (from fashion blogs). Goal is to achieve at least 4% or greater referral traffic on Fashionex from these blogs sites. (Khan,2023).
	2. Search Engine Optimization. This shall be done for - Fashion industry insights articles, - Trend reports available on Fashionex. (Leonard,2023). Certain articles , reports , insights on the platform shall be optimized. (Baluch,2023). By doing so and using certain optimized keywords there's a potential to reach a wider target audience. (Tarver,2024). Some of these terms include : - Fashion networking. - Fashion Careers. - Fashion Events. - Fashion Trends. (keysearch,2024).	- The main aim is to increase organic visibility of Fashionex. (Forbes,2024). The goal is to attract the users using efficient SEO strategy . (White,2023).This is achieved by providing them optimized fashion related content on Fashionex. (Forbes,2024).	- A good organic search rate is 17%. Considering this, Fashionex will achieve an organic search traffic rate - 12%. (Fitzgeral,2023). - The goal is to achieve top 18 position. This is in terms of rankings for fashion related words. (Neilpatel,2023). Aim is to achieve it for a minimum of 14 keywords. (Forbes,2023). - A decent bounce rate is defined as 40 percent or below. Since Fashionex is a new platform, the main aim is to ensure that the bounce rate is less than 42%. (Wiener,2022).
ACT	3. Interactives quizzes , games . A fashion quiz would be launched on Fashionex platform. (Stinner,2023). It would be a fun quiz which would help assess user's knowledge in the areas like a) Upcoming trends. b) History of fashion. c) Famous designers d) Metaverse in Fashion. e) Sustainability. (Hall,2020). This quiz would be promoted on Instagram , Facebook and Tiktok. It would also be promoted through email newsletter. (Forbes,2022). Upon winning the quiz, the users would earn badges and get coupans which could be used to get discount on FashionexPlus membership.	- The main objective is to create awareness about Fashionex platform .(Forbes,2023). The aim is for the targetted audience to learn about Fashionex by the means of creating fun , interactive quizzes and games on the platform along with creating awareness about it on social networking platforms - Instagram , Facebook , Tiktok. (Byrne,2023).	- Number of users taking part in the quiz on Fashionex. Since Fashionex is a new platform, the goal would for at least 500 users to take part in the quiz by the end of 4 weeks. (searchenginejournal,2019). - The range of 1 percent to 3.5 percent is regarded as the median rate of engagement. (Sauthier,2020). A greater engagement rate is defined as something exceeding 3.5 percent. (dashthis,2023). The goal is to achieve sociel media median networking engagement rate. - 4%. (Sehl,2024).This is bea-cuse Fashionex is new platform.

	STRATEGIES	OBJECTIVES	KPI'S
			This rate is considering the metrics : - likes. - shares. - comments. (Sinelnikov,2023).It would be across various social media platforms - Instagram , Facebook , Tiktok. (Sproutsocial,2023). - Platform traffic: Referral rate. A median referral rate typically ranges from 2 to 5 percent of the overall clientele. (Veerasamy,2024). Considering this, the goal is to achieve a referral rate between 2.5% - 4 % on Fashionex platform through the medium of interactive quizzes. (Khan,2023).
	1. Instagram Live. There will be livestreaming on Instagram wherein a new professional or expert from the industry will share there insights. (Forbes,2023). This event will take place every Wednesday at 9pm. Users will get the option to ask questions. The experts will accordingly share their insights. (Tayson,2023). These experts include: - Stylists. - Fashion Marketing leaders. - Trends experts. - Influencers. (West,2021). This link will even be shared on Fashionex application.	- The main aim is to drive engagement and create curiousity among target audience about Fashionex. (Danao,2023). This is achieved through livestreaming on Instagram. (Lange,2023).	- Numbers of particpants attending the livestreaming session. (Neilpatel,2023). The aim is to reach at least 750 accounts through livestreaming in the initial month. (Shalabi,2023). Later after 3 month the goal is to reach 1000. - Median viewer duration spent on livestreaming. (Statista,2024). The main goal is to ensure that users stay minimum for 18 minutes in a 1 hour session. (Zalani,2023). - Numbers of questions asked during livestreaming. The target is to get a minimum of 45 questions during livestreaming on Instagram. (Lebow,2022). This target is for each livestreaming session in the initial month. Later after 3 month the goal is to reach 100. (Khan,2023).
516	2. Fashion Styling Challenge. Every Saturday, there will be 1 styling challenge. It will be presented by Fashionex on the platform. (Yoon,2024). It will include various themes like - Beachy Day. - Lazy Sunday. (McLain,2022). Users will have to submit their entry and on Every friday 1 user would be declared as the winner. They stand a chance to win Fashionexplus for a year. (Fonarov,2023). This will motivate users to participate in the challenge and learn about the platform. (Yoon,2024). This challenge will be implemented 6 months after the launch of the platform and it has acquired certain user base.	The main objective is to instill a feeling of enthusiasm and increase engagement among the users. This is achieved through the fashion styling challenge by giving every winner free premium subscription for a year.	- Number of participants in the challenge. The main aim to achieve at least 125 entries per week in the initial launch phase. (Forbes,2023). - Engagement rate. A reasonable range for an engagement rate is from 1 percent - 5 percent. Considerin this , the goal is to reach the target of at least 3%. (Sehl,2024). This is considering the number of users particpating in the challenge. 517

	STRATEGIES	OBJECTIVES	KPI'S
CONVERT	1. Personalised Email Marketing. - First step is to segment all the users who are already using Fashionex. Accordingly targetted campaigns would be sent to them. (Urkuhart,2022). - Through this email marketing, Fashionex will promote about the various discounts on FashionexPlus. (Bergh,2023). It will also promote regarding the perks and benefits using this platform. (Forbes,2024).	The main aim is to convert the already engaged users to opt for FashionexPlus. This will be achieved through email marketing.	- Conversion Rate. Anything between 3-5 % contributes to the company's success. (Kim,2023). Considering this, the goal is to achieve a conversion rate of minimum 3.5% since its a new business. (Maffettone,2024). - E-mail open rate. An ideal range for email open rates is 17–28 percent. (Sirohi,2023). The goal is to achieve email open rate of 21 percent for Fashionex. -Sign up rates. Good sign up rate ranges around 2 - 5%. The goal is to achieve boost in sign up rates by 21%. (neilpatel,2024).
	2. Referral Program. - Through this program, the existing users enjoy many benefit and discounts . (Forbes,2021). This is when they refer a new user to use this platform. The new user (their friends or someone they know) they have to enter a code given by the existing user. (Efti,2019). Upon entering the code both the existing user as well as the new user will enjoy the discount that is - 25% off on FashionexPlus. (Danylenko,2020).	The main aim is to invite new users as well as encorage new users to opt for FashionexPlus. This will be achieved through providing discounts through this referral to both - the existing as well as the new user.	-13 percent of referral leads are converted into actual consumers on median. (Forbes,2021). Considering this, Fashionex will aim to achieve a referral rate between 12 - 14% considering that its a new start up. (Efti,2019). - The goal is to get a minimum of 99 new users to opt for FashionexPlus in a week through this program. (Galera,2021). -Referral Engagement Rate. Anything between 2-5 % contributes to the company's success. (Velardi,2024). Considering this, the goal is to achieve a conversion rate of minimum 3.5% since its a new business. (Maffettone,2024).
ENGAGE	2. User Feedback Surveys. Every month , at the end of the month a survey would be sent to the users to their emails. Those who fill it would get 15 percent discount on FashionexPlus. (Lazarchuk,2022). Through thorough analysis , the company will be able to understand the wants , needs as well as what new they would like to see on the platform. It will also understand the areas for improvement. (Sokolovsky,2023).	- The main goal is to understand the users. By doing so , it strives to refine the overall experience of users.	-Survey Completion Rate. A reasonable range for survey participation rate ranges from 5 percent - 30 percent. (Forbes,2023).Targetted survey completion rate is 25 percent. This is considering that Fashionex is a new business. (Keone,2020). - Satisfaction Ranking. On a scale of 1 to 5, 5 is the excellent satisfaction level. 4 is moderate satisfaction. 3 is average level. 2 is dissatisfied. 1 is extremely dissatisfied. (Forbes,2020). The goal is to get a score which is at least 4. (Kanika,2023).

(WWD,2019)

AIDA MODEL

	STRATEGIES	OBJECTIVES	KPI'S
ATTENTION	1. Fashion Events Sponsorship. - Fashionex will enter into collaboration with a) Fashion show organisers. (London Fashion week). b) Popular event organisers. c) seminars. (Diorio,2023). By doing so it will sponser 2 significant events in a span of 1 year. This will play an integral role in increasing the visibility of Fashionex. (Power,2022). - Fashionex will set up booth at such events. It will distribute a) Brochures b) Flyers. (Forbes,2021). These will explain the benefits and USP of Fashionex. (Snyder,2023).	The main aim is to get the attention of the target audience. This is achieved through sponsorship of popular fashion events.	- Engagement rate with Fashionex booth. The range of 1 percent to 3.5 percent is regarded as the median rate of engagement. (Sauthier,2020). A greater engagement rate is defined as something exceeding 3.5 percent. (dashthis,2023). Considering its a new business, the goal is to achieve an engagement rate of 4%. - Number of interactions. This is with the Fashionex booth. The goal is to get a minimum of 400 interactions. This is considering per event. (Moore,2019). Rougly around 14,000 people attend fashion shows , events. (BritishFashionCouncil,2021). This is the number of attendees per event. (Forbes,2021). Considering this the goal is to achieve at least 7,500 impressions. - Number of leads generated. Goal is to achieve a minimum of 100 leads per event. (Macfarlane,2022). - Conversion Rate. Anything between 3-5 % contributes to the company's success. (Kim,2023). Considering this, the goal is to achieve a conversion rate of minimum 3.5% since its a new business. (Maffettone,2024).
	2. Fashion Magazines Marketing. -Fashionex will invest on Fashion magazines marketing. This is done In order to create awareness about Fashionex and to get the attention of the target audience. (Michelson,2023). It will include - Front page marketing. - Double page marketing. (Voguebusiness,2023). This will depend on the magazine charges and the month of the publication chosen. (Pucker,2024). The fashion publications chosen are - Vogue. - Harper's Bazaar. (feedspot,2024).	The main aim is to get the attention of target audience. This is achieved by creating awareness of the platform by marketing on renowned fashion magazines.	Number of Impressions. Approximately 2,678,000 people read Vogue and Harper's Bazaar magazine on an regularly in theUnited Kingdom. (monthly). (Statista,2022). Keeping this in mind the goal is to reach at least 500,000 impressions. Engagement rate. The range of 1 percent to 3.5 percent is regarded as the median rate of engagement. (Sauthier,2020). For fashion magazines - 3% is considered the desired engagement rate. (Mitchell,2022). Keeping this in mind and considering that its a new business the goal is to achieve an engagement rate of 3%.

	STRATEGIES	OBJECTIVES	KPI'S
INTEREST	2. Styling Workshop. - Fashionex will partner up with renowned Stylists. (Forbes,2023). By doing so, they will teach the attendees various styling tips related to: a) colour coordination. b) accessorizing. c) styling in a budget. (Duchene,2021). This will help individuals in improving their style in day to day life. (Vogueaustralia,2020). It will also help aspiring stylists to learn about new trends. They can use these insights to stay ahead in this sector. (Steff,2021).	The goal is to instill a feeling of interest among the target audience. Fashion stylists are an integral part of Fashionex's target audience. This will create awareness and interest to learn more about the platform.	- Number of people attending the workshop. Considering that Fashionex is a new business the goal is to get at least 75 participants. This number is per day per wokshop. (Nair,2024). - Attendees satisfaction score. The goal is to get a median rating - 9.5. This is considering that the maximum score is 10. (Prokhorov,2023). - Platform traffic. 50 percent of traffic on the platform is viewed as being excellent, while anything less than 30 percent is regarded as less than median. (Haan,2024).
	1. Photography Workshop. - Fashionex will partner up with renowned photographers. (Rodgers,2021). By doing so, they will teach the attendees varous tactics related to: a) lighting. b) composition. c) lightning. (Portee,2023). Exclusive coupans would be given to people visiting this event. They can redeem this code to get price reduction on FashionexPlus. (Forbes,2023). 2 models would be hired for this workshop. Upon learning from professionals each person will get a chnace to try to shoot with them , understand as well as improve their skills. (Forbes,2022).	The goal is to instill a feeling of interest among the target audience. Fashion photographers are an integral part of Fashionex's target audience. This will create awareness and interest to learn more about the platform.	- Number of people attending the workshop. Considering that Fashionex is a new business the goal is to get at least 75 participants. This number is per day per wokshop. (Nair,2024). This number is higher than fashion styling workshop since this will be held a month or two later so Fashionex will have larger audience base. - Attendees satisfaction score. The goal is to get a median rating - 9.5. This is considering that the maximum score is 10. (Prokhorov,2023). - Platform traffic. 50 percent of traffic on the platform is viewed as being excellent, while anything less than 30 percent is regarded as less than median. (Haan,2024). Considering this, the goal is to get at least 50% traffic on Fashionex and a minimum 5% spike after this interactive event. (Silva,2024). - Conversion rate. Anything between 3-5 % contributes to the company's success. (Kim,2023). Considering this, the goal is to achieve a conversion rate of minimum 3.5% from this workshop.

	STRATEGIES	OBJECTIVES	KPI'S
DESIRE	Industry talks. This is in relation to fashion industry. (Press Coverage). - 2 Industry talks would be organised by Fashionex. For this purpose it will collaborate with fashion schools namely a) Istituto Marangoni. b) London College of Fashion. Roughly about 5,000 students study at London college of Fashion. (Businessoffashion,n.d). More than 2,400 students study at Istituto Maranagoni. Each student has a unique passion , style, as well as abilities. (Studentroom,2024). This provides a large base for Fashionex. Hence, Fashionex will choose these two schools forIndustry talks. (Costa,2019). For this purpose, they will collaborate with - Maja Malnar. She is a famous fashion blogger. (Jovanovic,2023). She will talk about her experience in fashion insustry and perks of using Fashionex. (Forbes,2022). Fashionex will also collaborate with Kosta Williams. He is one of the well known male influencers in United Kingdom. (Influencernews,2024). He will also share tips on styling, how to stay ahead in the industry and the benefits of using Fashionex. (Dagostino,2022). He will explain how it will transform fashion networking sector. (Soar,2022). Fashionex will additionally make use of press coverage. (Sabrina,2024). It will have a significant impact on increasing interest and awareness about Fashionex. (Patoli,2023).	The main aim is to create desire among the target audience to use Fashionex. This is done by organising industry talks. They would be organised in partership with industry experts in fashion schools in London. Even the press coverage will create desire among the audience .	-Number of participants. For offline industry talks, the median number is 235. (Duchene,2021). A minimum of 250 students are anticipated. (Salvatori,2024). -Media Coverage. Goal is to get a minimum of 2-3 media coverages. (in leading fashion puclications like Vogue , Harpers Bazaar). (neilpatel,2024). - Participation rate. The ideal participation rate typically ranges from 65 - 85 percent. (McPherson,2024). Considering this, the goal is to achieve a participation rate - 80 percent. -Sentiment score. A sentiment score of over 80 percent indicates a satisfying consumer experience. (Nicastro,2022). Keeping this in mind, the goal is to get a score of 85 percent. (Knight,2023). This is considering the surveys which would be asked to fill after the industry talk. (Bell,2023).
	Fashionex Gala. A Fashionex Gala event would be organised at Tate Modern gallery in London. (Bradt,2024). Its one of the most popular art galleries in London. (Lesso,2023). The aim is to create a sense of exclusivity. (Dan,2021). This will be achieved through a) Elegant decoration. b) Lighting. c) Ambiance and the overall aesthetic. (Lloyd,2022). The guestlist would include - industry professionals. - successful fashion influencers. - successful fashion designers , beauty experts , artists based in United Kingdom. (Forbes,2023). Fashionex will create a VIP and exclusive experience for the guests. This will be achieved through: a) Red carpet entrance. b) Champagne corner (bar). c) VIP lounges. (Brewster,2021).	The main goal is to create desire and increase the popularity and awareness for Fashionex. This is achieved by organising a Fashionex Gala.	-Confirmed 100 guests. These include a) industry professionals. b) successful fashion influencers. c) successful fashion designed based in United Kingdom. (Danzl,2023). Goal is to get a minimum of 5-6 media coverages. (in leading fashion publications like Vogue , Harpers Bazaar). (neilpatel,2024). This should be regarding Fashionex Gala's exclusivity and success prompting users to download it. (Sabrina,2024). Social media posts using #Fashionex. Goal is to get a minimum of 450 posts . This is using #Fashionex. (Kowalecizm,2023). Number of impressions. Goal is to reach at least 15,000 impressions considering that Fashionex is a niche platform. (Neilpatel,2023).

	STRATEGIES	OBJECTIVES	KPI'S
DESIRE	The Fashionex Gala would be attended by 100 guests. (Rana,2023). There will be various engaging events to keep the interests of the guests like - Photobooth. - Digital Fashion games. (Pandit,2022). A fashionex merchandise would be given to each one of them as a gift. (Carlson,2023). Fashionex will additionally make use of press coverage. (Sabrina,2024). It will have a significant impact on increasing interest and awareness about Fashionex. (Patoli,2023).		
ACTION	Sign up Events. (in-person demos). In person demonstrations would be provided at a) London College of Fashion. b) Istituto Marangoni. (Hall,2024). People who sign up on the spot shall enjoy special perks. (Edgar,2023). Upon creating an account they would be given a discount code for 50% discount on FashionexPlus for one year plan. (Independent,2023). Certain assisstance would be provided for the people who have difficulty in navigation the platform or creating an account. (Swinscoe,2023).	The main goal is to increase the number of sign ups on Fashionex. This is done through motivating users by providing in-person demos.	- Number of sign ups. The goal is 100 per event. This is considering its a new platform and it will take time for it to gain more awareness. (Bennett,2023). - Conversion rate. Anything between 3-5 % contributes to the event's success. (Kim,2023). Considering this, the goal is to achieve a conversion rate of minimum 3.5% since its a new business. (Maffettone,2024). Attendees satisfaction score. The goal is to get a median rating - 9.5. This is considering that the maximum score is 10. (Prokhorov,2023).

MARKETING MOCK UPS

VOGUE

FASHIO**NEX**

Planning to make a
career in fashion ,
beauty or
photography?
Download Fashionex
now! Available on
App store.
Google Play store.

(Vogueuk,2022)

MAGAZINE MARKETING
- VOGUE MAGAZINE.
- ELLE MAGAZINE.

Harper's

BAZAAR

NOVEMBER 2022

FASHIO**NEX**

Planning to make
a career in fashion
beauty or
photography?
Download Fashionex
now! Available on
App store.
Google Play store.

(Harpersbazaar,n.d)

Cate Blanchett
x Es Devlin
Celebrating our 10th art issue

SPONSORED CONTENT

(Inthefrow,2024)

FROW

FASHION

WHAT ITEMS AND TRENDS TO BUY FOR SPRING ON NET-A-PORTER – MAY 2024

LIGHTROOM PRESETS
NEW PACKS OUT NOW

FASHION
BEAUTY
LIFESTYLE
TRAVEL
WARDROBE
VIEW ALL

INSTA SHOP

The New Fashion Rules

PRESETS

FASHION

BENEFITS OF USING FASHIONEX

Mentor Matching , Profile Comparitive Analysis , 2 weeks priority access to job listings and much more.

- 1. Sponsored Content.
Mainly through various fashion blogs. Some of the popular ones include :
1. Inthefrow. (Ranked no 1 in United Kingdom).
2. Disneyrollergirl. (Ranked number 3 in United Kingdom). (Munroe,2022).
3. LDNfashion. (Ranked number 6 in UnitedKingdom).
- Fashionex will collaborate with them.

LDNFASHION   HOME   NEWS   SAMPLE SALES   FEATURES   INTERVIEWS   LIFESTYLE   NEWSLETTER   SHOP NEW   f X ⊙ Q

SAMPLE SALES
Vitra Pop Up Sample Sale London – 22nd June 2024
⊘ 04/06/2024

NEWS
Les Benjamins has dropped its new Resort 24 collection
⊘ 04/06/2024

NEWS
Grind & Hello Kitty launch brand new collection
⊘ 31/05/2024

SAMPLE SALES
Sign of the Times Clearance Sale – 1st June 2024
⊘ 31/05/2024

The second Samsøe Samsøe x Giotto Calendoli collab has dropped
⊘ 31/05/2024

Joru Mayfair launches The Fish Market
⊘ 22/05/2024

BENEFITS OF USING FASHIONEX
⊘ 04/06/2024

Mentor Matching , Profile Comparitive Analysis , 2 weeks priority access to job listings and much more.

READ MORE

(Ldnfashion,2024)

Everything you need to know about Nobody's Child
⊘ 22/05/2024

LATEST

(larajadeeducation,n.d)

WORKSHOPS

This is a pre launch strategy. 2 workshops will take place.
1. Fashion Styling workshop.
2. Fashion Photography workshop. (Forbes,2024).
This is in the month of August. The launch is in September for Fashionex.

(scwo.org.sg,n.d)

PROMOTIONAL VIDEO

https://drive.google.com/file/d/1p26SaANrygUnW3QZgDvPUNXmRjG-vObD/view?usp=sharing

(Unblast,n.d)

INDUSTRY TALKS

This will take place at 2 fashion institutions. These includes:
- London School of Fashion.
- Istituto Marangoni.

14-15
SEPTEMBER 2019
LONDON
FASHION
WEEK 2019
Fashion International Show

SPONSORED BY

FASHIONEX
vodafone
L'ORÉAL

(Fashionweekdaily,2023)

LAUNCH PARTY

FASHIONEX GALA

Overview:
A Fashionex Gala event would be organised at Tate Modern gallery in London. (Bradt,2024).
Its one of the most popular art galleries in London.
(Lesso,2023). The aim is to create a sense of
exclusivity. (Dan,2021). This will be achieved through
a) Elegant decoration.
b) Lighting.
c) Ambiance and the overall aesthetic. (Lloyd,2022).
The guestlist would include
- industry professionals.
- successful fashion influencers.
- successful fashion designers, beauty experts , artists based in United Kingdom.
(Forbes,2023).
Fashionex will create a VIP and exclusive experience for the guests. This will be achieved
through:
a) Red carpet entrance.
b) Champagne corner (bar).
c) VIP lounges. (Brewster,2021).
The Fashionex Gala would be attended by 100 guests. (Rana,2023). There will be various
engaging events to keep the interests of the guests like
- Photobooth.
- Digital Fashion games. (Pandit,2022).
A fashionex merchandise would be given to each one of them as a gift. (Carlson,2023).
Fashionex will additionally make use of press coverage.
(Sabrina,2024). It will have a significant impact on increasing interest and awareness about
Fashionex. (Patoli,2023).

Total number of guests: 100
Venue : Tate modern museum.The event will take place on level 10 viewing Terrace.

THEME:
Timeless Elegance.
The aesthetic of Fashionex is black and white . This is because, it depicts:
- Authority.
- Elegance.
- Formality.
- Intelligence.
- Power.
- Prestige. (Cherry,2022).

Entrance:
- It will comprise of a red carpet. The area will be donned with black and white flowers.
(Bloomberg,n.d).

Furniture (tables, chair).
- They will follow the same colour scheme. (black and white). (Cherry,2022).

Lightning.
- Ambient lightning. Will only focus on main areas. These include:
a) Stage.
b) Vip Lounges. (Holt,2022).

Dress Code.
Semi Formal. (Black and white colour). (Kessler,2023).

Food and Drinks
- Desserts will match the aesthetic of the event. (black and white). (Forbes,2023).

Gift Bags
- Black and white colour. This is for guests to carry home Fashionex merchandise.
(Rothschild,2023).

OBJECTIVES:

**1. To achieve 50% increase in Instagram followers on Fashionex page. This is within 2
weeks of the launch.**
 The guestlist would include
- Industry professionals. (fashion , beauty , art and photography).
- successful fashion influencers.
- successful fashion designers, beauty experts , artists based in United Kingdom.
(Forbes,2023).
They would be requested to post
- reels.
- stories.
- posts. (Barratt,2024).
This is on Instagram. They would post using the hashtag. (#Fashionex). This will create buzz
and hype around Fashionex. (Baluch,2024).

**2. To achieve minimum of 3 - 4 media coverages. (in leading fashion publications like
Vogue , Harpers Bazaar, Elle). This is within 1 month from the launch.**

- Media representatives would be invited. This is to the launch party. They will play an
integral role in posting about Fashionex Gala in leading publications. (Forbes,2024). These
include
a) Popular social media influencers.
b) Popular fashion designers. (Bof,2023)
c) Industry experts. (from the fields of art , beauty , fashion and photography).
Their Instagram postings will catch the eye of the press which will increase press coverage
chances for Fashionex. (Sabrina,2024).

- A detailed press release would be sent out. This is after the Fashionex Gala. it would
comprise of
a) High quality images. (Kowalewicz,2023).
b) Hilights from the launch party.
c) key notable points which are integral for users to know to catch thir attention.
(Jones,2021).

Fashionex would be active on Social media. (Tiktok, Instagram , Facebook).
It will
a) post pictures
b) behind the scenes
c) reels
d) videos
e) event hilights. (Forbes,2024).
It will repost the stories tagged by influencers and other notable people attending
Fashionex Gala. (Statista,2024)

It will make use of hashtag - #Fashionex. This is for all its posts and stories across all social
networking platforms. (Tiktok, Instagram , Facebook). (Kowalewicz,2023).

Through these activities, Fashionex will achieve the goal of achieving 5-6 media coverages.
(Guardian,2024).

FLOW OF EVENTS FOR FASHIONEX GALA

6:00 pm - 6:30 pm.
All the guests start arriving. Photographers will take their pics prior to entering the event
area. The event will take place on level 10 viewing Terrace. (BOF,2024).

6:30 pm - 6:45 pm.
Welcome drink served to guests. (Champagne). (Abramowicz,2024)

6:45 pm - 7:00 pm.
Photobooth for guests to capture moments. (Forbes,2023).

7:00 pm - 7:30 pm.
Welcome Speech. This will be given by the Chief Executive Officer and the founder of
Fashionex. She will address Fashionex's
- Concept.
- Mission.
- Vision. (Silva,2023).
- Current Problems faced by emerging professionals. (in fashion , arts , beauty and
photography industry).
- Current Problems faced by established professionals. (in fashion , arts , beauty and
photography industry).
- Solution and Unique Selling Proposition of Fashionex. (Deland,2022).

7:30 pm - 8:00 pm.
Networking and Snacks. Guests can have light snacks and drinks. (Bench,2023). They have
the opportunity to newtork with industry people. They can build connections. Important
guests will enjoy their time at the VIP lounges. (Hbr,2021).

8:00 pm - 8:30 pm.
A video will be played explaining in detail the functioning of the application.
(Plummer,2022). Reviews shall be displayed and discussed. These are from the user
testing group prior to the launch. The attendees will be given time to use the platform and
understand the features better. (McKinsey,2022).

8:30 pm - 9:00 pm.
Industry Panel Discussion. It will feature :
- Victoria Beckham.
- Stella McCartney.
- Maja Malnar.
- Rown Row. (Bof,2024).
- Chief Executive Officer of Fashionex.
They will discuss about Fashionex is bridging the gap in market. (lack of a niche platform
catering to fashion , arts , photography and beauty sector). Guests have the opportunity to
ask questions towards the end of the discussion. (Dearnell,2023).

9:00 pm - 9:45 pm.
DJ night followed by drinks.
Fashionex will go live on Instagram. This is to create interest among the audience about
Fashionex. (Hyken,2022).
- Industry professionals. (fashion , beauty , art and photography).
- Successful fashion influencers. (Nguyen,2023).
- Successful fashion designers, beauty experts , artists based in United Kingdom.

They would be part of the livestreaming. (Forbes,2022).

9:45 pm - 10:00 pm.
Closing speech will be given by Chief Executive Officer. He will thank all the guests for attending Fashionex Gala. (Wasserman,2024). Every member who attended the Fashionex Gala would be given Fashionex merchandise as a complimentary gift. (Forbes,2024).

BUDGET BREAKDOWN

ACTIVITY	NOTES	COST
Venue	Tate Modern Museum. Level 10 viewing terrace. (canvasevents,2024).	£10,000.00 (canvasevents,2024).
Snacks	This is for 100 guests. 50.00 per head. 50*100 = £5,000.00 (Bank,2024).	£5,000.00 (Bank,2024)
Drinks	This is for 100 guests. (Thirstybuffalo,2024).	£990.00 (Thirstybuffalo,2024).
Press Coverage	£120.00 per hour approximately. (Emmett,2024).	£500.00 (Emmett,2024).
Giveaway	A personalized t-shirt typically costs £16.00 in United Kingdom. Total price for 100 t-shirts = £1,600.00. (Muceniecks,2023).	£1,600.00 (Muceniecks,2023).
DJ	In the United Kingdom, a DJ typically charges between £50.00 - £150.00. (Bark,2023). The average price for 4 hours would be £400.00. (Bark,2023).	£400.00 (Bark,2023).
Installations	Decorations at the veue - black and white floral decoration - Lighting - Photobooth set up.	£100.00 (eventplanning,2023)
Guests	Influencers, Fashion designers, Industry Experts.	£19,650.00 (Kiely,2023). (Dogtiev,2024)
Total cost for Fashionex Gala		£38,240.00

GUESTLIST

Guestlist for Fashionex Gala.
Fashion Designers:

1. Stella McCartney.
She is a British fashion designer renowned for emphasizing an ethical approach and designing fur free clothing. (Bof,n.d). She firmly believes in animal welfare and works towards protecting their rights.
Instagram followers - 7.4 M.
Engagement Rate - 0.03%
She will be paid around £5,500.00 for her appearance. (Dogtiev,2024).
She will post a story on Instagram.

2. Victoria Beckham.
She is a popular fashion designer based in United Kingdom. She is known for her modern aesthetic. She is well known for her philonthopy work. Over the last 4 years, she have served the role of UNAIDS ambassador. (Mirror,2024). She also has a skincare line and in recent years she even started prioritising ethical approach. (Carlin,2023).
Instagram followers - 33 M
Engament Rate - 0.03%
Se will be paid £10,000 for his appearance. (Kiely,2023).
She will post a story on Instagram.

Influencers:

1. Maja Malnar.
Instagram followers - 1.4 M.
Engagement Rate - 0.67%.
Maja Malnar is a well-known figure who is admired for her exquisite sense of style. She has talent to combine fashion as well as lifestyle together. (Jovanovic,2024). Her writing demonstrates the importance of individual style as well as how it shapes prevailing developments in fashion. (Shepherd,2024). She will be paid £1,000 for her appearance and social media advertising for that day. (marketingdonut,2024). This includes stories, reels , videos from the FashionexGala.

2. Samantha Maria.
Instagram Followers - 422K
Engagement rate - 1.2%
Having worked within the digital creative area for nearly 15 years, she has developed a name for herself in the fashion sector.She will be paid £400.00 for her apperance and social media advertising for that day. (Hitchcock,2024). This includes stories, reels , videos from the FashionexGala.

3. Rowan Row.
Instagram Followers - 1.7M
Engagement Rate - 1.16%.
He is a Fitness, fashion, as well as lifestyle influencer. He is based in the United Kingdom. He is one of the most renowned male fashion influencers. (Rowanrown,n.d). He will be paid £1,200.00 for his appearance and social media advertising for that day.(Glenister,2022). This includes stories, reels , vidoes from the FashionexGala.

4. Ali Gordon.
Instagram Followers - 711K
Engagement Rate - 1.23%
He is a well-known United Kingdom based lifestyle influencer. His pictures showcase the finest features of luxury brands , whether they are from street-style fashion campaigns, family portraits, or vacation moments. (Aligordon,2024). He will be paid £550.00 for her apperance and social media advertising for that day. (McLachan,2024). This includes stories , reels , videos from the FashionexGala.

Photographers

1. Nick Knight.
Instagram Followers - 988k.
Engagement rate - 0.17%
He is a revolutionary fashion photographer. He is based in United Kingdom. (McDowell,2022). He is SHOWstudio's founder. (renowned fashion platform). There is also an art gallery. Its based in London. (Showstudio,n.d). He will be paid £900.00 for his apperance and social media advertising for that day. (Shepherd,2024). This includes stories from the FashionexGala.

2. Nadine Ijewere.
Instagram Followers - 149k.
Engagement rate - 1.18%.
She is a rising talented photographer. She is based in London. (NadineIjewere,n.d). Her work blends her personal interest in unconventional beauty norms alongside an openness and purity of perspective which is all of hers. (Bof,n.d). She uses images to express personal narratives. She will be paid £100.00 for her apperance and social media advertising for that day. (Erdly,2023). This includes stories, reels , videos from the FashionexGala.

Stella McCartney 7.4 M Followers.

Victoria Beckham 33Million followers

Maja Malnar 1.4M Followers

Samantha Maria 422K followers

Rowan Row 1.7 M followers.

Ali Gordon 711K

Nick Knight 988 k

Nadine Ijewere 149K

INVITATION MOCK UP

Date: 5th September, 2024.
Time: 6:00 pm - 10:00 pm.
Venue: Tate modern museum, level 10 viewing terrace, London. SE1 9TG.

Theme: Timeless Elegance.
Dress Code: Semi Formal. (Black and white colour).

Dear (Name of the Guest),
Fashionex cordially invites you to join us for Fashionex Gala - an evening filled with entertainment and innovation as we launch the networking platform Fashionex in the United Kingdom market.

Event Highlights:

6:00 pm - Arrival. Red carpet pictures.
6:30 pm - Welcome Drinks.
6:45 pm - Photobooth Experience.
7:00 pm - Welcome Speech by Chief Executive Officer.
7:30 pm - Networking among guests. It will be followed by snacks.
8:00 pm - Video demonstartion for the functioning of Fashionex.
8:30 pm - Industry Panel Discussion.
9:00 pm - DJ night. It will be followed by livestreaming on Instagram.
9:45 pm - Closing speech by Chief Exceutive Officer. It will be followed by giveaways.

We look forward to your presence to witness the future of fashion , arts , beauty and photograhy industry.

Warm Regards,
Vinaya Reddy,
Chief Executive Officer, Fashionex.

FASHIONEX

MARKETING CALENDER

553

PROMOTIONAL ACTIVITY	AIDA	RACE	NOTES	BUDGET	June	July	August	September	October	November	December	January	Febrauary	March	April	May
Social Media		x	Stories , engaging posts , quizzes on stories , ask us anything	0	█	█	█	█	█	█	█	█	█	█	█	█
Fashion Magazine Marketing																
a) Vogue	x		Page run of paper. (The price is 30,290 per issue) Fashionex will promote													
			in 3 issues. That is 3* £30,290= £90,870. (Condenast,2023)	£90,870			█	█	█							
b) Harper's Bazaar	x		Outside Back Cover(The price is 15,500 per issue) Fashionex will													
			promote in 3 issues. That is £15,500 *3 = £46,500 ((Harpersbazaarmediakit,2024)).	£46,500			█	█	█							
Fashion Events Sponsorship																
a) London Fashion week	x		Fashionex will participate to be one of the sponsers of the Lakme Fashion													
			week held in september 2024. It will be one of the sponsers by investing													
			£15,000. (Guardian,2023).	£15,000				█								
b) Fashion Networking event Sponsorship	x		Fashionex will be one of the sponsers for fashion networking													
			event in August. (Bennett,2022).	£7,500			█									
Styling Workshop	x		1 stylist will be hired for a 2 day event.													
			rent of the place for 2 days = £1,080*2 = £2,160 (Thestorefront,2024).													
			stylist payment = £500*2 = £1,000 . (lisagillbee,2023).													
			Total workshop price = £3,160	£3,160			█									
Photography Workshop	x		1 photographer will be hired for a 2 day event.													
			rent of the space for 2 days = £1,080*2 = £2,160. (Thestorefront,2024)													
			fashion photographer payment = £600*2 = £1,200. (keane,2023)													
			Total workshop price = £3,360	£3,360				█								
Fashionex Gala	x		Venue : Tate Modern Museum . Level 10 Viewing Terrace = £10,000. (canvasevents,2024)													
			Snacks for 100 guests = £50.00 per head £50.00*100 = £5,000.00. (Bark,2024)													
			Drinks for 100 guests = £990.99 (Thirstybuffalo,2024)													
			Press Coverage = £500.00 (£120.00 per hour). (Emmett,2024)													
			Installations = £100.00. (eventplanning,2023).													
			Giveaway (Fashionex merchandise) = £1,600.00 (Muceniecks,2023)													
			DJ = £400.00 (Bark,2023)													
			Guests fees (Fashion Designers + Influencers + Photographers) =													
			£19,650 (Kiely,2023), (marketingdonut,2024),(Glenister,2022),(McLachan,2024)													
			Total expenditure for Fashionex Gala = £10,000.00 + £5,000.00 + £990.99+ £500.00+													
			£100.00+£1,600.00+£400.00+£19,650.00 = £38,240.00	£38,240.99				█								
Industry talks.	x		2 fashion influencers will share their experience in fashion industry and													
			how fashionex will be a game changer													
			2 Industry talks. 1 in Istituto Marangoni and 1 in London School of													
			Fashion													
			Istituto Marangoni - Maja Malnar will take over the event here - £1,000.00 (marketingdonut,2024)													
			London School of Fashion - Rowan Rowa - £1,200.00 (Glenister,2022)													
			Fashionex will collaborate with fashion schools so no expense for													
			space. Total Exppenditure = £2,200.00	£2,200				█								
Sign up Events.	x		This would be conducted on the same day as the industry talks so there													
			won't be any additional cost.	0				█								
Sponsored Content.		x	It is expected that Fashionex will reach 10000 impressions through each													
			blog page per month. (1. Inthefrow. (Ranked no 1 in United Kingdom).													
			2. Disneyrollergirl. (Ranked number 3 in United													
			Kingdom). (Munroe,2022).													
			3. LDNfashion. (Ranked number 6 in United Kingdom).(Savino,2024)													
			3 blogs . 12 months price per blog per month = 75*12 = £900.00													

PROMOTIONAL ACTIVITY	AIDA	RACE	NOTES	BUDGET	June	July	August	September	October	November	December	January	Febraury	March	April	May
Sponsored Content.		x	It is expected that Fashionex will reach 10000 impressions through each													
			blog page per month. (1. Inthefrow. (Ranked no 1 in United Kingdom). 2. Disneyrollergirl. (Ranked number 3 in United Kingdom). (Munroe,2022). 3. LDNfashion. (Ranked number 6 in UnitedKingdom).(Savino,2024)													
			3 blogs - 12 months price per blog per month = 75*12 = £900.00													
			£900.00*3 = £ 2,700	£2,700												
Search Engine Optimisation		x	This shall be done for - Fashion industry insights articles, - Trend reports available on Fashionex. (Leonard,2023). Certain articles , reports , insights on the platform shall be optimized													
			Some of these terms include - Fashion networking. - Fashion Careers. - Fashion Events. - Fashion Trends. (keysearch,2024). Monthly expenditure of Search Engine Optimisation in United Knigdom Market is between 1200 - 9000. Fashionex will spend 3000.00 per month. 9 months starting the month of the launch - September. 9 *3000 = 27000.	27,000												
Interactive Quizzes and games on Fashionex		x	A fashion quiz would be launched on Fashionex platform. (Stinner,2023). It would be a fun quiz which would help assess user's knowledge in the areas like a) Upcoming trends. b) History of fashion. c) Famous designers d) Metaverse in Fashion. e) Sustainability. (Hall,2020).													
			Fashionex will develop this quiz with the help of marketing manager													
			App developer and UX designer so no expense	0												
Instagram Live		x	Fashionex will enter into a 9 months agreement with Ali Gordon , Maja Malnar , Alicia Reddy and Hannah CocoBeautea.													
			Alicia will be paid £500.00 per live session. £500.00*9 = £ 4,500.00 for 9 months contract. (Groffman,2024)													
			Hannah CocoBeautea. Will be paid £525.00 pers session. £525.00*9 £4,750.00 for a 9 months contract. (marketingdonut,2023)													
			Ali Gordon will. Be paid £225.00 per session. £225.00*9 = £ 2,025.00 for 9 months contract. (Hall,2022)													
			Maja Malnar will be paid £500.00 per session . £500.00*9 = £4,500.00 for a 9 month contrcat with Fashionex. (marketingdonut,2024)													
			Total expensditure on instagram live = £4,500.00 + £ 4,750.00 + £2,025 .00+													
			£4,500.00 = £15,775.00	£15,775												
Fashion Styling Challenge.		x	Fashion Styling Challenge. Every Saturday, there will be 1 styling challenge. It will be presented by Fashionex on the platform. (Yoon,2024). It will include various themes like - Beachy Day. - Lazy Sunday. (McLain,2022). Users will have to submit their entry and on Every friday 1 user would be declared as the winner. They stand a chance to win Fashionexplus for a year. (Fonarov,2023). This will motivate users to participate in the challenge and learn about the platform. (Yoon,2024).													
			Fashionex will develop the challenge with the help of Marketing manager , App developer													
			and UX designer so no extra expense.	0												

PROMOTIONAL ACTIVITY	AIDA	RACE	NOTES	BUDGET	June	July	August	September	October	November	December	January	Febrauary	March	April	May
Fashion Styling Challenge.		x	Fashion Styling Challenge. Every Saturday, there will be 1 styling challenge. It will be presented by Fashionex on the platform. (Yoon,2024). It will include various themes like - Beachy Day. - Lazy Sunday. (McLain,2022). Users will have to submit their entry and on Every friday 1 user would be declared as the winner. They stand a chance to win Fashionexplus for a year. (Fonarov,2023). This will motivate users to participate in the challenge and learn about the platform. (Yoon,2024).													
			Fashionex will develop the challenge with the help of Marketing manager , App developer and UX designer so no extra expense.	0												
Personalised Email ,Marketing		x	First step is to segment all the users who are already using Fashionex. Accordingly targetted campaigns would be sent to them. (Urkuhart,2022). - Through this email marketing, Fashionex will promote about the various discounts on FashionexPlus. (Bergh,2023). It will also promote regarding the perks and benefits using this platform. (Forbes,2024). It is managed by marketing manager so no additional costs.	0												
Referral Program.		x	Through the program, the existing users will enjoy many benefits and discounts.													
			(Forbes,2021) . This is when they refer a new user to use this platform. The new user													
			Their friends or someone they know) they have to enter a code given by the existing													
			user. (Efti,2019). Upon entering the code, both the existing user as well as the new													
			user will enjoy the discount that is 25% off on FashionexPlus. The marketing manager													
			will work on it with the help of app develop to implement it on the platform. UX													
			designer will also help the app developer so no additional costs	0												
User Feedback Surveys		x	Every month , at the end of the month a survey would be sent to the users to their emails. Those who fill it would get 15 percent discount on FashionexPlus. (Lazarchuk,2022). Through thorough analysis , the company will be able to understand the wants , needs as well as what new they would like to see on the platform. It will also understand the areas for improvement. (Sokolovsky,2023). The survey would be developed by the marketing manager so no additional costs	0												
			TOTAL BUDGET	£272,305												

MARKETING BUDGET ANALYSIS

-Fashion Magazine Marketing

1.Vogue Magazine. (July , August , September)
Fashionex will page run of paper in Vogue magazine per issue is £30,290. (Condenast,2023). Fashionex will promote in 3 issues so £30,290.00 *3 = £90,870.00

2. Harper's Bazaar Magazine
Fashionex will promote on the outside back cover for 3 issues. The price for outside back
converfor 1 issue is £15,500.00. £15,500.00*3 = £46,500.00. (Harpersbazaarmediakit,2024).

- Fashion Events Sponsorships. (August and September).

1. London Fashion Week. (September)
Fashionex will be one of the sponsers for London Fashion week. Companies can sponser
between £10,000.00 - £50,000.00. (Guardian,2023). Fashionex will be one of the sponsers so it will sponser 15,000.00 This will be in the month of September. London Fashion week takes place in the month of September. (Londonfashionweek,2024). Fashionex will be launched in
September so it will additionally increase the reach for the platform and create awareness among the audience by being one of the sponsers for London Fashion week. (Podolsky,2023). Total sponsorship price = £15,000.00

2. Fashion Networking Event. (August)
Fashionex will be one of the sponsers forFashion Networking event in the month of August that is one month prior to the launch. It will sponsor £7,500.00 for this event. (Bennett,2022).
Fashionex will be launched in September so it will create buzz prior to the launch and create awareness among the audience by being one of the sponsers for London Networking Event.

- Workshops.

1. Fashion Styling workshop. (August)
1 stylist will be hired for a two day event in soho. The rent of the place per day = £1,080.00
Its a two day event so £1080*2 = £2,160.00. (Thestorefront,2024).
Stylist charges per day = £500.00 . In London, a stylist in the mid-to high-range typically charges between £500.00 and £600.00 per day. (lisagillbee,2023). (thedots,2019).
two day events so £500.00*2 = £1000.00
Total price of the styling workshop = £3,160.00

2. Photography workshop. (Septemeber)
1 photographer will be hired for a two day event. The rent of the place per day = £1,080.00
Its a two day event so £1080.00*2 = £2,160.00. (Thestorefront,2024).

Photographer charges per day = £600.00. In the United Kingdom, a freelance fashion photographer often charges £600.00 per day. (keane,2023). The photographer will be hired for 2 days so £600.00*2 = £1200.00.
Total price for the photography workshop = £3,360.00

- Fashionex Gala. (Launch Party). (September).
Venue Tate Modern Museum. It will be oraganised on level 10 viewing Terrace. The rent for evening event is = £10,000.00 (canvasevents,2024).
Snacks for 100 Guests = £50.00 per head on an average. £50.00*100 = 5000.00 (Bark,2024).
Drinks for 100 guests = 990.00. (Thirstybuffalo,2024).
Press Coverage = £500.00. Average charge is £120.00 per hour. Event would last for around 4 hours. The total price for press converage for Fashionex Gala = £500.00 (Emmett,2024).
Giveaway (Fashionex Merchandise for 100 guests) .
A personalized t-shirt typically costs £16.00 in United Kingdom.
Total price for 100 t-shirts = £1600.00. (Muceniecks,2023).
DJ = £400.00. In the United Kingdom, a DJ typically charges between £50.00 - £150.00. (Bark,2023). Installations = £100.00 (eventplanning,2023).

Guestlist for Fashionex Gala.
Fashion Designers:

1. Stella McCartney.
Instagram followers - 7.4 M.
Engagement Rate - 0.03%
She will be paid around £5,500.00 for her appearance. (Dogtiev,2024).

2. Victoria Beckham
Instagram followers - 33 M
Engagement Rate - 0.03%
He will be paid £10,000 for his appearance. (Kiely,2023).

Fashion Influencers:

1. Maja Malnar.
Instagram followers - 1.4 M.
Engagement Rate - 0.67%
She will be paid £1,000 for her appearance and social media advertising for that day. (marketingdonut,2024). This includes stories from the FashionexGala.

2. Samantha Maria.
Instagram Followers - 422K
Engagement rate - 1.2%
She will be paid £400.00 for her apperance and social media advertising for that day. (Hitchcock,2024). This includes stories from the FashionexGala.

3. Rowan Row.
Instagram Followers - 1.7M
Engagement Rate - 1.16%
He will be paid £1200.00 for his appearance and social media advertising for that day.
(Glenister,2022). This includes stories from the FashionexGala.

4. Ali Gordon.
Instagram Followers - 711K
Engagement Rate - 1.23%
He will be paid £550.00 for her apperance and social media advertising for that day.
(McLachan,2024). This includes stories from the FashionexGala.

Fashion Photographers:

1. Nick Knight.
Instagram Followers - 988k.
Engagement rate - 0.17%
He will be paid £900.00 for his apperance and social media advertising for that day.
(Shepherd,2024). This includes stories from the FashionexGala.

2. Nadine Ijewere.
Instagram Followers - 149k.
Engagement rate - 1.18%
She will be paid £100.00 for her apperance and social media advertising for that day.
(Erdly,2023). This includes stories from the FashionexGala.

Sponsored Content:
Mainly through various fashion blogs. Some of the popular ones include :
1. Inthefrow. (Ranked no 1 in United Kingdom).
2. Disneyrollergirl. (Ranked number 3 in United
Kingdom). (Munroe,2022).
3. LDNfashion. (Ranked number 6 in UnitedKingdom).
- Fashionex will collaborate with them. By doing so, these blogs will post
a) Articles.
b) Interviews.
c) Benefits. (Savino,2024).
d) Uniques features in regards to the platform.
By using this strategy, the existing users of these blogs will become familiar with Fashionex. (Durante,2021). This will ultimately result in increase in traffic for
Fashionex. (Forbes,2024).
Bloggers genrally charge between £50.00 - £100.00 for 10k views per month.
£7,500 - £15,000 is considered a good number for impressions per month (Fitzgeral,2023). Since Fashionex is a new business, The goal is to achieve a minimum of 10,000 impressions using this strategy. (Kenan,2024).
Price per blog per blog considering Fashionex gets 10,000 impressions - £75.00. These blogs will post content about Fashionex throughout the year to maintain consistency. So £75.00*12 = £900.00. Total 3 blogs so £ 900.00* 3 = £2700.00. It will be regarding
- new features.
- Events.
- Discounts.

- promotions, referral Scheme.
This will help in increasing awaresness about Fashionex.
Total expenditure on Sponsored content = £2,700.00

Instagram Live: Instagram will enter into agreement with 8 industry experts with 4 industry experts for a period of 9 months. It will be starting in September and the agreement will end in May. The 4 chosen influencers and experts for masterclass include:

a) Alicia Reddy. She is ranked as one of the best Streetwear Fashion influencers in the United Kingdom. (Shepherd,2024).
Engagement rate - 1%
Instagram Followers - 1.4M
Fashionex will enter into a 9 months agreement with Alicia Reddy .(Groffman,2024). She will be a part of 1 masterclass every month. (Berk,2020). She will be paid £500.00 per session as well as other incenstives such as:

1.Exclusive Benefits.
Free FashionexPlus for one year. Alicia will be given priority access. (Skowronski,2024).
This is in regards to new features that would be launched on Fashionex. (Hall,2022).

2. Publicity.
Since She will be leading the masterclass it will be a win win situation for Fashionex as well as Alicia. (Forbes,2024). She will gain new followers through exposure in the form of a
masterclass. (Howard,2023).
Fashionex will feature her across -social media platforms like
a) Instagram.
b) Facebook.
c) Twitter.
d) Tiktok. (Goodbread,2023).
- Emails to users telling them about the upcoming masterclass featuring Alicia Reddy. (Hoory,2024).
- Promotional posts, videos , stories. (Instagram , facebook , twitter , tiktok). (Wells,2024). This will give her more exposure. (Barratt,2024). She will also post a story regarding her being the lead host for that session on Fashionex for that week. This way even Fashionex will get some of her followers and create awareness among new audience. (Karra,2023).

3. Content Resuse Rights.
Whatever presentations , content that would be discussed during the masterclass, Alicia can use it however she wants in the future. (rightsandlicensing,n.d). This includes
a) Videos.
b) Images
c) Presentation.
Any other information. (Forbes,2022).

4. Co - Marketing Opportunities.
Fashionex will provide Alicia with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

5. Recognition for being a part of the Masterclass on Fashionex.
Alicia will be presented with a certificate by Fashionex. This adds value to her portfolio. This further adds to her expertise and increases expertise. (Forbes,2021).

She will charge £4,000.00 for a 9 month contract. (Kiely,2023).

b) Hannah CocoBeautea.
She is ranked as one of the best Streetwear Fashion influencers in the United Kingdom.
Engagement rate - 0.82%.
Instagram Followers - 1.6M.
Fashionex will enter into a 9 months agreement with Hannah CocoBeautea. She will be a part of 1 masterclass every month. She will be paid £525.00 per session (marketingdonut,2023). as well as other incenstives such as:

1.Exclusive Benefits.
Free FashionexPlus for one year. Hannah will be given priority access. (Skowronski,2024). This is in regards to new features that would be launched on Fashionex. (Hall,2022).

2. Publicity.
Since She will be leading the masterclass it will be a win win situation for Fashionex as well as Hannah. (Forbes,2024). She will gain new followers through exposure in the form of a masterclass. (Howard,2023).
Fashionex will feature her across -social media platforms like
a) Instagram.
b) Facebook.
c) Twitter.
d) Tiktok. (Goodbread,2023).
- Emails to users telling them about the upcoming masterclass featuring Hannah CocoBeautea. (Hoory,2024).
- Promotional posts, videos , stories. (Instagram , facebook , twitter , tiktok). (Wells,2024). This will give her more exposure. (Barratt,2024). She will also post a story regarding her being the lead host for that session on Fashionex for that week. This way even Fashionex will get some of her followers and create awareness among new audience. (Karra,2023).

3. Content Resuse Rights.
Whatever presentations , content that would be discussed during the masterclass, Hannah can use it however she wants in the future. (rightsandlicensing,n.d). This includes
a) Videos.
b) Images
c) Presentation.
Any other information. (Forbes,2022).

4. Co - Marketing Opportunities.
Fashionex will provide Hannah with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

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5. Recognition for being a part of the Masterclass on Fashionex.
Hannah will be presented with a certificate by Fashionex. This adds value to her portfolio.This further adds to her experience and increase her expertise. (Forbes,2021).

She will charge £4,725.00 for a 9 month contract. (Glenister,2022).

c) Ali Gordon.
He is ranked as one of the best Fashion influencers in the United Kingdom.
Engagement rate - 1.23%.
Instagram Followers - 711k.
Fashionex will enter into a 9 months agreement with Ali Gordon. He will be a part of 1 masterclass every month. He will be paid £225.00 per session as well as other incentives such as:

1.Exclusive Benefits.
Free FashionexPlus for one year. Ali will be given priority access. (Skowronski,2024). This is in regards to new features that would be launched on Fashionex. (Hall,2022).

2. Publicity.
Since he will be leading the masterclass it will be a win win situation for Fashionex as well as Hannah. (Forbes,2024). He will gain new followers through exposure in the form of a masterclass. (Howard,2023).
Fashionex will feature her across -social media platforms like
a) Instagram.
b) Facebook.
c) Twitter.
d) Tiktok. (Goodbread,2023).
- Emails to users telling them about the upcoming masterclass featuring Ali Gordon. (Hoory,2024).
- Promotional posts, videos , stories. (Instagram , facebook , twitter , tiktok). (Wells,2024). This will give him more exposure. (Barratt,2024). He will also post a story regarding him being the lead host for that session on Fashionex for that week. This way even Fashionex will get some of his followers and create awareness among new audience. (Karra,2023).

3. Content Resuse Rights.
Whatever presentations , content that would be discussed during the masterclass, Ali can use it however she wants in the future. (rightsandlicensing,n.d). This includes
a) Videos.
b) Images
c) Presentation.
Any other information. (Forbes,2022).

4. Co - Marketing Opportunities.
Fashionex will provide Ali with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

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4. Co - Marketing Opportunities.
Fashionex will provide Ali with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

5. Recognition for being a part of the Masterclass on Fashionex.
Ali will be presented with a certificate by Fashionex. This adds value to his portfolio. This further adds to his experience and increases his expertise. (Forbes,2021).

He will charge £2,025.00 for a 9 month contract. (McLachan,2024).

d) Maja Malnar. She is ranked as one of the best Fashion influencers in the United Kingdom. (Shepherd,2024).
Engagement rate - 0.67%
Instagram Followers - 1.4M
Fashionex will enter into a 9 months agreement with Maja Malnar .(Groffman,2024). She will be a part of 1 masterclass every month. (Berk,2020). She will be paid £500.00 per session as well as other incenstives such as:

1.Exclusive Benefits.
Free FashionexPlus for one year. Alicia will be given priority access. (Skowronski,2024). This is in regards to new features that would be launched on Fashionex. (Hall,2022).

2. Publicity.
Since She will be leading the masterclass it will be a win win situation for Fashionex as well as Maja. (Forbes,2024). She will gain new followers through exposure in the form of a masterclass. (Howard,2023).
Fashionex will feature her across -social media platforms like
a) Instagram.
b) Facebook.
c) Twitter.
d) Tiktok. (Goodbread,2023).
- Emails to users telling them about the upcoming masterclass featuring Maja Malnar. (Hoory,2024).
- Promotional posts, videos , stories. (Instagram , facebook , twitter , tiktok). (Wells,2024). This will give her more exposure. (Barratt,2024). She will also post a story regarding her being the lead host for that session on Fashionex for that week. This way even Fashionex will get some of her followers and create awareness among new audience. (Karra,2023).

3. Content Resuse Rights.
Whatever presentations , content that would be discussed during the masterclass, Maja can use it however she wants in the future. (rightsandlicensing,n.d). This includes
a) Videos.
b) Images
c) Presentation.
Any other information. (Forbes,2022).

4. Co - Marketing Opportunities.
Fashionex will provide Alicia with co-marketing opportunities. (Barnhart,2022). These include:
a) Collaborative Social media campaigns.
b) Email Marketing.
c) Collaborative blog postings. (Kumar,2022).

5. Recognition for being a part of the Masterclass on Fashionex.
Maja will be presented with a certificate by Fashionex. This adds value to her portfolio. This further adds to her expertise and increases expertise. (Forbes,2021).

She will charge £4,000.00 for a 9 month contract. (Hitchcock,2024)

(Tobemagazine,2023)

OPERATIONAL PLAN

OPERATIONAL PLAN

Operational plan outlines the on-going, weekly, and monthly tasks which the organization will carry out in order to fulfill the objectives that were originally outlined in the plan of action. (Evans,2023). It provides a more thorough explanation of company's operations by outlining the tasks involved, deadlines, as well as duties of each teammate. (Taylor,2020)

Fashionex's operational involves 12 steps. These include:
- Concept Development. (Stage 1 - January).

- Platform Designing. (Stage 2 - Februaury - March).

- Platform Development. (Stage 3 - Februaury - March).

- Content Acquisition. (Stag 4 - April).

- User Acquisition Startegy. (Stage 5 - May).

- Quality Assurance. (Stage 6 - June).

- Launch Prepepration. (Stage 7 - July).

- User Engagement. (Stage 8 - August).

- Fashionex Launch. (Stage 9 - Septemeber).

- Continous Improvement. (Stage 10 - October).

- Future Planning. (Stage 11 - Novermber).

- Review and Reflection. (Stage 12 - December).

(Pinterest,n.d)

VISUAL OPERATIONAL PLAN

CONCEPT DEVELOPMENT
JANUARY

PLATFORM DESIGNING
FEBRAUARY - MARCH

PLATFORM DEVELOPMENT
FEBRAUARY - MARCH

CONTENT ACQUISITION
APRIL

USER ENGAGEMENT
AUGUST

LAUNCH PREPERATION
JULY

QUALITY ASSURANCE
JUNE

USER ACQUISITION STRATEGY
MAY

FASHIONEX LAUNCH
SEPTEMBER

CONTINOUS IMPROVEMENT
OCTOBER

FUTURE PLANNING
NOVEMBER

REVIEW AND REFLECTION
DECEMBER

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CONCEPT DEVELOPMENT

Stage 1: Concept Development (January).
Month: January.
- At this stage a thorough market research is conducted. (Howard,2024). This is done in order to indentify
a) Market trends. (Forbes,2023).
b) Current trends.
c) Consumer behaviour
d) Pain points. (Forbes,2020).
The research is conducted within the fashion sector in the United Kingdom market. ().

- A through competitors analysis is conducted. (Tomkins,2021). This helps in understanding their
a) Strengths.
b) Weakness.
c) Opportunities.
d) Threats.
e) Market Position. (Fairlie,2023).
By understanding this effectively, Fashionex will find the gap in the market and develop new startegies. (Pennington,2022).
Everyweek - a stakeholders meeting would be held. (Forbes,2023). They will all share ideas with each other. Accordingly they will together come to a conclusion regarding the best ideas that define Fashionex. (Paradis,2024). At this stage the team will decide Fashionex's
a) Mission and Vision statement.
b) Brand Identity.
c) Target audience.
d) Main goals for 3 years. (Kraaijenbrink,2021).
e) Unique Value Proposition of the business. (Sato,2023).

Roles and Responsibilities.
- CEO and Business Analyst.
He will ensure that everything aligns well with goals of Fashionex. (Brand identity , mission vision). (Goodman,2023).
- Marketing Manager.
He will gain a through understanding of the market. He will analyse the competitors effective ly and accordingly propose strategies. (Galaritya,2024).
- UX Designer.
He will work on the prototypes as well as the colour scheme of the platforms. He ensures that it aligns well with the brand identity. (Gibbons,2022).

PLATFORM DESIGNING AND DEVELOPMENT

Stage 2: Platform Designing. (Febrauary - March).
Month: Febraury
- At this stage designing element of Fashionex would be confirmed.
- UX designer will present the final
a) wireframes
b) Mockups.
c) Visuals of final application and website. (Nuez,2022).

- Frontend Development.
User Interface design made by the UX designer would be implemented by Application and platform developer. (Burrow,2023). Advanced technology would be used for this purpose. (Greenspan,2022). The goal is to check how easy and efficient the application and platform would be for the users. (Forbes,2023).

- Backend Development.
It would be made sure that backend infrastructure is functioning perfectly. Platform developer will look into this. (Maraschi,2024).

- Features Integration.
The vital features would be integrated into Fashionex by the platform developer. These features include:
a) Messaging.
b) Creating groups. (Ileva,2022).
c) Premium features. (mentor matching).
e) Portolio organisation.
f) User authentication. (Balaban,2021).
g) search functionality. (Mull,2023).

- Platform Compatability.
Several testings would be done using
a) Various devices.
b) Screen sizes.
c) Operating systems. (Ahuja,2024).
This will ensure that Fashionex is functioning smoothly. (Albano,2024).

- Quality Assurance.
He enters into partnership with App developer. By doing so he undertands the key requirements of FashioNex and he works accordingly on them. (Simonova,2022).
a) Regression testing.
He conducts regression testing. Though this, the QA designer makes sure that the latest features along with any bug fixes does not have any impact on the existing features as well as overall functioning of Fashionex.(Purnama,2022).
b) Bug tracking
Quality Assurance designer enters into partnership with the app developer. By doing so, he does a clear inspection to see if there are any bugs.He resolves all the issues for the smooth functioning of the platform. (Forbes,2022).

Roles and Responsibilities.
- CEO.
He ensures that the platform is being developed efficiently. He makes sure that all the targets are being met on time. (Sharaf,2023).
- UX Designer.
He will play an integral role in
a) Creating wireframes.
b) creating prototypes.
c) UI designing. (Nuez,2023).
- Platform and App developer.
He will play an integral role in integrating User Interface design elements. (Forbes,2019). He develops the frontend components for the application. He ensures that the platform is user friendly. (Cyrek,2023).
- Quality Assurance Designer.
He resolves all the issues for the smooth functioning of the platform. He makes sure there are no bugs and the platform is ready to use. (Sharma,2023).

CONTENT ACQUISITION

Stage 3: Content Acquisition (April).
Access to:
1.in-depth industry reports.
2.market insights.
3.upcoming trend reports.
This will help them stay informed as well as learn about the future of fashion as well as other sectors. (Forbes,2023). (beauty , arts).
For this purpose, it will enter into partnership with
a) Mintel
b) Stylus.
c) Fashionsoops
d) Euromonitor International
e) Fitch Soluions. (Forbes,2024).
It will provide reports and insights which are essential for:
- Fashion.
- Beauty.
- Arts.
- Photography.

Efficient market research will be done by the marketing manager and accordingly discuss with CEO and Business analyst before deciding the resources. (Chandna,2021). Business Analyst analyses the market well and enters into partnerships. (Tompkins,2023). He signs contracts with them . (legal work). He even negotiates with them and ensures that all tasks are carried out smoothly. (Walters,2023). Finance manager keeps a check on the budget. (Houston,2023). He conducts in depth cost analysis for acquiring all these
 resources. He also keeps a check on legal costs while signing contracts. (Shaffer,2024).

USER ACQUISITION STRATEGY

Stage 4: Platform Designing. (May).
- Identifying Target audience.
Marketing manager will analyse the market efficiently. (Solis,2022). By doing so he will understand the target audience. (Taylor,2022). He will also understand their
a) preferences.
b) Behaviour.
c) Pain points. (O'Grady,2024).

- Acquisition Goals.
He will set clear goals acquition goals. It means analysing how many users can Fashionex attract within a certain amount of time. (Forbes,2024).

- User Acquisition Channels.
Marketing manager will analyse that which social networking sites and which strategies would serve as the best approach for Fashionex. (Baluch,2024). These include:
a) Sponsored Partnerships.
b) Search Engine Optimization.
c) Content Marketing. (Haan,2024).

- Advertising Campaigns.
Marketing manager will develop various marketing initiatives to be launched across various social networking platforms. (Wells,2024). This is to create awareness among the audience about the launch of Fashionex. (a new fashion centric networking platform). (Podolsky,2023) .

- Analysing Metrics.
. He will work on the Key Performance Indicators. This will help in measuring the success of the campaign. (Houston,2023).

CEO and the Business Analyst will give their feed back at the end. Accordingly the strategies will be implemented. (hbr,2024).

QUALITY ASSURANCE

Stage 5: Quality Assurance (June).
- Clear Quality standards shall be set up. They are related to
a) Usability.
b) Functionality.
c) Performance.
d) Security. (Forbes,2020).

- Conducting functionality tests.
It will be ensured by quality assurance designer that all fuctions are apt. These include:
a) User Interface
b) Navigation.
c) Data Integrity. (Desyatnikov,2023).

- Bug Testing.
He enters into partnership with the app developer. By doing so, he does a clear inspection to see if there are any bugs. (Khan,2023). He resolves all the issues for the smooth functioning of the platform. (Forbes,2022).

- User Acceptance Testing.
Quality assurance designer along with CEO and Business Analyst will target few people to conduct this test. (Baraishuk,2022). By doing this, they will take a feedback from them regarding
Fashionex's :
a) Usability.
b) Functionality. (hbr,2023).
They compare and analyse if it meets the requirements. (businessnewsdaily,2023).

- Performance Optimization.
This is done to make sure that Fashionex performs efficiently in terms of
a) Time taken for loading.
b) Smooth navigation
c) Responsiveness. (Southekal,2022).

-Security Testing.
This is done to ensure the security of the users.
Its main principles are:
1. Lawfulness, fairness, and transparency. (interviews 3, 4 and 5 - appendix).
2. Purpose limitation.
3. Data minimisation. (Sirota,2023).
4. Accuracy.
5. Storage limitation. (Kenndey,2023).
6. Integrity and confidentiality. (interview 3 - appendix)
7. Accountability. (gdpr,n.d)
Quality Assurance designer will ensure that Fashionex abides by all these principles. He will also ensure that Fashionex complies by all rules of General Data Protection Regulation (GDPR) . (Forbes,2024).

LAUNCH PREPERATION

Stage 6: Launch Preperation . (July).
- Defining Launch objectives.
At this stage, all the members of the team come together and decide on the launch objectives. These are related to
a) Fashionex launch.
b) Deciding key metrics.
c) milestones for achieving the goals. (Taylor,2022).

- Launch Plan
Well developed launch plan would be created. It will include details like:
a) timeline.
b) activities.
c) resources. (Wiklund,2023).
Every member of the team would be given their duties. (Carucci,2022).

- Marketing Strategies.
Marketing manager will come up with unique marketing strategies. It will be a combination of :
a) Online strategies.
b) Offline strategies. (Altaf,2023).
These include
a) Advertising on social networking sites.
b) Email Marketing.
c) Fashionex Gala. (Hoory,2024).

- Preparing Advertising material.
Catchy attractive marketing material would be created by marketing manager. This includes:
a) Website content.
b) Instagram videos.
c) Workshop planning. (Mandeira,2022).
d) Fashionex Gala planning. (Hyder,2019).

- System Checks.
This is done in order to ensure that Fashionex functions smoothly. This is in terms of
a) Functionality
b) reliablity.
c) scalablity. (Timmes,2023).

- Coordinate Logistics.
All the logistics will be coordinated. This is for the launch of Fashionex. This inludes
a) server setup.
b) domain registration.
c) payment processing. (Snyder,2023).
d) customer support infrastructure. (Talreja,2023).

- Marketing Manager is in charge for coming up with unique campaigns for the launch of Fashionex.

-Quality Assurance manager ensures that the platfrom is free from bugs and is working efficiently across all devices .

USER ENGAGEMENT

Stage 7: User Engagement (August).
- User Engagement Strategies.
Fashionex will make use of social networking platforms prior to the launch to create buzz. It includes:
A) Sponsored Content on various blog pages like
1. Inthefrow. (Ranked no 1 in United Kingdom).
2. Disneyrollergirl. (Ranked number 3 in United
Kingdom). (Munroe,2022).
3. LDNfashion. (Ranked number 6 in UnitedKingdom).
 Fashionex will collaborate with them. By doing so, these blogs will post
a) Articles.
b) Interviews.
c) Benefits. (Savino,2024).

- **Community Building**
Fashionex will make use of Twitter , Instagram , Facebook and Tiktok to generate hype regarding Fashionex' s
- Features. (mentor matching , premium features like early access to job listings)
- Benefits.
- Values. (Hbr,2023).
- Mission and Vision. (Chandler,2023).
- generate hype through instagram live. (Forbes,2022).
This will help in creating a strong user base for Fashionex. (Semeshkina,2024).

- Styling Workshop. (1 month prior to launch).
Fashion Styling workshop workshop would be organised. Fashionex will partner up with renowned Stylists. (Forbes,2023). By doing so, they will teach the attendees various styling tips related to:
a) colour coordination.
b) accessorizing.
c) styling in a budget. (Duchene,2021).
This will help individuals in improving their style in day to day life. (Vogueaustralia,2020). It will also help aspiring stylists to learn about new trends. They can use these insights to stay ahead in this sector. (Steff,2021).

1. Photography Workshop.(1 month prior to launch)
- Fashionex will partner up with renowned
photographers. (Rodgers,2021). By doing so, they will teach the attendees varous tactics related to:
lighting.

b) composition.
c) lightning. (Portee,2023).
Exclusive coupans would be given to people visiting this event. They can redeem this code to get price reduction on FashionexPlus. (Forbes,2023).
2 models would be hired for this workshop. Upon learning from professionals each person will get a chnace to try to shoot with them , understand as well as improve their skills. (Forbes,2022).
- CEO, Marekting manager and Business Analyst together will manage the overall implementation of pre launch strategies. (Forbes,2023).
- Marketing Manager will calculate the Key Performance Indicators and implement new stratgies later based on the current engagement rate. (Piga,2022).
- Quality Assurance manager ensures that the platfrom is free from bugs and is working efficiently across all devices . (Wasko,2021).

- Fashion Magazines Marketing.
-Fashionex will invest on Fashion magazines marketing. This is done In order to create awareness about Fashionex and to get the attention of the target audience.
 (Michelson,2023). It will include
- Front page marketing.
- Double page marketing. (Voguebusiness,2023).
This will depend on the magazine charges and the month of the publication chosen. (Pucker,2024).
The fashion publications chosen are
- Vogue.
- Harpers Bazaar. (feedspot,2024).

FASHIONEX LAUNCH

Stage 8: Fashionex Launch (September).

- Fashionex Gala. (Generating Hype).
A Fashionex Gala event would be organised a week prior to launch at Tate Modern gallery in London. (Bradt,2024). Its one of the most popular art galleries in London. (Lesso,2023). The aim is to create a sense of exclusivity. (Dan,2021). This will be achieved through
a) Elegant decoration.
b) Lighting.
c) Ambiance and the overall aesthetic. (Lloyd,2022).
The guestlist would include
- industry professionals.
- successful fashion influencers.
- successful fashion designed based in United
Kingdom. (Forbes,2023).
Fashionex will create a VIP and exclusive experience for the guests. This will be achieved through:
a) Red carpet entrance.
b) Champagne corner (bar).
c) VIP lounges. (Brewster,2021).
The Fashionex Gala would be attended by 100 guests. (Rana,2023). There will be various engaging events to keep the interests of the guests like

- Photobooth.
- Live sketch artists.
- Digital Fashion games. (Pandit,2022).
A fashionex merchandise would be given to each one of them as a gift. (Carlson,2023). Fashionex will
additionally make use of press coverage.
(Sabrina,2024). It will have a significant impact on increasing interest and awareness about Fashionex. (Patoli,2023).

- Instagram Live. (Community Building).
There will be livestreaming on Instagram, wherein a new professional or expert from the industry will share there insights. (Forbes,2023). This event will take place every Wednesday at 9pm. This will take place for a period of 9 months. Users will get the option to ask questions. The experts will accordingly share their insights. (Tayson,2023). These experts include:
- Stylists.
- Fashion Marketing leaders.
- Trends experts.
- Influencers. (West,2021).
This link will even be shared on Fashionex application after the launch.

- Community Building.
Fashionex will continue making use of Twitter , Instagram , Facebook and Tiktok to generate hype regarding Fashionex' s
- Features. (mentor matching , premium features like early access to job listings)
- Benefits.
- Values. (Hbr,2023).
- Mission and Vision. (Chandler,2023).
- generate hype through instagram live. (Forbes,2022).
This will help in creating a strong user base for Fashionex. (Semeshkina,2024).

- Customer Service Team.
Fashionex will have an efficient well trained customer service team.
Customer Service:
a) Live Chat Support.
There will be a 24/7 live chat option. (Lazarchuk,2023). Since it takes a smaller number of employees to
handle the same amount of client inquiries as telephone assistance, live chat is often more affordable. (Forbes,2019). It often leads to increased conversion rates as well as sales. (Forbes,2023). Following a positive interaction with a real-time chat representative, 38 percent of consumers said they made a purchase.
 (Maffettone,2024).
b) Phone call.
Live chat help is preferred by 41 percent of customers. (Haan,2023) . 32 percent are happier receiving help over the phone call. For this purpose, Fashionex will even offer phone call service. (Kappel,2022). They can ask questions related to
- Billing payment service.
- Technical support. (Forbes,2023).
- Questions related to functioning of application. (Sons,2024).

c) Email service.
Users can opt for email service as well. It will have a dedicated email service. That would be - support@fashionex.com. (Forbes,2024). All the inquiries by the users would be answered within a day or two. (Patoli,2022). Timely response ensure positive impact on the customer. (Hyken,2023). Users would be asked regarding their experience with the customer support. Accordingly Fashionex will improve it. (Morgan,2022).

AI Chatbots
Quality assurance designer will ensure the smooth functioning of AI chatbots.
 Before considering selections, 89 percent of consumers feel it's critical to have an im-mediate answer to any consumer care inquiries. (Marr,2024). Users using FashioNex can make use of chatbot to ask any query at their own convienient time.It could be related to
-Using the application. (Szabo,2024).
-Choosing the right career.
-About events, webinars. (Kulkarni,2023).
-About how to improve their skills to step their forward in the industry.
They can ask any question related to their career at any point of the day. (Viliavin,2023).

Looking on the individuals previous activity including the kind of events they prefer visiting, their choice of connections , it provides personalised suggestions. (Marr,2024). It provides tailored suggestions regarding:
-Upcoming events. (Forbes,2024).
-Any breakthough information that might interest them.
-Even suggestions about how to expand their network. (Rizvi,2024).

- CEO, Marekting manager and Business Analyst together will manage the overall implementation of launch strategies. (Forbes,2023).
- Marketing Manager will calculate the Key Performance Indicators and implement new stratgies later based on the current engagement rate. (Piga,2022).
- Quality Assurance manager ensures that the platfrom is free from bugs and is working efficiently across all devices . (Wasko,2021).

CONTINOUS IMPROVEMENT

Stage 9: Continous Improvement (October).

-Collecting feedback
This will be done through
a) Sending surveys via mails and giving incentives (10% discount on FashionexPlus upon filling and submitting it. (Plummer,2020).

b) In app surveys.
Every month users will be asked to fill survey. Those users who fill the survey get 10% discount on FashionexPlus upon filling and submitting it. (Frank,2022).

c) Customer support interactions.
Fashionex will keep a note of complaints by the users. By doing so, improvements will be made in that area to avoid complaints and dissatisfaction of the users. (Iwuozor,2023).

- Data Analytics.
This would be utilised to keep a track upon
a) User behaviour.
b) Engagement metrics. (Hong,2024).
c) Platform performance. (Allen,2024).

- Improvement in the features.
Based on the analytics certain new features will be implemented. They will be according to :
a) User's needs.
b) User's preferences.
c) Overall user experience. (Forbes,2023)

- Bug Fixing.
Quality Assurance designer enters into partnership with the app developer. By doing so, he does a clear inspection to see if there are any bugs. He resolves all the issues for the smooth functioning of the platform. (Forbes,2022).

- Performance Optimization.
This is done to make sure that Fashionex is performing efficiently in terms of
a) Time taken for loading.
b) Smooth navigation
c) Responsiveness. (Southekal,2022).

- Content Expansion.
Fashionex will keep adding new content from time to time. This is done for the content to be
a) meaningful.
b) engaging
c) up to date. (Guarneri,2024).

- User Engagement.
Photography Workshop after the launch to increase engagement.
- Fashionex will partner up with renowned
photographers. (Rodgers,2021). By doing so, they will teach the attendees varous tactics related to:
a) lighting.
b) composition.
c) lightning. (Portee,2023).
Exclusive coupans would be given to people visiting this event. They can redeem this code to get price reduction on FashionexPlus. (Forbes,2023).
2 models would be hired for this workshop. Upon learning from professionals each person will get a chnace to try to shoot with them , understand as well as improve their skills. (Forbes,2022).

- **Community Building**
Fashionex will make use of Twitter , Instagram , Facebook and Tiktok to continue engagement aroundFashionex with users. This will be achieved by promoting its.
- Features. (mentor matching , premium features like early access to job listings)
- Benefits.
- Values. (Hbr,2023).
- Mission and Vision. (Chandler,2023).
- generate hype through instagram live. (Forbes,2022).
This will help in creating a strong user base for Fashionex. (Semeshkina,2024).

FUTURE PLANNING

Stage 10: Future Planning. (November)

- Upcoming Trends.
Marketing Manager will conduct comprehensive market research. By doing so, he will understand the
a) Upcoming trends.
b) Market Dynamics.
c) Competitor Strategies.
d) Industry Forecasts. (Forbes,2020).

- Goals for next 2 years.
Based on the current accomplishments, Business Analyst , Marketing Mnager, CEO and Financial manager will decide the goals. These include:
a) Expansion plans.
b) Revenue targets.
c) Advertising strategies. (Becerra,2020).

- Innovation Development.
Fashionex will invest in
a) Partnerships.
b) Features
c) Collaborations. (Ryabenkiy,2023).

- Expansion Strategies.
Fashionex will take into account
a) Market size.
b) Competition.
c) Regulatory environment. (Wong,2024).
By doing so, the CEO ,Marketing Manager and Business Analyst will develop effective strategies. (Netzer,2023).

- Technology Planning.
A robust technology planning will be done. Fashionex will invest in areas like:
a) Virtual reality.
b) Artificial intelligence.
c) Cloud computing.
d) Efficiency. (Mckinsey,2023).

- Risk Management.
Fashionex will come up with efficient strategies. These will help cope up with any
potential risks. (Culp,2020).

- Finacial Planning.
Financial manager will work on
a) budget.
b) resource allocation.
c) finacial forecasts. (Hanlon,2019).
He works on maintaining finacial profits.

- Efficient communication
Transparent and honest communication would be encouraged among the
a) teamates
b) investors.
c) customers. (Marowe,2023).
This plays an integral role in company's success. (Patel,2023).

REVIEW AND REFLECTION

Stage 11: Review and Reflection.

- All the members of the team will analyse overall performance of the platform.
It is related to:
a) finance.
b) operations.
c) marketing strategies. (Forbes,2023).

- All the members of the team will anlyse
a) upcoming trends.
b) user feedback from surveys and customer service reviews.
c) competitive insights. (Power,2024).
d) areas where they can improve. (Gibbons,2018)

- Marketing manager will analyse KPIs. (Gibson,2024). He will analyse if Fashionex has
met the set targets. He will accordingly come up with new targets for the following year.
(Nathanson,2024).

- Finacial Manager will analyse the Budget and work with Marketing manager to allocate
budget for marketing strategies. (Morgan,2023). He will discuss with Business Anlyst,
Quality Assurance manager and CEO regarding other expenses. (Jolaoso,2023).

(Esquire,2023)

MANAGEMENT SUMMARY

(Celine,2024)

DECETRALISED AUTHORITY

DECENTRALISED AUTHORITY

Fashionex is a small company. Since its a new business it has only 7 members. It includes:
1. Chief Executive Officier.
2. Marketing Manager.
3. Financial Manager.
4. Quality Assurance Designer
5. UX designer.
6. Business Analyst.
7. Marketing Manager.
Considering this, Decentralised auhority would be the best approach for Fashionex.

Reasons and Justifications:

- Empowerment among teammates. (this is considering its a small team).
Fashionex comprises of a small team of 7 members. With a decentralised authority every team members thinks in an independent manner. (Radocchia,2019). They are more confident regarding their decisions and take up the initiative. (Shetty,2023).
Eg: Marketing Manager.
 - He will work on analysing the market and coming up with new advertising strategies. (Galarita,2024).
Quality Assurance Designer.
- He will keep monitoring Fashionex performance regularly. He will see if there are any bugs, read customer reviews and immediatly fix it for smooth functioning of the platform. (Desyatnikov,2022).
This leads to increase in
a) creativity.
b) boost morale.
c) creates a sense of ownership. (Organ,2023).

- Flexibility.
Decentralised authority provides more flexibility. (Mattar,2024). Each team mate can work in an efficient manner. They can take decisions quickly. They need not wait for final decision from a higher authority. (Swanson,2023). This is in regards to taking decisions as per :
a) Constantly evolving trends.
b) feedback of the users.
c) Changes in the market scenarios. (Bitton,2023).
Fashionex is a fashion networking platform . The market is constantly evolving. Timely adaptation of trends is vital. It needs to stay updated in order to step apart from competitors. (Forbes,2022).

- Quicker Decision Making.
In a decentralised authority, the decision making is quicker than centralised authority. (Toister,2024). This is considering the fact that teammates need not wait for final decision from a higher authority. (Eshraghi,2021). If a member of a feels that owing to the current scenario they need to take up a certain decision right away then they are free to do so. (Hicks,2020). They need not go through lengthy procerdure wherein they need to wait for the decision of the higher authority on their It is very important for every teammate to be very adaptable to be ahead in the market. (Stansell,2023).

Fashionex is a fashion networking platform. Quick decision making is integral here. (Larson,2023) This is because its an online networking platform and the market is constantly evolving. (Laker,2022). Eg: If Marketing manager feels that the competitors are coming up with some innovative campaign and even Fashionex needs to do something in order to step ahead in the market he is free to come up with his own strategies. (Organ,2023).

- User Centric Focus.
Fashionex is following a decentralised approach. (Tsybulko,2022). Owing to this, every member of the team can lay more focus. (Maler,2021). This is in terms of understanding the needs and wants of the users which constantly evolve with changing times. (Burns,2022).
Close interaction of the Fashionex team members with users has many advantages. These include
a) Personalised experience.
b) Improved customer service.
This is vital for a networking platform like Fashionex. (Payne,2024).
For eg:
1. Marketing Manager.
He will reach out to the users. By doing so he will try to understand their preferences. He will accordingly work on the strategies of Fashionex. (Galarita,2024).
2. Business Analyst.
He will work on assessing the user's feedback. By doing so he can work on how Fashionex can grow overall as business and what strategies need to be implemented for its success. (Tompkins,2023).

- Reduced Centralized Management.
Since Fashionex will have a decentralised authority, this allows Chief Executive Officer to work in a much more efficient manner. For eg: He will be more focused. This is in terms of
a) Developing Strategic goals. (Tsavlis,2024).
b) Focusing on growth of Fashionex. (Deloitte,n.d)
He will lay less focus on daily operations which would be managed by other team members. (Indeed,2023).

- Encouragement. (In terms of creativity, innovation).

(Celine,2024)

FUNCTIONAL STRUCTURE

FUNCTIONAL STRUCTURE

A functional structure structures a business according to its several departments, including operations, finance, including marketing. (Indeed,2023). Under this structure, departmental specialisation is given priority, allowing professionals in the field to concentrate on their primary fields of competence. (Vaughan,2022).

CHIEF EXECUTIVE OFFICER

MARKETING MANAGER

WORKING ON ADVERTISING CAMPAIGNS

SALES STRATEGIES

FINANCIAL MANAGER

BUDGETING

PAYROLL

WORKS ON FINANCIAL REPORTS

BUSINESS ANALYST

DATA ANALYSIS

MARKET RESEARCH

CONSUMER INSIGHTS

QUALITY DESIGNER DESIGNER

TESTING THE FUNCTIONING OF PLATFORM

BUG TRACKING

QUALITY ASSURANCE

PLATFORM DEVELOPER

UX DESIGNER

DESIGNING WIREFRAMES+ PLATFORM DEVELOPMENT

Reasons for a Functional Structure:

Fashionex is a small company. Since its a new business it has only 7 members. It includes:
1. Chief Executive Officier.
2. Marketing Manager.
3. Financial Manager.
4. Quality Assurance Designer
5. UX designer.
6. Business Analyst.
7. Platform Developer.
Considering this, and every member of the team has expertise in their respective fields of work and know what needs to be done, functional structure is appropriate.

(Theimpression,2019)

- Clarity.
In this type of a setting every member in the team knows whats their job and what they need to do. (Organ,2023). Since Fashionex is a new business, functional tructure will be perfect. (Slingo,2023). All the members of the team will complete their tasks using the skills and expertise in their respective fields and upon completing the task they will discuss it with the CEO. (Ivanius,2023).This ensures smooth flow of communication among the teammates. This avoids misunderstandings and unncessary overlaps in completing tasks. (Indeed,2022).

- Specialization.
Under this structure,departmental specialisation is given priority, allowing professionals in the field to concentrate on their primary fields of competence. (Deloitte,2022). They do not focus on cross functional tasks. (Forbes,2023). For eg:
a) Marketing manager.
He will focus on developing verious advertising stratgies for Fashionex. (Wickstead,2022).
b) Financial Manager.
Works on developing financial reports for the busienss and does budgetting, ensuring that the business is profitable. (Shaffer,2024).
c) Application Developer.
He works on developing the final application and platform for Fashionex based on the wireframes and prototyping done by the UX designer. (John,2023).

- Efficient Decision Making.
Since roles and responsibilities are distributed clearly among the team, there is no confusion. They is no requirement for cross functional coordination. (Chase,2023). This ensures efficient decision making. Fashionex is a fashion networking platform. Quick decision making is integral here. (Larson,2023) This is because its an online networking platform and the market is constantly evolving. (Laker,2022). Eg: If Marketing manager feels that the competitors are coming up with some innovative campaign and even Fashionex needs to do something in order to step ahead in the market he is free to come up with his ownstrategies. (Organ,2023).

- Cost Efficient.
Its a very straightforward structure. Its cost efficient since
a) Less complexitities involved. Since roles and responsibilities are distributed clearly among the team, there is no confusion. (Indeed,2023).
b) Minimizes overhead expenses. Such clarification among teammates ulimately reduces overhead expenses. Fashionex is a new business. Budget is not very high. Hence, Functional structure is quite apt for Fashionex. (Vermeulen,2018).

(Elle,2021)

ROLES AND RESPONSIBILTIES

CEO

Vision and Strategy.
- Implements the vision and misson of Fashionex at all stages.
- Works on developing long term strategies.
- Works on developing goals for Fashionex in the coming years.

Leadership.
- Promotes Decentralization.
- Encourages the members of the team to work efficiently to complete the work on time.
- Overlooks the tasks done by each member of the time and ensures all the tasks are done efficiently. He provides assisstance whenever needed.

Risk Management.
- Evaluates the risks related to Fashionex. He comes up with strategies and tries to mitigate them as much as possible.

Decision Making.
- Plays an integral role in taking all important business related decisons for Fashionex. These include:
a) Partnerships.
b) Development of Fashionex. (business as a whole).
c) Reviews the financial planning done by Financial Manager and makes necessary changes.
d) Strategic planning. He works on new ideas for Fashionex to stay ahead in market from its competiton.

Stakeholder Management.
- Maintains good relations with stakeholders. These include
a) Investors.
b) Partners in the fashion sector.
c) Even customers and users of the platform.

MARKETING MANAGER

Marketing Strategies.
- Plays an integral role in developing advertising strategies for Fashionex. He works on both offline as well as online strategies. This includes:
a) Strategies across various various social networking platforms.
b) Email marketing.
c) Offine marketing - billiboards, launch party , sponsorhisps , pop ups etc.

Collaboration.
- He collaborates with UX designer and Business Analyst while developing advertising strategies.
UX designer. - He discusses with him regarding the branding of Fashionex.
Business Analyst. - He discusses with him regarding the market research and analysis.
- This helps marketing manager develop strategies in an effective manner.

Marketing Budget Management.
- He works on developing various strategies , and works on managing the overall marketing budget .
- Ensures that all the strategies are cost effective and will play an integral role in creating a large user base.

Customer Engagement.
- Analyzes the success rate of marketing strategies. This is done by analysing KPIs.
a) Click Through rates.
b) Conversion rate.
c) Organic traffic.

FINANCIAL MANAGER

Financial Planning.
- Prepares budget and financial reports for Fashionex.
- Oversees financial performance of Fashionex.
- He will also make sure that all the financial targets are being reached.

Risk Management.
- Manages financial risk.
- He also works on indentifying and mitigating them.
- He ensures guaranteed adherence to financial standards as well as laws.

Cost Control.
- Works on coming up with various measures for cutting down the cost. By doing so he will ensures maximum profitability of Fashionex.

Connections with Stakeholders.
maintains connections with outside stakeholders, including
a) banks.
b) investors.
c) auditors

QUALITY ASSURANCE ANALYST

Quality Control.
- Regulary conducts quality assurance assessments. By doing so he makes sure that Fashionex is working perfectly. This is in terms of
a) functionality.
b) User experience.

Collaboration.
- Collaborates with the app developer. He analyses all the survey responses and works alongside app developer to make necessary changes. By doing so he will ensure users have a seamless experience while using Fashionex.

Continous Improvement.
- Analyses all the survey responses and the quality assurance assessments. By doing so he will ensure users have a seamless experience while using Fashionex.

Compliance and Security.
Ensures that Fashionex abides by
a) Data security regulations.
b) quality standards.

UX DESIGNER

Wireframes and Prototypes.
- Develops wireframes and works on prototyping for Fashionex application and website .
- Analyses the designs and wireframes of Fashionex's competitors. By doing so he comes up with unique design strategies, to improve overall consumer experience.

Collaboration.
- He works alongside Application developer and Quality Assurance Analyst.
- Quality Assurance Analyst. - He works with him to develop seamless user experience.
Application Developer.- He helps in building the platform using the wireframes and designs made by UX designer for Fashionex.

User Centric Focus.
Works on analysing the preferences of the users. By doing so he works on improving Fashionex's
a) Usability.
b) Accessibility through his users friendly designs, wireframes and prototyping.

BUSINESS ANALYST

Market Research.
- Analysies
a) User behaviour and preferences.
b) Market trends.
c) Business data.
d) Performance of the competitors.
He looks for ways in which Fashionex can evolve as a business.

Strategy Development.
- Works with the Chief Executive Officer. By doing do, he develops various strategies for development of Fashionex. These strategies are based on data analysis.
- He finds ways to improve overall efficiency of Fashionex.

Stakeholder Management.
- Maintains good relations with stakeholders. These include
a) Investors.
b) Partners in the fashion sector.
c) Even customers and users of the platform.
He discusses his ideas with stakesholders. He takes into consideration their ideas as well. Based on this data, he develops effective strategies.

Technology Research.
- Analyses the evolving technology in the market and the technlogy used by the competitors. By doing so, he effectively comes up with new strategies and disusses it with the CEO.

PLATFORM DEVELOPER

Platform Development.
- Works on developing Fashionex. (application and platform).

Platform Compatability.
- Ensures that FashioNex is working efficiently and is compatible with across
a) all devices.
b) screen sizes.
c) operating system versions.

Partership with QA designer. (Mintel,2022).
- By parterning up with QA analyst , the platform developer discusses the requirements as well as needs and wants of the users. Accordingly, they implement the suitable strategies. (Takru,2021)

Launching new Features.
Platform developer gets into discussion with the stakeholders. Upon
listening to their opinion and views he comes up with new features for Fashionex.
(Derzap,2022).He will also take into consideration the user reviews and survey
responses. These include
features related to
a) User authentication.
b) Messaging.
c) Search functionality.

(Pinterest,n.d)

(Theimpression,2022)

PRESENTING TEAM AS A UNIT

PHILOSOPHY

Core philosophy of Fashionex.
Promoting collaboration as well as a sense of community in across all creative industries.The principal aim of the platform:
a) Connecting professionals. (across all creative industries). (Beauty). (Fashion) (Arts).
b) Providing support and opportunities to
- models.
- stylists.
- makeup artists.
- photographers.
- fashion marketing professionals.
Creative individuals.

This is for fostering growth of creative industry in United Kingdom market.

MISSION AND VISION

Empowering the fashion , Arts , Beauty and other creative communities to
- Connect.
- Collaborate.
- Thrive.
The vision is to change the landscape of creative industries in the European market . This is by emerging as the leading networking platform.

VALUES

Collaboration.
Fashionex believes in collaboration and teamwork. Business can reach new heights of success through:
a) collective efforts.
b) taking into consideration diverse perspectives.
This is a very impotant aspect and value for Fashionex. This is because its a networking platform. Its main principle is fostering meaningful connections among the users.

Innovation.
This motivates the team to constantly come up with new improvements. It drives them to :
a) come up with new ideas.
b) identify the latest trends and finds ways to step apart from the competition.
c) keep up with the latest technologies to emerge as the leading fashion networking platform.

Inclusivity.
Fashionex values diversity. Its goal is to promote inclusivity. Its motto is to create a welcoming environment wherein all teammates shall be treated equally irrespective of:
a) genders.
b) ethnicities
c) orientations.

Transparency.
This is a vital element to maintain a lasting relation with the users. Fashionex lays value on effective communication among the team members. This is regarding
a) Company goals
b) Daily operations.
c) Decisions made.
d) Any other queries within Fashionex.

User Centric Approach.
Fashionex takes all decisions keeping users at the central. The goal is to
a) create the best user experience. (seamless and easy to navigate).
b) Fulfilling users' needs. (based on feedback and survey responses).

Integrity.
Fashionex ensures that:
a) All the ethical standards are maintained.
b) All the teammates are honest regarding dealings of Fashionex.
It prioritises trust and reliability. (throughout all activities and communication between teammates).

Excellence.
Fashionex aims for excellence. This is concerning every stage of work. This includes:
a) Platform development.
b) Customer service
c) Marketing.
The goal is to secure high quality outcome.

STRENGTHS OF THE TEAM

Diverse Expertise.
- The team has a total of 7 members. Each member has unique skills and expertise.
Eg:
a) Marketing manager.
He will focus on developing verious advertising stratgies for Fashionex.
(Wickstead,2022).
b) Financial Manager.
Works on developing financial reports for the busienss and does budgetting, ensuring that the business is profitable. (Shaffer,2024).
c) Application Developer.
He works on developing the final application and platform for Fashionex based on the wireframes and prototyping done by the UX designer. (John,2023).
Such diverse expertise provides all rounded development for Fashionex.

Decentralized Authority.
Fashionex has a decentralized authority. This has certain advanatages. These include:
a) Quick decision making.
b) Provides flexibility
c) Provides empowerment among teammates.
d) Encouragement. (in terms of creativity and innovation). (Bitton,2023).

User Centric Focus.
Fashionex will have a functional structure. In this type of a setting every member in the team knows whats their job and what they need to do. (Organ,2023). Hence, they lay more focus on user needs. (Galarita,2024).

Efficient Communication.
Fashionex has a small team. It comprises of 7 members. This leads to
a) Efficient communication.
b) Quick decision making.
c) Minimizes delays in legal matters. (Toister,2024).

Leadership.
Chief Executive Officer is the leader of Fashionex. He works on Fashionex's
a) Vision.
b) Mision.
c) Strategic goals. (Desyatnikov,2022).
This helps all the members of the team to better understand the direction they have to take. He gives advice and suggestions to the members whenever needed. (Deloitte,n.d)

WEAKNESS OF THE TEAM

Limited Team size.
- Fashionex has a team of 7 members. Though it might be easy initially to distribute the tasks and work efficiently, it might get challenging as well as it begins to expand. (Zhuo,2019). This could happen if there are too many tasks to be done. It could get overwhelming and might impact productivity of the team. (Werner,2022).

High Dependancy.
- Fashionex has a team of 7 members. Its a small company. Every member has their own responsibilities respective to their specialised field. For eg:
a) Marketing manager.
He will focus on developing verious advertising stratgies for Fashionex.
(Wickstead,2022).
b) Financial Manager.
Works on developing financial reports for the business and does budgetting, ensuring that the business is profitable. (Shaffer,2024).
If even one member of the team leaves due to sudden unforeseen circumstances then, it can have a huge impact on the functioning of the entire business. The Unforeseen circumstances include:
a) Work not being completed on time.
b) Work disruption. (Young,2024).

Impacts Workload in long run.
- Initially since Fashionex is a new business so a small team of 7 members is ideal for implentataion and effective coordination among teammtes. As business grows, it might get difficult. (Forbes,2022). The existing members have to work longer and take up more load. It will have a huge impact on their worklife balance. It will indirectly affect the overall quality of work thereby affecting Fashionex. (Forbes,2023).

Difficulty in managing risks.
Fashionex is a small team. It comprises of only 7 memebers since its a new business. It is good initially but things can get difficult at the times of unforeseen circumstances. (McKinsey,2022). Managing risks with only 7 members is difficult. Its very challenging. This is owing to :
a) limited expertise.
b) limited resources to mitigate the risk. (Segal,2022).

LEADERSHIP STYLE

The situational leadership model is by Paul Hershey and Ken Blanchard. (Kenton,2024).It was proposed in 1996. It suggests that leaders should adapt their behavior to the situation at hand. (Cherry,2023). This theory is predicated on the idea of flexible leadership, which allows a leader to adjust to the circumstances and fit into the wider context. (McHugh,2024). This model further explains that, Leadership styles are determined by the level of maturity and task conduct that a leader must exhibit for teammates . (Indeed,2023). These are divided into four behavioral categories (referred to as S1 through S4). These include

S1 - Directing.
S2 - Coaching.
S3 - Supporting.
S4 - Delegating.
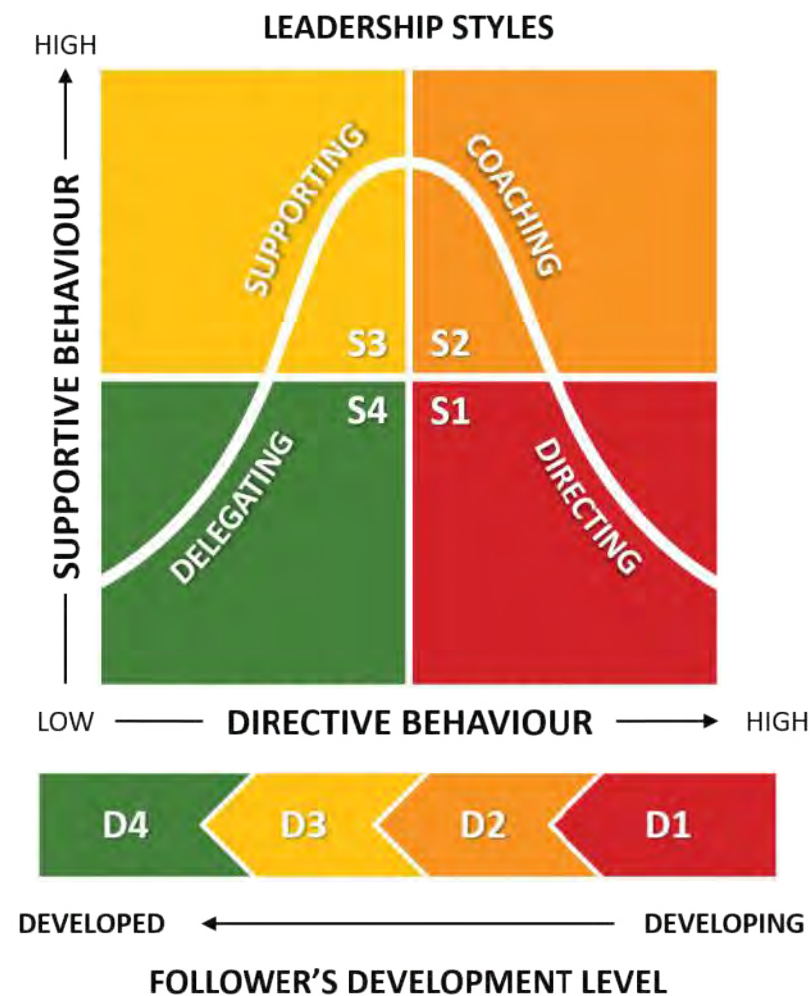
(sites.dukes,2021)

REASONS FOR 'SUPPORTING LEADERSHIP STYLE' - S3

High Team competence.
- Fashionex has a decentralised authority. (Radocchia,2019). It has a functional structure .Every member at Fashionex have specific roles. (Organ,2023). They have specific skills. For eg: Marketing manager plays an integral role in coming up with marketing strategies. UX designer plays an integral role in developing wireframes and works on prototyping for Fashionex application and website . (Kille,2024). This type of leadership style gives them:
a) autonomy.
b) Promotes creativity.
c) Gives members freedom to be innovative. (Kasowski,2020).
They can put their skills to work while recieving support from the Chief Executive Officer. (Forbes,2020).

Collaboration.
- This type of leadership style promotes collaborative working. (Howatt,2024).This is among all the members of the team. (Lanier,2024). This is achieved by constant encoragement and support provided by the Chief Executive Officer to all the members of the team. (Horsley,2023). Fashionex has a decentralised authority. (Miranda,2023). Every member has unique skills. Each of the skills that they contribute to Fashionex is very valuable.
Collaborative nature leads to :
a) increased engagement among teammates.
b) Commitment to achieve goals
c) Effective problem solving. (Brown,2023).
d) Knowledge sharing. (Forbes,2024).

Adaptability as well as flexibility.
- Fashionex is a fashion focused networking platform. Quick decision making is integral here. (Larson,2023) This is because its an online networking platform and the market is constantly evolving. (Laker,2022). It is very important for every member to be adaptable as well as flexible. (Simpson,2023). Eg: If Marketing manager feels that the competitors are coming up with some innovative campaign and even Fashionex needs to do something in order to step ahead in the market he is free to come up with his own strategies. (Organ,2023). Suppoting leadership style gives a lot of freedom is given by the leader. (Tsipursky,2023). In case of Fashionex, The CEO gives a lot of freedom to teammates. (Duncan,2023). This is to make important decisions which are crucial for that moment considering the changing scenarios and competition in the market. These includes coming up with various strategies by various team members. (Laker,2024).

Relationship Building.
- Fashionex is a new business. Building good understanding and relations with teammates is vital. (Forbes,2024). Supporting leadership style lays importance on:
a) Communication.
b) open dialogue.
c) Teamwork. (Brower,2024)
The principle goal is to create good connection between teammates. This unltimately leads to a very encouraging work environment. (Forbes,2023). This motivates them to work toward one goal. This is very important for Fashionex to emerge victorious. (Siggins,2021).

Encouragement.
- Supporting leadership style lays main focus on some important aspects .This is in relation to the team members. (Jones,2023). These include :
a) Providing encouragement.
b) Empowering teammates.
c) Providing support. (McKinsey,2020).
This boosts the confidence of team members. When employees are appreciated they perform even better. (Castrillon,2022) This leads to:
a) Better performance.
b) Better job satisfaction. (Robbins,2019).

EXPECTATIONS FROM LEADER

In supporting Leadership style, the leader has certain expectations from the team. In this case the leader is the Chief Executive Officer.

Collaborative working among teammates.
- Fashionex follows a supporting leadership style. Here, the Chief executive officer gives teammates the freedom to use their expertise. (Schad,2021) .This is because every member in the team knows whats their job and what they need to do. (Organ,2023). He still expects the teammtes to work in a collective manner. (Economictimes,2023). This includes:
a) Solving issues with the help of the teammates.
b) Sharing ideas.
c) Providing feedback to other teammates .Employees who receive regular as well as ongoing feedback are 2.7 times more inclined to be interested in doing their job. (Corbett,2022).

Taking Initiative.
- Fashionex follows a supporting leadership style. It follows a functional structure. Here the leader expects that since every teammate knows their work and is expert is their respective departments. (Forbes,2021). He therefore, expects them to take initiative. (hbr,2019). This involves:
a) Using their expertise and knowledge to take decisions.
b) Addressing issues.
c) Seeking solutions. (Dagostinos,2022).

Effective Communication.
- Chief Executive officer expects open communication. This is among all the teammates as well as with him. (Barnhill,2023). This includes:
a) Raising concerns regarding any issues that they are facing.
b) Sharing updates.
c) Providing feedback from time to time. (Employernews,2024).
Effecient communication is the key to immense success in the business. (Zambito,2024). A study conducted by McKinsey found that having strong and efficient communication skills might improve the revenue of a business by 20–25 percent. (McKinsey,2023).

Responsibility.
- The leader is very supportive and provides help and advice whenever needed to all the team members. (Evana,2024). He expects them to be accountable. He expects them to be serious and complete their tasks on time. (Hbr,2021). This involves:
a) Completing their tasks on time.
b) being consistent.
c) delivering quality work. (Primus,2023).
d) being reliable. This is in terms of their respective duties.
Fashionex is a fashion networking platform. Quick decision making is integral here. (Larson,2023) This is because its an online networking platform and the market is
 constantly evolving. (Laker,2022). It is very important for every member to be responsible.

Problem Solving.
- Online networking platform and the market is constantly evolving. (Laker,2022). Hence, for Fashionex to stay ahead in the market, it needs to constantly adpat to changes, understand the market , changing scenarios and come up with new innovations. (Boyles,2022). Chief Executive Officer of Fashionex expects the team to always come up with ne ideas. He wants them to think out of the box. (Wells,2024). More than 70% of businesses inquired worldwide by Statista believe that during the 3 of coming 3 years, innovative thinking abilities will become more and more important. (Statista,2024). The goal is for the team to use creative strategies to fill the gap and stay ahead in the market. (Goddard,2024).

EXPECTATIONS FROM TEAM

Guidance.
- The team has certain expectations from the Chief Executive Officer. It includes:
a) Providing proper guidance. (Chen,2023).
b) Helping team members take a proper direction in their work.
It includes helping them understand:
a) Fashionex's vision.
b) Fashionex's goals.
c) Fashionex's mission. (Forbes,2024).
If any member of the team doesn't undertand or feels lost, the Chief executive officer is expected to help him. (Gleeson,2024). He is expected to provide him with clarity so that he can carry on with the work smoothly. (Economictimes,2023).

Providing support and Resources.
- Fashionex follows a supporting leadership style. (Forbes,2020). It follows a functional structure. Every teammate knows their work and is expert is their respective depart-ments.
However, they still expect certain help from Chief Executive Officer. (Madhosingh,2023). This is terms of providing them with
a) Support. (Forbes,2023).
b) resources as and when needed.
c) Training if they don't know something.
d) Tools required for accomplishing the task. (Percy,2024).

Open Communication.
- The team expects the Chief Executive Officer to be approachable. (Petrossian,2024). This is cause they can easily communicate with him regarding any matters related to business efficiently. (Forbes,2023).This includes:
a) listening to everybody's concerns.
b) being very transparent. This is in relation to any approach towards Fashionex. ().
This opneness and easy communication leads to better work environment. It additionally increases productivity. (Nohria,2023).

Empowerment.
The team expects the Chief Executive Officer to empower them. This includes:
a) Empowering the team to be creative. (Drofa,2023).
b) Empowering the team to take initiative.
c) Empowering the members of the team to come up with creative ways to solve problems. (Deloitte,2023).
They value their freedom while receiving support and motivation from the Chief Executive Officer. (McKinsey,2023).

Problem Solving.
The team expects the Chief Executive Officer to support them. This is matters of taking important decisions for Fashionex. (Theeconomictimes,2023). This includes:
a) Providing insights.
b) Sharing expertise. (Einhorn,2023).
c) Helping them navigate through difficult challenges. (McKinsey,2019).

(Designscene,2023)

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(Valentino,2023)

STAR FRAMEWORK

SCENARIO 1

SITUATION.
Fashionex suddenly sees a major setback. This is when suddenly the sales for FashionexPlus start falling. This would affect business a lot. (Houston,2023). This in terms of financial revenue. Fashionex immediately needs to take some measures to mitigate the setback and manage the downfall of sales. (Aldrick,2023).

TASK.
A new strategy needs to be created. (Post,2024). This is for attracting and creating interest among the targetted users for increasing the sales of FashionexPlus. (Filho,2024). CEO will hold 3 people responsible for creating starategy. They include:
- Marketing Manager.
- Financial Manager.
- Business Analyst. (Scanlon,2022).
Goal is to identify the reason why the sales declined. (Forbes,2022). Upon identifyig this, the task is to develop a comprehensive strategy for increasing sales of FashionexPlus. (Hall,2023).

ACTION.
a) Market Research.
The marketing maanger will conduct an in depth analysis. (Businessnewsdaily,2023).This is concerning the current market scenario and the strategies opted by the competing businesses. (Faridani,2021).

b) Financial Analysis.
Finacial Manager is responsible for all the financial sceanarios, budgetting and pricing strategy for Fashionex. (Swantson,2024). First he will analyse the current pricing strategy. (Tretina,2023). He will analyse the pricing strategy of competitors as well. Accordingly he will try to come up with a pricing strategy for generating more profits. (Stokes,2023).

c) User survey.
The Business Analyst. He will conduct a market research. (Sharma,2023). He will try to understand users' expectations, wants and needs. (Amori,2024). This is done through a survey. A survey would be sent to all the users' via email. (Murphy,2023). Based on the survey responses he will try to underastand what Fashionex is lacking, what more user's would like to see. He will thereby understand the reason for sudden decline in sales. (Kennedy,2020).

d) Redesigning.
Marketing Manager, Financial Manager and the Business Analyst will together decide the strategy. (Darlymple,2022). This is on the basis of:
- user surey analysis.
- Market research concerning the competitors as well as the position of Fashionex. (Andriole,2023).
- Pricing strategy analysis concerning the competitors and the current market scenario.
Based on this they will rework on :
- benefits
- features.
- pricing of the subscription. (Forbes,2023).

e) Marketing campaign.
Marketing manager will come up with new advertising stratgies based on all the aspects analysed. (market research, survey , competitors analysis). He will come up with targetted advertising strategies. (Salz,2023).These include:
- Socialmedia networking activities. This is to increase awareness about new features. These
include:
stories.
posts.
interactive quizzes. (Kestenbaum,2023).
-other engaging activities.
- Email marketing. (Forbes,2023)
- Search Engine Optimisation.
- Conducting workshops to increase engagement
- Influencer marketing. (Kuzminov,2023).
The goal is to increase the user base through various promotional activities. This will ultimately lead to increase in the number of FashionexPlus users. (Novak,2024).

RESULT.
Rise in the number of FashionexPlus subcriptions. (revenue spike)
This is considering:
a) new features.
b) subsciption pricing.
c) advertising campaign. (Hbr,2023)
d) Socialmedia networking activities. (quizzes,stories,posts,live streaming).
It is predicted that sales will increase by 35%.This is in the initial month. This is considering all the subscriptions of FashionexPlus. (Hbr,n.d).

Improved Perception.
Considering:
a) new features.
b) subsciption pricing.
c) advertising campaign. (Hall,2022).
d) Socialmedia networking activities. (quizzes,stories,posts,live streaming).
Fashionex will be percieved in a better manner. Users will percieve it in a positive way. They will show more interest . (Poston,2024). This is owing to new features and improved subsscription pricing strategy. (Deland,2022).

User engagement.
This is Considering:
a) new features.
b) subsciption pricing.
c) advertising campaign. (Rajgor,2023).
d) Socialmedia networking activities. (quizzes,stories,posts,live streaming).
It will lead to:
a) Better engagement rate.
b) Higher retention rate. (McKinsey,2023).

SCENARIO 2

SITUATION.
Fashionex unexpectedly experiences a huge outrage. This is in the United Kingdom. User shall facing a lot of inconvinience. (Mandich,2022). They would reported regarding:
a) bugs.
b) platform crashes. (Thetimesofindia,2024).
c) slow performance. (the application and the platform - website).
This would have an adverse affect on the perception of Fashionex. It will impact its reputaton. It would further hamper future growth of Fashionex. (Plunkett,2023).

TASK.
The main focus to identify the technical issue. This is to improve its overall functioning and user satisfaction. (Forbes, 2024). The aim is to re establish:
a) Seamless user experience.
b) Restore user confidence. This is regarding functioning and overall perception of Fashionex. (Danzl,2023).

ACTION.
- Identifying Bugs.
Quality Assurance analyst is responsible for this. (Indeed,2024). He conducts an in depth analysis of Fashionex. He tries to analyse
a) Critical bugs.
b) System logs. (Indeed,2024).
c) user reviews. (regarding the outrage).

- Regression Testing.
Quality Assurance Analyst performs regression testing. (Simonova,2022). This is to ensure that after he fixes the old issues it did not create any further complication during the process . (Knysh,2022).

- Fashionex's optimization.
The Platform developer will work on this aspect. (Indeed,2024).He will optimize Fashionex's codebase.This will improve functioning of Fashionex's application and platform.This involves the following.:
a) Recoding the wrong codes.
b) Cutting down memory usage. (Finneran,2024).

- User Communication.
Users proritise privacy. Hence, Quality Analyst shall keep updating users about the latest updates. (Harri,2022). This is regarding bug fixes and upon solving any other technical issues. This will improve user satisfaction. (Nab,2024).

- Collaborative working.
Two team members will work together to resolve this issue. (Vitasek,2023). It is Quality Assurance Analyst and the Business analyst. They will conduct a through analysis of functioning of Fashionex. This is after fixing all the bugs and resolving issues. (Gidwani,2023) . An automtatic monitoring software would be installed. This would help them know in case of any bugs issues immediately. They can accordingly fix it. (Parikh,2023).

RESULT.
- Bug Fixes.
It is expected that after the bugs fixes have been fixed Fashionex will perform in an efficient manner. (application and platform - website). The performance is expected to improve by 80%. (Gibbons,2023).

- User Satisfaction.
Post fixing the technical errors and bugs , the surveys and the reviews recieved shall have positive responses. Less complaints would be recorded. (Forbes,2023). This would be regarding
a) performance.
b) stability. (Lyudvig,2023).

- Improvement in performance of Fashionex.
Improvements would be seen in
a) loading times.
b) user experience.
c) smooth interaction. (Khan,2024).

SCENARIO 3

SITUATION.
- Fashionex recieved certain reviews. This is from the users regarding complexitity in navigation. (MacRae,2023). They are finding it difficult to use the application and website in an efficient manner. This resulted in:
a) Decrease in engagement rate.
b) Rise in dropout rate. (Beladiya,2023).
This adversely is affecting Fashionex's growth. (Boettcher,2020).

TASK.
- The goal is to come up with
a) a user friendly interface.
b) visually appealing platform.
c) It is easy to navigate. (Popov,2023).
UX designer will be responsible for these tasks. (Indeed,2024).

ACTION.
- User reviews analysis.
UX designer is responsible for this task. He will go through all the user reviews. (Lazarchuk,2022). By doing so, he will try to understand
a) Users' pain points.
b) main issues. .
c) areas where they wish to see improvement. (Kennedy,2020).

- Reworking Wireframes and Prototyping.
UX designer will rework on wireframes based on the user needs. He will develop a better prototyping strategy. (Indeed,2024). By doing so he will ensure users' can navigate the platform in an efficient manner. (Raza,2019). Prior to integration the latest developments on the platform, feedback would be taken from the stakeholders. (Widen,2021).

- User Testing.
A group of users would be taken into consideration. They would assess the fuctioning of Fashionex's website and application after the changes made by the UX designer. (Lei,2020). This is an integral step. This is because it helps in getting real time reviews prior to integrating it in the platform. It additionally facilitates direct observation. (Donovan,2024).

- Implementing Changes.
The UX designer will take into consideration all the reviews . (Joiner,2022). These are given by the user testing group after the changes have been implemented. Its regarding the new user interface funtioning. (Lei,2020). These might inlclude:
a) Changes regarding navigation menu. The goal is for the users to easily locate principle features. (Sharma,2022).
b) Color scheme to be aligned with Fashionex's identity. It should be consistent. This is to maintain the aesthetic appeal. (Abaev,2023).
c) FAQ'S and Fashionoid (AI chatbot) will help user's. This is regarding functioning and navigating the website and application. (Shweta,2024).

- Working with the platform developer.
UX designer will work along with Platform Developer. They will together update all the necessary changes. (Gidwani,2023). Accordingly, platform developer will integrate these changes for the website and the application. (Moberg,2024).

RESULT.

- Reduced Droput rate.
It is assumed that follwing the changes made by the UX designer, the dropout rate will reduce significantly. This is estimated to be around 35%. (Dodda,2023).

- Increased user satisfaction.
It is assumed that follwing the changes made by the UX designer and the platform developer, it will lead to significant increase in satisfaction of the users. It is estimated to increase by at least 30%. (Forbes,2024).

- Increase in Engagement.
It is expected that there would be a significant growth in user engagement. It is expected to grow by at least 35%. This is owing to :
a) well developed user interface.
b) seamless user experience. (Brower,2024).

FINANCE

FINANCIAL OBJECTIVES

YEAR 1

- To achieve break even by the first fiscal year's second quarter.
- To achieve 25% growth in sales in Fashionex plus subscriptions in first 3 month. From 4th month onwards a 40% growth is expected month by month.
- To achieve a closing balance of £2,018,862 by the end of first financial year.

YEAR 2

- To achieve breakeven by second quarter of the second financial year.
- To accomplish a monthly sales goal of 50% compared to year 1. (10% growth).
- To raise earnings from the base year by 17%.
- To have a cash flow closing balance of £631,5789 by the end of the second financial year.

YEAR 3

- To achieve breakeven by second quarter of the third financial year.
- To accomplish a sales target of 55% month by month. (5% growth compared to year 2).
- To raise earnings from the base year by 21%.
- Increase in the sale of number of FashionexPlus subscriptions to 250,000 from 100,000 in year 2. (Expansion to Europe market).

FINANCIAL PROJECTIONS

According to the survey, 81% of the repondents are willing to pay £ 20 - £ 25 monthly for FashionexPlus. (Survey-appendix) 19% of the respondents are willing to pay £ 25 - £ 30 for FashionexPlus. (survey-appendix). Fashionex Plus is priced at £19.99 for monthly subscription. (Survey).**:** The pricing of Fashionex is moderately priced than its competitors.Linkedin - £34.99, - For business purpose : £34.99. Sales Navigator Core : £69.99Recruiter Lite: £109.99. (Linkedin,2024) The dots - £75.00 and the Creative Mornings - for Solopreneur: £6.50 , Small Company : £28.00 , Behance Monthly - £11.99 (Behance,2024). Yearly (upfront) - £74.99 (Adobe,2024). Fashionex offers more features compared to its competitors.The pricing is also moderate compared to competitors so more individuals would be willing to opt for premium membership. (Deland,2022). Though pricing of Behance is less, the features offered are limited. (Massalkhi,2024). It does not provide advanced features like Fashionex. It provides limited job listings and very limited educational resources with portfolio viewing. Hence, there is a high chance that users will opt for Fashionex considering its pricing and unique offerings. (Goswamy,2023).

- Considering this, it is projected that in the first year itself Fashionex will successfully sell 50,000 subscriptions. (all together- monthly , yearly and anually).

-It is projected that break even will be achieved in the first year itself. (in 5th month after the launch).

- Growth rate in net profit is targetted at 52% in year 1. This is followed a 17% growth leadimg to 69% in year 2. Eventully net profit in year 3 is expected to be 73%. (21% more than year 1).

- A steady flow of cash comes from subscription sales. (FashionexPlus). It is expected for the first year to end on a balance of £201,8862 . Second year is expected to end on a a balance of £631,5789 . In year 3 Fashionex will expand to Europe market. Hence, third year is expected to end on a balance of £2,881,7036.

- The overall estimated start up and fixed cost for the first year is £848,995. Estimated fixed cost for second year is £766,954 . Estimated fixed cost for third year is £796,834.

FINANCIAL ASSUMPTIONS

- It is expected for Fashionex to get 50,000 subscription in the first year. This number is decided because - There are 1.3 million people in UK fashion industry (ukft,2024) .It is followed followed by 550,000 in beauty (Warn,2023). 93,100 in photography (Statista,2024) and 2.3 million in arts industry. (gov.uk,2024). It will be divided between 3 tiers. These include monthly (19.99) , half yearly (99.99) and yearly (199.99). It is assumed that about 35,000 memberships will be for monthly subscription. This is because it is the cheapest option available to the users who would like to explore features of Fashionex. It is followed by 10,000 half yearly subscriptions . Lastly 5,000 yearly subscriptions from family and friends who see the potential in opting for FashionexPlus subscription.

- Fashionex will make use of effective user acquisition strategies. These include
a) Being one of the sponsors. This is for the London Fashion week.
b) Fashionex Gala. (Launch Party).
c) Every week livestreaming on Instagram. (Featuring an industry expert/ influencer).
d) Fashion magazine marketing. (Vogue , Harper's Bazaar).
e) Industry Talks. This will take place at:
Istituto Marangoni.
London College of Fashion.
f) Workshops. These include:
Photography workshop.
Styling workshop.
g) Email marketing.
h) Search Engine Optimization.
i) Referral Program.
These user acquisition strategies will help Fashionex to successful sell 50,000 subscriptions by the end of year 1.
It is assumed that number of subscriptions by the end of 1st year will be
Monthly 19.99. - 35,000 subscriptions. (70% of total subscriptions).
Half Yearly 99.99. - 10,000 subscriptions. (20 % of total subscriptions).
Yearly 199.99. - 5,000 subscriptions. (10% of total subscriptions).

- In 2nd year it is assumed that Fashionex is expected to sell 100,000 subscriptions. This is owing to
a) growing awareness after year 1
b) Integration of new features in year 2.
c) efficient marketing strategies.
Hence an increase in expected by 100%.

- In year 3, Fashionex will expand to the Europe market based on its performance in first 2 years. Owing to this and rigorous advertising tactics, it is expected to sell 250,000 subscriptions

- Advertising revenue.
Fashionex is expected to generate 5% revenue through advertisements on its platform. This from year2 . In year3, it is expected to generate 7.5% through advertisements.

Due to online mode of payment the variable cost comes to around £5.7. This is 2.5% per transaction. Hence, contribution per unit is expected to be £222.20. This remains the same for year1, year 2, and year3.

CAPITAL REQUIREMENTS

The total funding figures have been estimated based on 25% more than the start-up cost. This comes up to £1,061,244. The total start-up cost is £848,995.00. As calculated according to the market research.The funding is totally done by self (50%) and family. (50%). Thereby, there are no long-term loan liabilities and monthly interest on loan expenses.

Fixed Cost Calculator
Product/Service Business

Startup Costs before opening (Year 1)	Startup Cost	Notes		
Company Registration	£40	Expense (Income Statement)		
Solicitors Fees (legal documentation)	£2,000	Expense (Income Statement)		
Website Development Cost (hosting + domain)	£7,200	Expense (Income Statement)		
Office Premises (Rental)	£36,000	Expense (Income Statement)		
Software for platform development	£25,000	Expense (Income Statement)		
Business Insurance	£250	Expense (Income Statement)		
Advertising and Marketing Costs	£2,72,305	Expense (Income Statement)		
Website Development Cost (setup + design + templates + logo)	£0	Non-Current Asset (SoFP)	Depreciation	
Office Equipment (computer + printer)	£23,113	Non-Current Asset (SoFP)	Depreciation	
Furniture and Fittings	£1,000	Non-Current Asset (SoFP)	Depreciation	
	£0	Non-Current Asset (SoFP)	Depreciation	
	£0	Non-Current Asset (SoFP)	Depreciation	
	£0	Non-Current Asset (SoFP)	Depreciation	
Rent or Premises Deposits	£9,000	Non-Current Asset (SoFP)		
TOTAL STARTUP COSTS	£3,75,908			

Depreciation Workings for Year 1 — Straight Line Method {(A - B) / C}

Non-Current Assets	(A) Costs	(B) Residual Value	(C) Useful Life	(D) Depreciation Expense (Year 1)	(A - D) Net Book Value (Year 1)
				#DIV/0!	#DIV/0!
Office Equipment (computer + printer)	23,113		7	3,302	19,811
Furniture and Fittings	1,000	200	5	160	840
Machinery	0				0
Office Premises (Lease or purchase)	0	0	0		
Warehouse (Lease or purchase)	0	0	0		
Business Vehicles	0		5		0
		*Residual Value assumed		3,462	20,651
				Expense (Income Statement)	Non-Current Asset (SoF

Estimated Fixed Costs (Year 1)	Fixed Cost	Notes	
Council Tax	£1,216	Expense (Income Statement)	
Rental monthly charges	£36,000	Expense (Income Statement)	
Other Salaries and Wages	£2,16,000	Expense (Income Statement)	
Utility Bills	£2,606	Expense (Income Statement)	
hosting website cost	£720	Expense (Income Statement)	
Broadband Internet	£264	Expense (Income Statement)	
Partnership Cost for Acquiring reports and articles	£1,95,000		
		Expense (Income Statement)	
Phone Bills	£420	Expense (Income Statement)	
Augmented and Virtual Reality	£15,000	Expense (Income Statement)	
Accountancy Fees	£2,400	Expense (Income Statement)	
Annual Depreciation Expense	£3,462	Expense (Income Statement)	Calculated Separately
TOTAL FIXED COSTS	£4,73,087		
TOTAL FIXED COSTS (Year 1)	£8,48,995	Calculate FC for Year 2 and 3	

Total Capital Required		
Total Start-up Cost + Fixed Cost	£8,48,995	
Working Capital (cash on hand for Start-up)	£2,12,249	At least 25% or more than the start-up
Total Funding Needed	£10,61,244	Sources of Funding below

Sources of Funding	Percentage (%)	Totals (£)	Interest Rate (%)	Repayments Term (Years)	Annual Payments (£)	Notes
Owner's Equity (Personal Savings)	50%	5,30,622				Own money
Other Investor's Equity (Friends and Family)	50%	5,30,622				Immediate Family
Outside Investors (Business Angels)						
Additional Loans or Debt						
Commercial Loan (Barclays)			0.00%		£0.00	
Commercial Mortgage (Natwest)	0%	-	0.00%		£0.00	
Credit Card Debt (Amex)	0%	-	0.00%		£0.00	
Vehicle Loans or Lease	0%	-	0.00%		£0.00	
Government Startup Loan	0%		0.00%		£0.00	
Total Sources of Funding	100.00%	10,61,244			£0.00	
Total Funding Needed		£10,61,244	You are fully funded (Balanced)			

It is okay to generate funds (using debt and equity) slightly more than the funding required, but not too

FIXED COSTS
YEAR 1 - 3

Fixed Cost Calculator
Service Business

	Year 1	Year 2	Year 3	
Startup Costs				
Company Registration	£40	£0	£0	One time cost
Solicitors Fees (legal documentation)	£2,000	£0	£0	One time cost
Website Development Cost (hosting + domain)	£7,200	£0	£0	One time cost
Office Premises (Rental)	£36,000			Fixed rent for 3 Years
Software for platform development	£25,000			Fixed Cost for 3 Years
Business Insurance	£250			5% annual increase
Advertising and Marketing Costs	£2,72,305			Fixed Cost for 3 Years
Office Equipment (computer + printer)	£23,113			Fixed Asset
Furniture and Fittings	£1,000			Fixed Asset
				Fixed Asset
	£0	£0	£0	
	£0	£0	£0	
				Fixed Asset
Rent or Premises Deposits	£9,000			Fixed Asset
TOTAL STARTUP COST (ONE-OFF)	**£3,75,908**	**£0**	**£0**	(reallocated some below)
Estimated Fixed Costs				**Assumptions**
Council Tax	£1,216	£1,277	£1,341	5% annual increase
Office premises (Rental)		£36,000	£36,000	
Other Salaries and Wages	£2,16,000	£2,16,000	£2,16,000	No Permanent employees for 3 Years
Utility Bills	£2,606	£2,736	£2,873	5% annual increase
Website Development Cost (hosting + domain)		£7,200	£7,200	1st year already taken in start up cost 2nd and 3rd under estimated fixed cost
Broadband Internet	£264	£277	£291	5% annual increase
Partnership Cost for acquiring articles and reports	£1,95,000	£1,95,000	£1,95,000	Fixed for 3 Years
Marketing Expense (in addition to startup)	£0	£2,85,920	£3,14,512	5% to 10% annual increase
Phone Bills	£420	£441	£463	5% annual increase
Augemented and Virtual Reality	£15,000	£15,750	£16,538	5% annual increase
Business Insurance		£250	£250	isurance to be paid every year
Accountancy Fees	£2,400	£2,640	£2,904	10% annual increase
				5% annual increase
Annual Depreciation Expense	£3,462	£3,462	£3,462	Straight Line fixed depreciation
TOTAL FIXED COSTS	**£4,36,368**	**£7,66,954**	**£7,96,834**	
TOTAL EXPENSES (Income Statement)	**£8,12,276**	**£7,66,954**	**£7,96,834**	

Council tax in United Kingdom.
It increases 5% every year.
(BBC, 2024). Thats why we can see it going up from £1,216 in year 1 to £1,277 in year 2. It further rose to £1,341 in year 3.

Utility bills.
They are estimated to increase 5% every year. (Jones,2024). Hence, it increased from £2,606.00 in year 1 to £2,736.00 in year 2. It further increased to £2,873.00 in year 3.

Website Development Cost.
This is expected to be fixed for 3 years. (Williams,2024).

Broadband Internet.
This is expected to increase 5% every year. (Sadler,2024). Hence it increased from £ 264.00 in year 1 to £ 277.00 in year 2. It further increased to £ 291.00 in year 3.

Partnership Cost for acquring
- Trend reports.
- Industry specific reports.
- Industry specific articles.
This price will be fixed for 3 years. (Forbes,2024).
Fashionex will enter into a 3 year long partnership with
- Mintel.
- Fashionsnoop.
- Fitch Solutions.
- Stylus. (Rizvi,2022).
- Euromonitor International.
It will also enter into partnership with companies and brands to acquire latest information. (West,2023).
Hence, the price is same for 3 years £195,000.00

Marketing Expenditure.
This will increases 5% in year 2. (Kaminkow,2024). It will further increase by 10% in year 3. (owing to expansion to Europe market). It has increased from £272,305.00 in year 1 to £285,920.00in year 2. It further increased to £314,512.00 in year 3. 10% increase in year 3. (expansion to Europe market.

Phone Bills.
This price is expected to increase 5% every year. (Clarke,2024). Hence, we can see that the price increases from £420.00 in year1 to £441.00 in year 2. This further increases to £463.00 in year 3.

Business insurance will remain same all 3 years - £250.00 . (Thornhill,2024).

Annual Depriciation expense.
This will be same for all 3 years. This is because straight line method is being used. It is
£3,462.00. (Liberto,2024).

Augmented and Virtual Reality.
This is expected to increase 5% every year. Hence we can see it increasing from £15,000.00
in year 1 to £15,750 in year 2. It further increased to £16,538.00 in year 3. (Swinscoe,2024).

FIXED COSTS ANALYSIS

RENT.
Usually, the price of a small office in East London is around £2,800.00 – £3,100.00 (Officehub,2024). Hence, we will keep the median price that is £3,000.00 per month. (Rightmove,2024) The size would be 1000 sq m. It would be the ideal size for a 7 -member team of Fashionex to work in this space. (Mannino,2019). The annual rent would come to 36,000.00.

COUNCIL TAX.
The council tax to be paid would be £1,251.58. (hackney.gov,2024). This is because the office would be located in East London in Shoreditch. (Forbes,2019). The council tax for the office chosen area lies in Band A and the amount to be paid is £1,251.58. (Hackeny.gov,2024). Hence, the council tax for one year for Fashionex comes to £1,251.58.

INSURANCE.
In the United Kingdom, small companies often pay around £100.00 and £500.00 per year for insurance. (Croix,2023). Fashionex will pay £250.00 per year.

OTHER SALARIES & WAGES: £3,000.00 per person. Its a team comprsing 7 people. 1 is the Chief Executive offer.The other members include:
1. Marketing Manager.
2. Financial Manager.
3. Quality Assurance Designer
4. UX designer.
5. Business Analyst.
6. Marketing Manager.
Each on will get £3,000.00 per month. so for 1 year is £216,000.00 (indeed,2023).

Partnership cost for in depth reports, trend reports.
Costs for acquiring content £3,250 per report and articles. At least 5 in month.
Total cost for 12 months - £195,000. (mintel,2024). (fitchsolutions). (Fashionsnopps,2024). (Stylus). (Euromonitor International).

UTILITY BILLS (ELECTRICITY + GAS + WATER).
Medium electricity bill – £77.00 per month. 924 yearly. (Nimblefins,2024)
Median gas bill – £70.00 per month 840 yearly. (Nimblefins,2024).
Median water bill – £842.00 per year. (Nimblefins,2024).
Hence total bills: £2,606.00

PHONE BILLS.
In the United Kingdom, an ongoing customer's median monthly telephone expense is £34.51. (Dailymail,2024). 35 pounds is the average per month. For 1 year its £420.00

HOSTING WEBSITE COST.
Fashionex will opt for Virtual Private Hosting. In London it costs between £20.00 – £100.00 on median. (Fasthost,2022). Fashionex will pay £60.00 per month on hosting its official website. Fashionex will choose this because it is frequently regarded as an entry-level option for businesses which require a website that is more efficient as well as secure than shared hosting. (Forbes,2023).
Websiye development : £600.00 per month.
Total expense per year - £7,200.00 (Fasthost,2022).

COMPANY REGISTRATION COST IN UK.
In the United Kingdom, establishing a private limited company requires £40. (Gov.uk,2024). Hence the cost for registering Fashionex in United Kingdom is £40.00.

SKY BROADBAND INTERNET.
WiFi with a speed of 150 -200Mbps costs £21.60 a month on median. (Beckett,2023). The speed 200+ is considered as the optimum speed for smooth functioning of the business. (Supan,2024). Hence Fashionex will opt for a WIFI speed of 150 -200Mbps. The yearly expense would come around – £264.00.

ACCOUNTING EXPENSES.
Monthly accounting prices for new small-scale startups typically fall between £60.00 and £450.00 (tide,2023). Considering that Fashionex is a new start up and a small business £200.00 per month would be the median accounting expense. The yearly cost would be £2400.00. (Andreou,2024).

CARD PROCESSING FEES.
2.5% of the transaction. (Forbes,2024).

OFFICE EQUIPMENT COSTS.
7 MacBook's = £1699.00*7
£11,893.00 = MacBooks.
Office supplies. These include:
- Pens .
- Pencils.
- Highlighters.
- Erasers.
- Staplers.
- Tape.
- Scissors.
- Ruler.
The average pricing for these per employee is usually between £ 40.00 – £80.0((Glover,2022).
Total 7 employees. Let's take the median price – £ 60.00
£420.00
Kitchen supplies: For a small business, kitchen supplies usually range around £5,000 and £12,000. (Winter,2024). Since Fashionex is a very new company and it has a team of only 7 members around £ 5,500 would be spent on kitchen supplies. (Demetriou,2023).

Cleaning supplies: For a small firm, products for cleaning usually range around £50 - £160. (Tradify,2023). The median expenses for Fashionex to be spent on cleaning supplies would be £100.00 per month. For 12 months = £1200.00 (Walls,2023). Projector - £4200. 00. (Amazon,2024).
Total office equipment costs - £23,113.00

FURNITURE AND FITTINGS.
£1,000.00 (inducling basic supplies like table and chairs for 7 people).
(Isitt,2024).

SOFTWARE FOR PLATFORM DEVELOPMENT.
£25,000.00 (Altaf,2024).

AUGMENTED REALITY AND VIRTUAL REALITY.
Considering that it makes minimal use of this technology it will spend - £15,000.00
(McGuire,2024).

LEGAL DOCUMENTATION.
£2,000.00 (Drew,2023).
These include:
- Start up formation fees.
- Intellectual Property Fees.

(Fashionweekdaily,2023)

VARIABLE COST PER PRODUCT

PRODUCT 1 - MONTHLY SUBSCRIPTION (£ 19.99)	
Direct and Indirect Expenses	£ 0.50 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= 19.99 . 2.5% of £19.99 = £0.5
Total Production cost per unit	£ 0.50 (per unit)
Units sold year 1	35,000 subscriptions
Total Variable Cost	£ 17,500.00
GROSS PROFIT (FOR INCOME STATEMENT)	
Selling Price	£ 19.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 0.50
Gross Profit (per unit)	£ 19.49 per subscription
Units Sold year 1	35,000 subscriptions
Gross Profit (Total)	£ 682,150.00

COGS Calculator
Production Business

Prepared By:	Company Name:	Total Products:3
Vinaya	FashionNex	

Variable Costs of Products

	Product Line:	Monthly (19.99)	Notes
Direct Material	NA		
	NA		
Direct Labour	NA		
	NA		
Direct & Indirect Expenses	Card processing charges	0.50	Credit & debit Card Processing fees after every every transaction 2.5% of the price .(Forbes,2024) Price= 19.99 . 2.5%of 19.99 = 0.5

Total Production Cost per unit		0.50	per unit
Units Produced	average assumption per year (units)	35000	total units
Total Variable Cost		£17,500	total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	Monthly (19.99)	0	To start the business with
Add: Produced (or Purchased)	(In Year 1)	0	assumed
Less: Closing Inventory	(Could not sell by the end of Year 1)	0	20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0	
Variable Cost	per unit	£0.50	
Cost of Sales		£0.00	For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£19.99	(Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	Monthly (19.99)	£0.50	
Gross Profit (per unit)	xx % Margin	£19.49	per unit
	Sold Units	35,000	
Gross Profit (total)		£6,82,150.00	For Income Statement

Income Statement Extracts

Sales			For Income Statement
Less: Cost of Goods Sold		£0.00	
Gross Profit		£0.00	

PRODUCT 2 - HALF YEARLY SUBSCRIPTION (£ 99.99)

Direct and Indirect Expenses	£ 2.50 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= £ 99.99 . 2.5% of £99.99 = £2.50
Total Production cost per unit	£ 2.50 (per unit)
Units sold year 1	10,000 subscriptions
Total Variable Cost	£ 25,000.00

GROSS PROFIT (FOR INCOME STATEMENT)

Selling Price	£ 99.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 2.50
Gross Profit (per unit)	£ 97.49 per subscription
Units Sold year 1	10,000 subscriptions
Gross Profit (Total)	£974,900.00

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COGS Calculator
Production Business

Prepared By:	Company Name:	Total Products: 3
Vinaya	FashionNex	

Variable Costs of Products

		Product Line: half Yearly (99.99)		Notes
Direct Material		NA		
		NA		
Direct Labour		NA		
		NA		
Direct & Indirect Expenses				Credit & debit Card Processing fees after every every transaction 2.5% of the price.(Forbes,2024) Price = 99.99.. 2.5 %of 99.99 = 2.5
	Card processing charges	2.50		
Total Production Cost per unit		**2.50**		per unit
Units Produced	average assumption per year (units)	10000		total units
Total Variable Cost		**£25,000**		total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	half Yearly (99.99)	0		To start the business with
Add: Produced (or Purchased)	(In Year 2)	0		assumed
Less: Closing Inventory	(Could not sell by the end of Year 2)			20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0		
Variable Cost	per unit	£2.50		
Cost of Sales		**£0.00**		For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£99.99		(Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	half Yearly (99.99)	£2.50		
Gross Profit (per unit)	**xx % Margin**	**£97.49**		per unit
	Sold Units	10,000		
Gross Profit (total)		**£9,74,900.00**		For Income Statement

Income Statement Extracts

Sales	**£0.00**	For Income Statement
Less: Cost of Goods Sold	**£0.00**	
Gross Profit	**£0.00**	

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PRODUCT 3 - YEARLY SUBSCRIPTION (£ 199.99)

Direct and Indirect Expenses	£ 5.00 . (Credit & debit Card Processing fees after every every transaction 2.5% of the price . (Forbes,2024). Price= 199.99 . 2.5% of £199.99 = £5.00
Total Production cost per unit	£ 5.00 (per unit)
Units sold year 1	5,000 subscriptions
Total Variable Cost	£ 25,000.00

GROSS PROFIT (FOR INCOME STATEMENT)

Selling Price	£ 199.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	£ 5.00
Gross Profit (per unit)	£ 194.99 per subscription
Units Sold year 1	5,000 subscriptions
Gross Profit (Total)	£974,950.00

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COGS Calculator

Production Business

Prepared By:	Company Name:	Total Products: 3
Vinaya	FashionNex	

Variable Costs of Products

Product Line:	Annually		Notes
Direct Material	NA		
	NA		
Direct Labour	NA		
	NA		
Direct & Indirect Expenses			Credit & debit Card Processing fees after every every transaction 2.5% of the price. (Forbes,2024). Price = 199.99. 2.5% of 199.99 = 5.00
	Card processing charges	5.00	
Total Production Cost per unit		5.00	per unit
Units Produced	average assumption per year (units)	5000	Total units
Total Variable Cost		£25,000	Total cost

Cost of Goods Sold (for Income Statement)

Opening Inventory	Annually	0 To start the business with
Add: Produced (or Purchased)	(In Year 1)	0 assumed
Less: Closing Inventory	(Could not sell by the end of Year 1)	0 20% assumed leftover inventory value = Current Assets
Cost of Goods Sold	Units	0
Variable Cost	per unit	£5.00
Cost of Sales		£0.00 For Income Statement

Gross Profit (for Income Statement)

Selling Price	Margin Method	£199.99 (Under Margin method = Selling Price is assumed to be 100%, whereas in Markup, it would be cost)
Less: Variable Cost	Annually	£5.00
Gross Profit (per unit)	xx % Margin	£194.99 per unit
	Sold Units	5,000
Gross Profit (total)		£9,74,950.00 For Income Statement

Income Statement Extracts

Sales		£0.00 For Income Statement
Less: Cost of Goods Sold		£0.00
Gross Profit		£0.00

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CASH FLOW YEAR 1

- Total funding for Fashionex in year 1 is £ 10,61,244.00. This is a good amount to carry out all operations smoothly. Total sales are estimated to be £ 26,99,500.00. This is in the same year. This is a positive estimation for Fashionex. (cash sales + credit sales).

- The total closing cash balance for Fashionex in year 1 is £ 2,018,862. This is a positive figure considering the healthy flow of cash.

Cash Flow Forecast Year 1
Prepared By: Vinaya

Company Name: **FashionNex**

	Startup	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	Month 1 (Y2)
Opening Balance															
Total Funding (capital) invested	10,61,244	8,17,494												10,61,244	
RECEIPTS															
Total Sales (100%)	26,99,500	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	26,99,500	
Cash Sales (70%)		1,57,471	1,57,471	1,57,471	1,57,471	1,57,471	1,57,471	1,57,471	1,57,471	157471	1,57,471	1,57,471	1,57,471	18,89,650	
Credit Sales (30%) - 30 days credit term		0	67,488	67,488	67,488	67,488	67,488	67,488	67,488	67,488	67,488	67,488	67,488	7,42,363	67,488 Receivables (SoFP)
TOTAL CASH INFLOWS	10,61,244	15,741	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,958	2,24,959	2,24,958	2,24,958	2,24,958	26,32,013	
PAYMENTS															
Cost of Sales - VC (100%)		5,625	5,625	5,625	5,625	5,625	5,625	5,625	5,625	5,625	5,625	5,625	5,625	67,500	5,625
Cash Purchases (50%)			2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	30,938	
Credit Purchases (50%) - 30 days credit term		0	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	2,813	30,938	2,813 Payables (SoFP)
Total Startup Costs															
Company Registration	£40.00													40	
Solicitors Fees (legal documentation)	£2,000.00													2,000	
Website Development Cost (hosting + domain)	£7,200.00													7,200	
Office Premises (Rental)	£36,000.00													36,000	
Software for platform development	£25,000.00													25,000	
Business Insurance	£250.00													250	
Advertising and Marketing Costs	£2,72,305.00													2,72,305	
														0	
Office Equipment (computer + printer)	£23,113													23,113	
Furniture and Fittings	£1,000													1,000	
Machinery	£0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Business Vehicles															
Rent or Premises Deposits	£9,000														
Total Fixed Costs															
Council Tax	1,216	101	101	101	101	101	101	101	101	101	101	101	101	1,216	
Salaries (Owner)	0		0	0	0	0	0	0	0	0	0	0	0	0	
Other Salaries and Wages	2,16,000	18,000	18,000	18000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	2,16,000	
Utility bills	217	18	18	18	18	18	18	18	18	18	18	18	18	217	
				0	0	0	0	0	0	0	0	0	0	0	
Broadband Internet	264	22	22	22	22	22	22	22	22	22	22	22	22	264	
Partnership Cost for acquiring latest content and reports	1,95,000	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	1,95,000	
				22,692	22,692	22,692	22,692	22,692	22,692	22,692	22,692	22,692	22,692	0	
Phone Bills	420	35	35	35	35	35	35	35	35	35	35	35	35	420	
				0	0	0	0	0	0	0	0	0	0	0	0
Accountancy Fees	2,400	200	200	200	200	200	200	200	200	200	200	200	200	2,400	
Annual Depreciation Expense	3,462	289	289	289	289	289	289	289	289	289	289	289	289	3,462	
Augemented and Virtual Reality	15,000	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	1,250	15,000	
	0	0	0	0	0	0	0	0	0	0	0	0	0		0
	0	0	0	0	0	0	0	0	0	0	0	0	0		0
Total Loan Repayments															
Commercial Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
Government Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL CASH OUTFLOWS	8,09,887	36,165	41,790	64,482	64,482	64,482	64,482	64,482	64,482	64,482	64,482	64,482	64,482	8,62,762	
RECEIPTS - PAYMENTS	2,51,357	-20,424	1,83,168	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	1,60,476	17,67,505	
Opening Cash Balance	0	2,51,357	2,30,933	4,14,101	5,74,578	7,35,054	8,95,530	10,56,006	12,16,482	13,76,958	15,37,434	16,97,910	18,58,386		
Closing Cash Balance	2,51,357	2,30,933	4,14,101	5,74,578	7,35,054	8,95,530	10,56,006	12,16,482	13,76,958	15,37,434	16,97,910	18,58,386	20,18,862		

Split your annual values into months
Write your Credit Terms, i.e. 30 days to customers and from suppliers
Assume the percentage of sales and purchases on cash and credit each month. If 30 days credit term, December values will be due by the year end
Depreciation is a non-cash expense, so it will not appear on the Cash Forecast
Prepare Cash Flow Forecast for Year 2 and 3
Green closing cash balance is Current Asset (SoFP)

CASH FLOW YEAR 2

- Total sales are estimated to be £7,999,000.00. This is in the same year. This is a positive estimation for Fashion-ex. (cash sales + credit sales) .

- The total closing cash balance for Fashionex in year 2 is £6,315,789.00 This is a positive figure considering the healthy flow of cash.

Cash Flow Forecast Year 2
Prepared By: Vinaya   Company Name: FashionNex

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	Month 1 (Y3)	
RECEIPTS															
Total Sales (100%)	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	6,66,583	79,99,000		
Cash Sales (70%)	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	4,66,608	55,99,300		
Credit Sales (30%) - 30 days credit term	0	16,665	16,665	16,665	16,665	16,665	16,665	16,665	16,665	16,665	16,665	16,665	1,83,315	1,99,975	Receivables (SoFP)
TOTAL CASH INFLOWS	4,66,608	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	4,83,273	57,82,615		
PAYMENTS															
Cost of Sales - VC (100%)	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	16,667	2,00,000	16,667	
Cash Purchases (50%)	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	1,00,000		
Credit Purchases (50%) - 30 days credit term	0	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	8,333	91,667	8,333	Payables (SoFP)
Total Startup Costs															
Company Registration		0	0	0	0	0	0	0	0	0	0	0	0		
Solicitors Fees (legal documentation)		0	0	0	0	0	0	0	0	0	0	0	0		
Website Development Cost (setup + design + templates + logo)		0	0	0	0	0	0	0	0	0	0	0	0		
Office Premises (Rental)															
Software for platform development															
Business Insurance															
Advertising and Marketing Costs															
Website Running Cost (hosting + domain)															
Office Equipment (computer + printer)															
Furniture and Fittings															
Machinery															
Office Premises (Lease or purchase)														0		
Warehouse (Lease or purchase)														0		
Business Vehicles															
Rent or Premises Deposits															
Total Fixed Costs															
Council Tax	106	106	106	106	106	106	106	106	106	106	106	106	1,277		
Website Development cost (hosting)	600	600	50	600	600	600	600	600	600	600	600	600	7,200		
Office Premises (Rental)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000		
Other Salaries and Wages	1,750	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	2,16,000		
Utility Bills	228	228	228	228	228	228	228	228	228	228	228	228	2,736		
Business Insurance	21	21	21	21	21	21	21	21	21	21	21	21	250		
Broadband Internet	23	23	23	23	23	23	23	23	23	23	23	23	277		
Partnership Cost for acquring latest content and reports	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	1,95,000		
Marketing Expense	23,827	23,827	23,827	23,827	23,827	23,827	23,827	23,827	23,827	23,827	23,827	23,827	2,85,920		
Phone Bills	37	37	37	37	37	37	37	37	37	37	37	37	441		
Augmented and Virtual Reality	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	1,313	15,750		
Accountancy Fees	220	220	220	220	220	220	220	220	220	220	220	220	2,640		
Annual Depreciation Expense	289	289	289	289	289	289	289	289	289	289	289	289	3,462		
	0	0	0	0	0	0	0	0	0	0	0	0	0		
Government Loan Interest Payment	0	0	0	0	0	0	0	0	0	0	0	0	0		
Total Loan Repayments															
Commercial Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0		
Government Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0		
TOTAL CASH OUTFLOWS	55,997	80,581	80,031	80,581	80,581	80,581	80,581	80,581	80,581	80,581	80,581	80,581	9,58,620		
RECEIPTS - PAYMENTS	4,10,611	4,02,693	4,03,242	4,02,692	4,02,692	4,02,692	4,02,692	4,02,692	4,02,692	4,02,692	4,02,692	4,02,692	48,40,778		
Opening Cash Balance	20,18,862	24,29,473	28,32,166	32,35,409	36,38,101	40,40,794	44,43,486	48,46,178	52,48,871	56,51,563	60,54,256	64,56,948			
Closing Cash Balance	24,29,473	28,32,166	32,35,409	36,38,101	40,40,794	44,43,486	48,46,178	52,48,871	56,51,563	60,54,256	64,56,948	63,15,789			

CASH FLOW YEAR 3

- Total sales are estimated to be £24,497,500.00. . This is a positive estimation for Fashionex. (cash sales + credit sales) .

- The total closing cash balance for Fashionex in year 3 is £28,817,036.00 This is a positive figure considering the healthy flow of cash.

- The fixed cost including salary and utility have been taken into account.

Cash Flow Forecast Year 3
Prepared By: Vinaya   Company Name: FashionNex

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	Month 7	Month 8	Month 9	Month 10	Month 11	Month 12	Totals	Month 1 (Y4)
RECEIPTS														
Total Sales (100%)	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	2,44,97,500	
Cash Sales (70%)	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	14,29,021	1,71,48,250	
Credit Sales (30%) - 30 days credit term	0	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	6,12,438	67,36,813	6,12,438 Receivables (SoFP)
TOTAL CASH INFLOWS	14,29,021	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	20,41,458	2,38,85,063	
PAYMENTS														
Cost of Sales - VC (100%)	51,042	51,042	51,042	51,042	51,042	51,042	51,042	51,042	51,042	51,042	51,042	51,042	6,12,500	51,042
Cash Purchases (50%)	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	3,06,250	
Credit Purchases (50%) - 30 days credit term	0	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	25,521	2,80,729	25,521 Payables (SoFP)
Total Startup Costs														
Company Registration	0	0	0	0	0	0	0	0	0	0	0	0	0	
Solicitors Fees (legal documentation)	0												0	
Website Development Cost (setup + design + templates + logo)	0												0	
Office Premises (Rental)														
Software for platform development														
Business Insurance														
Advertising and Marketing Costs														
Website Running Cost (hosting + domain)														
Office Equipment (computer + printer)														
Furniture and Fittings														
Machinery														
Office Premises (Lease or purchase)	0												0	
Warehouse (Lease or purchase)	0												0	
Business Vehicles														
Rent or Premises Deposits														
Total Fixed Costs														
Council Tax	112	112	112	112	112	112	112	112	112	112	112	112	1,341	
Wesbite Running Cost (Hosting + Development)	600	600	600	600	600	600	600	600	600	600	600	600	7,200	
Office Premises (Rental)	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	3,000	36,000	
Other Salaries and Wages	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	18,000	2,16,000	
Utility Bills	239	239	239	239	239	239	239	239	239	239	239	239	2,873	
Business Insurance	21	21	21	21	21	21	21	21	21	21	21	21	250	
Broadband Internet	24	24	24	24	24	24	24	24	24	24	24	24	291	
Partnership Cost for acquiring latest content and reports	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	16,250	1,95,000	
Marketing Expense (in addition to startup)	26,209	26,209	26,209	26,209	26,209	26,209	26,209	26,209	26,209	26,209	26,209	26,209	3,14,512	
Phone Bills	39	39	39	39	39	39	39	39	39	39	39	39	463	
Accountancy Fees	242	242	242	242	242	242	242	242	242	242	242	242	2,904	
Augmented and Virtual Reality	1,378	1,378	1,378	1,378	1,378	1,378	1,378	1,378	1,378	1,378	1,378	1,378	16,538	
Annual Depreciation Expense	289	289	289	289	289	289	289	289	289	289	289	289	3,462	
Total Loan Repayments														
Commercial Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0	
Government Loan Repayment	0	0	0	0	0	0	0	0	0	0	0	0	0	
TOTAL CASH OUTFLOWS	91,924	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	1,17,445	13,83,813	
RECEIPTS - PAYMENTS	13,37,097	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	19,24,014	2,25,01,247	
Opening Cash Balance	63,15,789	76,52,886	95,76,899	1,15,00,913	1,34,24,927	1,53,48,940	1,72,72,954	1,91,96,968	2,11,20,981	2,30,44,995	2,49,69,009	2,68,93,022		
Closing Cash Balance	76,52,886	95,76,899	1,15,00,913	1,34,24,927	1,53,48,940	1,72,72,954	1,91,96,968	2,11,20,981	2,30,44,995	2,49,69,009	2,68,93,022	**2,88,17,036**		

COGS YEAR 1

The cost of goods sold is
calculatedbased on
- transaction fees. (2.5% on total cost).

- This is for all the 3
subscriptions. Since its a s
ervice, other variable costs are not included.

- Based on total number of
subscriptions, the total cost of sales is
£67,500.00 . Hence, the gross profit margin -
97%.

- The total sales revenue for all 3 subscriptions -
£2,699,500.00.

COGS Calculator
Service Business

Products	Material	Labour	Expenses	VC / Unit	Total Units	Total Variable costs
Annually	0.00	0.00	5.00	5.00	5000	£25,000
Half Yearly	0.00	0.00	2.50	2.50	10000	£25,000
Monthly	0.00	0.00	0.50	0.50	35000	£17,500
Total Variable Costs	0.00	0.00	8.00	8.00	50,000	£67,500

Estimating the Inventory	VC / Unit £	Opening Inventory (units)	Inventory (Bought/Produced) (units)	Estimated Sold Products (units)	Closing Inventory (units)	Closing Inventory £
Annually	5.00	0	0		0	£0
Half Yearly	2.50	0	0	0	0	£0
Monthly	0.50	0	0	0	0	£0
0						
Totals	8.00	0	0	0	0	£0

Current Assets (SoFP)

Cost of Sales Forecast (Unit Method)	Total Sold (Units)	Selling Price £	Total Sales Revenue £	Total Cost of Sales £	Total Gross Profit £	Gross Profit Margin %
Annually	5,000	£199.99	£9,99,950.00	£25,000	£9,74,950.00	97%
Half Yearly	10,000	£99.99	£9,99,900.00	£25,000	£9,74,900.00	97%
Monthly	35,000	£19.99	£6,99,650.00	£17,500	£6,82,150.00	97%
Totals	50,000	320	£26,99,500	£67,500	£26,32,000	
			Income Statement Extracts for Year 1			

COGS YEAR 2

The cost of goods sold is calculated based on
- transaction fees. (2.5% on total cost).
- This is for all the 3 s
ubscriptions.Since its a service, other variable costs are not included.

- Based on total number of subscriptions, the total cost of sales is £200,000.00 . Hence, the gross profit margin - 97%.

- The total sales revenue for all 3 subscriptions - £7,999,000.00.

Closing inventory of Year 1 is the opening inventory for Year 2 + See COGS Year 1 to 3

Estimating the Inventory	VC / Unit £	Opening Inventory (units)	Inventory (Bought/Producted) (units)	Estimated Sold Products (units)	Closing Inventory (units)	Closing Inventory £
Annually	5.00	0	0	0	0	£0
Half Yearly	2.50	0	0	0	0	£0
Monthly	0.50	0	0	0	0	£0
Totals	8.00	0	0	0	0	£0

Cost of Sales Forecast (Unit Method)	Total Sold (Units)	Selling Price £	Total Sales Revenue £	Total Cost of Sales £	Total Gross Profit £	Gross Profit Margin %
Annually	20,000	£199.99	£39,99,800.00	£1,00,000	£38,99,800.00	97%
Half Yearly	30,000	£99.99	£29,99,700.00	£75,000	£29,24,700.00	97%
Monthly	50,000	£19.99	£9,99,500.00	£25,000	£9,74,500.00	97%
Totals	1,00,000	320	£79,99,000	£2,00,000	£77,99,000	
			Income Statement Extracts for Year 2			

COGS YEAR 3

The cost of goods sold is calculated based on
- transaction fees. (2.5% on total cost).

- This is for all the 3 subscriptions. Since its a service, other variable costs are not included.

- Based on total number of subscriptions, the total cost of sales is £615,500.00 . Hence, the gross profit margin - 97%.

- The total sales revenue for all 3 subscriptions - £2,44,97,500.00.

Closing inventory of Year 2 is the opening inventory for Year 3 + See COGS Year 1 to 3

Estimating the Inventory	VC / Unit £	Opening Inventory (units)	Inventory (Bought/Producted) (units)	Estimated Sold Products (units)	Closing Inventory (units)	Closing Inventory £
Annually	5.00	0	0	0	0	£0
Half Yearly	2.50	0	0	0	0	£0
Monthly	0.50	0	0	0	0	£0
0	0.00	0	0	0	0	£0
Totals	**8.00**	**0**	**0**	**0**	**0**	**£0**

Cost of Sales Forecast (Unit Method)	Total Sold (Units)	Selling Price £	Total Sales Revenue £	Total Cost of Sales £	Total Gross Profit £	Gross Profit Margin %
Annually	75,000	£199.99	£1,49,99,250.00	£3,75,000	£1,46,24,250.00	97%
Half Yearly	75,000	£99.99	£74,99,250.00	£1,87,500	£73,11,750.00	97%
Monthly	1,00,000	£19.99	£19,99,000.00	£50,000	£19,49,000.00	97%
Totals	**2,50,000**	**320**	**£2,44,97,500**	**£6,12,500**	**£2,38,85,000**	
			Income Statement Extracts for Year 3			

COGS YEAR 1 TO 3

The cost of goods sold is calculated based on
- transaction fees. (2.5% on total cost).

- Selling price for all 3 subscriptions - £319.97.

- Gross Profit for all 3 subscriptions - £311.97.

COGS Calculator
Product/Service Business

Variable Cost	Year 1			Year 2			Year 3		
	VC / Unit	Total Units	Total Variable costs	VC / Unit	Total Units	Total Variable costs	VC / Unit	Total Units	Total Variable costs
Annually	5.00	5000	£25,000	5.00	20,000	£1,00,000	5.00	75,000	£3,75,000
Half yearly	2.50	10000	£25,000	2.50	30,000	£75,000	2.50	75,000	£1,87,500
monthly	0.50	35000	£17,500	0.50	50,000	£25,000	0.50	1,00,000	£50,000
Totals	8.00	50,000	£67,500	8.00	1,00,000	£2,00,000	8.00	2,50,000	£6,12,500

Gross Profit (per unit)	Year 1			Year 2			Year 3		
	Selling Price £	Variable Cost £	Gross Profit £	Selling Price £	Variable Cost £	Gross Profit £	Selling Price £	Variable Cost £	Gross Profit £
Annually	199.99	5.00	194.99	199.99	5.00	194.99	199.99	5.00	194.99
Half yearly	99.99	2.50	97.49	99.99	2.50	97.49	99.99	2.50	97.49
monthly	19.99	0.50	19.49	19.99	0.50	19.49	19.99	0.50	19.49
Totals	319.97	8.00	311.97	319.97	8.00	311.97	319.97	8.00	311.97

BREAKEVEN ANALYSIS

An economic calculation which establishes a point of profitability by comparing the expenses of a novel start up, with the item's sale price. (Ali,2023). FashionexPlus subscriptions have been broken down as:
Monthly (£ 19.99). – 35,000 subscriptions. (They contribute to 70% of the total).
Half yearly (£ 99.99). – 10,000 subscriptions. (They contribute to 20% of the total).
Yearly (£ 199.99). – 5,000 subscriptions. (They contribute to 10% of the total).
This breakdown is for year 1.
In the first 3-month 25% sale is expected in Fashionex plus subscriptions.
As the popularity of the platform increases overtime owing to the marketing strategies like:
From 4th month onwards 40% growth month by month is expected.
With this rate of growth breakeven is expected to be achieved in the 5th month. A sale of 2,695 monthly subscriptions is expected to be achieved this month. This is followed by 806 half yearly subscriptions and 400 yearly subscriptions. It will amount to 3,901. By the end of 5th month Fashionex's subscription numbers will be 3,901. The breakeven will be achieved at 3,820. This means by selling 3820 subscriptions.

Income	£ 319.97
Variable Cost	£ 8.00
Contribution (Income - Variable Cost)	£ 311.97
Contribution Margin Ratio = (Contribution/Income*100	97
Fixed Cost	£848,995.00 (income statement
Breakeven Point = Fixed Cost/ Contribution Margin	3,820 subscriptions
Number of orders for 1 year	50,000 subscriptions
Breakeven Point = Number of Orders	3,820 subscriptions

	Month 1	Month 2	Month 3	Month 4	Month 5	Month 6	M7	M8	M9	M10	M11	M12	
	440	553	693	974	1375	1920	2700	3775	5280	7400	10370	14520	**50000**
Monthly subscriptions 70%	310	225	485	710	965	1345	1900	2650	3700	5230	7280	10200	35000
Half yearly subscriptions 20%	86	110	140	195	275	380	540	755	1058	1480	2075	2905	10000
Yearly subscriptions 10%	45	55	70	95	135	190	270	378	529	741	1038	1453	5000
Sales from monthly subscriptions	6197	4498	9697	14193	19290	26887	37981	52974	73963	104548	145527	203898	699652
Sales from half yearly subscriptions	8599	10999	13999	19498	27497	37996	53995	75492	105789	147985	207512	290517	999879
Sales from yearly subscriptions	9000	10999	14062	18999	26999	37998	54020	75628	105879	148230	207522	290531	999867

INCOME STATEMENT ANALYSIS

- Sales revenue in year 1 is £ 26,99,500. It has increased to £ 2,44,97,500 in year 3. This shows the strong scope of Fashionex. This is in terms of using efficient advertising strategies to attract larger consumer base.

- Operating Profit of Fashionex in 1st year is £18,79,317. It has increased to £2,38,16,810 by year 3. Its shows a 27% growth by year 3. This is beneficial for Fashionex.

- Fashionex has managed the expenses well. This is in terms of operating expenses. It was 28% in year 1. It fell down to 2% in year 3.

- A 5% rise is expected for marketing expenditure. This is for year 2. A 10% is expected in year 3. This is owing to expansion to Europe marketplace.

- Fashionex is expected to generate a net profit of 52% . This is in year 1. It is expected to rise by 17 percent. This is in year 2. This leads to 69% profit in year 2. It further rises to 73%. This is in year 3. This shows positive growth of FashionexPlus subscription sales. This is owing to use of effective advertising strategies. This is also owing to Fashionex launching various new features from time to time. This is to fulfil consumer needs.

Income Statement

Prepared By: Vinaya

Company Name: Fashionex

Revenue	Year 1		Year 2		Year 3	
Sales Revenue	26,99,500		79,99,000		2,44,97,500	
Other Revenue						
Total Revenue	**26,99,500**	**100%**	**79,99,000**	**100%**	**2,44,97,500**	**100%**
Cost of Goods Sold						
Cost of Sales	67,500		1,22,500		2,00,000	
Total Cost of Goods Sold	**67,500**	**3%**	**1,22,500**	**2%**	**2,00,000**	**1%**
Gross Profit	**26,32,000**	**97%**	**78,76,500**	**98%**	**2,42,97,500**	**99%**
Operating Expenses						
Company Registration	£40					
Solicitors Fees (legal documentation)	£2,000					
Advertising and Marketing Costs	£2,72,305		2,85,920		3,14,512	
Website Running Cost (hosting + domain)	7,200		7,200		7,200	
Business Insurance	250		250		250	
Partnership cost for acquiring reports and articles	1,95,000		1,95,000		1,95,000	
Rent Expense (Office Premises)	36,000		36,000		36,000	
Council Tax						
Owner Salary	0		0		0	
Other Salaries and Wages	2,16,000		2,16,000		2,16,000	
Utility Bills	2,606		2,736		2,873	
Augmented and Virtual Reality	15,000		15,750		16,538	
Broadband Internet						
Phone Bills	420		441		463	
Accountancy Fees	2,400		2,640		2,904	
Annual Depreciation Expense	3,462		3,462		3,462	
Total Operating Expenses	**7,52,683**	**28%**	**4,79,479**	**6%**	**4,80,690**	**2%**
Operating Profit	**18,79,317**	**70%**	**73,97,021**	**92%**	**2,38,16,810**	**97%**
Other Expenses						
Interest						
Commercial Loan						
Government Loan						
Total Other Expenses	**0**	**0%**	**0**	**0%**	**0**	**0%**
Profit Before Interest and Tax	**18,79,317**	**70%**	**73,97,021**	**92%**	**2,38,16,810**	**97%**
Corporation Tax @19%	4,69,829		18,49,255		59,54,202	
Net Profit or (Net Loss)	**14,09,488**	**52%**	**55,47,766**	**69%**	**1,78,62,608**	**73%**

BALANCE SHEET ANALYSIS

- Closing cash balance in year 1 is £2,018,862.00. It is expected to rise to £2,88,17,036.00 in year 3. This shows that Fashionex is managing cash flow well. This is profitable for Fashionex.

- Account recievables in year 1 accounts for £67,488.00. It rose to £612,438 in year 3. This shows Fashionex's efficiency. This is in terms of
a) Generating profits.
b) Collecting payments.

- Fashionex is not taking any loan . The funding is
a) 50% by self.
b) 50% by family.
Hence, non current liabilities remains zero.

- Retained earnings in year 1 is 14,09,488. It has increased to 1,78,62,608. This is by year 3. This shows strong potential of Fashionex. This in terms of profitability.

- This balance sheet shows that Fashionex is doing well. This is in terms of
a) cash flow
b) retained earnings.
This shows a good opportunity. This is in terms of investment for investors.

Statement of Financial Position

Prepared By: **Company Name:**

ASSETS	Year 1	Year 2	Year 3
Non-Current Assets			
Website Development Cost (hosting + domain fees	7,200	7,200	7,200
Office Equipment (Computer + Printer)	23,113	19,811	16,509
Furniture and Fittings	1,000	840	680
Augmented and Virtual Reality			
Rental deposit	9,000	-	-
Other			
Total Non-Current Assets	**40,313**	**27,851**	**24,389**
Current Assets			
Cash	**20,18,862**	63,15,789	2,88,17,036
Accounts Receivable	67,488	19,99,975	6,12,438
Inventory	0	0	0
Prepaid Expenses	2,32,217		
Other Initial Costs	5,84,494		
Total Current Assets	**29,03,061**	**83,15,764**	**2,94,29,474**
Total Assets	**29,43,374**	**83,43,615**	**2,94,53,863**
LIABILITIES & EQUITY			
Non-Current Liabilities			
Commercial Loan (Balance)			
Government Loan (Balance)			
Total Non-Current Liabilities	**0**	**0**	**0**
Current Liabilities			
Accounts Payable	2,813	4,15,972	51,06,431
Commercial Loan			
Government Loan			
Tax Liabilities	**4,69,829**	**18,49,255**	**59,54,202**
Total Current Liabilities	**4,72,642**	**22,65,227**	**1,10,60,633**
Equity			
Owner's Equity	5,30,622	5,30,622	5,30,622
Friends and Family Equity	5,30,622	5,30,622	5,30,622
Business Angel's Equity			
Retained Earnings (Net Profit or Loss)	14,09,488	55,47,766	1,78,62,608
Dividends Dispersed/Owners Draw			
Total Equity	**24,70,732**	**60,78,388**	**1,83,93,230**
Total Liabilities and Equity	29,43,374	83,43,615	2,94,53,863
	0	0	0
Balance sheet in or out of balance?	Balanced!	Balanced!	Balanced!

RATIO ANALYSIS

In the year 1, the current ratio is 6.1 . The quick ratio is 2. This shows that, the company has enough liquidity to meet its short term obligations. Fashionex's quick ratio is more than 1. It shows that the company is more liquid. It has better coverage of oustanding debts. Since over the 3 years it has maintained current ratio over 1, its a plus point for Fashionex. It means that it can liquidate its assets to pay off its debts.

Profitability ratio.
It assesses or shows company's ability to earn profits from its sales operations. Fashionex has maintained an outstanding gross profit margins. This is between - 97% to 99% . This is over 3 years. Operating profit margin. This is between 70 - 97%. Net Profit Margin. This is between 52 - 73%. Higher ratios are always preferred. This is over lower ratios. Thus, Fashionex is able to convert revenues to profits.

Return on Capital Employed. This is 100% in all the 3 years. This makes Fashionex an excellent investment . This is because it can generate a return for the invester.

Fashionex has shown a remarkable percentage of Return on Equity . It is 270% in year 1. 104% in year 2. 336 in year 3.

Efficiency ratios. They evaluate- how a company uses its asset to generate income. Fashionex has been able to manage its working capital. This is with a cash conversion cycle of 30 days. Thus the company can maximize its cash flow.

The industry norms. They have been analysed by taking into consideration Fashionex's competitors ratios. These include:
- Linkedin.
- Behance.
- TheDots.
- CreativeMornings.

Financial Ratios

Prepared By: Company Name:

Ratios	Year 1	Year 2	Year 3	Industry Norms	Notes
Liquidity					
Current Ratio	6.1	4.0	3.0	8.0	
Quick Ratio	2.0	3.0	3.0	5.0	
Gearing					
Debt to Equity Ratio				0.0	
Interest Cover				0.0	
Profitability					
Gross Profit Margin	97.0%	98.0%	99.0%	65.0%	
Operating Profit Margin	70.0%	92.0%	97.0%	40.0%	
Net Profit Margin	52.0%	69.0%	73.0%	25.0%	
Return on Capital Employed	100.0%	100.0%	100.0%	105.0%	
Return on Equity (ROE)	270.0%	104.0%	336.0%	115.0%	
Efficiency					
Receivable Days	45.0	45.0	45.0	45.0	
Inventory Days				0.0	
Payable Days	60.0	60.0	60.0	60.0	
Cash Conversion Cycle	30.0	30.0	30.0	30.0	

(Vogue,2023)

CONCLUSION

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Overall , In 2024, the fashion sector is expected to generate US$43.52 billion in profit. The industry is predicted to reach a value of US$54.06 billion by 2028. (Statista,2023). It currently has 1.3 million employees in this sector. (ukft, 2024). In terms of beauty sector , The revenue is predicted to increase at a 7.73 percent yearly rate. (CAGR 2024–2029). Prsently around 550,000 people work in beauty. (BOF,2023). In 2022, the aggregate earnings of artistic companies amounted to £140 billion. 40 percent of that amount came from vendors of goods as well as services. (McKinsey,2023). 970,000 employees in all served in the nation's art industry. (McKinsey,2023). In 2022, photography marketplace generated US$289.70 million in overall sales. (Statista,2024). It is anticipated that overall sales would rise at a 10.86 percent compound annual growth rate. (2022 -2027). (Statista,2024) . Around 93,100 work in photography. In total, Fashionex is targetting 4.2 Million people. This is in United Kingdom market. (Statista,2024).

This report hilights this growing potential across these sectors. These include:
Fashion.
Arts.
Photography.
Beauty.
Other creative sectors. (BOF,2024).
Presently there is growing issue for getting an entry level job for fashion graduates. Every year around 15,000 students graduate with a fashion degree. (Kessler,2024). This in United Kingdom. On the contrary, the number of employement opportunities available are less than 1000. Thisreport analayses the problem and effectively provides solution. The Unique selling proposition of Fashionex sets it apart from its competitors. This includes:
- Mentor matching.
- Profile comparitive analysis. (advanced analytics). (Chada,2024).
- It also provides tips for improvement. (based on the profile being compared to and how to step up. This is when being compared to them).
- 2 weeks priority access to job listings.
- Discussion groups. (to meet like minded people)
- Virtual portfolio viewing. (Hogan,2024).
- Virtual tour of the workplace. (Voguebusiness,2023).
- Geo targted mobile alerts.
- Fashionoid - AI - chatbot. (Forbes,2024).
- Industry Specific insights. (Swinscoe,2023).
(Mintel .
Euromonitor international. Fashionsnoops.
Stylus.
Fitch solutions reports).
It also analyses the blue ocean concept and how Fashionex is better than its competitors. It provides uniques features .
These include mentor matching.
Profile comparitive analysis.
Priority access to job listings. These features are available for £19.99 a month. Linkedin charges £34.99 per month. TheDots charges £75.00 per month. Fashionex provides many more features. This is at an affordable cost.
Fashionex's revenue streams have been analysed. Its main revenue stream is FashionexPlus subscription. It is expected to generate a net profit of 52% in year 1. This is by selling 50,000 subscriptions. In year 2 it is expected to generate a net profit of 69%. This is a 17% growth. This is owing to using efficient marketing initiatives. In 3rd year it is expected to generate

a revenue of 73%. TThe growth of net profit is less compared to year 2. This is because heavy investment would be made in marketing. Fashionex would be expanding to Europe market in year 3. This is after analysing its performance in year 1 and 2 in Inuted Kingdom market.

Overall Fashionex will successfully reach its breakeven point in 5th month. In the first 3-month 25% sale is expected in Fashionex plus subscriptions.
As the popularity of the platform increases overtime owing to the marketing strategies like: From 4th month onwards 40% growth month by month is expected.
With this rate of growth breakeven is expected to be achieved in the 5th month. This is by successfully selling 3,820 subscriptions. (FashionexPlus).

Overall Fashionex successfully bridges the gap in the market. This is by helping
a) Aspiring professionals.
b) Established professionals. (Rizvi,2024).
It helps them connect and network. Fashionex aims help them step ahead of the competition.
(Prossack,2024). (through mentorship.
in depth industry insights as well as reports
regular events updates).
It supports established industry professionals in finding the right talent to fullfil the roles. It also helps them stay ahead in the competition. (BOF,2023). (they can throgh the portfolio, view it in a virtual setting , understand their skills in an efficient way. They can learn new skills for fresh graduates and young talent while offering mentorship).
It helps aspiring professionals as well. (Forbes,2023). This is through mentorship opportunities.They can network with people belonging to their industry. This plays an integral role in growing their network. (Bof,2024).

To conclude, Fashionex is a stepping stone for people in creative sectors. It will help many individuals sharpen their skills as well as emerge victorious. (Parashar,2023). Overall seeing the growing rate of all the targetted industries:
Fashion.
Arts.
Beauty
Photography. (Bof,2024).
Fashionex is a viable business.

(Highsnobsociety,2021)

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(Meisel,2023)

QUALITATIVE INTERVIEWS

INTERVIEW 1.

Name: Robin Massey
Age: 27.
Profession: Fashion Photographer, Content Head.
Company: Head of Content - Lark and Berry London.
Background: MA in Fashion Styling.
Contact: robinmasseyvisualarts@gmail.com

1. What challenges do you currently face when trying to connect with individuals in creative sector?

ANS: Right now I am involved with a brand from last one year and I am a photographer and a content creator. Soon I am going to start doing freelance as well and I have done in the past so its very challenging cause the competition is so high so I would like to see an app , a website to get developed which can level up the competition and fit you to a right job so that is the main challenge I feel like in terms of a photographer - connecting with the brands , getting something and then another challenge I face is like its not important that what you exactly want to do because photography and videography also has a field. Its not just one field. Its connected to many fields its not important the one you want like you will get that so if Fashionex can fix such a challenge then , its fixing you to a right place , and levelling up your competition according to the experience and getting a job that's gonna be really nice.

2. Are there any specific features you would like to see on FashioNex?

ANS: There are a lot of existing platforms like that which you must have studied like your competitors. I would like to see features like exact features like proper filters to actually track exact job, what you want to do. Like lets say photography. This also has 1000 different fields. So if its like you know the person who wants to get a job or through that connect or get someone if they get like these proper precise filters of selecting people , choosing from the competition and from the experience level, then those kind of filters can really help in tracking.

3. How do you like to connect with professionals in the industry? Eg : (events, webinars, discussions)?

ANS: I mostly meet them on Linkedin, tracking networking events , coffee sessions.

4. What kind of industry events would you be interested in attending?

ANS: I am in the field of creative fashion sector which is photography so I would like to be connected with the fashion creative industry and if we have that kind of feature then in this platform. Ok, lets say I am from a F&B department. I am from F&B creatives department so I would like to be connected with F&B so if this app gets that kind of features then its going to be really easy and nice for people to track. Other apps like Linkedin don't provide proper filters for a specific job sector so this would be a really good feature. I want a filter to track the same level of job , the level of job that I am looking for cause I have felt a lot of difficulties through tracking freelancing jobs through the apps. I never really get the exact sector I want to work in so if there's any kind of filters applied. I want advanced filters to track the kind of job I am looking for.

5. What kind of resources would you like to see on the platform and why? (advanced analytics, in-depth industry reports , upcoming trend reports).

ANS: I think if this platform has a strong algorithm like social media platforms right now its like you see what you really want to see and what you really talk about so if it has a strong algorithm like that like if I just want to go to fashion events , if I just want to F&B events , If i just want to go for film industry events so if the algorithms are that strong and if it can show me that kind of resources, those kind of sectors then this is going to be like a ground-breaking then.

6. Do you think collaborating with others in creative sector is important?

ANS: Yeah, I think its the most important thing to do cause that's how I got into fashion , I got the shoot even like you know working with brands and stuff I got my start was through collaboration. My end was also through collaboration. My last shoot as well was through collaboration. Collaboration is everything in terms of creative sector and its been for especially photography.

7. How would you prefer to connect with other professionals in the industry?(discussions, groups).

ANS: Its very subjective cause sometimes I like to meet people personally. I had a call right before this. I had connected with them personally and got on a call and sometimes I go to a group event wherein you can see many people at once so its like very subjective. So its technically on my mood.

8. How do you think FashioNex could improve in order to fulfil the needs of professionals like you in the industry?

ANS: So if you can efficiently work on the search filters , algorithm , if it becomes that strong that its showing you what you want to see, like other social media platforms nowadays. I think if this happens its going to improve a lot of thing. Its not only in the jobs , its learnings also. There are so many things you see when you open linkedin. Its mostly related things you want to see. You don't know like how much you learn just by people's 5 or 6 liners of status or post on Linkedin so I think not only jobs but also its also going to inspire people a lot. Right now what we need right now is motivation especially freelancers so its going to motiavte a lot of people to do more things . Its of course going to give jobs and motivation is going to drive them to get more jobs , then inspire them more. When people see that a platform is relatable and its for them so that can be really motivating for people like just keep going and keep looking for the jobs keep connecting and doing the networkings.

9. Are there any other aspects that are important to you while using a mobile application platform like FashioNex (eg: transparency).

ANS: I feel that as simple as it is its the best. There are so many software designers and app designers who make their app look so fancyand those colours and those graphics so its just not relatable. The thing is when these kind of things are not relatable its inapproachable. If its inapproachable people are scared to approach it and people don't really want to go for it.I am really sure there are many creativ platforms like the one you are coming up with but its not successful cause its not relatable , its not simple and I think the simplicity in these kind of things will do wonders. The simpler the app is , easier it is to use and track , the better its going to get. That's my opinion. I don't think we need any kind of creativity in web design. I dont belive in that.

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CONSENT FORM FOR ACADEMIC RESEARCH

AY ..**2023/2024**

Student Number: **076654**

Name of Student: **Vinaya Atkur**

Title of Project: **Honors Project - Fashionex**

Name of Participant: **Robin Massey**

Email of Participant: **robinmasseyvisualarts@gmail.com**

1. I confirm that I have read and understand the information sheet, for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

yes

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.

yes

3. I understand that relevant sections of my data collected during the study, may be looked at by various individuals from **Istituto Marangoni**, I give permission for these individuals to have access to my records.

yes

4. I agree to take part in the above study.

yes
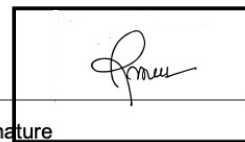
Shreeya Kamble	**06/03/2024**	
Name of Participant	Date	Signature

Vinaya Atkur	**06/03/2024**	
Name of Student	Date	Signature

735

INTERVIEW 2.

737

Name: Shreeya Kamble
Age: 23
Profession: Brand and Communications Specialist (Freelance).
Background: MA Strategic Fashion Marketing.
Contact: shreeyakamble0014@gmail.com

1. What challenges do you currently face when trying to connect with individuals in creative sector?

These include:
- Finding the right platforms or events to network and make meaningful connections.
- Standing out and getting noticed among the many professionals in the industry.
- Identifying and connecting with individuals who share my specific interests or niche within fashion.

2. Are there any specific features you would like to see on FashioNex?

These include:
- Robust search filters to easily find professionals based on roles, locations, areas of expertise, etc.
- Dedicated discussion forums or chat groups based on different fashion niches or topics.
- Option to create and showcase a comprehensive professional portfolio or lookbook.

3. How do you like to connect with professionals in the industry? Eg : (events, webinars, discussions)?
I prefer a combination of physical events and virtual connections to network with fashion professionals:
- In-person events like tradeshows, conferences, meetups for face-to-face networking.
- Online webinars, virtual panels or discussions for more accessible interactions.

4. What kind of industry events would you be interested in attending?
These include:
- Fashion weeks and runway shows in major fashion capitals.
- Sustainability or ethical fashion conferences/seminars.
- Networking mixers or socials focused on specific roles like design, styling, merchandising etc.

5. What kind of resources would you like to see on the platform and why? (advanced analytics, in-depth industry reports , upcoming trend reports).
These include:
- In-depth trend analysis and forecast reports. This is to stay ahead of upcoming styles/movements.
- Case studies or brand spotlights highlighting innovative fashion businesses/concepts.
- Advanced analytics on consumer preferences, market demands across demographics.

6. Do you think collaborating with others in creative sector is important?
Yes. Collaborations spark new ideas, allow diverse perspectives to merge, and can lead to unique, breakthrough designs/concepts.

7. How would you prefer to connect with other professionals in the industry?(discussions, groups).

- Dedicated discussion forums or communities based on roles/interests.
- Option to direct message and set up 1-on-1 video calls for closer collaboration.
- Project/Group features to directly collaborate on portfolios, moodboards etc.

8. How do you think FashioNex could improve in order to fulfil the needs of professionals like you in the industry?
FashioNex could improve by:
- Providing customized resources/recommendations based on users' roles and interests.
- Facilitating mentor-mentee connections for career guidance.
- Exclusive access to fashion events, sample sales etc for premium members.

9. Are there any other aspects that are important to you while using a mobile application platform like FashioNex (eg: transparency).

- Transparency on user profiles, credibility verification for members.
- Community guidelines and moderation to maintain professionalism.
- App accessibility and mobile-optimization for seamless on-the-go usage.

CONSENT FORM FOR ACADEMIC RESEARCH

AY ..2023/2024

Student Number: **076654**

Name of Student: **Vinaya Atkur**

Title of Project: **Honors Project - Fashionex**

Name of Participant: **Shreeya Kamble**

Email of Participant: **shreeyakamble0014@gmail.com**

1. I confirm that I have read and understand the information sheet, for the above study. I have had the opportunity to consider the information, ask questions and have had these answered satisfactorily.

   yes

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.

   yes

3. I understand that relevant sections of my data collected during the study, may be looked at by various individuals from **Istituto Marangoni**, I give permission for these individuals to have access to my records.

   yes

4. I agree to take part in the above study.

   yes

Shreeya Kamble	**06/03/2024**	_Shreeya Kamble_
Name of Participant	Date	Signature
Vinaya Atkur	**06/03/2024**	
Name of Student	Date	Signature

741

INTERVIEW 3.

Name: Akansha Shukhla
Age: 23
Profession: Luxury Client Advisor, Dior
Background: MA Luxury Brand Management.
Contact: akanshashukla108@gmail.com

1. What challenges do you currently face when trying to connect with individuals in creative sector?
Building genuine relationships in the fast-paced nature of the fashion sector.

2. Are there any specific features you would like to see on FashioNex?
Enhanced networking features for seamless connections with industry peers.

3. How do you like to connect with professionals in the industry? Eg : (events, webinars, discussions)?
Engaging in both virtual and physical events for diverse networking opportunities.

4. What kind of industry events would you be interested in attending?
Industry events covering emerging trends, sustainability, and innovation.

5. What kind of resources would you like to see on the platform and why? (advanced analytics, in-depth industry reports , upcoming trend reports).
Access to advanced analytics for informed decision-making and upcoming trend reports for staying ahead.

6. Do you think collaborating with others in creative sector is important?
Collaboration in the fashion sector fosters innovation and growth; it's important for staying competitive.

7. How would you prefer to connect with other professionals in the industry?(discussions, groups).
Prefer connecting through both discussions and specialized groups tailored to specific interests.

8. How do you think FashioNex could improve in order to fulfil the needs of professionals like you in the industry?
FashioNex could improve by integrating more personalised networking features and tailored content.

9. Are there any other aspects that are important to you while using a mobile application platform like FashioNex (eg: transparency).
Transparency and data security are important for me when using a platform like FashioNex.

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INTERVIEW 4.

Name: Anupriya Dutta Gupta.
Age: 37.
Profession: Luxury Sales Associate.
Company: Kurt Geiger.
Background: MA Strategic Fashion Marketing.
Contact: anupriya.dgs@gmail.com

1. What challenges do you currently face when trying to connect with individuals in creative sector?
ANS: Apart from platforms like LinkedIn, there's not much opportunity of reaching out to fashion professionals - either online or offline. The major challenges are authenticity, transparency and ability to connect.

2. Are there any specific features you would like to see on FashioNex?
ANS: I would like to see networking features so I can connect with professionals easily.

3. How do you like to connect with professionals in the industry? Eg : (events, webinars, discussions)?
ANS: I enjoy connecting with professionals on LinkedIn or connecting with professionals on the platform. I also find it interesting to attend webinars or even offline networking events.

4. What kind of industry events would you be interested in attending?
ANS: Networking events, panel talks by fashion designers/entrepreneurs/corporate leaders in fashion, fashion exhibits or showcases, online webinars by industry leaders.

5. What kind of resources would you like to see on the platform and why? (advanced analytics, in-depth industry reports , upcoming trend reports).
ANS: Trend analysis, consumer reports, industry statistics, business reports.

6. Do you think collaborating with others in creative sector is important?
ANS: Yes, collaboration is a big part of any creative industry. Collaborative projects can bring out the best of industry professionals and help in innovation.

7. How would you prefer to connect with other professionals in the industry?(discussions, groups).
ANS: Round-table talks, one-to-one conversation, networking in groups.

8. How do you think FashioNex could improve in order to fulfil the needs of professionals like you in the industry?
ANS: I think it could provide with mentorship opportunities.

9. Are there any other aspects that are important to you while using a mobile application platform like FashioNex (eg: transparency).
ANS: While using any mobile application, data protection and privacy are of utmost importance. In terms of fashion, sustainability and transparency are of priority in today's age, and also making sure that the data/content shared are correct and relevant.

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INTERVIEW 5.

Name: Simmy Girn.
Age: 22.
Profession: Managing Editor
Company: Shift London.
Background: BA Fashion Journalsim and Content creation.
Contact: s.girn0820211@arts.ac.uk

1. What challenges do you currently face when trying to connect with individuals in creative sector?
ANS: It's hard to find individuals to connect with, especially ones that are looking for the same things that you are. Whether it's to work on a project or just to connect meaningfully.

2. Are there any specific features you would like to see on FashioNex?
ANS: Something to connect people with each other in a meaningful way in one place. LinkedIn is great but there's many different industries and professions and not everyone is looking to build a portfolio as they aren't creative so something for this would be great.

3. How do you like to connect with professionals in the industry? Eg : (events, webinars, discussions)?
ANS: Messages and networking events have been most successful for me. It gives you time to connect with people one on one. I have made most connections in this way.

4. What kind of industry events would you be interested in attending?
ANS: A seminar on marketing yourself, your business or something related, with a chance to network casually afterwards with others.

5. What kind of resources would you like to see on the platform and why? (advanced analytics, in-depth industry reports , upcoming trend reports).
ANS: Reports on upcoming trends, advice on how to find the right people to collaborate and help to find networking events.

6. Do you think collaborating with others in creative sector is important?
ANS: Yes,it expands your ideas as people have different experiences and opinions. It is also nice to meet like-minded individuals to hang out with.

7. How would you prefer to connect with other professionals in the industry?(discussions, groups).
ANS: Discussions in small groups to get to know people better individually.

8. How do you think FashioNex could improve in order to fulfil the needs of professionals like you in the industry?
ANS: Ensure networking is successful. Teach about industry trend and upcoming trends.

9. Are there any other aspects that are important to you while using a mobile application platform like FashioNex (eg: transparency).
ANS: Easy to use, easy navigation , transparency and aesthetic appeal.

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the schools of fashion and design

CONSENT FORM FOR ACADEMIC RESEARCH

Name of Participant: Simmy Girn

Email of Participant: S.girn0820211@arts.ac.uk

1. I confirm that I have read and understand the information sheet, for the above study. I have had the opportunity to consider the information, ask questions and have had these answered   satisfactorily.   [x]

2. I understand that my participation is voluntary and that I am free to withdraw at any time without giving any reason.   [x]

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4. I agree to take part in the above study.   [x]

Simmy Girn	**09/04/2024**	
Name of Participant	Date	Signature
Vinaya Atkur	**09/04/2024**	
Name of Student	Date	Signature

WGSN TRENDS

Increasing legislation

Companies will have to get ahead of legislation as more countries look to protect citizens with GDPR-style privacy protection laws.

By 2023, 65% of the world's population will have its personal data covered under modern privacy regulations, up from 10% in 2020, according to research from Gartner.

In countries like the US, this is being managed on a state-by-state basis, creating increased complexity for national brands, with California's data privacy rules having come into play in November 2020. Brazil and Singapore also enacted new laws in this space. China released the first draft of its Personal Information Protection Law (PIPL) for public comment in October 2020, while Canada and Australia are also in consultation processes around privacy legislation.

As the landscape becomes increasingly complex, it will become simpler for businesses to roll out consistent data protection and privacy rules ahead of legislation, creating an opportunity where an increasingly aware approach to desires for privacy become positive differentiators in markets that have not yet moved to legislate.

Markus Spiske

Personalised to personal

As companies shift away from cookies as a means of tracking people across sites, retailers and brands will have to focus on the relationships they have with the customer that they can control, driving personalisation using their own data.

The oft repeated truism of recent years has been that 'every company is a data company' and to a large extent this remains true. But where data has been a tool that can be bought and traded, the shift away from cookies, and towards other contextualised or behavioural tracking means that retailers and brands will need to focus their energies on ensuring that the data they hold on a consumer is used in a way that is perceived well by them.

At National Retail Federation's Big Show, Walmart chief customer officer Janey Whiteside explained how the best part of shopping with small businesses is that sense that you are known and that they have that item you like. Businesses will need to work to harness that data better to create a sense of empathy and understanding that the consumer will come to expect. As businesses operate across multiple facets of a consumer's life, there is an opportunity not only to join up data and across multiple moments across their lives, but also to tap into new artificial intelligence tools that allow businesses to target consumers with solutions based on their state of mind. Iterable AI's Brand Affinity tool helps companies understand consumer sentiment in real time using behavioural data such as email clicks and mobile push notification opens – into 'affinity labels' to help create marketing messaging that has the most relevant messaging.

H Heyerlein: Unsplash

Privacy warnings

Changes to Apple's Identifier for Advertisers (IFDA) measure will require users of the latest version of iOS to opt in if they want apps to track their activity across other companies apps and websites, but this is not the only mobile operating system shift that will reduce the amount of data available to advertisers.

What this will mean is that users of Apple's mobile devices will receive a popup on their iPhone or iPad that reads "x would like permission to track you across apps and websites owned by other companies. Your data will be used to deliver personalised ads to you." Users can then choose between allow tracking or ask app not to track.

It has also introduced privacy labelling features in the App store that allows people to understand what data is being collected on them.

Android is also creating new tools to help enhance privacy for its users. In its latest release, it's giving users more control over their data and is offering the option to grant one-tine access to microphones, cameras and location. It also detects if people haven't used an app in a while, resetting all of the permissions associated with it.

Beyond Facebook's efforts to prevent this from going ahead, gaming software platform Unity would reduce its revenue by about 3%, or $30m, in 2021, while Snapchat CEO Evan Spiegel said that this "will present another risk of interruption" to advertising demand.

Apple
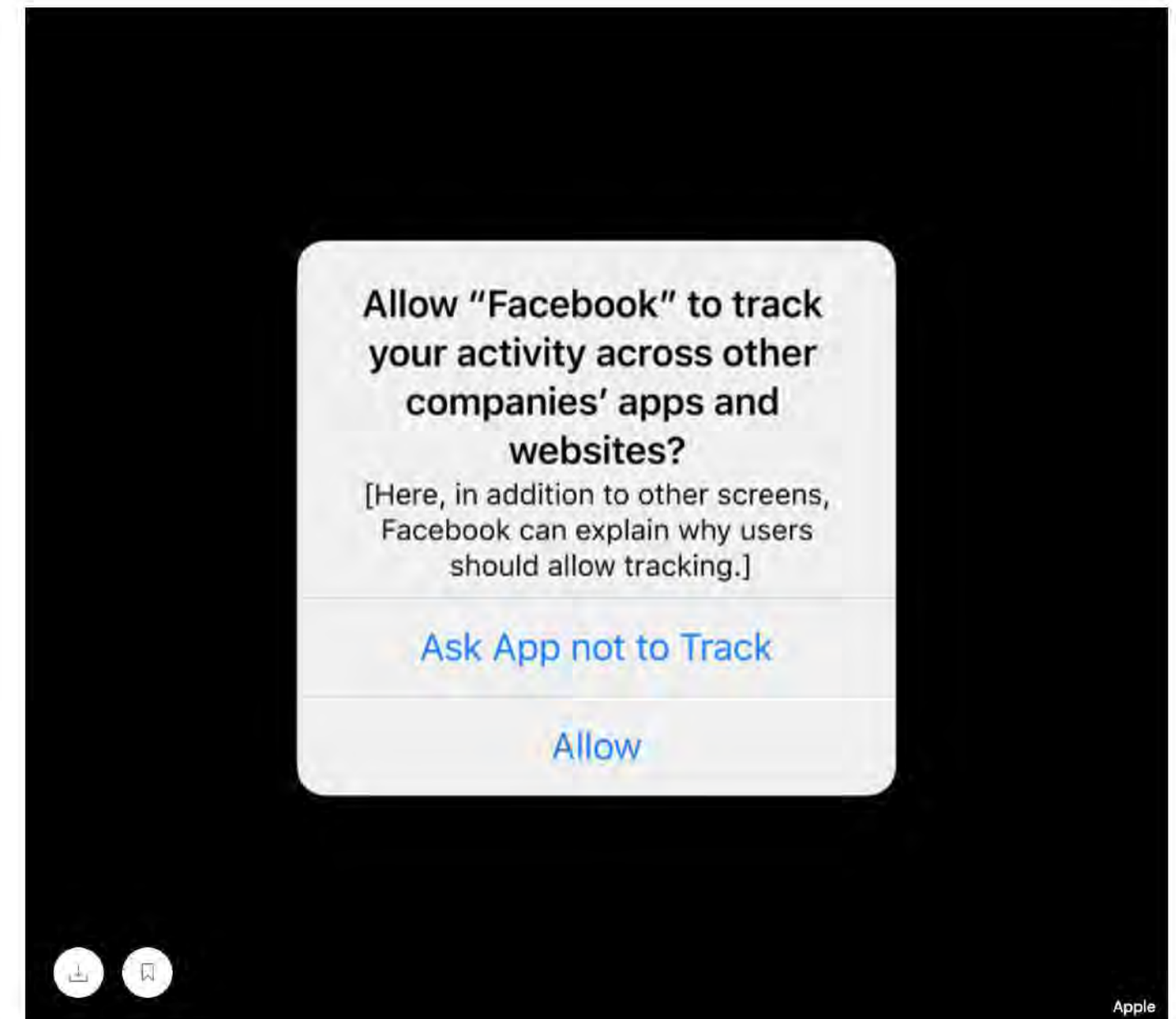
Shifting platforms

Consumers are starting to shift their attention to platforms and services that offer privacy as a key feature. While attitudes to privacy vary significantly by region, the uptick in users across new privacy-oriented platforms emphasises consumer interest.

In 2020, privacy-oriented search firm DuckDuckGo said it recorded a 62% growth in average daily searches in 2020, with the search engine receiving an average of 90m search queries per day.

The shifts that are taking place now mean that it is the second most used search engine on mobile devices in the US, UK, Canada and Australian markets, according to StatCounter.

A combination of rightwing Americans seeking less moderated communications platforms after being banned from Twitter and Facebook (and after the abrupt closure of social media service Parler), alongside news that WhatsApp would begin sharing information with the broader Facebook suite of products, has led to a rapid uptake in users on messaging platforms that bill themselves as being private.

In 2021, Telegram hit a milestone 500m active monthly users, highlighting a 72-hour period when 25m people joined the service.

Signal has also seen similar uplifts in user growth, with 2 million people joining the platform in the 12-hour period after the Whatsapp announcement.
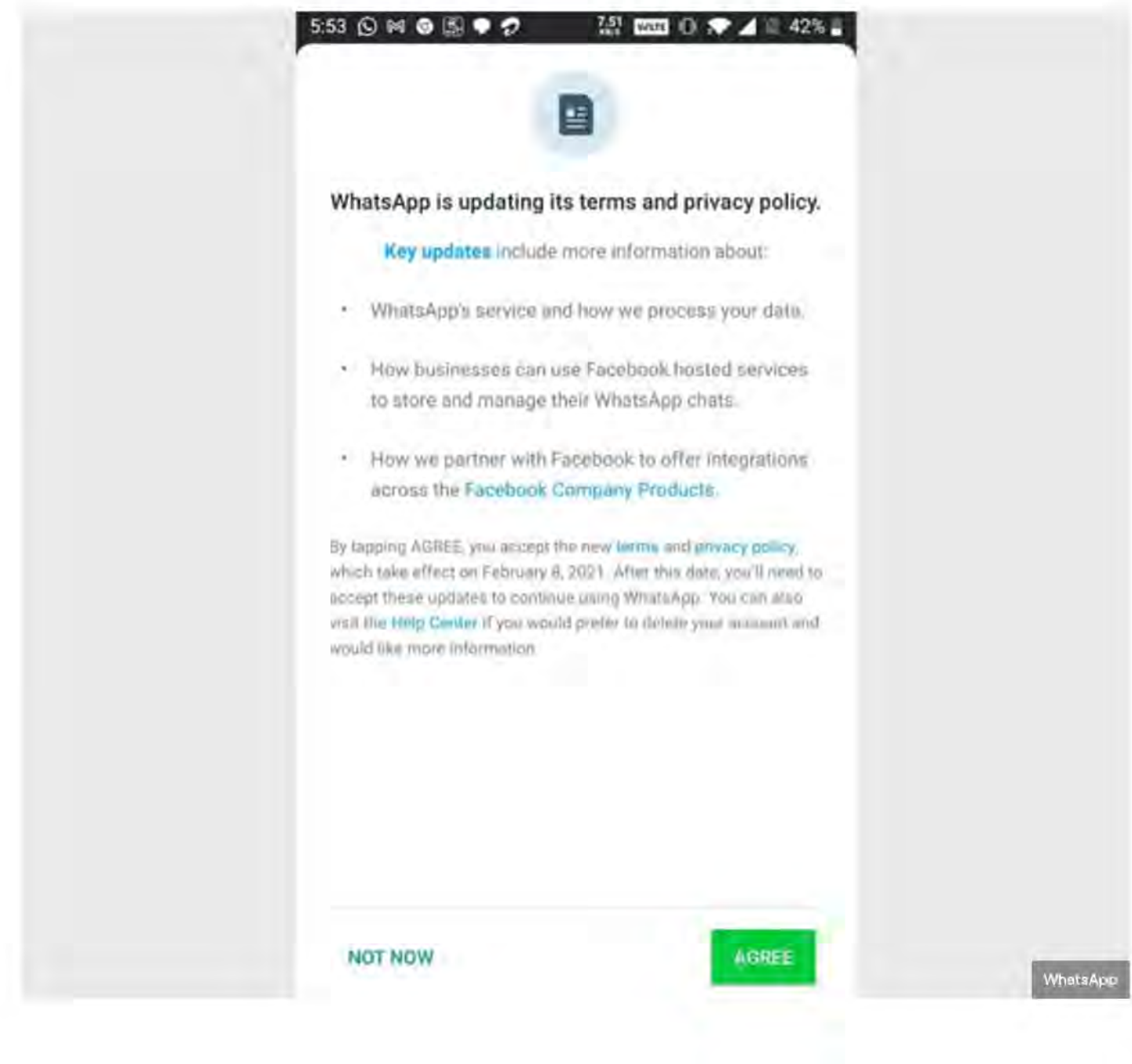
Unlock imagination and play

To emotionally connect with shoppers and cut through the clutter, use strategic imagination and the power of play.

Strategies:

- Provide consumers with the tools to rewrite their realities. This will be especially important as imagination becomes a superpower in the years ahead, helping brands to redefine the status quo and prepare for future challenges and opportunities, while helping consumers to dream big

- Elicit play and social experiences to drive meaningful engagement with consumers and help them foster community and build long-term relationships into 2025 – the year of strategic imagination

- Empower audiences to be a part of the content by giving them the ability to participate and embed themselves into storylines

In action:

- To drive footfall into its flagship London and New York stores, LEGO launched Snow Throw, an AR gamified experience for shoppers

- To commemorate the 45th anniversary of the Space Invaders game, developer Taito launched a new AR game, Space Invaders: World Defense, where players were able to defend their neighbourhood from AR threats

- In June, the football Premier League launched an AR location-based mobile experience to build hype for its Summer Series. The Premier League Trophy Hunt offered US fans a chance to locate 20 trophies, each representing a different club spread across each of the five host cities. Using the navigation map on the mobile landing page, fans could collect 3D trophies and win prizes, including VIP tickets for matches, signed shirts and merchandise

(WGSN,2024)

Warner Bros and Zero10 teamed up to promote Aquaman and the Lost Kingdom. AR mirrors at movie theatres in Los Angeles and New York enabled moviegoers to embed themselves in the film

Invest in immersive education

Use AR technology to inform people about important topics, democratise learning and bring educational experiences to life.

Strategies:

- Preserve culture or honour brand heritage by bringing history to life. Consider working with Snapchat's Paris-based AR studio, which teams artists with cultural institutions to challenge people's perceptions of AR, and see it as more than a gimmick

- As social platforms become spaces for learning, launch ads that provide important information to the masses and democratise knowledge

In action:

- Timed around Earth Month, US hospitality company Delaware North teamed up with The Bee Cause Project to launch Bee the Difference, a campaign that offered a QR code to unlock an AR experience. Audiences could learn facts and engage with virtual bees as they pollinate agave plants

- Virtual experiential learning platform Inspirit, which collaborates with researchers from Stanford University, partnered with Snapchat to create an AR-enabled STEM curriculum boasting 25 interactive middle- and high-school modules. The stunt revealed 85% of students found AR enhances memory retention and 92% found AR content easy to understand

- Snapchat launched an AR Learning Hub, helping to empower creators and developers with important information to amplify their content
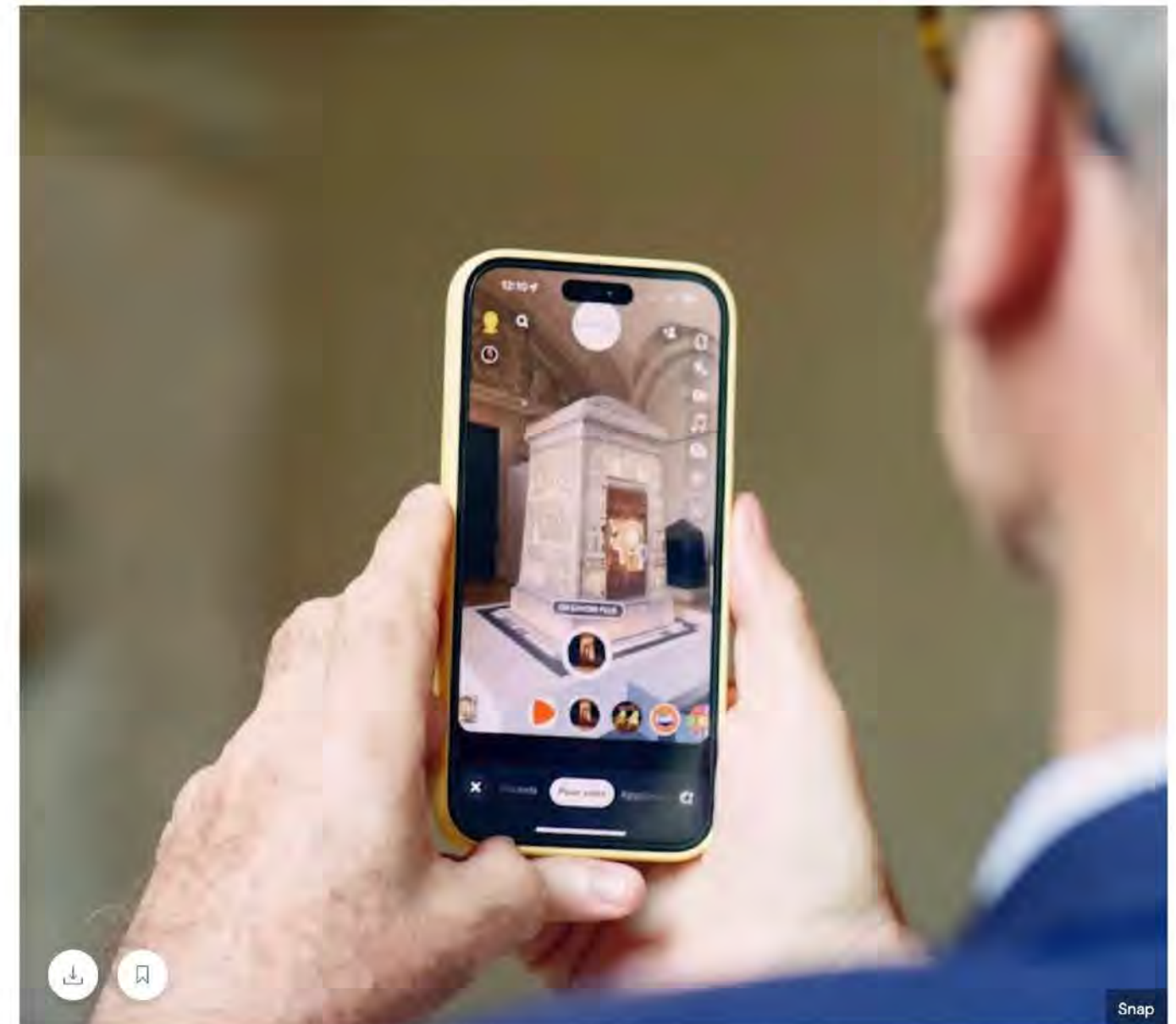
The Louvre in Paris teamed up with Snapchat to launch Egypt Augmented, an AR experience. By scanning a QR code, elements of the museum's Department of Egyptian Antiquities as well as its exterior courtyard came to life

Explore AR for good

Similar to AI, AR's potential to create positive change in the world is being tested, and brands should use this time to experiment.

Strategies:

- Lean on AR as more than a marketing gimmick. Bring purpose to AR stunts to help consumers see dangers or opportunities, and to help them imagine a better, safer and more inclusive future world
- Gamify giving back and empower audiences to make positive changes

In action:

- To promote its new animated comedy Wish, Disney and Verizon teamed up to launch Wish on a StAR in the US, an AR web experience incorporating a QR code which unlocked constellations of stars. Each star represented the wish of a child in need, and by selecting a star people were able to grant wishes by donating to their local Toys for Tots charity
- Timed around Small Business Saturday, American Express launched an AR campaign, Door to Shop Small, to encourage people to shop from small businesses. At select locations across the US, including Chicago's Magnificent Mile, Los Angeles' Westfield Century City and New York City's Gansevoort Plaza, physical installations boasting QR codes unveiled AR experiences featuring curated products to shop
- Transport company Bolt teamed up with Snap for an AR campaign called Feels Like Home, which reimagined outdoor spaces as car-free places, with the intent to encourage audiences to "aspire toward better urban environments with less traffic emissions and congestion"

(WGSN,2024)

Vodafone relaunched its Elf and Seek campaign, which unlocked an AR game that gave UK players a chance to win 60,000 prizes and also donate 50,000 SIM cards to people in need

Invest in AI to improve customer service

Enhance customer services with AI to streamline processes and allow for frictionless self-service experiences. Enable customers to easily resolve their issues with minimal wait time or complications.

Key strategies:

- Customer service jobs are notoriously stressful, with companies seeing turnover rates of up to 45% annually. Brands need to augment and automate mundane processes to give service workers more grace

- To improve customer experience, brands can use LLMs and deep learning to develop chatbots that understand complex questions and can engage in fluid conversational experiences while freeing up human workers' time. Considering adding AI to customer service is a $400bn opportunity, there is clear value in starting to experiment with redefining the status quo

In action:

- Zendesk is a customer service solution helping companies (Uber, Cotton On, Show Pro, Shopify) give employees AI tools to improve customer service. Shopify reported an average Customer Satisfaction Score (CSAT) of 92% and over 170,000+ conversations, which led to an increase in customer retention rates and contributed to over $20bn in sales

- Google Cloud launched a Conversational Commerce Solution, which is a new tool empowering retailers to have AI-enabled agents on their websites to offer shoppers product suggestions based on preferences

- Zalando's ChatGPT-powered fashion assistant provides product recommendations on command and can answer complex prompts such as "what should I wear for a wedding in Santorini in July?". It has rolled out the offering to new markets, including the UK and Ireland, but holds itself accountable by acknowledging the tech is not yet perfect

- Kingfisher's French-based hardware store chain Castorama rolled out an AI-generated assistant to help customers navigate at-home DIY projects, with the ability to provide product suggestions and answer questions with a photo (it has image recognition capability), voice (it can converse with customers in multiple languages) or via text

Global beauty brand Kitsch employed customer service platform Sienna AI (which understands context and responds with empathy) to automate over 68% of its customer service. Sienna AI provides customers with 24/7, multilingual support and reduces resolution time by two to three hours. By using Siena, Kitsch generated $46,000 in just over 90 days