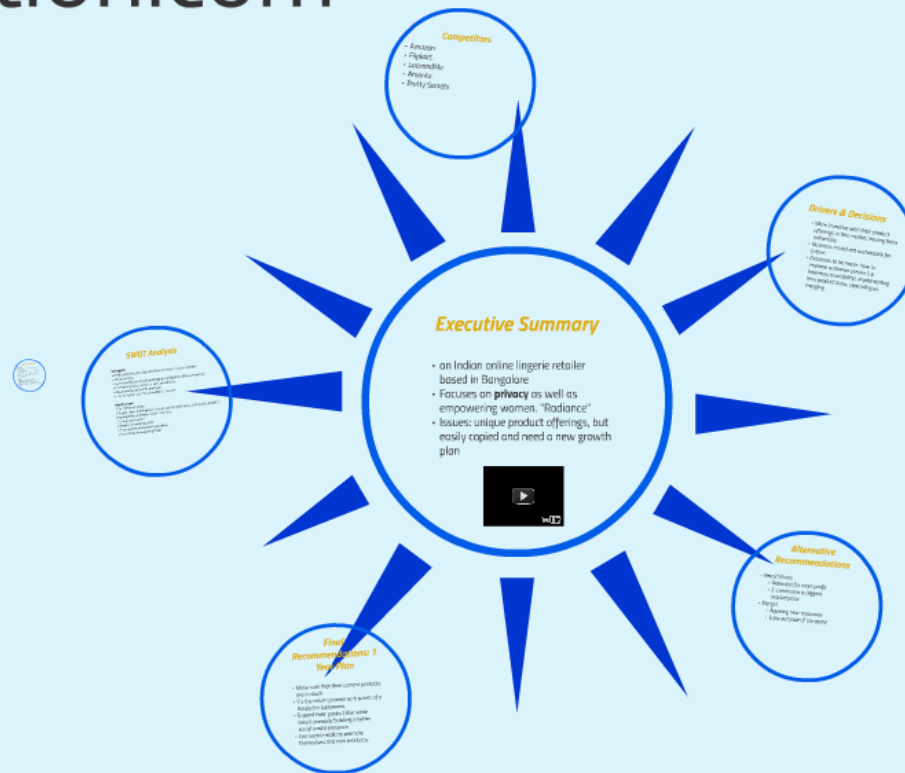


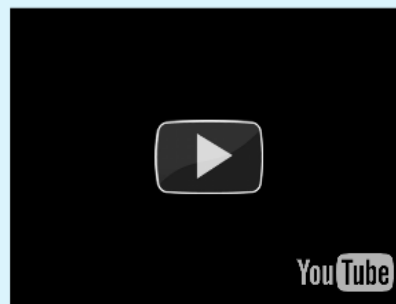
# Zivame: Branding Options For An Online Lingerie Retailer



# Zivame: Branding Options For An Online Lingerie Retailer

## *Executive Summary*

- an Indian online lingerie retailer based in Bangalore
- Focuses on **privacy** as well as empowering women. "Radiance"
- Issues: unique product offerings, but easily copied and need a new growth plan



# ***SWOT Analysis***

## **Strengths:**

- Online presence provides platform to reach more consumers
- Online privacy
- Non-descriptive discreet packaging: available to deliver anywhere
- Payment options: online or cash on delivery
- Wide arrange of brands and sizes
- "Try at home" and "Fit Consultants" service

## **Weaknesses:**

- No offline presence
- Supply chain management issues: out of stock items, bad quality products, unavailability of certain colors and sizes
- Tiring return policy
- Expensive shipping rates
- Inconsistent promotions and deals
- Lack funds to support growth

# ***SWOT Analysis***

## **Opportunities:**

- Expand customer base through building strong brand equity
- Build offline presence
- Merge with industry leaders
- Strengthen current product line and create more in-house brands
- Introduce menswear or continue to add more brands and expand vertically across more womens' products
- Social Media and technology

## **Threats:**

- Business model not viable to sustain in long-run
- Easily replicable and no barriers to entry
- Vulnerable to competition with big companies that have multi-product line presence online and offline
- High customer acquisition cost and narrow product category

## *Competitors*

- Amazon
- Flipkart
- LaceandMe
- Amante
- Pretty Secrets

## ***Drivers & Decisions***

- Were inventive with their product offerings in this market, leaving them vulnerable.
- Business model not sustainable for future.
- Decisions to be made: how to improve customer service (i.e. inventory availability), implementing new product lines, expanding vs. merging



## ***Alternative Recommendations***

- Retail Stores
  - Potential for more profit
  - E-commerce is biggest marketplace
- Merger
  - Aquiring new resources
  - Lose purpose of company