



THANKYOU FOR VIEWING OUR PRESENTATION

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When It Takes a Network: Creating Strategy and
Agility through Wargaming

Introduction and Your Company

Hipstercentral.com is a place for people with a particular fashion choice who wish to have a one stop central hub for all things hipster. Our purpose is to provide great customer service even though we supply our products online.

Market Backdrop

The current market for Hipster products is mainly dominated by brands such as Levi's & Vans where as the market for social media is dominated by websites & applications such as Facebook & Instagram.

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Tribe

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A Hipster refers to a post-modern subculture of youthful, metropolitan middle-class teenagers. The subculture is connected with the genre of "indie" and "alternative" music, autonomous political views, a diverse non-mainstream fashion sense such as vintage or parsimony store clothes and unconventional way of life.



Segment & Target Market

The target market for the website hipstercentral.com is mainly for teenagers and adolescents. In order to segment our market of Hipsters, we are using social media to reach our specific target market.

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Target Persons' Profile

The target persons profile for our website hipstercentral.com is that of teenagers and adolescents between the ages of 12-24, interested in the indie culture, generally in school or university/college.

**Target Person's Product
&
Brand Associations**

The product and brand associations of the targeted person will most likely be brands such as Levi's & Van and social media websites and applications such as Facebook & Instagram.

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**Needs and wants,
unmet needs or wants**

Ever since the popularity of Hipster clothing has significantly increased so has the prices for the brands that began selling such products at first. We at hipstercentral.com want people to be able to buy an assortment of premium clothing without the premium price tag.

Market/Product gap fulfilment strategy

The market/product gap fulfilment strategy for hipstercentral.com is to offer greater customer service for those who may not have purchased online before. Such as free shipping for spending "x" amount of money, to give the customer as sense of insurance that they are in fact saving money and are having a seamless online shopping experience.

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Product Idea & Justification

Hipsters prefer to be seen as a sort of outlaw or rebel of the fashion world. They prefer having the odd, grungy and lethargic look as opposed to big name brands that only display their brand names on their clothing. The website hipstercentral.com allows customers to have an exclusive place in which people whom share similar characteristics can socialise, receive frequent updates on what is new in style and buy products to their satisfaction. **TheCaseSolutions.com**