

Wooger: Making Business Social (B) Case Solution

wooger

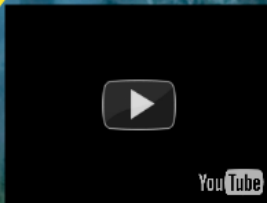
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<http://wooger.com/people/content/webhouse-cases.html#f&l>

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- Products: 3 Premium Brands & 1 Mass Brand
- Sales channels:
 - Family store (People)
 - Multi-brand retail (Planet Fashion)
 - International brands (Collective Stores)
- 700 Exclusive brand outlets
- 1 item sold every 2 secs: 1/2 of total revenues
- 5000 Employees, 1000 stores spread across 8 brands, 5 channels and over 200 cities

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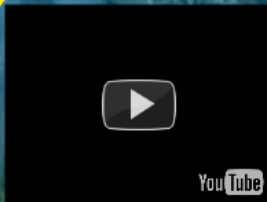
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You Tube

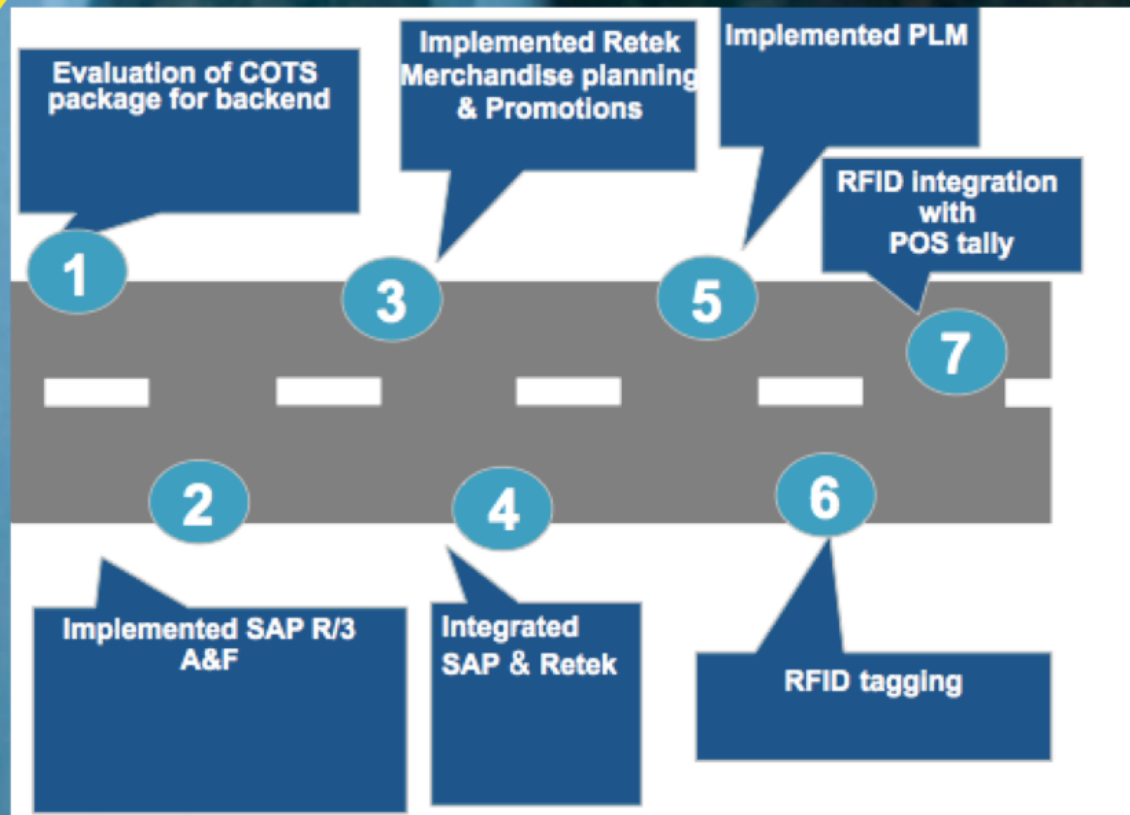
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IT Implementation



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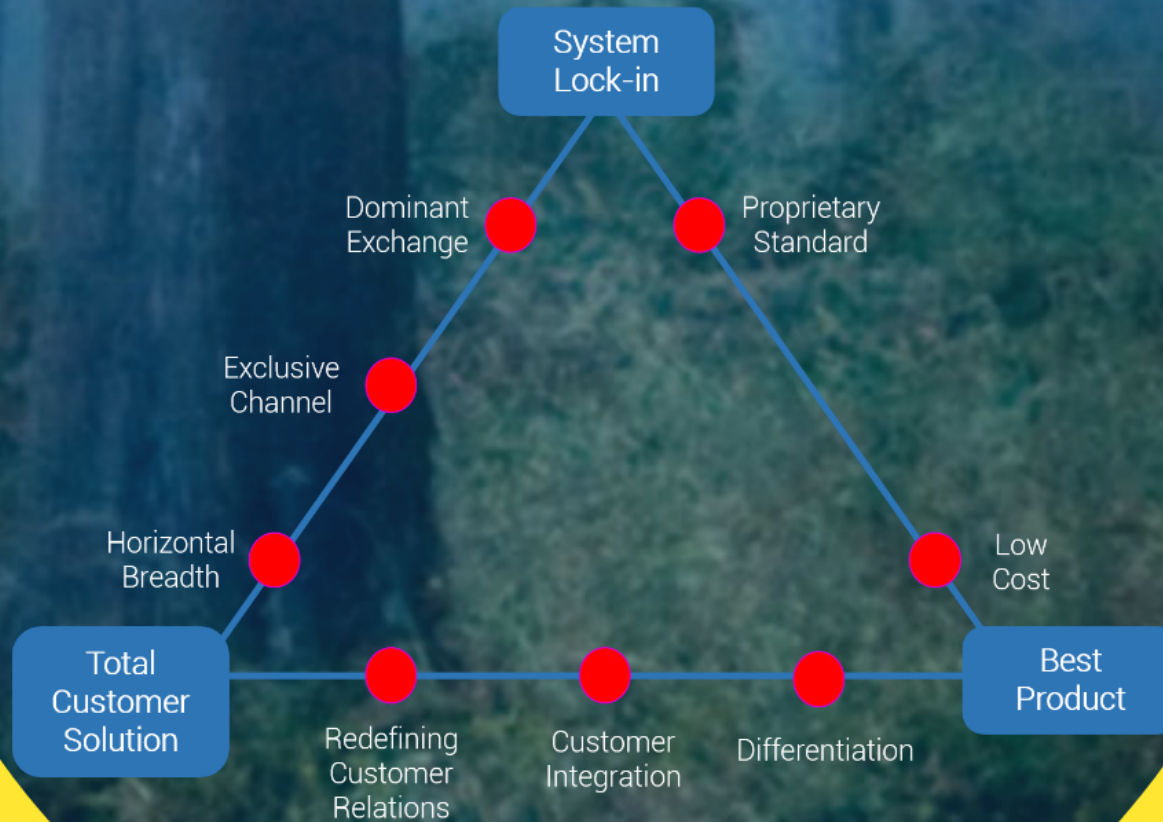


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http://woodqer.com/public_content/website/use-cases.html#all

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Strategic Positioning



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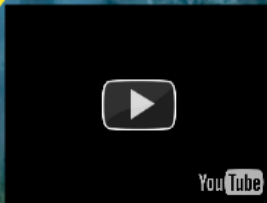
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