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Revitalize Your Business: A Brand Reinvention Framework



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Executive Summary

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- 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

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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

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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

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- Amazon
- Flipkart
- LaceandMe
- Amante
- Pretty Secrets

Drivers & Decisions

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- 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*

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

*Final
Recommendations: 1
Year Plan*

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- Make sure that their current products are in stock.
- Fix the return process so it is less of a hassle for customers.
- Expand their product line while simultaneously building a better social media presence.
- Use social media to promote themselves and new products.