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Figure:1 Company logo



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1.0 Introduction

The main finding of my academic report is to create my own project service plan, an E-commerce online website that I have named Nurjahan's innovative solar-powered Nike air force trainers. My research and analysis will conclude whether strategic innovation orientation strategy satisfies rising customer demands primarily but not exclusively through innovations and technology solutions and whether it is critical for firm innovativeness and performance. My report will conclude discussions on three key issues starting with planning of my inventive service concept and strategies on how I propose to sustain my business proposition and maintain my competitive advantage. Secondly my E-commerce business discussion will be based around E-commerce platforms Content information, payment services, financing and the overall planning methods that will take place in the completion of my innovative business. Third segment will conclude detailed marketing techniques and the strategic approaches that I will be using to advertise my innovative business products and services.

2.0 The Innovative service propositions

When a new quality with unique content first develops, attempts are made to solve the old problem in a way over an extended period through the collecting and understanding of facts. (Mukan, N. and Kravets, S., 2022).

2.1 What innovative service I am selling and how is it innovative

My innovative service will be Nurjahan's Nike air force trainers with solar powered light up soles, which automatically light up when it gets dark it is innovative because other Companies sell battery light-up trainers where batteries cannot be replaced, whereas my trainers are innovative because they are solar powered through direct light and batteries can be replaced. And even better for that extra attractiveness, the solar panel its hidden in the tongue of the trainer, light can be accessed from the bedroom window, or under normal light bulbs, for example, place under a light bulb under the kitchen counter, underneath a bedroom lamp or even when you are going for a stroll in the day, the solar powered trainer starts charging away. If you decide you do not want the lights on in your evening stroll or run or whatever it, is you do in the evenings, no worries Nurjahans solar powered custom trainers have it all sorted just reach out to the on and off button in the inner side of the trainer tap with your right foot and voila you have switched the light off, tap back again and the solar light switches on again. My E-commerce innovative business will be built through family members and my business partner my daughter Beautybyroxc who is social media influencer with a hundred and thirty-three thousand followers, her influence and expertise will enable my business brand to get recognition and expand in revenue, starting with a budget of £10,000 pounds from both our savings.

2.2 Mission Encourage creativity and innovation, provide excellent customer service affordable prices with comfort, safety, and quality.

2.3 What emerging customer needs and wants will my service attend to who are my customers.

My customers are for both middle- and high-class people from babies to teenagers, old and young, men, and women anyone who has an interest in my unique innovated solar powered Nike air force trainers. My emerging customer needs and wants will be to satisfy the consumer by giving them comfortable, quality. lightweight, solar powered affordable trainers. Providing good service, an excellent product and overall making the consumers feel valued. My understanding is without consumers there would be no business, so my emerging customer needs would be valued as my topmost priority.

2.4 Describe customer target and benefits to the customers

Email and direct mail are two popular methods for a campaign. Consumer aiming is the process of contacting a small part of your customer list in order to rearrange them to increase revenue. Digital and social media marketing are modern channels that give you a faster, more precise way to reach your target base. (Criteo, 2022). Customers benefits are many such as clients can always find us, no matter where they are. Even after hours of operation through e-mail, phone, and message. Information such as company policy, cookies policy, terms and conditions can all be accessed from the comfort of their own home. Our website will provide a quick and effortless way of communicating information, viewing content, prices, promotions, giveaways and any issues or questions that can be resolved instantly. My consumers will also benefit from rewards through my online platforms, such as Nurjahans loyalty program which will include, rewards for staying active through our website such as a giveaway announcement of a free pair of Nurjahan's solar-powered customised trainers, exclusive offers on client's birthdays such as 10% discount and to top it up free delivery.

2.5 Swot analysis around Nurjahans solar powered Nike air force trainers.

The term for a SWOT analysis is strengths, weaknesses, opportunities, and threats, it is a method used in business planning to evaluate how well an organisation performs in comparison to its rivals. (Teoli et al, 2019).

Figure: 2 SWOT Analysis



Source: Gratis, (2021)

Swot analysis on my Ecommerce innovative business

STRENGTHS (Internal factors)	WEAKNESSES (Internal factors)
•Strong brand awareness •Amazing customer base •Low manufacturing costs •Associated with well-known online influencer Free business platforms	•Negative criticism due to a new business •Dependant on Nike air force trainers •Building client trust •Lack of brand recognition due to new business
OPPORTUNITIES (External factors)	THREATS (External factors)
• Growing market •influencer marketing •Connection with young and old •To be able to expand business world-wide	•Increased competitive pressure •Availability of cheaper products •Maintain brand reputation •Maintain interest with customers •Retaining long-term customers

2.6 My unique selling point and how I intend to sustain my innovative business proposition.

Nurjahan's solar powered Nike trainers unique selling point is free delivery and no penalty for returning their product, a convenience hassle-free option for consumers and a strong unique selling proposition. Also, for every pair of trainers purchased by the consumer ten percent will be donated to Orphans international worldwide. founded by Jim Luce in 1999, in reaction to the tragedy that orphaned children faced on a global scale (Luce, s 2019). Nurjahan's custom solar-powered trainer's donations will play a part towards the charity in stopping children from being placed into foster care and giving children the chance to live with their own families instead. My innovative business proposition to sustain my business is that anyone who is looking for comfort, and fashion when walking or running especially in the evening our solar powered trainers will be an advantage to light their way keeping them safe and providing comfort and quality.

2.7 Competitors and each party's distinctive value proposition.

Strongest main competitors against my business can be categorised as Adidas, puma and Sketchers and a lot more. (Pratap, 2022). Adidas delivers three main value propositions which are innovation, personalisation, and brand status. Whereas Pumas brand has created a value proposition that permits it to be connected to quality for each individual product it offers to the market. (CLEVERISM, 2022). Sketchers, (2022) Skechers value proposition is putting people first by providing comfort and care to its employees and consumers and treating them with respect and dignity.

2.8 My competitive advantage and proposition difference from competitors.

The key differentiator between competitors and Nurjahans solar powered trainers is that other companies like sketchers trainers need a USB plug. Which needs to be connected to a laptop to charge for two hours, (Skechers, 2021). With light up time of five to six hours, target market, men, women and children, age range, twenty- to sixty-year-olds women being their main consumers and people who enjoy going to the gym. Adidas trainers charging time is also long, period of ten hours, USB charging port, and nonreplaceable batteries. they are about brand, design, and lifestyle. Target market age range between fifteen to thirty, aimed at athletes (Bhasin2017). Pumas light up trainers are also battery powered by USB, nonreplaceable batteries, the focus being for people whose lifestyle is based around sport and gym. Target market, between twenty and thirty-five. My competitive advantage with Sketchers, Puma, Adidas is that Nurjahan's solar-powered trainers are low-cost solar-powered Charge time of forty-five minutes, light-up usage time of twelve hours, replaceable batteries long-lasting and convenient for all ages and adequate for all types of lifestyles whether it is sports, walking or running. My target market is broader than theirs and reaches out to babies, toddlers, youth, and elderly, age ranging from one to sixty and every gender all around the world.

2.9 Sustaining my business proposition and maintaining competitive advantage for long term sustainability.

A sustainable business proposition me and my partner have considered is to establish a niche market for my business to gain competitive advantage for long term sustainability. According to Franzolini, B, (2020), "Niche marketing is often understood as focused marketing towards a limited market consisting of a few customers and competitors, where the concepts of firm specialization, product differentiation, customer focus and relationship marketing are frequently applied". My niche market would be Solar powered trainers available for all genders, all ages with free delivery, for instance focusing on a certain niche will allow us to better serve a specific consumer base than rivals who pursue a bigger market.

3.0 E-commerce website 900 words

Moriset, B, (2018) mentions that “E-commerce is a subset of e-business, related to trade of goods and services. E-commerce is often defined as business-to-business (B2B), business-to-consumer (B2C), and consumer-to-consumer (C2C)”.

3.1 e-commerce platform

“Electronic commerce refers to any market on the internet. The electronic commerce supports selling, buying, trading of products or services over the internet. Internet marketing forms a subset of electronic commerce.” (Bala and Verma,2018).

3.2 Content

My E-commerce website content will be about the text, images, and all the details that my brand will be offering to describe products and offers. This will include the product names, costs, measurements, colour, size, description, personalisation, delivery time, tracking, returns. Company contacts details and anything else that enables customers to comprehend the goods they will be viewing. As the consumer cannot physically view or handle my products, they are considering buying when purchasing online, the buyer must rely only on my brand's content so therefore everything must be accurate otherwise the customer will be unwilling to proceed with a transaction and less likely to purchase my products furthermore leaving me with a critical review and affecting my business. My content page will provide the customer with option to leave reviews and feedbacks this will allow me to understand the customers wants and needs and will help me identify my strengths and weaknesses and help me change my future strategies needed in retaining my consumers.

3.3 Financing: £10,000 Budget for Nurjahan's Nike solar powered trainers

Pre-launch hotel cost of hiring for four hours	£100
photographer	£150
videographer	£300
Personalised business banner	£60
Business cards	£ 20
Favour bags for Eighty attendees which include a fifteen percent discount on our Nike solar powered trainers. Cleaning product wipes to clean the trainer. Two pairs of coloured shoelaces.	£100
Raffle ticket book and a voucher for a pair of Nike solar powered trainers as the prize.	£65
Unit of hundred Nike trainers	£6,000

3.4 Equipment and supplies

pens	£20
Printing survey costs for feedback	£50
_clip board	
Packaging/ shoe boxes bulk buy from warehouse unit of two hundred boxes	£200
Total	£7,065
Remaining budget money from the ten thousand pounds will be used for the business and emergencies	£2,93542

3.5 Staff

My business partner Beauty by roxc	£0
Seven models to display our trainers, aged 60, 40, 30, 20, 16, 10, 3 mixed of male and female all family members to save costs.	£0
Four assistants that will be helping throughout the day in assisting with the customer queries.	£0
Two assistants who will oversee food and drinks.	£0
Custom trainer fitter to install the solar light	£0
Family members for packing boxing and deliveries	£0
Executive/ manager family members	£0
Customer representatives	£0
Retail sales worker	£0

Our business will start off with family and friends so wages for staff will not be set until our business has hit our target revenue, executive manager will be responsible for overseeing the wages.

3.6 Use of payment services- card, PayPal, awareness of PCI, DSS compliance issues.

According to Elluri et al (2018) in principle, the PCI DSS aims to protect cardholder data wherever it is processed, stored, or transmitted. If a business accepts credit cards, it is required to abide by the specific key regulations outlined in the next section. These policies are part of the latest Payment Card Industry, Data Security Standard Version 3.2 released in 2016 [1][4]. Elluri et al (2018) points out that building and maintaining a secure network, safeguarding cardholder data, keeping a vulnerability management programme, adopting strict access control measures, regularly testing networks, and managing an information security programme are some illustrations of key requirements for this section. My main method of payments will be through PayPal and bank transfer.

4.0 Marketing

(Bala and Verma, 2018) "Marketing is the social process by which individuals and groups obtain what they need and want through creating and exchanging products and value with others." (Kotler, Keller, 2007)

4.1 My strategy for promoting my ground-breaking service

This is how I will promote my innovative business service and stay focused on my marketing budget. Firstly, I will be using effective ways to promote my business making the use of all the free platforms, spreading my message through social media sites like Facebook, Instagram, TikTok etc to develop my required audience, I will publish engaging and distinctive content related to my E-commerce innovative business. Secondly the most successful marketing method that will help me gain followers would be word of mouth advertising. It will work well for me considering my eldest daughter is a make-up artist, content creator, fashion blogger on Instagram as Beautybyroxc, with a following of hundred and thirty-three thousand followers with platforms like Instagram, tik Tok, snapchat. Shes has done modelling collaborations with F&F, Mac, Primark and many more.

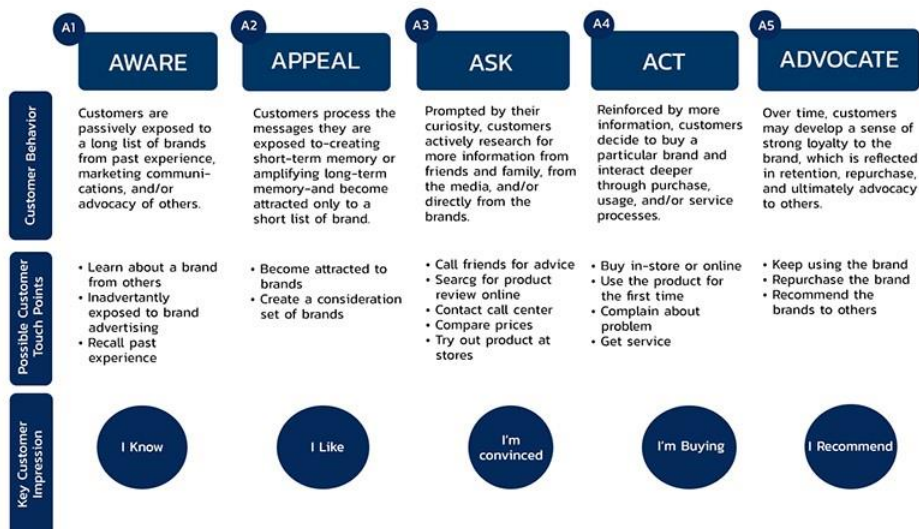
Beautybyroxc's followers highly trust her reviews and recommendations and would have a positive impact on my new business. Clients are more likely to purchase my products because word of mouth came from a trustworthy influencer, so her followers have faith that my advertising campaign is a reliable trustworthy source of information. Beautybyroxc's influence and status will boost my brand advertising, attract the right target audience, and increase sales revenue.

4.2 paid search engines-Google AD

I will consider using paid search advertising, a digital marketing strategy like Google Ad, a paid search engine that will give my adverts a higher ranking on significant search engine result pages to increase traffic to my website allowing me to search for keywords and place bids with google ads. Consumers will then look for my services using these key words paid search will enable prospective buyers to find me while looking for my product. The most popular paid search is pay-per click advertising.

4.3 Understand the role of customer's journey

Figure 2: Kotler's 5A's of customer path framework



Source: Marketing Psycho (2020)

Kotler's 5A's of the customer path is a framework that employs 5 stages a tool that will help me to map my customers journey through the sales process. (Polat, E 2022) suggests that "To do this, businesses need to map the customer's purchase path, find customer touchpoints on this path, and intervene in important ones" (Court et al., 2009) It will enable me to create a map of the customer's needs and priorities during various stages of their purchasing process for a more efficient and satisfying process. The five steps are stated below.

Aware: Customers learn about brands through recommendations, advertisements, and experiences. They learn about the business through advertisements, social media posts and recommendations from existing or former clients. The potential clients may not be prepared to buy any of my products during this time but would still have an interest in my goods or services.

Appeal: At this point, potential customers are aware of my brand's message and its products. They may have my business on their list of suppliers. Customers may therefore take their time browsing my website to read about my products, promotions, client reviews etc.

Ask: At this point customers are compelled by their desire to look for more details, so they are more likely to compare it to other products they are thinking of. They may then contact me either by phone, chat, or email. The customer contacts the business to discuss the specifics since they are already interested in the product or service at this point.

Act: Customers choose the brand to use and buy before making a purchase. They join the company's customer base after making their purchase.

Advocate: Final stage consumer would start to promote my business, they might share content from my website or social media accounts, suggesting my business to friends and family, and offer reviews and comments of my goods or services.

4.4 The use of online marketing techniques

I will be implementing an online marketing Technique an act of using web-based channels to communicate with potential customers about my company brand and services through online marketing such as email, social media, display advertising, google AdWords. The use of these online marketing will help me reach potential clients who use these platforms for reading, browsing shopping or socialising.

4.5- Pre-launch campaign opening market strategy

I have discussed the pre-launch promotion with my business partner/daughter Beautybyroxc and she will be doing a collaboration with Ramada hotel. we have been given four hours to use their conference room in Loughborough for a small fee of a hundred pounds allowing up to eighty with complimentary drinks and sandwiches, in return their conditions are to promote their business by highlighting two pictures, tags, mentions, and a caption with a reel lasting forty seconds. We will be conducting all our services through our online website. Bala and Verma (2018)" it can further be argued that knowing which social media sites a company's target market utilizes is another key factor in guaranteeing that online marketing will be successful". One of the first market strategy will be to start off with an online tour, preview, or demo of a virtual pre-launch event for people who cannot attend or prefer to stay home and the elderly who cannot get out and about. secondly, a unique invitation will be sent out to our clients to view. try out and provide feedback.

Also, my daughter beautybyroxc and myself will be wearing my solar powered Nike air force trainers at the pre-launch to advertise and promote my innovative e-commerce business. In addition, this would be a great customer engagement strategy. With our exclusive offers it will further emphasise how much we value our customers.

5.0 Conclusion

In conclusion to the ending of my report, my understanding is that one of the strategies that can be used by my company to enhance marketing performance is innovation. The innovations create and anticipate the significant effect of a business's profit growth, market expansion, and overall sales. innovation in my E-commerce business has taught me to adapt from an existing idea and introduce a new concept and that is how I produced Nurjahans Nike solar powered trainers. For strategic planning it was important to conduct a swot analysis to analyse internal and external factors around Nurjahans solar powered trainers to determine the advantages, threats, and weaknesses of our business so that we could increase our strengths, fill in our weaknesses, and take advantage of fresh opportunities to reduce risks. After my research and analysis in marketing I can convey that it would be a valuable tool for my business as it would play its part in informing consumers about my goods and services, engaging them and influences their purchasing behaviour. Overall innovation will be the introduction of my new business E-commerce is the process which I will use to conduct my business online and marketing is the activity that I will use to interact with my target audience.

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