

Development of innovative unique service or product proposition

Module name: Developing innovation and Creativity for Business Advantage

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Executive Summary

This report explores a novel business idea called Wanderlust which is centred around a subscription service whereby each month customers receive a box containing products representing one particular country. It delves into the value proposition, e-commerce setup, marketing strategy, and privacy and data protection measures of the service, aiming to offer a thorough insight into its operational structure and strategic direction. This delineation outlines the envisioned evolution of the business from a conceptual stage to a thriving commercial venture.

Introduction

In an era characterized by the rapid acceleration of globalization and ever-deepening interconnectedness of the world, facilitated by advancements in technology and communication, there exists a palpable yearning to delve into the vast tapestry of the world's cultures (Aslam et al., 2018). The idea of immersing oneself in the richness and diversity of traditions, tastes, and treasures from far-flung corners of the globe holds allure for many individuals who seek to transcend the confines of their cultural milieu and broaden their horizons (Bauman and Bauman, 2016).

In response to the discernable wide-spreading quest for cultural exploration, more and more businesses are recognizing the opportunity to cater to this burgeoning customer demand, presenting various products and services (Bughin, Chui and Manyika, 2013). Amidst the contemporary highly competitive business environment, innovation stands as a key differentiator, enabling companies to stand out amidst the crowd. As such, it emerges imperative for businesses to continually push the boundaries of creativity and ingenuity, leveraging technology and forward-thinking strategies to devise novel solutions that cater to the evolving needs and interests of customers (Greer, 2013).

The current report will present a pioneering concept centred around facilitating global exploration and learning: Wanderlust Box, a curated subscription service that offers customers the chance to embark on a journey of discovery, receiving a carefully curated selection of products representing one country every month. The paper will delve into the product proposition, e-commerce setup, marketing strategy, and privacy and data protection policies of the service, to provide a comprehensive understanding of its operational framework and strategic approach, delineating its planned business progression from a conceptual idea to a successfully commercialized business venture.

Service Description

Wanderlust Box constitutes a subscription service wherein each month customers get delivered a box of products that embody the essence of one specific country. The boxes' content is carefully curated to offer an authentic and immersive experience of the featured nation's culture, traditions, and flavours, with the products featured spanning a diverse range of categories. Subscribers can expect to find an array of items such as traditional snacks, delicacies, and spices selected to offer an authentic gustatory experience representative of the country's culinary landscape, artisanal crafts and handmade goods that showcase the country's skilled craftsmanship and artistic traditions, cultural artefacts, art pieces, and souvenirs that serve as tangible reminders of the country's rich heritage and cultural identity as well as products from iconic brands that have become synonymous with the country's culture and are revered both domestically and internationally. Furthermore, each box is accompanied by a wealth of informative materials designated to deepen subscribers' understanding of the country's geography, history, traditions, and culture. These materials encompass detailed narratives that delve into the geographical features, landmarks, and regions that shape the country's landscape, offer insights into its history, traditions, and cultural significance, and present a multitude of intriguing facts, furnishing customers with a deeper understanding of the rich tapestry of the featured nation's heritage and identity. Additionally, each box includes curated recipe cards, featuring traditional dishes and cooking techniques, allowing customers to recreate authentic culinary experiences in their own homes, further immersing themselves in the country's cultural landscape.

Value Proposition

As outlined by Osterwalder et al. (2015), the value proposition of a product or service constitutes an essential component for its successful commercialization, encapsulating the unique benefits and advantages that an offering provides to its customers, thereby compelling them to engage in transactions and potentially yielding competitive advantages.

The Wanderlust Box's premise is firmly grounded in the provision of outstanding value to subscribers who seek an immersive exploration of global cultures within the confines of their own homes. In pursuit of this objective, each box undergoes careful curation overseen by seasoned professionals who possess a comprehensive understanding of the represented countries, thus ensuring that the resulting selection of products epitomizes high standards of quality, uniqueness, and authenticity. Furthermore, notably, the featured items are not available at conventional UK stores, endowing subscribers with a distinctive and enriching experience that is unattainable or highly costly through mainstream avenues of consumption.

Nevertheless, while the products curated within the Wanderlust Box hold substantial material value and can provide tangible enjoyment and utility, the greatest worth lies in the knowledge and cultural enrichment imparted by the service. The Wanderlust Boxes are designated to serve as conduits of cultural exchange and enlightenment, providing subscribers with highly valuable opportunities to delve into the depths of global diversity and heritage, deepen their geography, history and cultural knowledge and foster a sense of interconnectedness with the world around them. Beyond mere acquisition, they offer customers an intellectually stimulating and emotionally rewarding journey of discovery, facilitating a fascinating and educational exploration of global cultures (Lemon and Verhoef, 2020).

Supplementary Value-Adding Features

Alongside its core value proposition, Wanderlust Box augments its offering with value-added features aimed at further enhancing the subscriber experience. For instance, the option to send Wanderlust Boxes as gifts provides an opportunity for customers to share the experience of global discovery with friends and loved ones, contributing to the service's appeal, expanding its market reach and cultivating a sense of community and shared exploration (Hudson, 2017). Furthermore, the provision of a free delivery further bolsters the venture's value proposition, removing barriers to access, ensuring a seamless and cost-effective purchasing experience and serving as a tangible manifestation of Wanderlust Box's commitment to customer satisfaction (Park, 2007; Osterwalder et al., 2015).

Box Varieties

Wanderlust Boxes are offered in three varieties to cater to diverse preferences and needs: Standard, Extra, and Child.

The Standard box represents the quintessential Wanderlust experience, featuring the afore-described selection of products that embody the essence of the featured country. Meanwhile, the Extra box enhances this experience, going beyond the standard offering by incorporating additional products that further enrich the subscriber's cultural exploration experience. Finally, the Child box is specifically tailored to younger audiences, featuring child-friendly products and placing greater emphasis on educational content and interactive learning experiences to ignite curiosity and foster cultural awareness from an early age. As highlighted by Collins and Thomson (2019), providing consumers with a choice between options is conducive to enhanced customer engagement and overall satisfaction, accommodating the needs and preferences of a wider array of individuals.

Global Strategy

Initially, the Wanderlust Box service will be introduced exclusively within the confines of the UK, a strategic decision aimed at fortifying market penetration and cultivating a robust consumer base within this geographic area. This approach will afford Wanderlust Box the opportunity to derive a comprehensive understanding of the market dynamics, consumer behaviours, and preferences prevalent within the UK landscape, thereby facilitating its ability to effectively cater to the specific demands of this market segment and driving its prosperous commercialization and growth trajectory (Cuervo-Cazurra, 2011). Moreover, the focus on a single market will allow for swifter navigation of logistical complexities, supply chain management and regulatory frameworks, further contributing to the service's efficacy and propelling it towards the establishment of a strong operational foundation that is essential for sustainable growth (Peng, 2022).

Subsequently, as Wanderlust Box solidifies its presence and operational capabilities within the UK market, opportunities for strategic expansion into new markets will be explored, with this expansion potentially involving targeting markets with similar demographics, cultural interests, and consumer behaviours to those observed in the UK, as a means of ensuring a seamless transition and adaptation of the service (Ghemawat, 2007; Peng, 2022).

Market Analysis

According to The Subscription Economy Index (2021), subscription-based businesses have seen an impressive growth of 435% over the past decade, and this trend is expected to persist, with the market projected to reach \$1.5 trillion by 2025. Within these dynamics, the global subscription e-commerce market, in particular, was estimated at \$120.04 billion in 2022 and is anticipated to escalate to \$904.2 billion by 2026, driven by the rapid growth of online shopping trends (Rizvi, 2022).

In relation to the global subscription box market in specific, notable advancements have also been observed, with it being estimated at \$32.9 billion in 2023 and projected to continue to expand to \$105.4 billion by 2032 (IMARC Group, 2023). This growth is underpinned by the increasing demand for personalized and curated products, the convenience and accessibility afforded by subscription-based models, the subscription box market's ability to offer novel and unique experiences and the growing influence of social media blogs (Chen et al., 2018; Andonova et al., 2021).

In the realm of the UK's subscription-based business landscape, analysis from Whistl (2022) reveals that a significant 81% of UK households are enrolled in at least one subscription

service, with an average expenditure of £500 per year. This robust adoption has resulted in the cultivation of a thriving market, presently valued at £395 million annually. Forecasts indicate a remarkable trajectory, with expectations for the market to exceed £1.8 billion by 2025, driven by an anticipated annual growth rate of 18.9%.

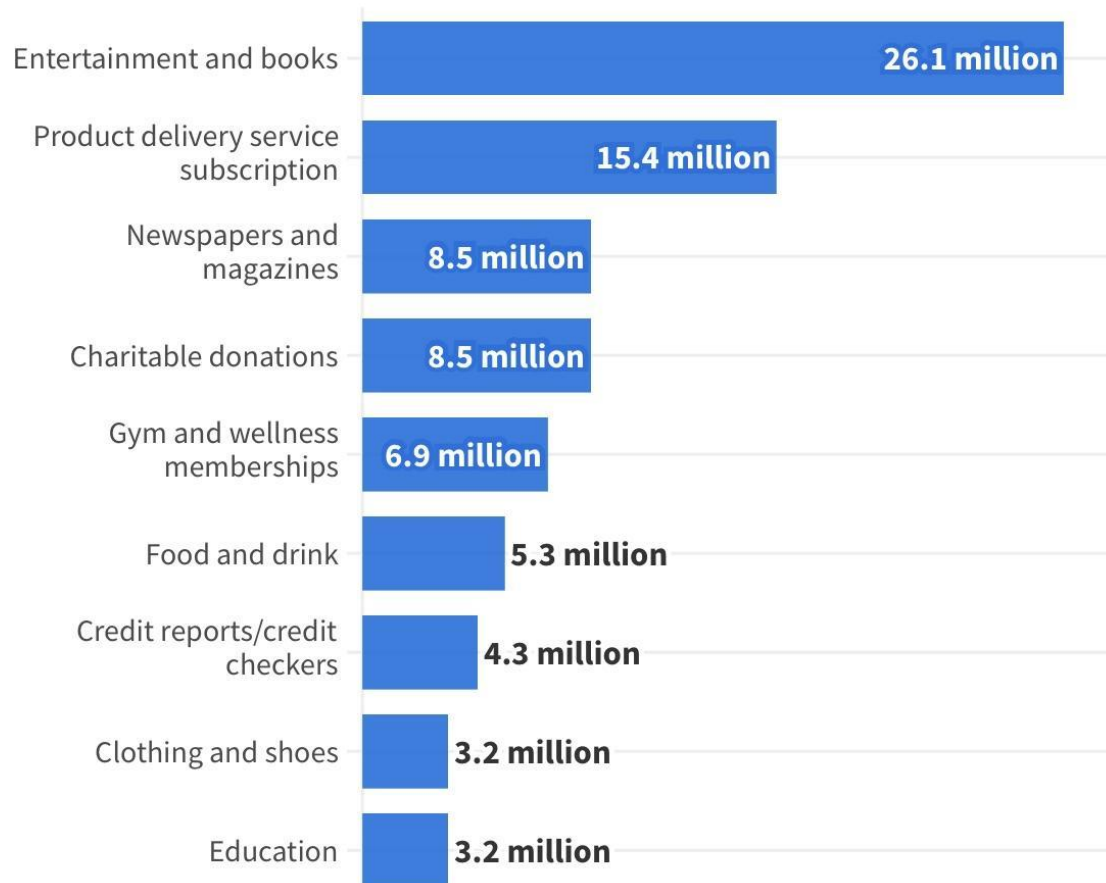


Figure 1. Most Popular Subscription Services (Finder UK, 2023))

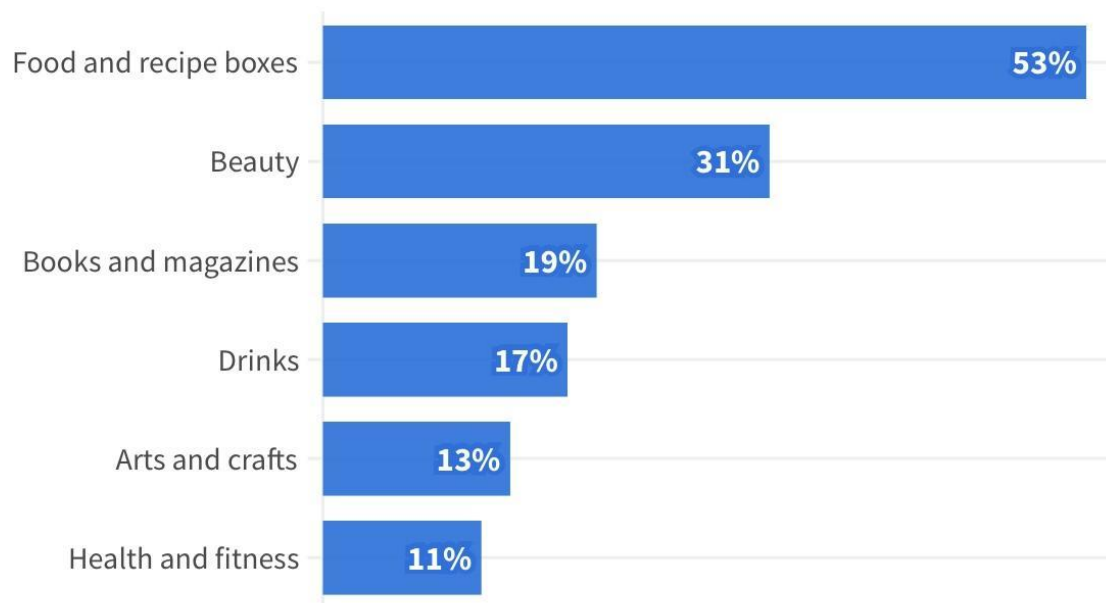


Figure 2. Percentage of Individuals Subscribed to Different Types of Subscription Box Services (Finder UK, 2023)

Amidst this flourishing landscape, Wanderlust Box is well-positioned to thrive. The service's novel and unique proposition that has not yet been offered in the UK market presents a compelling opportunity to meet the growing consumer appetite for personalized and culturally immersive offerings, thereby capturing market share and establishing itself as a leading provider of cultural exploration and discovery in the burgeoning subscription-based business realm.

E-commerce Setup

Given the nature of its service, Wanderlust Box necessitates the establishment of a robust e-commerce platform to facilitate seamless order processing and customer interactions. As orders for the service will only be made online, it emerges imperative to ensure a smooth and convenient purchasing experience for customers (Hyken, 2018). Failure to do so may deter potential buyers, resulting in missed sales opportunities and hindering the service's business prospects (Jain et al., 2021).

In exploring potential avenues for setting up the service's e-commerce platform, various options exist. Among them are package solutions such as Opencart which provide open source solutions that can potentially better meet specific needs and requirements (Lee et al., 2021) and Software-as-a-Service (SaaS) which offer pre-built e-commerce frameworks that

can be quickly deployed with minimal technical expertise required (Chai, 2021). Alternatively, established online marketplaces such as Amazon and eBay can be leveraged, capitalizing on their expansive customer reach and robust infrastructure (Vulkan, 2020), or the option to develop a custom e-commerce platform may be pursued, affording the greatest extent of control over website content and management (Jain et al., 2021).

The initial development of Wanderlust Box's e-commerce platform will be executed through the adoption of the SaaS solution Shopify. This strategic decision is underpinned by Shopify's robust suite of features, user-friendly interface, and expedited deployment capabilities, which will collectively enable the service to swiftly establish its online presence with minimal upfront investment and development resources (Haque, 2023). Furthermore, Shopify's scalable infrastructure will ensure that Wanderlust Box can efficiently accommodate anticipated growth while maintaining operational agility and flexibility (Dushnitsky and Stroube, 2021). As such, this approach to platform development will enable the service to optimize its time-to-market and establish a solid foundation for sustained business expansion and success in the competitive e-commerce landscape (Wiley, 2023).

Concurrently, it is also to acknowledge that Shopify is PCI level 1 compliant for credit card processing, thereby demonstrating adherence to high standards of server compliance and ensuring robust protection of sensitive payment information. Additionally, the SaaS platform is also in compliance with the General Data Protection Regulation (GDPR), safeguarding customer data, while its integrated fraud protection system further adds an additional layer of security, flagging potentially fraudulent orders for manual review to mitigate risks (Hoang, 2024).

Still, in anticipation of future business maturation and evolving operational exigencies, the development of a custom-made e-commerce platform is envisaged, wherein the service will be offered through a dedicated website which will provide a more immersive and tailored customer experience and will fortify Wanderlust Box's operational efficiency, customer engagement, and competitive edge (Jain et al., 2021).

Payment System

The payment system initially adopted will leverage the robust infrastructure provided by Shopify which offers comprehensive support for various payment methods while adhering to Payment Card Industry Data Security Standard (PCI DSS) compliance requirements. Shopify's integrated payment system offers a diverse array of options, accommodating major credit cards like Visa and Mastercard, alongside alternative payment methods such as PayPal

and Apple Pay (Hoang, 2024). This comprehensive support for various payment modalities will not only contribute to customers' convenience and drive their purchasing propensity (Fatonah et al., 2014).

Eventually, as Wanderlust Box matures and evolves, the transition to a custom-made platform will lead to the confrontation with the decision of choosing the most suitable payment processing solution. At this juncture, various prominent payment providers such as PayPal, Stripe and PaySafe will be evaluated and compared based on multifaceted criteria as a means of selecting the payment solution that most closely aligns with the service's needs, strategic objectives and commitments to payment security (Twarogal, 2024; Jackson, 2024).

Marketing Approach

Target Customer Groups

At the core of an effective marketing strategy lies a profound comprehension of the business's primary target customers. In the context of Wanderlust Box, the following segments are particularly expected to resonate with the service:

Travel Enthusiast

Wanderlust Box garners appeal among travel enthusiasts due to its ability to satiate their inherent desire for exploration and discovery. By offering curated selections that encapsulate the essence of diverse cultures, the service provides an avenue for these individuals to indulge their passion for global exploration and cultural immersion, even in the absence of physical travel opportunities (Vinnakota et al., 2023; Zubrzycki, 2017).

Experience and Novelty Seekers:

Wanderlust Box appeals to those who constantly seek out new and unique experiences by offering a curated selection of products that promise novelty and cultural intrigue. For these individuals, the service represents an opportunity to discover the unfamiliar and expand their horizons through an assortment of curated items that spark curiosity and fascination (Tfaily, 2018).

Subscription Box Enthusiasts:

With the burgeoning popularity of subscription box services, Wanderlust Box taps into the allure of curated deliveries and the excitement of unboxing experiences (Bray et al., 2021). By providing a recurring delivery of carefully selected products that promise cultural immersion and discovery, the service caters to the preferences of consumers who appreciate the convenience and anticipation associated with subscription-based offerings (Janzer, 2020).

Education-oriented individuals:

Wanderlust Box holds appeal for those who are in constant pursuit of learning or seek to foster their children's curiosity and love for knowledge. Through the provision of informative materials and curated products that offer insights into different cultures, traditions, and histories, the service can serve as a valuable educational resource for families (Hussein, Kusair and Ismail, 2022).

Marketing Strategy

Built upon the discernment of Wanderlust Box's primary target customer groups, the service's marketing strategy is designed to effectively engage and resonate with each segment of its audience and target it throughout the entire customer journey experience.

Social media marketing will constitute a fundamental pillar of Wanderlust Box's promotional endeavours, with a focus on capitalizing on the visually compelling and shareable nature of its offerings. Platforms such as Instagram, Facebook, and Pinterest will be leveraged, whereby captivating imagery, engaging content pertaining to the service's featured products and countries, and immersive storytelling will be deployed to resonate with the target audience (Chakraborty and Jain, 2022). Additionally, interactive elements such as polls, quizzes, and user-generated content campaigns will be utilized to foster community engagement and encourage audience participation, thereby enhancing brand visibility and awareness and driving customer engagement and loyalty (Desai and Vidyapeeth, 2019).

Furthermore, strategic partnerships with renowned influencers and prominent bloggers also will be forged to amplify Wanderlust Box's reach and credibility. Collaborative endeavours with influential figures in the realms of travel, lifestyle, and experiential exploration will allow for the harnessing of their existing followings to generate fervour and engender interest in the service (Yesiloglu and Costello, 2020). Through sponsored content, co-branded initiatives, and various campaigns, not only will access to new audiences be gained but also the endorsement of trusted figures will be leveraged, ultimately bolstering the service's visibility and customer appeal (Jin and Muqaddam, 2019).

In tandem, resources will be allocated to paid advertising initiatives across platforms such as Google Ads and Facebook Ads, deploying campaigns that leverage advanced targeting capabilities to ensure precise alignment with the interests, behaviours, and preferences of targeted customers, thereby maximizing the effectiveness of advertising endeavours (Dempster and Lee, 2015; Chen et al., 2016).

Additionally, an email marketing strategy designed to orchestrate meaningful interactions at every stage of the customer journey will be instituted. Commencing from the initial point of inquiry about subscription to subsequent post-purchase communications and beyond, tailored email campaigns will be deployed with meticulous precision, offering pertinent content, exclusive promotions, and personalized suggestions tailored to the individual preferences and purchasing history of each subscriber. By nurturing leads, fostering brand loyalty, and facilitating ongoing interaction, email marketing will emerge as a potent instrument for

cultivating enduring relationships with customers, driving repeat business, and fueling the service's sustained growth trajectory (Hartemo, 2016).

Privacy and Data Protection

It is essential that all product and service ventures adhere to stringent standards of privacy and data protection to uphold the integrity and trustworthiness of their operations. By implementing robust privacy protocols, businesses can mitigate the potential risks associated with data breaches and regulatory violations, thereby reinforcing the confidence and loyalty of their customer base (Kongnso, 2015). Moreover, maintaining a commitment to data security fosters transparency and accountability, essential elements for sustaining a reputable and credible brand image within the competitive marketplace (Koskosas, Kakoulidis and Siomos, 2011).

The following table outlines Wanderlust Box's comprehensive privacy and data protection assurance plan, detailing the specific measures taken to ensure compliance with pertinent regulatory frameworks.

Regulation	Measures
GDPR/Data Protection Act 2018	- Appointment of a Data Protection Officer (DPO) responsible for overseeing compliance with GDPR regulations and advising on data protection best practices.
	- Conduction of regular data protection impact assessments (DPIAs) to identify and mitigate risks to individuals' privacy rights associated with data processing activities.
	- Implementation of data minimization practices to limit the collection and retention of personal data to that which is strictly necessary for the intended purpose.
	- Provision of transparent and easily accessible privacy notices detailing the purposes and legal basis for processing personal data, as well as individuals' rights under GDPR.
	- Establishment of procedures for responding to data subject access requests (DSARs) and requests for data rectification or erasure in accordance with GDPR requirements.
Privacy and Electronic Communication Regulations (PECR)	- Acquisition of explicit consent from individuals before sending marketing communications via email or SMS.
	- Provision of clear and user-friendly opt-out mechanisms to allow individuals to easily unsubscribe from marketing communications.
	- Ensuring compliance with individuals' rights under PECR, including the right to object to direct marketing and the right to have personal data erased from marketing databases.
Security and Compliance	- Incorporation of robust access controls and authentication mechanisms to prevent unauthorized access to sensitive data.
	- Regularly review and updating of access permissions to ensure that only authorized personnel have access to personal data.
	- Encryption of sensitive data both in transit and at rest using industry-standard encryption algorithms to protect against unauthorized interception or access.
	- Monitoring and auditing of access logs to detect and respond to suspicious or unauthorized activities promptly.
	- Conduction of regular security assessments and penetration testing to identify and remediate vulnerabilities in Wanderlust Box's systems and infrastructure.

Conclusion

This report presented Wanderlust Box, a pioneering concept in the realm of subscription services that offers customers the opportunity to embark on a journey of global exploration and learning. Through a carefully curated selection of products representing one different country each month, Wanderlust Box facilitates cultural immersion and discovery, enriching the lives of subscribers with diverse experiences. Delving into various aspects of the service such as its product proposition, e-commerce setup, marketing strategy, and privacy and data protection policies, the report sought to provide a comprehensive understanding of the operational framework and strategic approach of the service and underscore its potential to successfully establish itself on the market.

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Appendix

Development of Innovative Unique product or service proposition

Module name: Developing innovation and Creativity for Business
Advantage
Code: BMSW6102
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INTRODUCING WANDERLUST BOX

WANDERLUST BOX:

A monthly subscription box service delivering curated products representing one specific country each month.

CONTENTS:



Carefully curated items spanning diverse categories

- A selection of traditional snacks, delicacies, spices, artisanal crafts, handmade goods, cultural artifacts, art pieces, souvenirs and other.
- Informative materials provided to deepen understanding of the featured country's geography, history, traditions, and culture.
- Recipe cards included for subscribers to recreate authentic culinary experiences at their homes.



Option to send boxes as gifts.



Free delivery of all boxes.



WANDERLUST BOX VARIETIES



STANDARD BOX

The classic offering a curated selection of products representing the essence of a specific country each month.

- Ideal for those seeking a diverse cultural experience with a mix of traditional snacks, artisanal crafts, and informative materials.



EXTRA BOX:

An enhanced option offering additional products for an even more immersive experience.

- Includes all items from the Standard Box plus extra surprises and exclusive offerings.
- Designated for subscribers looking for a more extensive global exploration.



CHILD BOX:

Curated with young explorers in mind, this option offers a tailored selection of products and activities to ignite curiosity and foster a love for global learning.

- Features child-friendly products, educational materials, and interactive games, being an ideal choice for families and young adventurers.
- Emphasizes educational content to foster curiosity and learning about different cultures.

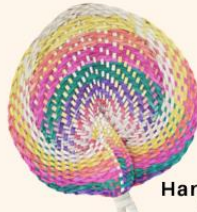
EXAMPLE BOX: PHILIPPINES MONTH



Chicharon



Dried mangoes



Hand-held fan



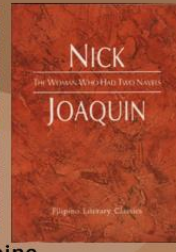
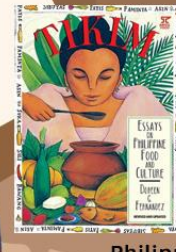
Jeep



Tricycle



Native Bags



Philippine Literature

THE UNIQUE VALUE PROPOSITION OF WANDERLUST BOX

CULTURAL IMMERSION:

- Wanderlust Box delivers curated experiences to immerse in global cultures.
- Addresses the desire for authentic cultural exploration in the contemporary globalized world.

TAILORED EXPERIENCE:

- Each box offers an authentic journey into a country's culture.
- Meets the desire for unique and personalized experiences beyond conventional entertainment.

EDUCATIONAL ENRICHMENT:

- Each box offers an authentic journey into a country's culture.
- Supports the pursuit of continuous learning, self-development and exploration of adults and children alike.

BUSINESS CONCEPT AND MODEL OVERVIEW



PRODUCT/SERVICE CONCEPT:

- **A subscription service centered on facilitating cultural exploration and learning through the novel, innovative approach of delivering curated subscription boxes.**



LOGISTICS:

- **Strategic Partnerships:** Collaborations with various suppliers, artisans, and brands worldwide to source authentic and high-quality products.
- **Supply Chain Management:** Implementation of streamlined processes for efficient procurement, inventory management, and order fulfillment.
- **Seamless Delivery:** Utilization of reliable shipping and logistics partners to guarantee safe and efficient transportation.



REVENUE MODEL:

- **Subscription-based model:** Customers pay a monthly fee to receive curated boxes.
- **Additional revenue streams:** Potential partnerships, affiliate marketing, and sponsored content.



GLOBAL EXPANSION STRATEGY:

- **Initial focus on the UK market to derive a comprehensive market understanding and robust operational foundation, followed by subsequent exploration of similar markets for seamless expansion opportunities.**

E-COMMERCE PLATFORM

INITIAL DEVELOPMENT THROUGH A SAAS SOLUTION: SHOPIFY

- **Established Reliability:** Robust and proven infrastructure that ensures operational stability and security.
- **Expedited Implementation:** Rapid deployment expedites market penetration and revenue accrual.
- **Scalability:** Shopify's scalable architecture enables seamless expansion to accommodate growing customer base and transaction volume.
- **Security Compliance:** Adherence to regulatory requirements and PCI-DSS standards for secure user experience and payment processing.



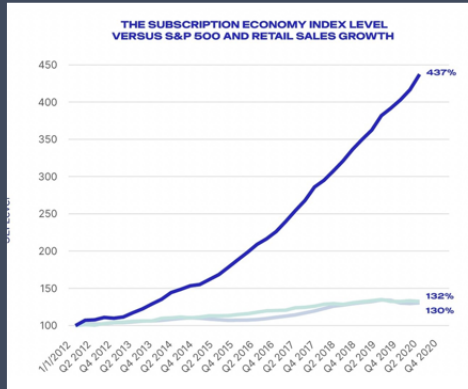
SUBSEQUENT ADOPTION OF A CUSTOM PLATFORM

- **Tailored Functionality:** More precise alignment with evolving business needs and objectives.
- **Enhanced Control:** Greater flexibility and control over user experience and feature development.
- **Competitive Differentiation:** Facilitated delivery of a distinctive online shopping experience, thereby promoting brand differentiation and bolstering value proposition.
- **Data Security Imperative:** Implementation of advanced security measures to ensure data protection and privacy compliance.

Diverse Payment Options: Availability of diverse payment transaction solutions, necessitating careful selection.



MARKET ANALYSIS



Subscription-based businesses have experienced a 435% growth over the last decade, with the market expected to reach \$1.5 trillion by 2025 (The Subscription Economy Index, 2021).

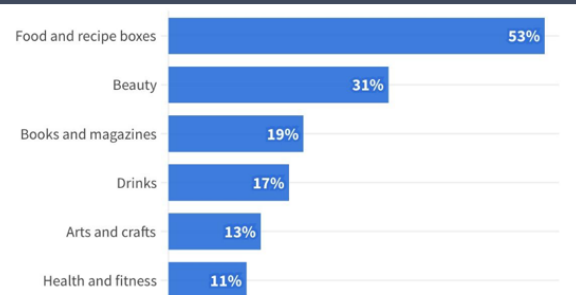
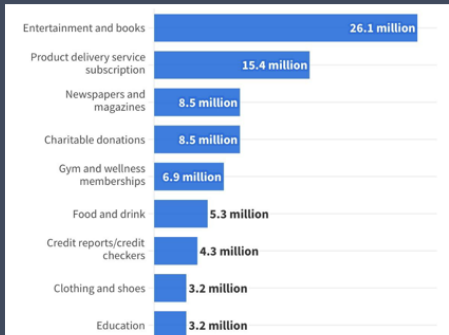
The global subscription e-commerce market was estimated at \$120.04 billion in 2022 and is projected to reach \$904.2 billion by 2026, fueled by the rapid rise of online shopping (Rizvi, 2022).

The subscription box market reached \$32.9 billion in 2023 and is forecasted to reach \$105.4 billion by 2032, driven by the increasing demand for personalized products and the influence of social media blogs (IMARC Group, 2023).

In the UK, 81% of households are subscribed to at least one service, with an average annual expenditure of £500, contributing to a market worth £395 million annually, expected to surpass £1.8 billion by 2025 (Whistl, 2022).

- 57% Exclusive content
- 55% Time saving
- 54% Good value
- 40% Convenience
- 52% Tailored products

MARKET ANALYSIS



KEY TARGET CUSTOMER GROUPS



TRAVEL ENTHUSIASTS:

Attracted to the Wanderlust Box for its carefully chosen items representing various cultures, providing a way to explore the world even when travel isn't possible.

SUBSCRIPTION BOX FANS:

Enjoy the thrill of curated deliveries and unboxing experiences with Wanderlust Box's carefully chosen products for cultural immersion.



EXPERIENCE SEEKERS:

Attracted to Wanderlust Box's unique products, offering cultural exploration and a chance to expand horizons.

EDUCATION-FOCUSED INDIVIDUALS:

Committed to continuous learning or seeking to foster curiosity and knowledge, finding value in Wanderlust Box's provision of informative materials and selected products offering insights into different cultures



MARKETING STRATEGY

SOCIAL MEDIA MARKETING:



- Using multiple social media platforms.
- Sharing appealing content.
- Telling engaging stories.
- Using polls and quizzes for community participation.

INFLUENCER PARTNERSHIPS:



- Collaboration with influencers and bloggers in travel, lifestyle, and experiential exploration realms.
- Creation of sponsored content and co-branded initiatives to amplify brand reach and credibility

PAID ADVERTISING:



- Allocation of resources to campaigns on platforms like Google Ads and Facebook Ads.
- Incorporation of precise targeting aligned with the interests and behavior of targeted customers.

EMAIL MARKETING:



- Sending customized emails throughout the customer journey.
- Sharing relevant content, special offers, and personalized recommendations.



PLAN FOR SUSTAINING THE INNOVATIVE BUSINESS PROPOSITION

1 CONTINUOUS INNOVATION

2 CUSTOMER ENGAGEMENT

3 STRATEGIC PARTNERSHIPS

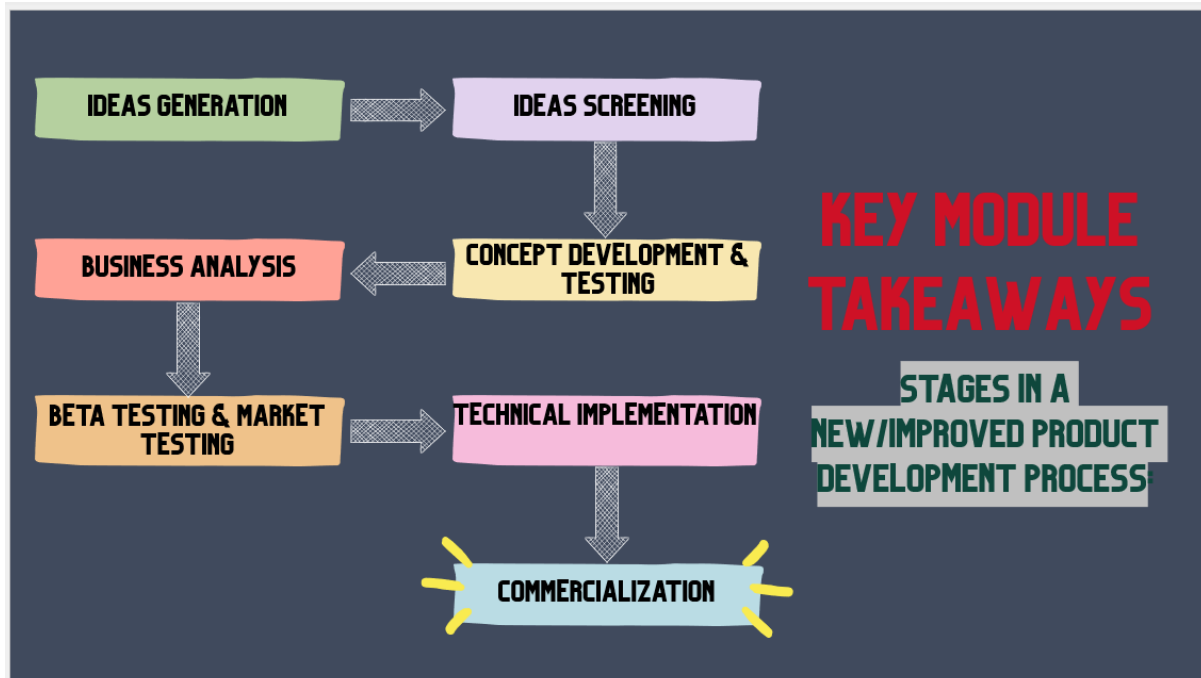
4 DIVERSIFICATION OF REVENUE STREAMS

5 OPERATIONAL EFFICIENCY

6 CONTINUOUS IMPROVEMENT

PRIVACY AND DATA PROTECTION STRATEGY

REGULATIONS	MEASURES
GDPR/Data Protection Act 2018	• Appointment of a Data Protection Officer • Conduction of regular data protection impact assessments • Implementation of data minimization practices • Provision of transparent and easily accessible privacy • Establishment of procedures for responding to data subject access and data rectification or erasure requests
Privacy and Electronic Communication Regulations (PECR)	• Acquisition of explicit consent from individuals before sending marketing communications
Security and Compliance	• Provision of clear and user-friendly opt-out mechanisms • Ensuring the right to object to direct marketing and the right to have personal data erased from marketing databases. • Incorporation of robust access controls and authentication mechanisms • Regularly review and updating of access permissions and logs • Encryption of sensitive data both in transit and at rest



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