

DEVELOPING INNOVATION AND CREATIVITY FOR BUSINESS ADVANTAGES

DEVELOPMENT OF INNOVATIVE PRODUCT OR UNIQUE SERVICE PROPOSITION

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EXECUTIVE SUMMARY

As a matter of fact, every business needs to solve customers' problems therefore if the business wants to stand out and be successful then the company should offer better shopping experience to its customer's. In this report the technological advancement that will be underpinned will solve the problem that customers have when they shop online, and their problem is deciding whether the item will fit them. So, the implementation of virtual try on technology that will allow customers to try on clothes digitally without visiting brick and mortar store is the best additional feature to online retail shopping experience.

Print Fashion store is offering to its customer's high quality designed clothing and the ability to try it on digitally. Many consumers are worried when shopping online whether the ordered clothes will fit them and as a result, the virtually try on technology will help them to find what they are looking for and what is more, they can try as many items as possible and save the time when making purchase decisions from the comfort of their home.

Shopify is the best solution marketplace, easy to launch a Fashion Print store and start selling designed clothing. The advantage of their marketplace website is that it has all the tools needed to manage every part of the business. Many people buy custom printed clothes especially teenagers and people who desire to show their unique fashion trends.

Consistency is essential when the company is trying to establish brand awareness and reach new customers across all channels should be in line the company's overall identity. A marketing plan can help with this alignment by ensuring that the message the company want to offer is clear and consistent.

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INTRODUCTION

The purpose of this report is to generate an innovative deliverable unique service by taking the advantage of technological advancement thus the technological advancement will create the unique value to customers. People need services and products to function the way they demand and solve their problems. The fact that business success depends on its ability to address customer needs and the knowledge is what it makes easier for businesses to create products and services that meet the needs of their customer's.

On the other hand, businesses also need to monitor their competitors to see what they are doing and how they are improving their products and services. To begin with, It is critical for business to find out what are their customer needs are and then they should look for ways to create a products and services that will solves its customer's problems based on their needs because when the buyers want to purchase it, is what everything is about as it has a direct impact on the market in which it is sold.

Covid-19 has been the most significant disturbance to businesses let alone to fashion retailers. As a result, many businesses have closed their stores and adjusted their strategies with a focus on digital platforms. Although, online purchasing developed significantly during pandemic, most consumers key issue was whether the products will fit them, but it was impossible to visit physical stores. Today the e-commerce customer's buy clothing at any time from any location and as a result, both customer's and competition among fashion retailers increased. For this reason there are clearly so many opportunities for digital entrepreneurs to develop new digital business models that are responsive to changing customer requirements (Nambisan, 2017).

INNOVATIVE PRODUCT/SERVICE

A self-service-based technology machine, SMFT explains products in more compelling and effective way by reflecting customer's images back to them in 360-degree panoramic augmented fashion, and it allows customers to choose styles and colours that match their needs (Avelino et al., 2019).

This artificially intelligent technology, is utilising a two-way mirror with cameras, electronic displays and sensors behind the glass, offers suggestions and changes light levels to demonstrate what outfit will look like at different times of the day (Daniel, 2018).

Today, consumers value personalisation and the idea of selling designed and customised fashion printed clothes especially for women of ages 18-50 years old will give the value customer expect.

Ecommerce and internet shopping is continuing to dominate retail success by attracting younger generation. However, due to poor service experiences older generation had in physical stores they turn to online shopping as well and they have become more comfortable purchasing clothing online and are seeking ways to optimize their buying experiences. With Augmented reality (AR) and virtual reality (VR) technologies that can create an interactive experience for customer's and allowing them to virtually try on clothes in different sizes without trying them on physically is what most customer's need nowadays.

Open innovation practices are adopted by new online business models in order to improve their sales channels through technological advancement capabilities.

Personalising consumer experience can help innovate and establish brand identity as technology plays a vital role in business open innovation strategies because the key advantage is the ability to identify consumers needs.

There are numerous different ways for a company to decide how they can innovate, for example, product innovation such as the development of a new product or an improvement of an existing product or a new feature added to an existing product. All these are the drivers of innovation, it can be technological advancements or changes in product requirements or alternative method to processes. It is up to every business to explore different types of business innovation.

Retail personalisation is providing to every customer a unique shopping experience which is very important if the business want to develop a strong customer base.

Fashion is one of the most dynamic industries in the world as it evolves with seasons and can quickly adjust to a changing consumers behaviour, technology and market situation. Nowadays consumers prefer more to shop online over the checkout queuing in brick-and-mortars stores.

The increased growth for online shopping also faces increased competition between retail marketplaces. The best thing for business to stay competitive is to be more innovative and develop stronger brand with the help of social media. For example, when a company also offer free and fast delivery will have an impact on the company and its customers as buyers are interested in free offerings. People wants products and services that will benefit them, they all have different preferences and lifestyles and one of the elements that customer's use to determine where to purchase their products is the features provided by each e-commerce websites. Digital platforms play a vital role in the entrepreneurial landscape (Sutherland and Jarrahi, 2018).

The Innovative Unique Service Proposition

The economic impact, such as Covid-19, Brexit and Russia invasion of Ukraine has raised the inflation, people are experiencing a cost-of-living crisis however, they continue to spend but most of them are preferring to purchase low-cost brand alternatives. Pandemic has influenced consumers buying behaviours by pushing them towards online purchases (Vanquez-Martinez et al., 2021). Moreover, online sales grow much faster.

“The most sold items in the world are clothing and fashion items.”
(BlueCard.com)

Every aspect of fashion has been influenced by technology consequently to stay ahead of the competition, business must focus on the essential variables that influence customer's buying factors which are psychological, social and situational. We all make purchases in response of our own needs and every business goal is to sell therefore understanding consumers buying behaviour is important for a company to succeed in its new product and service launching because if the company fails to understand its customer's attitudes towards their buying preferences there is a high chance to fail the competitive advantage.

PESTLE ANALYSIS

POLITICAL	Political stability affects the growth of businesses, Increase in online shopping
ECONOMIC	Inflation Economic Raise If the economy is stable people spend more.
SOCIAL	Lower income families spending habits, Ecommerce gives customer's choice of the products, High competition
TECHNOLOGICAL	Technological advancement Data Security
LEGAL	Tax Rules Local law Provide Cheaper products than competitors
ENVIRONMENTAL	Eco-friendly Recycle Packaging

E-COMMERCE

It is important to be aware when starting your own printing business that in ecommerce it is a very competitive field, so the success depends on making sure that the store stands out from the crowd by sourcing high quality products also to have your own printed designed products. Essentially, for every business to identify its target audience is very important as most business nowadays have an online social media presence that have free build-in analytic tools it is easy gather all the information's of customer data because data are important to successfully implement retail personalisation.

The control of demographic data can effectively present each customer with a tailored shopping experience that attracts to their interest, for example, Instagram is the second most downloaded free app in apple store and users are browsing for average 53 minutes per day also 200 million users check out at least one business account each day. Instagram Reels is one of the fastest ways of gaining new followers and potential new customers.

Customer Relationship Management (CRM) has become a leading business strategy in highly competitive business environment and CRM can be viewed as “Managerial efforts to manage business interactions with customer's by combining processes and technologies that seek to understand a company's customer's (Kim, Suh, & Hwang, 2003). Companies are becoming increasingly aware of many potential benefits provided by CRM. Some benefits are increased customer retention and loyalty, higher profitability and creation value for the customer's, also customization of products and services and lower process, higher quality products and services (Jutla et al., 2001, Stone et al., 1996). The core parts of CRM activities are understanding customers profitability and retain profitable customer's (Hawkes, 2000).

The average business accounts posts have 0.98% monthly growth.

Demographics.

Age	Male	Female
13-17	4.7%	4.0%
18-24	17.9%	13.1%
25-34	16.5%	13.9%
35-44	7.5%	7.9%

In 2022, three items with the most popular purchases where clothing (ec.europa.eu) statistics.

Online purchases of goods, EU, 2022

(% of individuals who used the internet in the previous 3 months)

CODE	LABEL	16-24 years	25-54 years	55-74 years	EU
I_BFLMG	Films or series as DVDs, Blu-ray etc.	4	4	2	3
I_BMUSG	Music as CDs, vinyls etc.	5	4	3	4
I_BBMC	Bicycles, mopeds, cars, or other vehicles or their spare parts	4	7	4	5
I_BCPH	Cleaning products or personal hygiene products	7	12	6	9
I_BEEQU1	Consumer electronics or household appliances	8	13	7	10
I_BFDS	Food or beverages from stores or from meal-kits providers	9	14	6	11
I_BCG	Children toys or childcare items	3	17	6	12
I_BMED1	Medicine or dietary supplements such as vitamins (online renewal of prescriptions is not included)	7	15	11	13
I_BHARD1	Computers, tablets, mobile phones or accessories	16	16	8	13
I_BSPG	Sports goods (excluding sport clothing)	16	18	7	14
I_BBOOKNLG	Printed books, magazines or newspapers	14	16	11	14
I_BFURN1	Furniture, home accessories or gardening products	9	20	13	16
I_BCBW	Cosmetics, beauty or wellness products	16	20	10	17
I_BFDR	Deliveries from restaurants, fast-food chains, catering services	26	23	7	19
I_BCLOT1	Clothes (including sport clothing), shoes or accessories	51	49	26	42

Source: Eurostat (online data code: isoc_ec_ibgs)

eurostat 

On the other hand, Facebook is the largest social network in the world with more than 1.86 billion people logging daily, for ecommerce store owners it is one of the best ways of using social media marketing plus, Facebook has now a new feature called Facebook Shops that makes it easy for users to browse and purchase products on both Facebook and Instagram. To reach people on Facebook through an ad in Meta Ads Manager, the ad will appear in Facebook marketplace.

E-commerce entrepreneurs can launch their own online stores in less than half an hour using Shopify marketplace and it is a simple process as Shopify offers a comprehensive ecommerce platform to help new businesses to start, grow and manage their business. To stand out from the crowd with Shopify augmented reality technological advancement it is ideal for this as it draws attention and make potential customer's curious to discover the product and therefore more customers can be generated.

To effectively present each customer with a tailored shopping experience that appeals to their liking, demographic data, purchase history and location must be explored. Customer's data is the key to successfully implement retail personalization. Shopify is a powerful complete ecommerce platform that let people to create and customize an online store with an online store builder and themes, selling in multiple places including social media such as Facebook and additionally, manage products, inventory, payments and shipping. Shopify partnered with Facebook to provide sellers the best multichannel solutions.

A retailers website design is crucial for creating a satisfying user experience and facilitating a loyal consumer base, increasing the likelihood of consumers returning (Cyr, 2014).

When the business already sells products on Shopify, Facebook Shops will become available as an additional sale platform and use it to create store on Facebook and Instagram where entrepreneurs are able to customize as well and add products directly inside Facebook and Instagram. With these Shopify integration, products and inventory will stay in perfect sync where it is possible to manage business from one place as well as order checkout that is also powered by Shopify. Literature suggest that the way information is presented on retail websites potentially determines consumers online shopping behaviour (Deng and Gu, 2021), and visual appeal of a website could have an impact on users' trust (Pengnate and Sarathy, 2017). As consumers can leave a website quickly and easily, retailers need to encourage them to browse for longer through their website design (Wang et al., 2014).

When it comes to selling online clothes there is one factor that online shops might struggle with and that is getting the customers to try and see the products on them. Shopify virtual try on app is exactly what customer's needs and it might increase customer satisfaction and decrease possible returns. The advantage of smart fitting solution is that the virtual reality is determining the shape of online buyers using measurements to buy the right size and that adds value to them. Technological innovations such as virtual-try-on and smart mirror fashion technology (SMTF) are rapidly making the retail setting smarter, reshaping its landscape by enhancing customer's experience in offline stores (Vermeeren et al., 2010; Willems et al., 2017; Rese et al., 2017; Dacko, 2017).

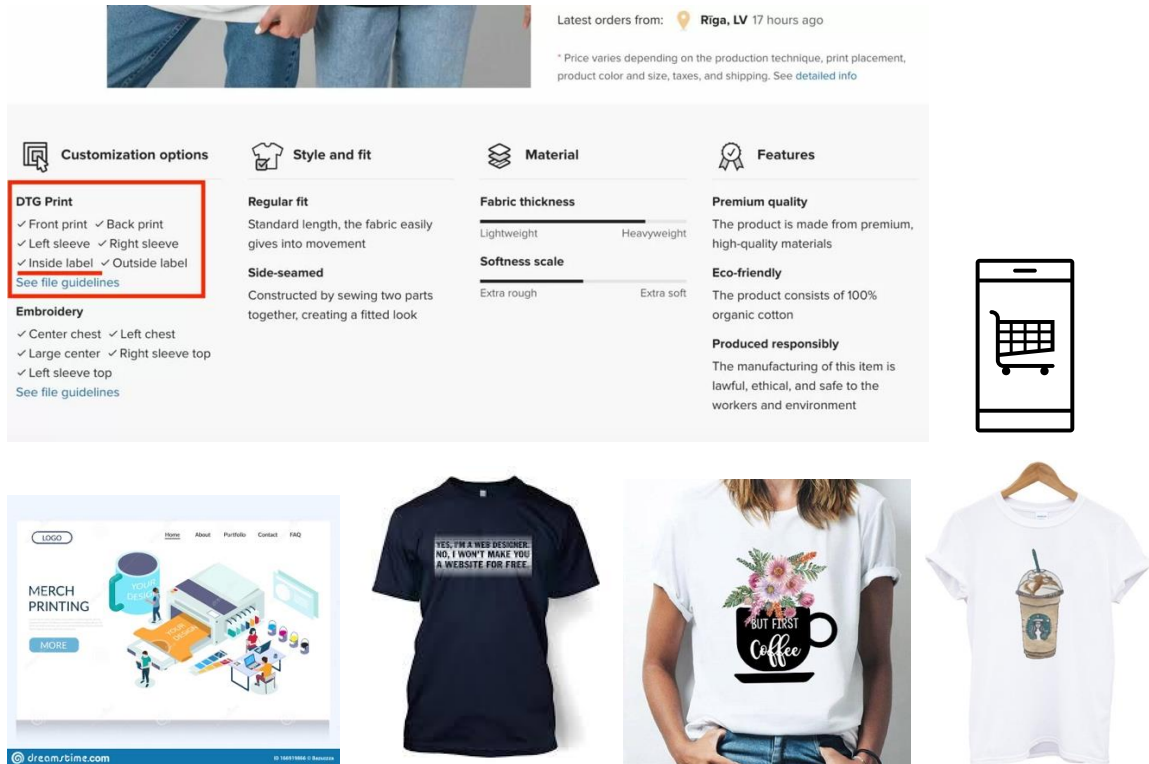
E-COMMERCE CONTENT

The marketplace content should be visually interesting:

- We are offering high quality printing services to businesses and consumers such as clothing print on demand, designed clothing, merch, and business uniforms.
- Customers virtually try on features, to see how it looks on you before you buy.
- Links to other social media website presence-Facebook and Instagram Reals.

WHAT YOU WEAR IS WHAT YOU ARE...





Latest orders from: 📍 Riga, LV 17 hours ago

* Price varies depending on the production technique, print placement, product color and size, taxes, and shipping. See [detailed info](#)


Customization options


Style and fit


Material


Features

DTG Print

- ✓ Front print
- ✓ Back print
- ✓ Left sleeve
- ✓ Right sleeve
- ✓ Inside label
- ✓ Outside label

See file guidelines

Embroidery

- ✓ Center chest
- ✓ Left chest
- ✓ Large center
- ✓ Right sleeve top
- ✓ Left sleeve top

See file guidelines

Regular fit

Standard length, the fabric easily gives into movement

Side-seamed

Constructed by sewing two parts together, creating a fitted look

Fabric thickness

Lightweight Heavyweight

Softness scale

Extra rough Extra soft

Premium quality

The product is made from premium, high-quality materials

Eco-friendly

The product consists of 100% organic cotton

Produced responsibly

The manufacturing of this item is lawful, ethical, and safe to the workers and environment













SMART MIRROR FEATURE TRY ON BEFORE YOU BUY IT

The E-commerce website will manage the business of printing design clothing and then shipping to customer's homes front doors. Shopify ecommerce platform has built in tools all in one place that are needed to create an online store so the first step is to download the Shopify app and set up the store, the next step is to upload the products and write descriptions that will help customer's easily find what they need. According to Shao and Pan (2019), media richness and interactivity encourage social interaction features and as a result online platforms involvement. Specifically, ecommerce platforms encourage visibility, direction and bullet information features (Sun et al., 2019, Wang et al., 2021). E-commerce and online shopping continue to command fashion retail success by attracting the younger generations. Meanwhile, the older generations of customer's are refraining from shopping at brick-and-mortar stores due to poor service experiences (Acquila-Natale and Iglesias-Pradas, 2020).

To create successful B2B and B2C business company that generates revenue from selling fashion print clothing as well as offer to customer's advanced service such as smart mirror solution besides run the business through multiple online channels is the answer to outperforming its competitors. One of the benefits with an active online presence is to gain customer's and for businesses it is easy to know how to find out how often people visit their website and much more through an online tool such as Google analytics across marketplaces, brands are gaining multiple touchpoints.

In fact, it is not too difficult to create an ecommerce website through Shopify platform however designing the online store is tough. The home page content, simplify the menu and search bar and eliminating the steps in checkout process to adding as many payment options as possible and get rid of adds takes time.

👑 Fashion Print offers free shipping and smart mirror solution to its customer's. This type of innovative technology that allows customers to try clothes without physically touching them will solve the biggest problems that online fashion retailers have with a growing number of returns as returns cost money especially if the delivery is free.

Delivery

When setting up the online store Shopify offer shipping methods which has the benefits of buying, printing also shipping labels directly from Evri and they only despatches domestically within the United Kingdom. Customer's can choose from standard and express shipping within the UK where it takes about 1-2 business days to get parcel delivered. The delivery company Evri is also offering up to 25 GBP coverage for lost and damaged packages.

Payment Options

When customers check out, they can choose to pay for their order through a variety of Shopify payments options. Businesses based in UK can use Shopify payments to accept debit and credit cards. However, it is important to check whether the business bank account is eligible for FPS transfers. To accept Shopify payments, it requires two-step-authentication because it helps to prevent security breaches that can lead to misdirected pay-outs and other financial losses.

PayPal allows payments through credit cards, bank accounts, buyer credit or PayPal account balances and PayPal is one of the Shopify default payment providers. Before payments can be collected it is important first to set up PayPal account. Third party transactions apply on all third-party alternative payment gateways, excluding PayPal and manual payments. So, it is possible to add additional payment methods

If customer's use PayPal as their payment method, then the entrepreneur is eligible for PayPal Seller Protection, for example if the customer's claims that he did not receive their items then PayPal Seller Protection policy covers for the full amount of the payment. PayPal is also monitoring every transaction to prevent both fraud and identity theft.

MARKETING STRATEGY

There are multiple ways to execute marketing but without strategy it is almost impossible so to attract potential customer's and make them aware of business offerings it is important to create attractive content for them that will provide them the value and make sure that it reaches the target customers. Content creation includes making videos or FAQs. Quality content always attracts visitors so after creating the content it will need to be optimized for search engines, in order to it to shows up in front of target audience. Marketing automations are enabling the company to automatically send emails to its customers when specific events are happening. Marketing automations use workflows from Shopify Flow to trigger when an email message is sent to create a custom automation.

Mission

“What you wear is who you are.”

Unique and aesthetically appealing, designed women custom printed clothes.

Target market

Age	Location	Job
18-24	Instagram	Hospitality Retail
25-34	Instagram & Facebook	Administration
35-50	Facebook	Health and social work Education

The target market for printing services involves both consumers and businesses where consumers that usually look for print items that are not on paper such as t-shirts, hoodies, swimsuit and pillowcases or also printing done on special paper such as photographs. This segment is driven by the need for specific product that they cannot find anywhere else or just want something that they are able to personalize therefore the quality will be especially important for them if they are interested in having family pictures on clothes, mugs or in photo album.

Some business needs to get printed merchandise such as printing they own product. This market segment is likely to pay more for this service, but they are looking for a quality printing services because the printing will reflect on their product and brand. This segment also includes business that want printed merchandise for internal use, for example t-shirts with company logos for their employees.

Competitors

There are many business models that are selling custom designed clothing, and that also means a lot of competition between companies selling same products and services. Therefore, it is specifically important to stand out from the crowd and provide customers with the best shopping opportunities and make changes that will impact customer's perception of value.

All kind of social media are essential to the marketing. Marketing strategy is long term plan as it encompasses everything from determining who the customers are to deciding how to reach those customers.

SWOT

Strength • A wide range of products • Loyal customer base • Easy to use the website	Weaknesses • poor customer service • Poor quality • Delivery issues
Opportunities • New trends • Developing new services	Threats • New competitors • New technology

MARKETING MIX

Tools and methodologies to use in order to achieve marketing goals through planning and developing effective strategies and it consist of everything that company is doing to influence demand for their products and services. The most important part of marketing is pricing because the price for the product or service influence potential customer's choice of purchasing.

Business name

👑Fashion Print

Business Value Proposition

- High quality fashion clothes
- Augmented reality AR

MEASURING PERFORMANCE

- Social media likes
- Growth in website visits

PRODUCT	QUALITY PRODUCT DESIGN SMART SOLUTION PRINT
PRICE	COMPETITIVE PRICING FREE DELIVERY DISCOUNTS FOR LOYAL CUSTOMER'S
PLACE	ONLINE STORE SHOPIFY APP UNITED KINGDOM DELIVERY CARRIER - EVRI
PROMOTION	Facebook SHOP INSTAGRAM EMAILS MONITORING COMPETITIVE ANALYSIS

PRIVACY AND DATA PROTECTION

The Data Protection Act 2018 is the United Kingdoms implementation of the General Data Protection Regulation (GDPR) it is a law that was approved by European Union and was set up to regulate the way companies processes and use personal data they collect from consumers. Every business who is using personal data must follow strict rules called “data protection principles” and make sure that the information's are used fairly, lawfully and transparently. This law makes it difficult for businesses to mislead consumers with confusing language when they visit their website. In addition, personal data cannot be transferred to another country outside EU whoever, in the past when businesses collected personal data, they also have been often sold without the consent of consumer, so the GDPR was adopted to ensure the correct protection of European citizens are protected.

GDPR requires organisations to follow responsible data collecting and usage in order to protect users' rights and privacy so EU citizens can understand how and why their personal data are used and gives them the right to decide how the data will be used. GDPR violations can result in significant fines and penalties.

GDPR applies to all business who sell goods or services to European consumers. In Shopify store you can limit collecting data in the checkout settings. If there is no need for the personal information, then there is no need to ask for it. Shopify uses fraud detection mechanism alerts. All about the GDPR and personal data usage should be explained in terms and conditions and privacy policy of a store. Moreover, putting an unsubscribe link on the website next to subscribe to comply with regulations in charge of GDPR.

CONCLUSION

In conclusion, the future of ecommerce in retail businesses is expected to change especially the technology. Personalised shopping experiences through online marketplaces together with artificial intelligence and flexible payment options will help brands to grow fast. The benefit of selling online is easy access to market that offers flexibility to customer's, access to global market and there is no need for a brick and mortar and therefore the cost associated with renting physical store.

RECOMMENDATION

Innovations are shaping online shopping and organisation that want to succeed needs to constantly innovate. Innovation can make things better. The digitalisation of retail has been evolving for some time now and it is apparent that technology is the key facilitator in fashion success company.

Data driven retail strategies that will help to outperform competition. Marketing brings attention to a business offering and the process of getting potential customers that will be interested in the products offered. Retail personalisation is vital, however, offering a positive customer service should be always number one priority. It is also important to provide opt-out options as some customer's do not wish to disclose their data. Marketing is valuable tool for growing the business.

Brand awareness is also important because consumers want something that they are familiar with rather than buying something new even when the price is lower so developing brand awareness through marketing strategies such as engagement and communication to promote products or services to target audience.

The businesses that do not invest in innovation will be unable differentiate themselves from its competitors and attract new customer's. Technological advancements are required in today's world to compete with the modern trends.

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