



MULTI-BRAND FURNITURE AND HOME COLLECTION STORE
BUSINESS PLAN

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EXECUTIVE SUMMARY

My business plan is to open a multi-brand furniture and home buying shop called“:DECOR”.

This business plan combines a B2B and B2C business model. The main focus is with the Chinese market. We work with designers/brands and deliver the products, brand culture and concept to the consumer.

The main theme of :DECOR is "fun, novelty and innovation" and the slogan is: décor and more. The main idea is to convey a fun and fashionable attitude towards life. Home is a playground of ourselves. Not everyone wants their home to look the same, with homogeneous style according to the general market trend, choosing almost identical furniture.

On the website and in the physical shop, :DECOR will use 3D technology to enhance the consumer experience, increase the sense of interaction and create a scenario-based shopping experience so that consumers can buy our products with greater understanding.

Interesting designs, a wide assortment, good quality, and one-stop such as style or color coordination service. This is one of the reasons why I think my business plan is approachable and attainable.

As a result of the pandemic, more people have started to work from home, and their homes have become more important to them and have started to pay more attention to the furniture. Sales in the furniture market have not been greatly affected by the epidemic and have even increased rather than decreased, which shows that the furniture market has a lot of potential and is a market that everyone must go for. This is one of the reasons why I think my business plan will work.



EXECUTIVE SUMMARY

:DECOR's business plan is a combination of online and offline business models. The offline shop located in Hangzhou, mainly for furniture display and showcase. While the online shops (official website, Taobao, WeChat app) are primarily for ordering and previewing new products. Offline promotion is mainly through advertising boards in underground stations and high-speed train stations. The main social media platforms used to promote the brand are RED, Weibo and WeChat. We also operate overseas social media accounts, such as Instagram.

On the consumer side, :DECOR offers high-quality products and excellent customer service. :DECOR staff are regularly trained in the necessary sales techniques and matching skills. The sales staff must be aware of the latest trends in the industry and the brand culture and DNA on display.

In the short term (within 12 months), :DECOR plans to set up a physical shop in Hangzhou and collaborate with at least ten designers and brands. :DECOR will start by hiring five full-time employees as the first of its team. Drop shipping is used, with the designers/brands taking 60% and :DECOR taking 40%. Drop shipping requires no payment in advance, just what is sold, with no hoarding (Pros and Cons of Dropshipping: Here's What You Need to Know - DEAR Cloud Inventory Management, 2018). The financial goal for the first year is to achieve profitability.



INTRODUCTION

I came up with this business plan for multi-brand furniture shop because I like to discover unique furniture, but many of the good designers are from overseas. There are no access to purchase in China. I have visited multiple home furnishing shops and home furnishing malls and done market research and found that most of the home furnishing designs are relatively modest, practical, and oriented towards popular tastes. In terms of colour palette, they favour everyday colours such as beige, grey, and Morandi. There are a few home buying shops that have some design homes, but they have a small range of homes, and the after-sales service is not available to meet the demand for one-stop shopping. I spotted the gap in this market and thought it was a business plan that could be tried and had a chance of success.





MARKET RESEARCH



MARKET OVERVIEW

With a population of 1.4 billion, China is by far the most populous country. China is an emerging superpower with a strong economy and stable development (China - Wikipedia, 2021). It is a promising emerging market. Because of the Covid-19 pandemic, local Chinese brands have become even more popular with consumers and are growing rapidly.

According to the Hurun Global Rich List 2020, Hangzhou is ranked 11th in the world and 6th in China in terms of the number of billionaires, indicating the very high spending power of Hangzhou consumers. Hangzhou's GDP per capita has increased from US\$3,020 in 2001 to US\$21,184 in 2018, indicating that Hangzhou is a city with great potential and a market with great potential (Hangzhou - Wikipedia, 2021). Hangzhou is number one in the "China Opportunity Cities" and has preferential welfare policies to encourage young people to start their own businesses, which is a rare opportunity for a new business or company.

According to PESTEL's analysis, Hangzhou, as the headquarters of Alibaba and other companies in the internet industry, strongly attracts young talents and is also known as China's "Silicon Valley". Hangzhou has a strong tourism industry, which attracts many tourists every year and has led to the rapid development of other related economies in the region. Because of the pandemic, Taobao has launched a 3D rendering shopping feature (3D Rendering in Tmall: Cutting Edge Tech to Accelerate Image Preview 30x, 2020). 3D real-world scene reproduction guide technology involves multiple fields such as CV (Computer Vision), CG (Computer Graphics) and 3D rendering. This not only provides 3D information about the scene, but also gets information about every object in the scene. It is possible to get rid of the real-world constraints of design and bring concept scenes online. This is a great enhancement to the consumer shopping experience, and more intuitive.

Mobile payments in China are extremely popular, mainly using Alipay (Alibaba Group) and WeChat. In 2018, over 85% of purchases in China were made on mobile payment platforms. In addition to Alipay and WeChat, Huabei (a consumer credit product launched by Ant Financial Services, which offers a credit limit ranging from RMB 500-50,000 and a "spend first, pay later" shopping experience) is also popular among consumers, especially the post-80s and post-90s. (Team, 2019).

WeChat (the Chinese 'super APP') is the most popular social media platform in China (Team, 2019). It is closely followed by Sina Weibo (or microblogging, similar to Facebook), TikTok, and RED (a cross-border e-commerce social platform) as the most popular social networking service in China.

MARKET OVERVIEW

While China's online retail market is very strong, they have not given up on offline shopping either. Increasingly, Chinese consumers are opting for a combination of brick-and-mortar retail shops and online shopping in what has become the "new retail" (Chinese Millennials Spending Behaviors: 2020 analysis | Daxue Consulting, 2021). This new retailing will become the future of consumer shopping.

The Chinese are so obsessed with buying property because of the limited investment channels available in China. China's financial sector has lagged behind many developed countries for many years, meaning that Chinese investors have a limited range of options and more people see buying property as an investment (Why are Chinese so obsessed with buying property?, 2017). While the majority of millennials worldwide still struggle to own their own homes, 70% of Chinese millennials (aged 19-36) already own their own homes. Unique products and limited editions have great appeal to millennials, who seek individuality, are opinionated and do not like products that are too mass-produced. Millennial consumers in China are more willing to spend money on products and services rather than save money. These studies are proof of the huge demand in the Chinese furniture market. To attract millennial consumers requires products that are not only of good quality but also unique in design.

According to research, MADE.COM DESIGN LTD is located in London, United Kingdom, and is part of the Home Furnishing Stores industry. MADE.COM DESIGN LTD has sales of \$273.58 million in 2019 (USD), but sales exceed £1 billion in 2020. As a result of the pandemic, people have started to work more from home, which has led to a huge increase in demand for home offices, for example, sales of desks have increased by 200% (Farley, 2020). This phenomenon also suggests that COVID-19 had little impact on the home retail industry, with sales increasing rather than decreasing. Similarly the turnover of the furniture collection shop Fanji in China has also increased considerably. This also shows that the impact of the pandemic on the furniture retail market has not been significant and has continued to grow, and that consumer demand for furniture is expanding.



MARKET AUDIT

RISK

1. Retail ROI

The brick-and-mortar retail sector has been on a downward trend for many years, and the covid-19 epidemic has greatly exacerbated this phenomenon. The return on investment for brick-and-mortar shops is not high, and we are preparing to make the shops into a showroom format, with a focus on experience, combined with technology to enhance the consumer shopping experience.

2. DIMINISHED DEMAND

Because of the global recession of recent decades, consumers' spending power has also been limited and demand for fashion has diminished. We should seize the opportunity to increase our competitiveness in the market through different channels, increased product categories, etc.

3. DEEPER PARTNERSHIP

In the COVID-19, the fractured supply chain and fragile partnerships were exposed. :DECOR will try to work towards moving away from transactional relationships to find and create more flexible, deeper and more committed partnerships.

OPPORTUNITIES

1. CONSUMER SHIFT - Digital Sprint

Due to the pandemic, the use of digital has grown considerably. Many brands have started to focus on online consumption and consumers are embracing and adapting to live streaming, social shopping and want to diversify their services. We can use this to optimise the online shopping experience to attract more consumers.

2. SEEKING JUSTICE

Other low paid workers such as garment workers are at the very end of the crisis. As a result of the epidemic, vulnerable workers will be treated unfairly. Provide more dignity. :DECOR will provide workers with more dignity, security and justice.

3. WORK REVOLUTION

During the pandemic, the way things work were done changed dramatically. Many companies started to combine working from home and working in the office. It is even more important for companies to enhance the welfare and care of their employees so that they can experience a sense of belonging.

TARGET CONSUMERS

DEMOGRAPHICS

- Gender: Female and Male
- Social Class: Middle class to upper class
- Age: 18-35 (The main target consumers are younger millenials from age 22-29.)
- Income: High
- Education Level: Bachelor's degree and above
- Occupation: Highly technical/skills work, Industry elite
- Marriage Status: Single/married



GEOGRAPHICS

- Urban Areas: Hangzhou/ Shanghai/Beijing



PSYCHOGRAPHICS

- Users with strong social media spending power or offline spending power, strong aesthetic ability
- Interest and Hobbies: Fashion and furniture, following independent designers, niche designers.
- Personality: Lively, active, unique, independent. The courageous and innovative

- Lifestyle: Luxurious, Strong artistic sense



BEHAVIORALS

- Brand loyalty: above average
- Purchase Motivation: Strong love of design, art, love of unique, design niche furniture, emotional satisfaction
- Buying Behaviour: Product design, product quality, product after-sales service, consumer experience.



PRIMARY CONSUMERS

Younger millennials from age 25-29. Consumers in the first generation of the One-Child Policy, hereafter referred to as 20-somethings, are less inclined to save money and spend a more significant percentage of their salary on various products and services. They are particularly fond of trendy products and are more likely to use online shopping to purchase goods.

China's affluent consumers

One group of Chinese consumers, the 'rich', hold assets in excess of RMB1.5 million. This number exceeds one million and is still growing. This group is clustered in mega cities or first-tier cities such as Beijing, Guangdong and Shanghai. The wealthy in China are the least price sensitive and are the most willing to spend money on quality products or services. Imported products and high-end brands are more attractive

SECONDARY CONSUMERS

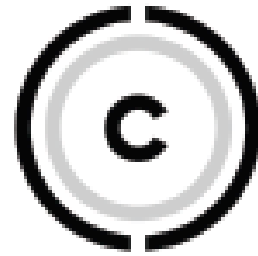
Generation Z from age 18-24.



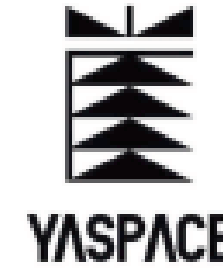
TERTIARY CONSUMERS

As for older millennials 30-40, Chinese consumer group is known as the thirty-somethings, is characterized by a more open upbringing and a good education. Consumers in this group save less and spend more on entertainment.

COMPETITOR



梵几®



Single Person

PRICE

(Figures from Dazhong Dianping)

Average spending: ¥7599 per person

Average spending: ¥12,762 per person

Average spending: ¥69394 per person

Average spending: ¥7500 per person

Average spending: ¥688 per person

PRODUCT

Tables, chairs, beds, sofas, children's furniture, Chinese antique furniture, furniture styles mainly leaning towards modern Chinese, Japanese and European styles.

Furniture, lighting, tableware, home furnishings and ornaments, kitchen accessories; mainly solid wood furniture

Furniture, lamps, porcelain, carpets, handicrafts, mainly Memphis style furniture

Furniture, lighting, tableware, home furnishings and ornaments, mainly imported furniture in a contemporary style, with brands from Denmark, Italy and Spain

Home furnishings, such as vases, tableware and lamps, as well as vintage items and accessories; minimalist and primitive style

PLACE

Four shops located in China in Beijing, Shenzhen, Shanghai, and Hangzhou, respectively.

There is an online shop on Taobao and on WeChat.

Physical Store in Shanghai
Online shop (official website, Taobao, WeChat)

Only one offline shop in Hangzhou

Online shop: WeChat

Flagship shop in Hangzhou, showrooms in Shanghai Furniture mall and Changzhou Furniture mall.

online shop: WeChat

Physical shop in Shanghai

No online shop

PROMOTION

Social media: Xiaohongshu(RED), Weibo, WeChat

Social media: RED, Weibo, WeChat official account, WeChat mini program

Social media: RED, Weibo

Social media: RED, Weibo, WeChat

Social media: Weibo, RED

STRENGTHS

There is Chinese antique furniture, which is very suitable for lovers of Chinese antiques. With sofas and cabinets of many kinds, there are many options. The furniture style is mainly inclined towards modern Chinese, Japanese and European styles and the shop is harmoniously decorated. The physical shop requires an appointment in advance to ensure a comfortable experience for consumers.

Some products are in stock, no need to wait or order. They have their own products in collaboration with designers. Prices are relatively friendly among furniture shops. A wide range of products and a good selection. Marketing and advertising is very good. The use of '3D reality' technology to see furniture makes it more intuitive for consumers.

A wide range of products. The physical shop is very stylish and design-oriented, the shopping experience is great, the staff are professional, very knowledgeable about the brands they sell and very patient.

The prices of the products are relatively friendly and affordable among designer shops. There are many collaborating brands, and the product range is relatively complete, with more choices.

In-store shopping, no waiting/ordering period needed. The average price is relatively low for mainly home furnishings, and the prices of products are very friendly among furniture shops. The range of products is comprehensive and there is a good selection. The service in the shop is great and the sales are very patient.

WEAKNESS

The main focus is on sofas, cabinets, and other large pieces of furniture, with a relatively small product line. The official website is simple, no details are shown, and the customer service is not very enthusiastic. The physical shop needs to be booked in advance. Unaware consumers or visitors are likely to walk away empty.

Single style, more limited target audience. The physical shop needs to be booked in advance and unaware consumers or visitors tend to walk out.

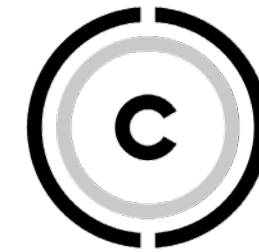
High price, single style, limited target audience. Very little social media marketing.

The styles are relatively similar and the target consumers are relatively limited. Marketing is rare and it is difficult to attract relevant potential target consumers.

Limited-space, mainly home furnishings (small pieces of furniture), niche style, more limited target audience. The physical shop needs to be booked in advance and unaware consumers or visitors tend to walk out. Social media is not well run and not up to date with enquiries.



High Price



Less Products

More Products



Single Person

Low Price

S

STRENGTH

1. :DECOR is a concept shop that integrates technology into retail. By using emerging tech like AR and VR, we provide a better shopping experience for consumers.
2. Products. Firstly, :DECOR covers a wide range of products. In addition to large pieces of furniture such as sofas and beds, there are also small pieces of furniture and decorative items such as carpets, quilts, and mirrors.
3. The physical store is to be updated regularly with new themes for consumers to visit.
4. The brick-and-mortar store provides one-to-one service by skilled staff, and meanwhile, the online website also offers professional advice on mixing and matching furniture styles.
5. Quality. The quality of our products is outstanding and will last for a long time. Plus, we hope to achieve sustainable development by extending the life of our products.
6. Pricing. Most of the brands sold in Furntitor are niche brands with a wide range and an extensive collection.
7. Product design. The :DECOR brands we choose have a good sense of design and a niche design style.

OPPORTUNITY

1. Active collaboration with good designer brands. Work with more sustainable brands or technology brands.
2. Continual development and improvement on VR technology to make the consumer experience more realistic, fun, and interactive.
3. Creating a brand for the store and selling furniture instead of just focusing on working with branded furniture.
4. Broadening the product line of furniture. There could be more home furnishings, such as sleepwear, aromatherapy, essential oils, etc.

O

WEAKNESS

1. Style: :DECOR 's selected brands are relatively niche or novice; therefore include a relatively small target audience.
2. Partner brands. When the company starts, the number of designer furniture brands that we work with will be limited.
3. Competition. A similar multi-brand collection of furniture buying shops had a much wider selection, with more current hot selling star products.
4. Fund. There is not enough money to promote and market the company at the very beginning.

W

THREAT

1. Consumers generally choose furniture shops or furniture malls to buy what they need at once and rarely pay attention to the more niche furniture buying shops.
2. Furniture shops require a large physical area and have high rent, resulting in low sales and a loss of money in the early stages.
3. Because the store adopts drop-shipping, some partner brands will be shipped from overseas, and the time lag between the consumer placing an order and receiving the goods will be longer.

T

PUSH FOR PROGRESS

EMBRACING FRUGALITY

MASTERING WELLBEING



TECH-CEPTANCE

Intentional Community

A screenshot of a smartphone displaying the Audre Lorde Book Club app. The top status bar shows the time 6:25, a search icon, and cellular and Wi-Fi signals. The app's header features the text "We're going SOMEWHERE GOOD." in white on an orange background. Below this is a purple banner with "Audre Lorde Book Club" in white. The main content area shows a book cover for "SISTER OUTSIDER" by Audre Lorde, with the subtitle "New Landmarks in LGBT CLASSIC". The cover is yellow with a black line drawing of a woman's face. To the left of the book are two small, round, open containers of what appears to be candle wax or soap. At the bottom, there is a purple navigation bar with a white circle containing three vertical bars (hamburger menu icon) on the left, and two buttons: "Swipe to Join" and "Skip" on the right.



PRODUCT / SERVICE



NAME OF BUSINESS

:DECOR

STRAPLINE

DECOR AND MORE

SENTENCE PITCH

:DECOR is the name of the business plan, which is not only catchy but also easy to remember, explaining it is a multi-brand furniture and home collection store.



BUSSINESS AIM

To delivery high quality, well-designed furniture to customers.

To convey the concept of sustainability and to raise awareness and interest in sustainable and technology.

To help niche designer brands promote better.

To delivery a better, more personality and advanced consumer experience to customers, both online and offline.



MISSION STATEMENT

The primary mission statement is selling well-designed, good quality and playful furniture and using technology to deliver a better consumer experience.



ETHOS

:DECOR's central ethos is technology.

We work with some brands with technology.

Using technology to deliver a better shopping experience to customers.

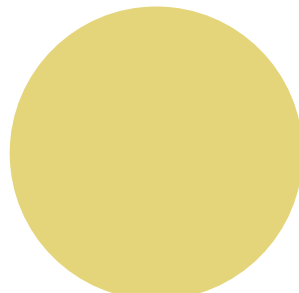
Our products have excellent quality. Sustainable with extended use periods.

BRAND LOGO

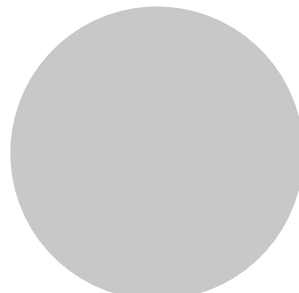


The logo is designed with the first letter D as a smiley face, reflecting the brand positioning of our buyer's shop: playful, novel and innovative. In addition to the quality and comfort of DÉCOR's furniture, the design choices are also fun, new, quirky and innovative.

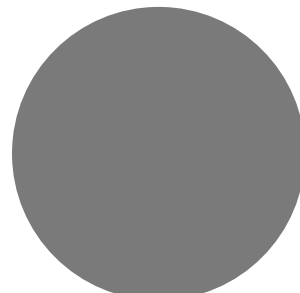
COLOR PALETTE



#e5d57a



#c8c8c8



#7a7a7a

Brand colour: :DECOR chose bright yellow and two shades of grey in different shades as the main colours of the brand, to showcase the cleanliness and comfort of the home, without losing the energy and fun, in line with our brand positioning. We hope that our furniture will add a touch of freshness and vitality to a humdrum life.

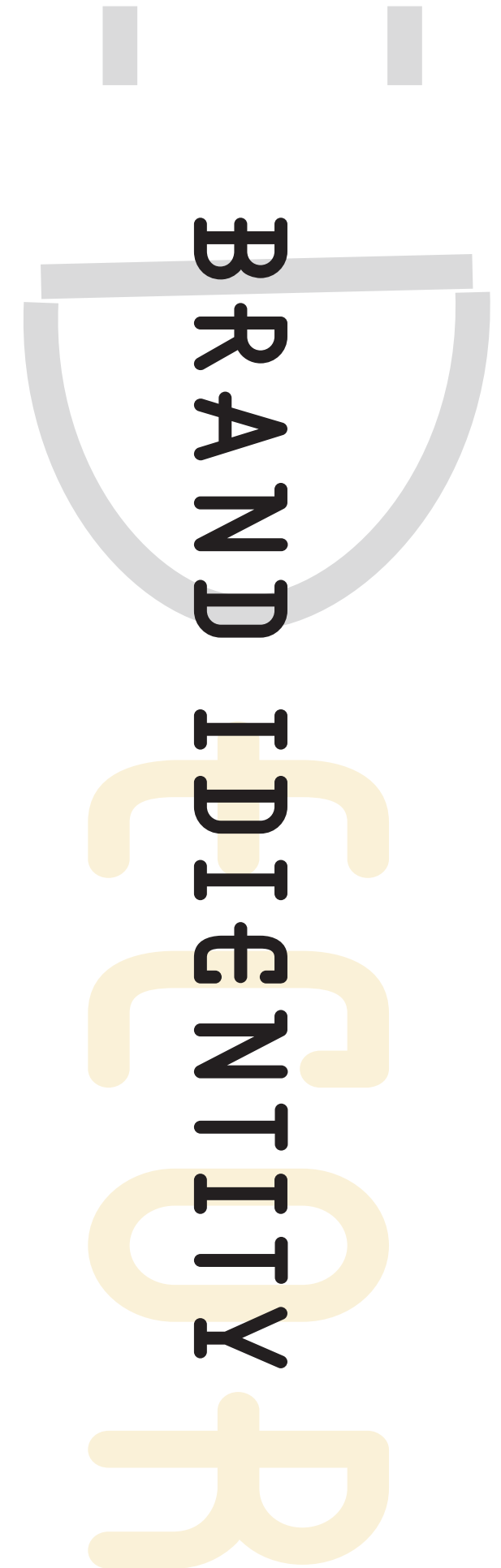
TYPOGRAPHY

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

a b c d e f g h i j k l m n o p q r s t u v w x y z





PRODUCT/ SERVICE'S USP

Service's USP

- Using 3D live-action shopping, 3D scenario-based shopping guide technology involves multiple fields such as CV (Computer Vision), CG (Computer Graphics), and 3D rendering. Technology improves the shopping experience of the consumer. It provides 3D information about the scene, and one can also get information about every object in the scene. It is possible to get rid of real-world constraints with a design and bring concept scenes online.

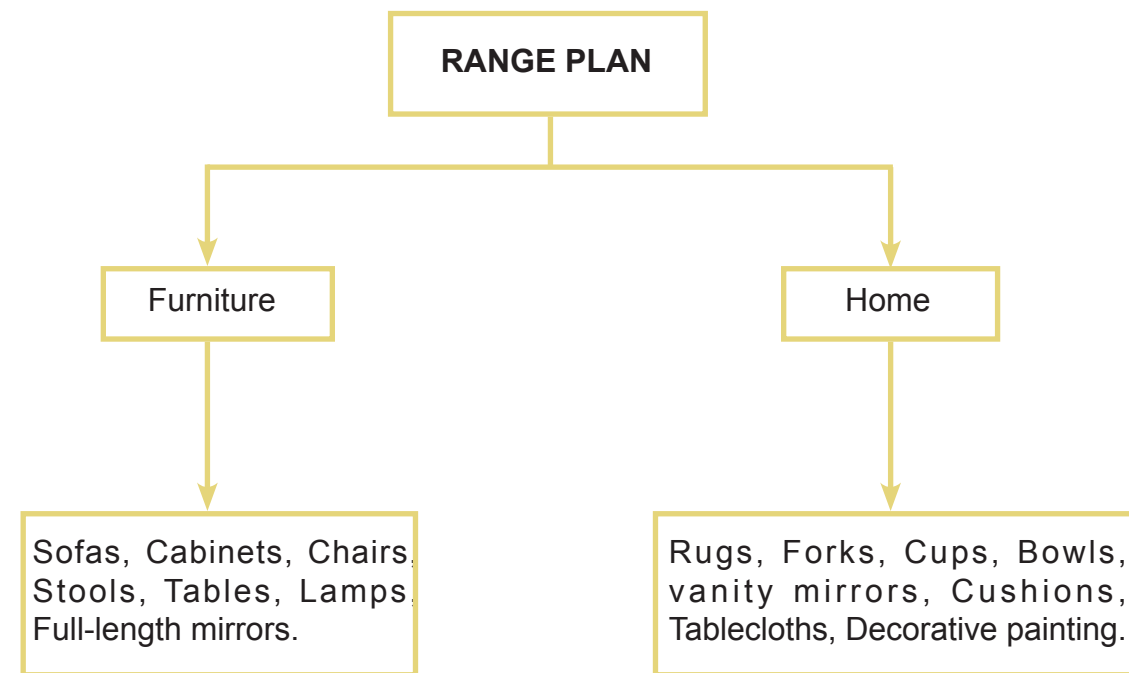
- We offer furniture matching, style matching, colour selection, etc. for consumers' reference.

Product's USP

- Collaborating with designer brands with varied and playful styles, with a sense of design while balancing practicality and quality.

- There are a number of collaborative artists whose work is unique.

RANGE PLAN & PRICE ARCHITECTURE



PRICE ARCHITECTURE

The average price of furniture is RMB 30,000, with larger items such as sofas and cabinets costing more per unit and other furniture ranging from 3,000-8,000.

Home furnishings are less expensive, ranging from around a hundred RMB to a thousand RMB. Cups, vanity mirrors etc. are basically priced at less than 1000. Carpets can be a little on the higher side at around 6000-20,000 RMB.



ASSETS

FLYER



BUSINESS CARD



LOOKBOOK



LAUNCH DATE

JANUARY

Coming soon campaign launch in social media.

Launch of :DECOR online shop and offline store.

MARCH- APRIL

WeChat advertising precision placement, RED micro influencers' promotion, generalist promotion.

JUNE

6.18 Taobao Midyear Celebration, one of the biggest discount seasons in China.

There will be discounts on selected products in the shops. There will be discounts both online and offline.

SEPTEMBER

China (Shanghai) International Furniture Fair

Attend the China (Shanghai) to find suitable partners.

FEBRUARY

February is Chinese New Year month and one of the biggest discount seasons in China.

:DECOR will be live streaming and there will be discounts on some items in the range of 10-30% in both offline and online shops.

MAY

Shanghai Furniture Fair opened.

Doing market research, consumer research, looking for more good designers to collaboration with, expanding :DECOR's product range and style.

JULY - AUGUST

Ongoing promotion of the store (both online and offline), new product launch campagin, the main promotion platform: RED, WeChat, Weibo.

OCTOBER-NOVEMBER

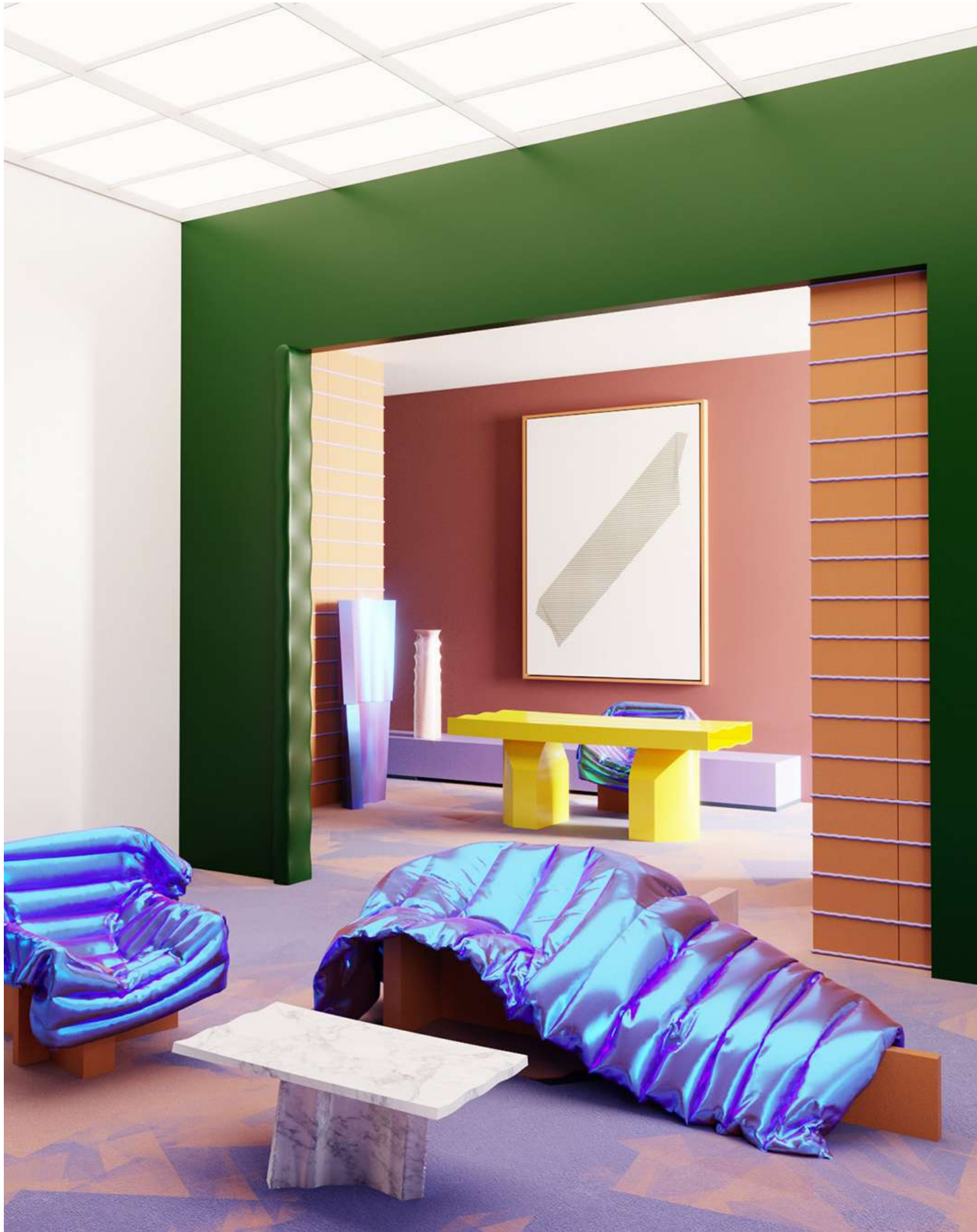
Double Eleven is the biggest shopping festival in China and the time period with the biggest deals and volume of transactions. We also seize this opportunity to expand our promotional efforts to attract as many consumers as possible and increase the number of orders.

A photograph of two round cakes, possibly carrot cake, on a clear glass plate. A calla lily flower with a yellow center and white petals is placed between the cakes. The background is a light, textured surface.

ROUTES TO MARKET

BUSSINESS MODEL

Key Partners	Key Activities	Value Propositions	Customer Relationships	Customer Segments
Collaboration Brands: Joyce Lin Katie Stout Seungjin Yang Frank Chou Studio Mignone Moustache BOLD Gufram Doing Goods TAN CARPET & HOME Make a pottery Weibo AD RED AD Taobao AD Instagram AD	Launch Event 3D scenario-based shopping Discount: Customers who come to the store for shopping, if they are willing to share photos to their social media (WeChat, Instagram, etc.), will get a 10% off on the next purchase.	USP: Offer 3D scenario-based shopping in both online and offline store. Value: 1-2-1 furniture matching service available by appointment in selected citie. :DECOR provides free delivery service when orders over £500. More than just consumption, focus on the customer's shopping experience. Buy online, collect in shop.	The relationship between staff and customers should be more comfortable, friend-like and mutual respect. However, at the same time our staff are very professional. In addition to the most basic service awareness and etiquette, it is also important to have a good knowledge of the designer's work in the store.	Our target consumers are mainly younger millennials and Generation Z, the age from 18 to 30. 1. Customer who interest in well-designed furniture. 2. Consumer who love life and enjoy decorating their homes. 3. Consumer who interested in shopping with technology and are willing to try new ways of shopping online. 4. Consumer who looking for a higher level of consumer experience.
Cost Structure			Channels	Revenue Streams
Physical store and office Online website 10 collaboration brands Marco & Mirco influencers RED promotion advertisement WeChat promotion advertisement Instagram promotion advertisement Labour			The main shopping channel is brick-and-mortar store, official website and TaoBao.	Consumers are looking for a higher level of consumer experience. Consumers recently looking to buy well-designed furniture or renovate their homes. Consumers usually pay by Ali Pay, WeChat pay or Credit cards. In the first stage (0-12 month), :DECOR will start collaboration with 10 brands. The collaboration is based on several terms: paying proportionally rent, selling their products on consignment, and finally agreeing on the price. All money from sales goes to the brand. After 1 year (1-5year), :DECOR will see the best sellers, and offer customised services. Collaboration with some brands and design some jointly-branded items.

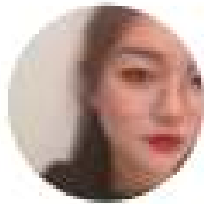


MARKET POSITIONING

The shop is positioned as a niche furniture buyer for small to medium sized retail shops. We have our own shops and are in direct contact with consumers. The brands/designers ship directly to us or direct to consumer's home.

LOCATION: Dongxin Hechuang Park, No.139 Liyuhe Road, Xihu District, Hangzhou, Zhejiang Province, China

CUSTOMER JOURNEY



Lucy Lu

Age: 23

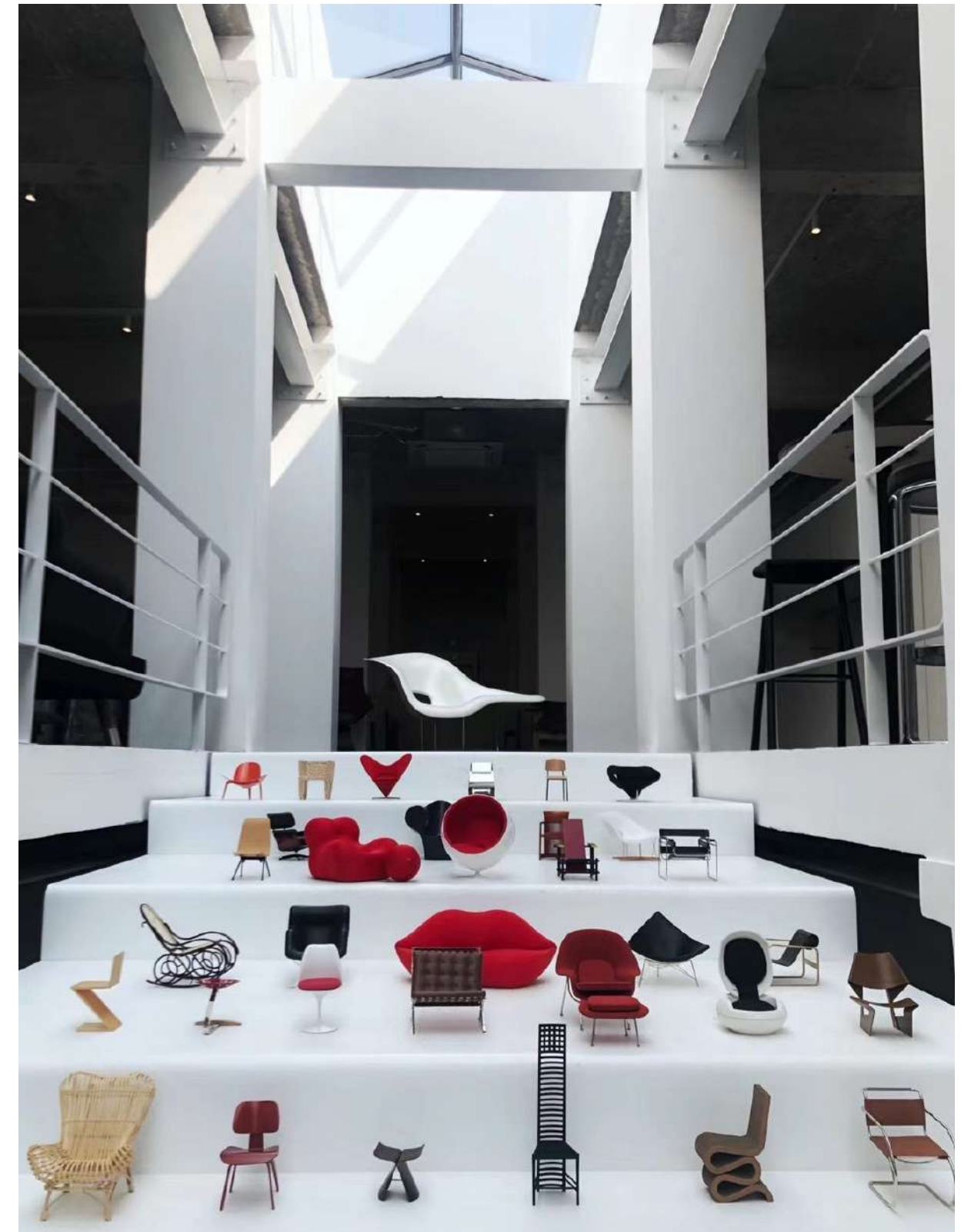
Occupation: Fresh graduate

Experience :DECOR for first time with friends.

EXPECATIONS

1. Novel, interesting and well-designed furniture products.
2. Good shopping environment.
3. Good shopping experience, patient salesperson.

	Heard about :DECOR	On the way to the store	Enter the store for a tour	Experience the service and buy products	Receive the furniture	Use of furniture + after-sales service
Doing 	Look for tweets from RED, WeChat Official Account, etc., or recommendations from bloggers, KOL or Influencers.	Discussing favourite furniture with friends and looking forward to seeing the furniture designs.	Enjoy the shop design and displays, admire the furniture, ask about the design features, materials, prices, etc.	The shop assistant's explanation of the products and patient service, experience 3D scenario shopping.	Wait for the furniture to be delivered and professionally installed, and recycle all the furniture packaging for secondary use.	Regular use of the furniture. Consult the after-sales service when you encounter problems.
Thinking 	What is this store like and is it really worth a visit?	Finally going to this shop, a bit nervous and excited and looking forward to it.	The furniture in this shop is very design and unique, with good design details and quality control, and acceptable prices.	The staff at this shop are very professional, the descriptions of each product are spot on, the service is also very attentive.	The waiting time for the furniture was a bit long, but it was worth it when I received it. And it was easy and environmentally friendly not to have to handle the packaging yourself.	The furniture is not only well designed but also practical and brings a different colour to life when placed at home. After-sales customer service can reply and solve problems promptly.
Saying 	"I'd love to see it, I hope it will surprise me."	"Hope to have a good experience."	"I love the concept of life that this shop conveys and the design of the shop."	"The 3D scenario service is very intimate, it is very intuitive to feel the furniture in my home."	"It was a very satisfying shopping experience and the furniture was in good quality and well-designed."	"This is a very professional shop to buy from and I will return next time I need it."



STORE POSITIONING AND VISUAL MERCHANDISING

The shop is clean and simple in white. The products are categorised by brand and are easy to see at a glance. Each brand will have an area as a showroom to display their products.



DECOR AND MORE



MARKETING STRATEGY



OVERVIEW OF STRATEGY & THEORY

After the pandemic, it is difficult to slow down the operation of physical shops for a while. We plan to start with visual merchandising, a good looking beautiful and advanced store display can quickly attract the attention of customers, thus achieving to attract traffic to the shop and increase the flow of customers.

Some of the artists that :DECOR collaborations with have unique pieces of furniture, which can be a good way to attract consumers, who will be curious when they hear words like new and limited edition, then they will want to know more about the brand or product. When consumers produce this psychology, sales of professional content of expression and explain, professional sales techniques will greatly improve the rate of turnover of goods.

Using the attributes of celebrities/mega influencers with their own halo and flow can quickly gather popularity and enhance the spread of the brand, thus driving sales of products. At the same time, it can improve credibility (The Effect of Celebrities in Advertisements, 2019). As public figures, celebrities can increase potential customers' trust in brands and products. For fans who like the star, the star's recommendation and sharing will increase their goodwill towards the brand and brand loyalty.

Some celebrities and bloggers will share their roomtours, their favourite home furnishing items, their outfits at home, etc. We can use the details of the videos to find out if the same products are currently sold in the shop, or to find out about new good designer brands and collaborate with them to create "Celebrity Identical" products to attract more consumers.

We post links to buy branded products on different social media, and posting links from multiple channels can increase our page views. At the same time, there are some differences in the potential consumers of different social media, so that we can harvest more diverse potential consumers and thus increase sales.

WeChat



WeCom (WeCom is an enterprise communication and office tool created by Tencent's WeChat team, with the same communication experience as WeChat. Helps companies connect internally, connect with eco-partners and connect with consumers.) mainly precipitates user relationships and increases the connection between the brand and the consumer (Zhan, 2021). We use WeChat to build brand image and share daily routine by sending friends to let users perceive that our brand is not only high value and high quality products, but also very tasteful and warm, to close the distance with consumers.

WeChat Official Account: mainly using AI technology to screen target consumers, placing public tweets precisely to potential target consumers or regular customers, increasing brand exposure and repurchase rate.

WeChat groupchat: The highest level of private domain traffic is to treat consumers as friends, to communicate proactively, to build emotional connections and to enhance trust. Convince the consumer that you truly care about his feelings and are not an emotionless money-making machine.

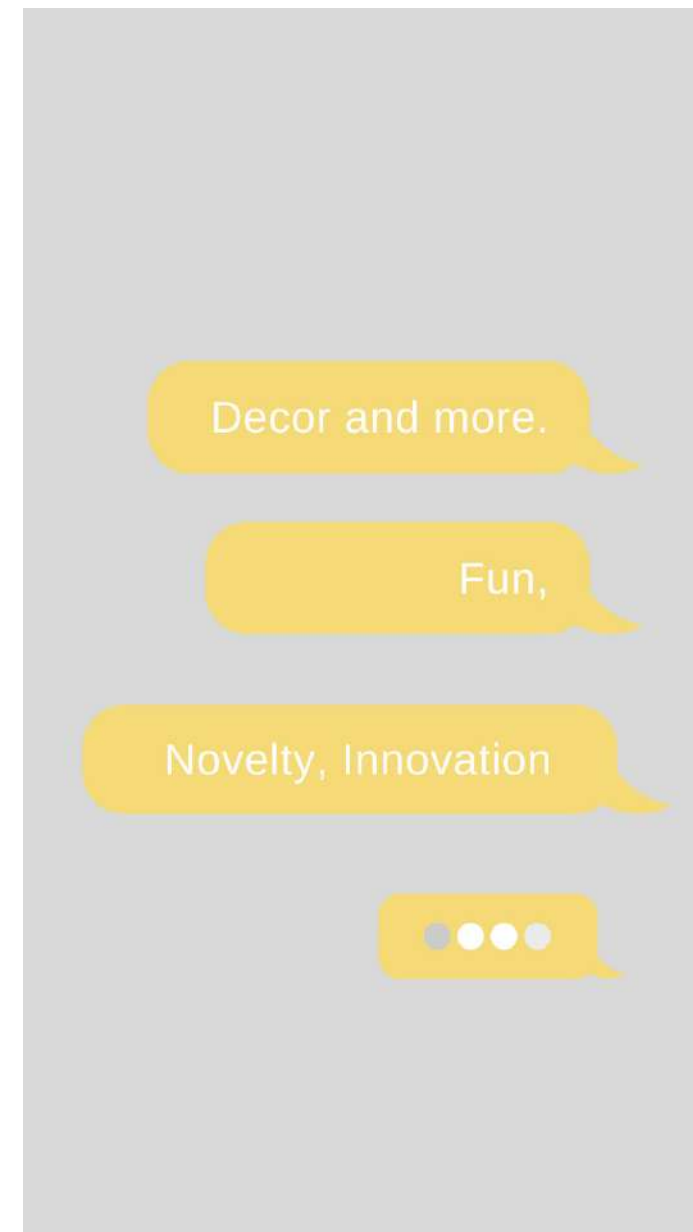
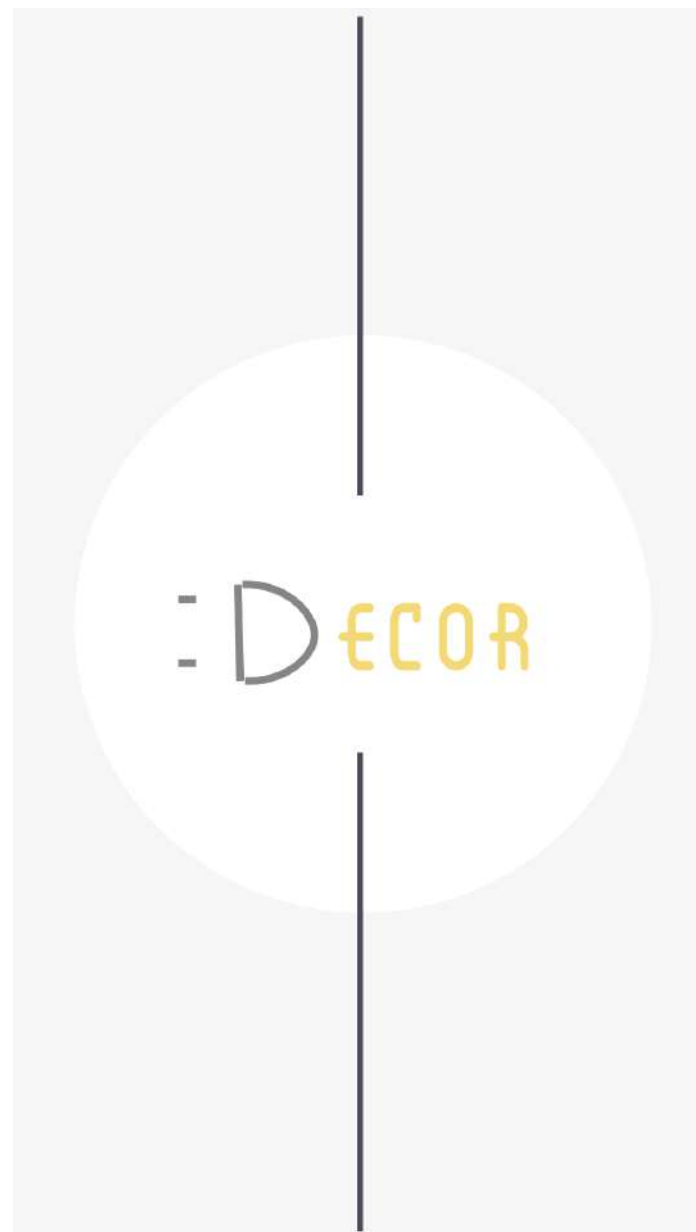
Taobao and Weibo are mainly used for soft promotion, good species grass and live banding.

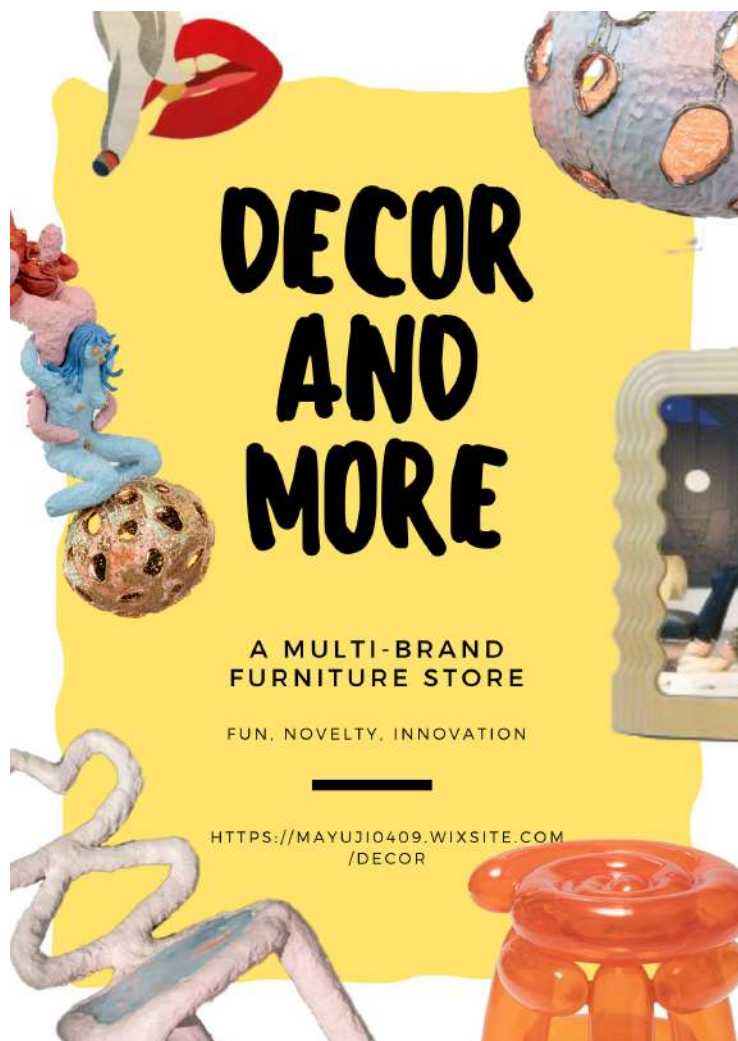
RED is mainly for bloggers to share their goodies, shop visits and tips, etc.

All advertising placements, blogger partnerships, work with professional PR agencies to select the right bloggers and accurately place ads to the pages of potential target consumers to maximise the publicity effect.



COMMUNICATIONS AND CAMPAIGNS





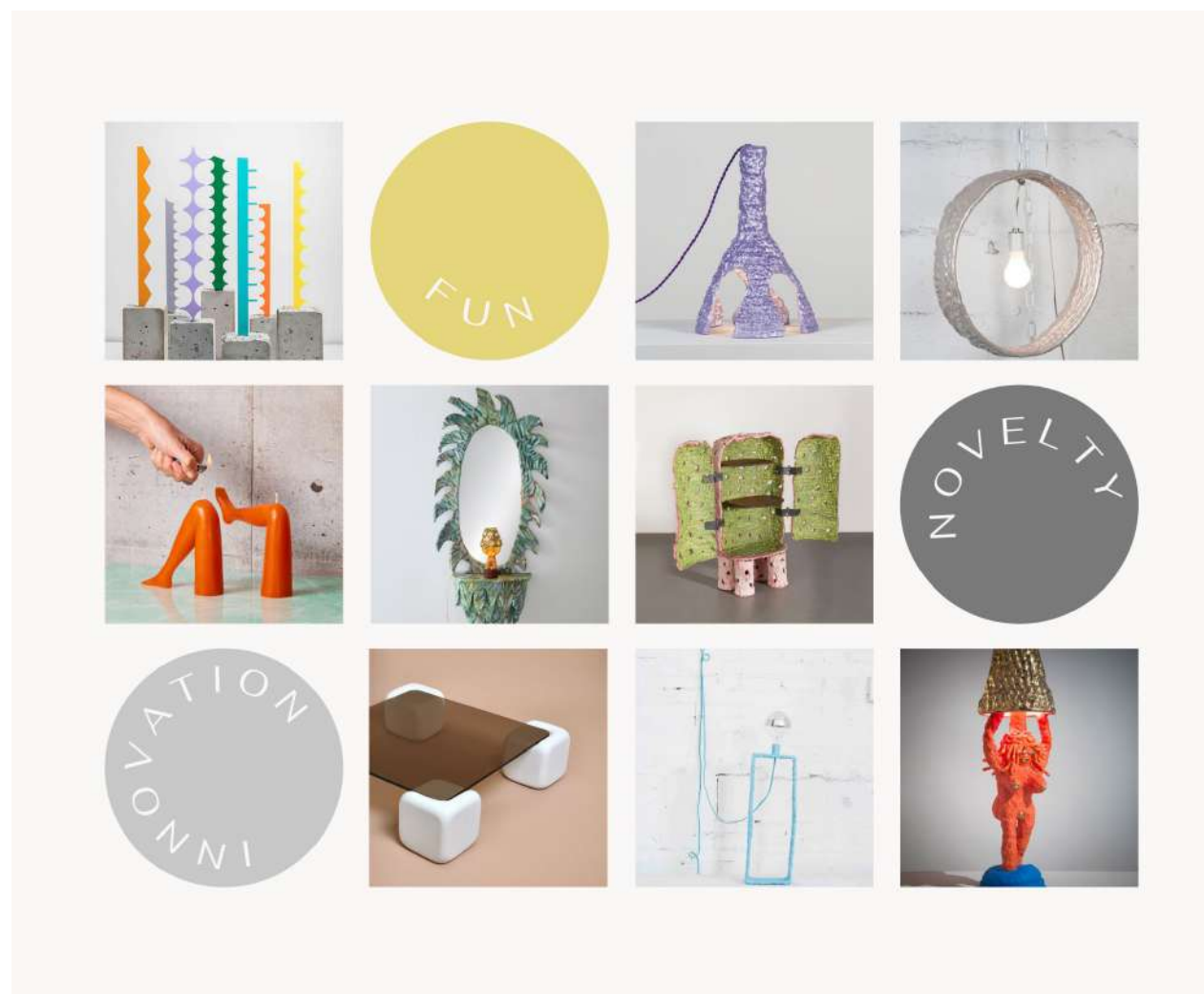
06/10-06/20

MONDAY TO SUNDAY



SINCE 2021

DECOR



COMMUNICATIONS

AND

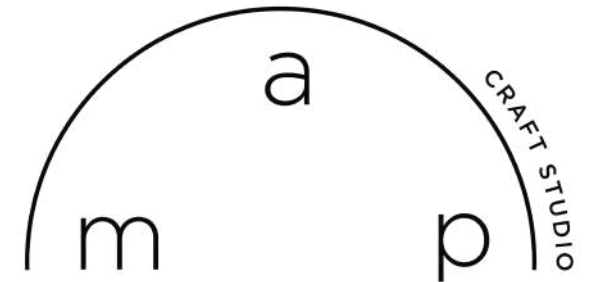
CAMPAIGNS

Communications and advertising are mainly posted when the store is opening, when the selected products is discounted and when the store is promoted. The publishing platforms are online and offline. The main online platforms are social media: Weibo, WeChat, RED(Xiaohongshu) and Taobao. Offline is mainly advertising space in metro stations and high speed train stations. The campaigns will have the QR code of our public number, so that consumers can scan the code directly if they are interested. There will also be the address of our store, consumers or those who interested in furniture are welcome to visit and buy products.

COLLABORATIONS AND PARTNERSHIPS

KATIE
STOUT

Gufрам



FRANK CHOU
DESIGN STUDIO



studio
mignone.

STUDIO SEUNG JIN YANG

Moustache Blod Chair

JOYCE LIN



TAN
HIGH STYLE AT ITS FINEST
毯 言 织 造

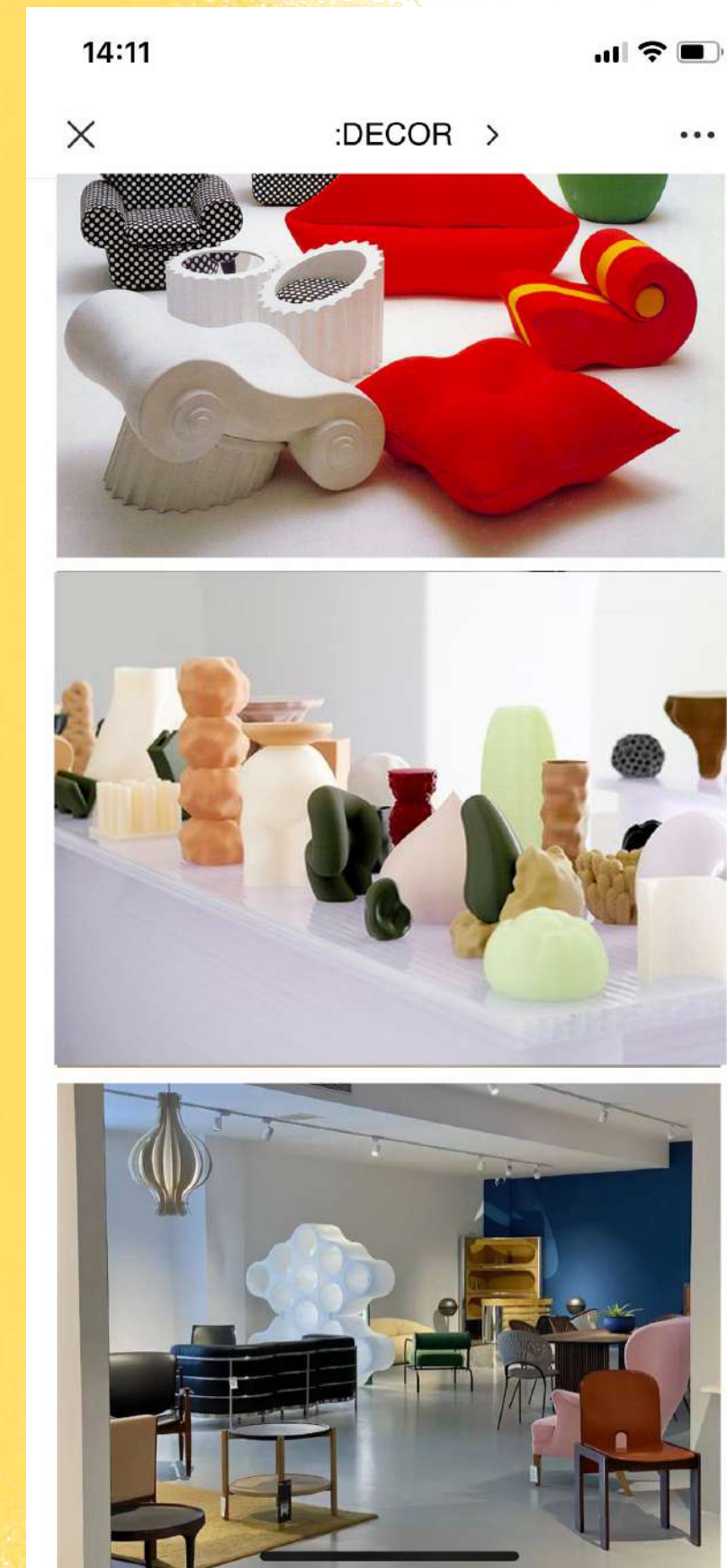
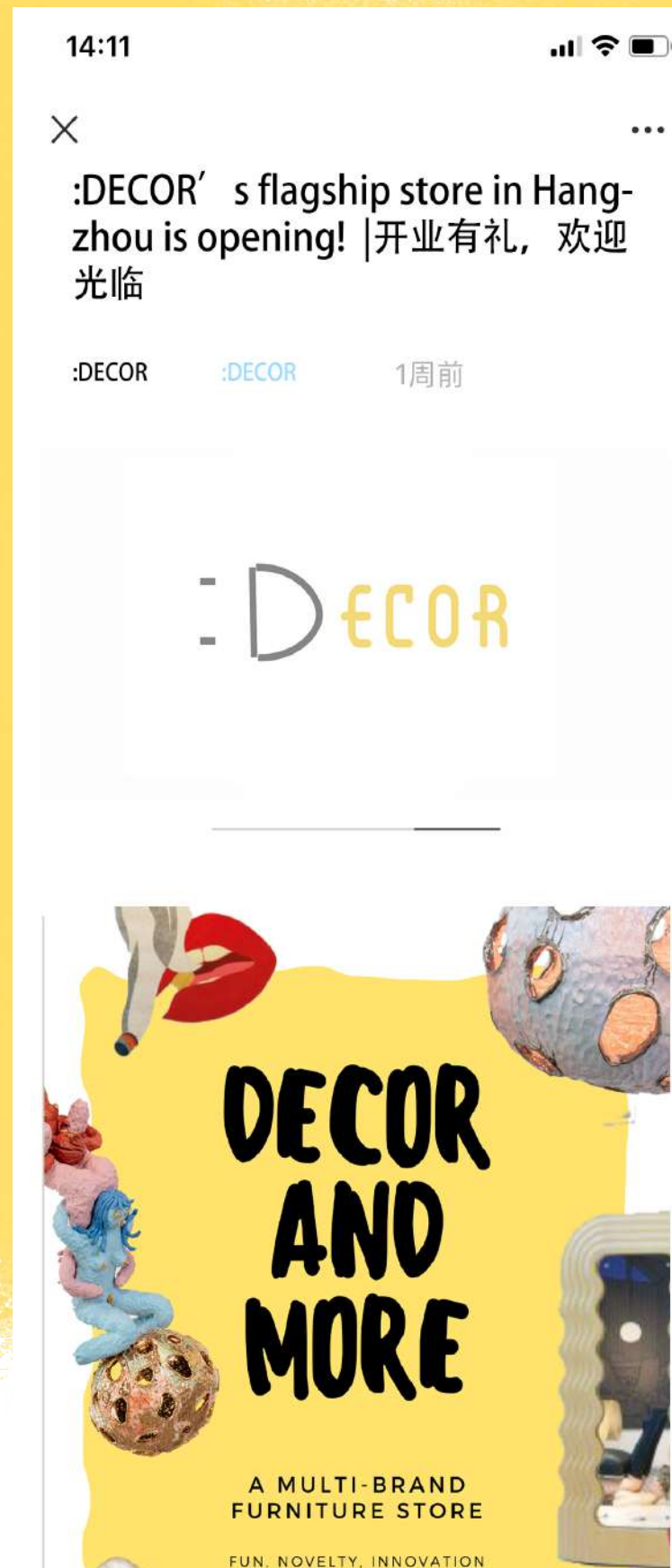


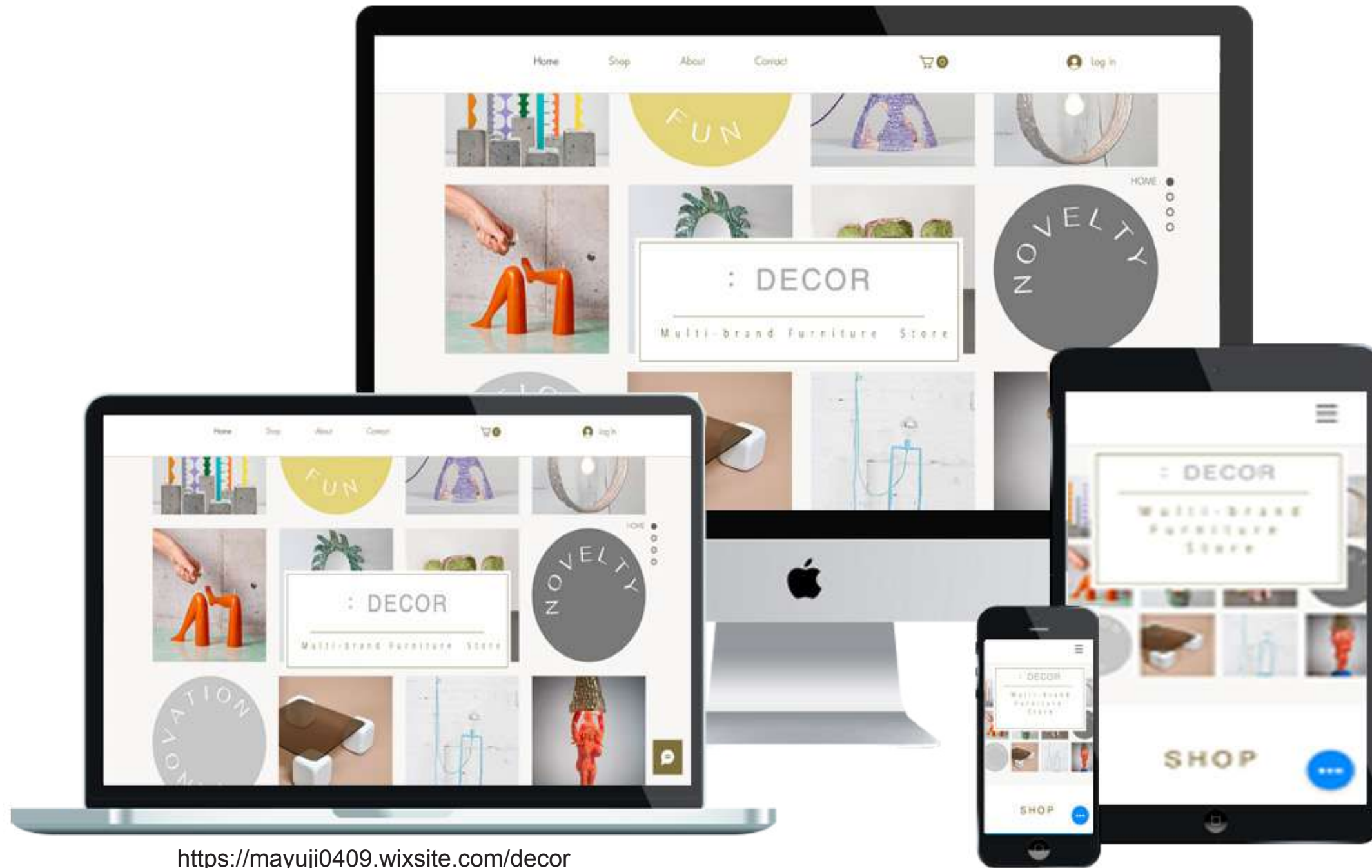
In the beginning, :DECOR collaborations with at least 10 brands/designers. The designer/brand takes 60% of the selling price of the product sold and we take the remaining 40%.

SOCIAL MEDIA - WECHAT OFFICIAL ACCOUNT

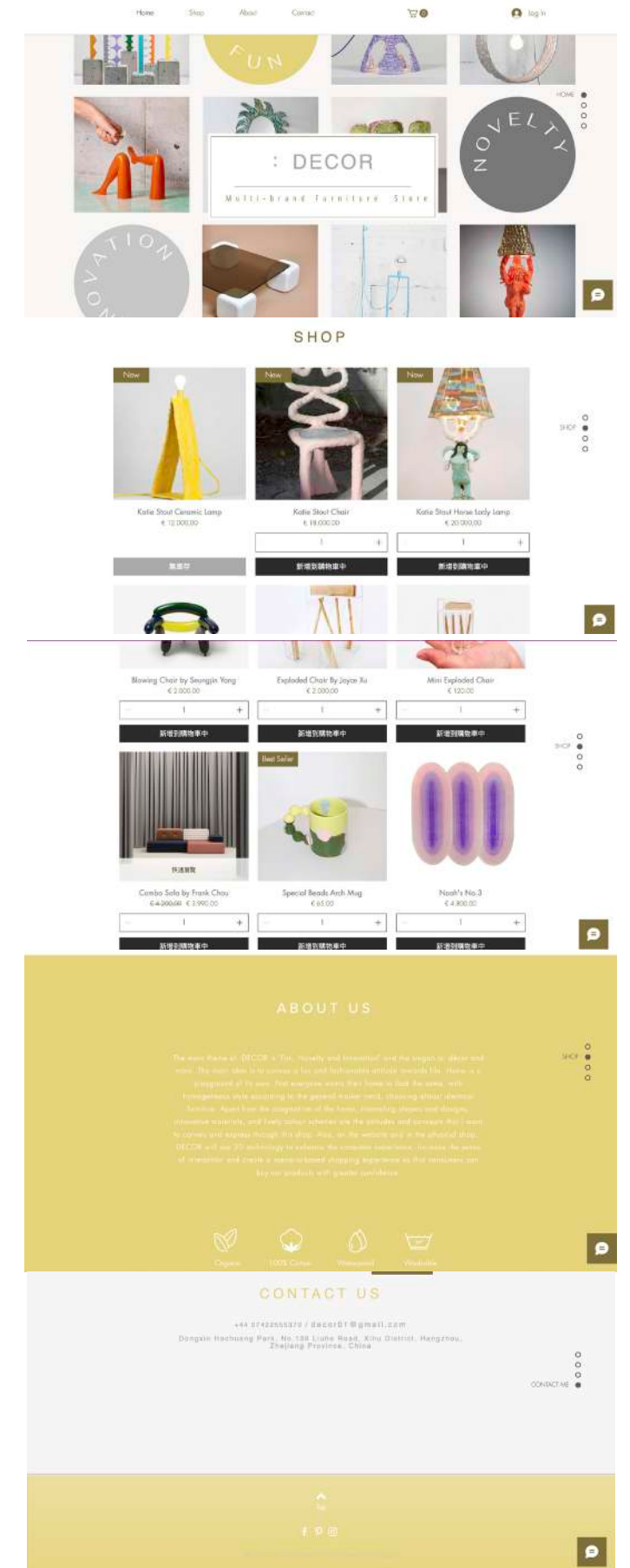
WeChat Official Account mainly publishes some information about us: product introduction, lookbook, new product release, store activities, designer brand sharing, member registration, official purchase link, customer service, after-sales, etc.

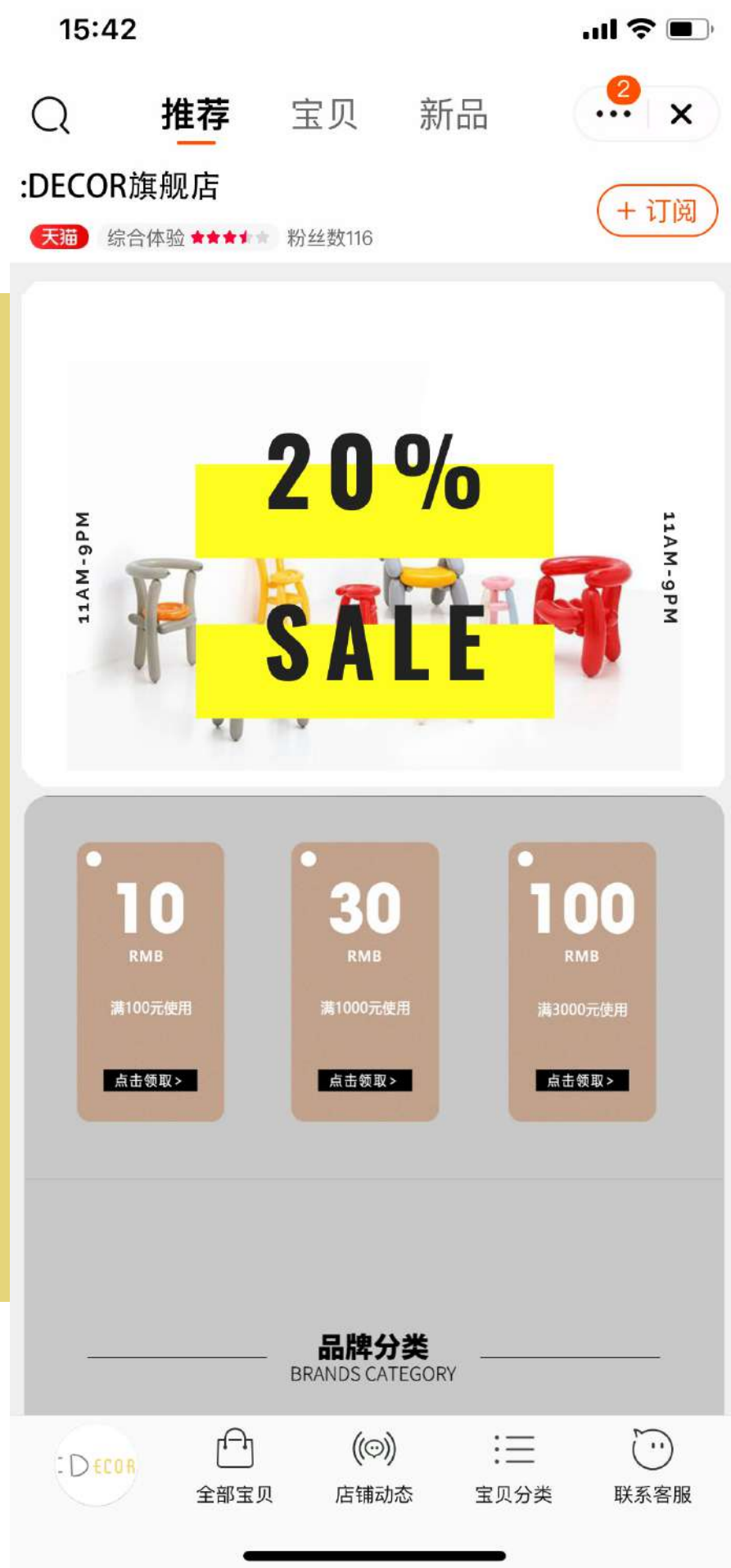
Consumers who purchase products in the shop can receive a 10 RMB no-threshold coupon by following the WeChat Official Account and registering as a member, as well as a 100 RMB coupon, 200 RMB and 500 RMB coupon. The coupons can be used when spending over RMB5,000, RMB10,000 and RMB20,000, respectively. Vouchers can be used in both physical and online shops.





ONLINE OFFICIAL WEBSITE





ONLINE OFFICIAL WEBSITE - TAOBAO

This is the official retail site for our store. :DECOR offer 3D scene-based shopping technology.

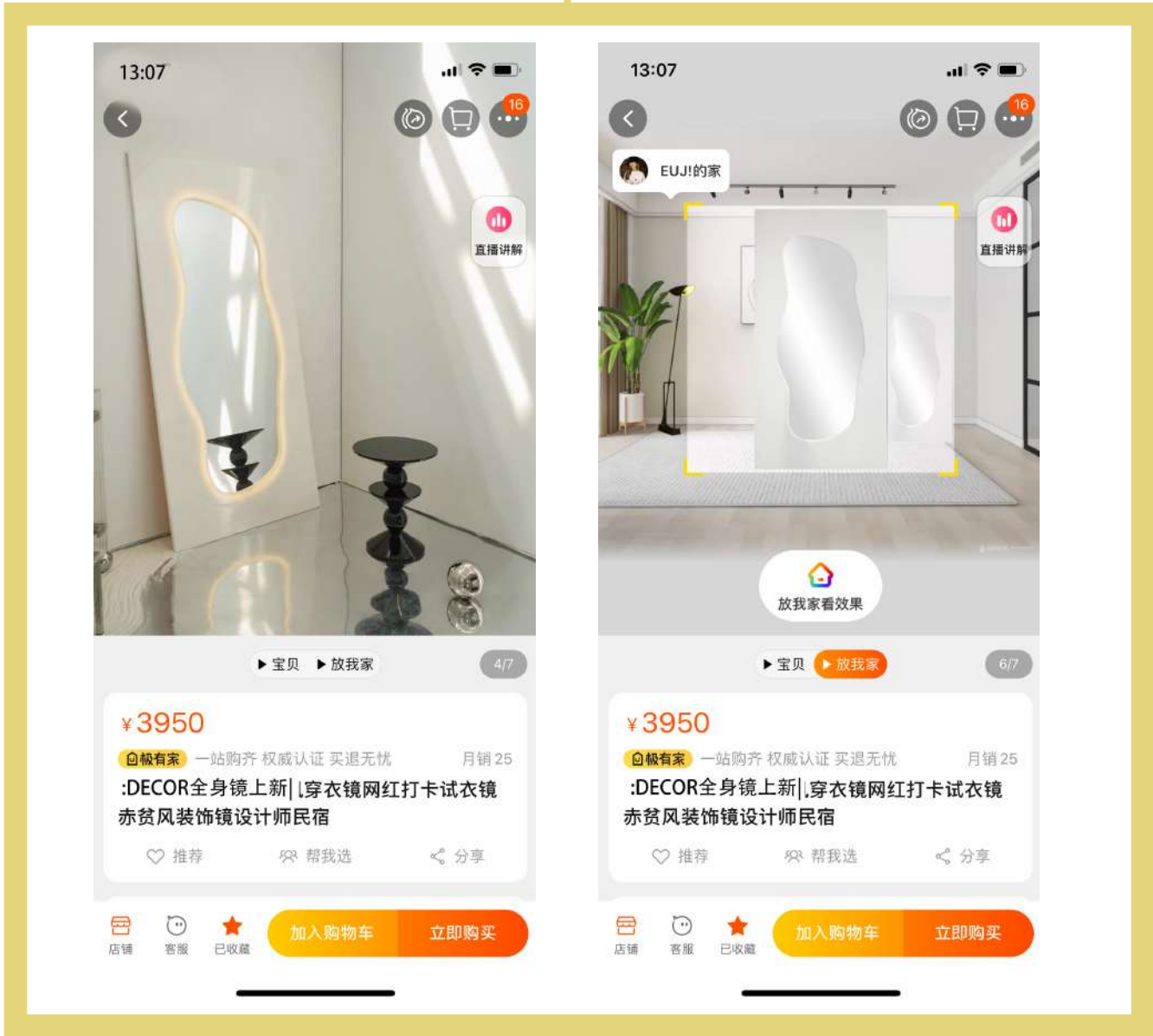
On Taobao, we have a live broadcast every week, during which the anchor will answer some questions from consumers, allowing them to feel the culture and temperature of the brand.

On Taobao we are equipped with customer service to provide information and after-sales service. The official online site also issues coupons and special offers from time to time.

OPTION 1

Consumers can choose the size of the room, room type, floor colour, wall colour, etc. to set their ideal room according to the style of their home and place the furniture they like in the right place to see the effect.

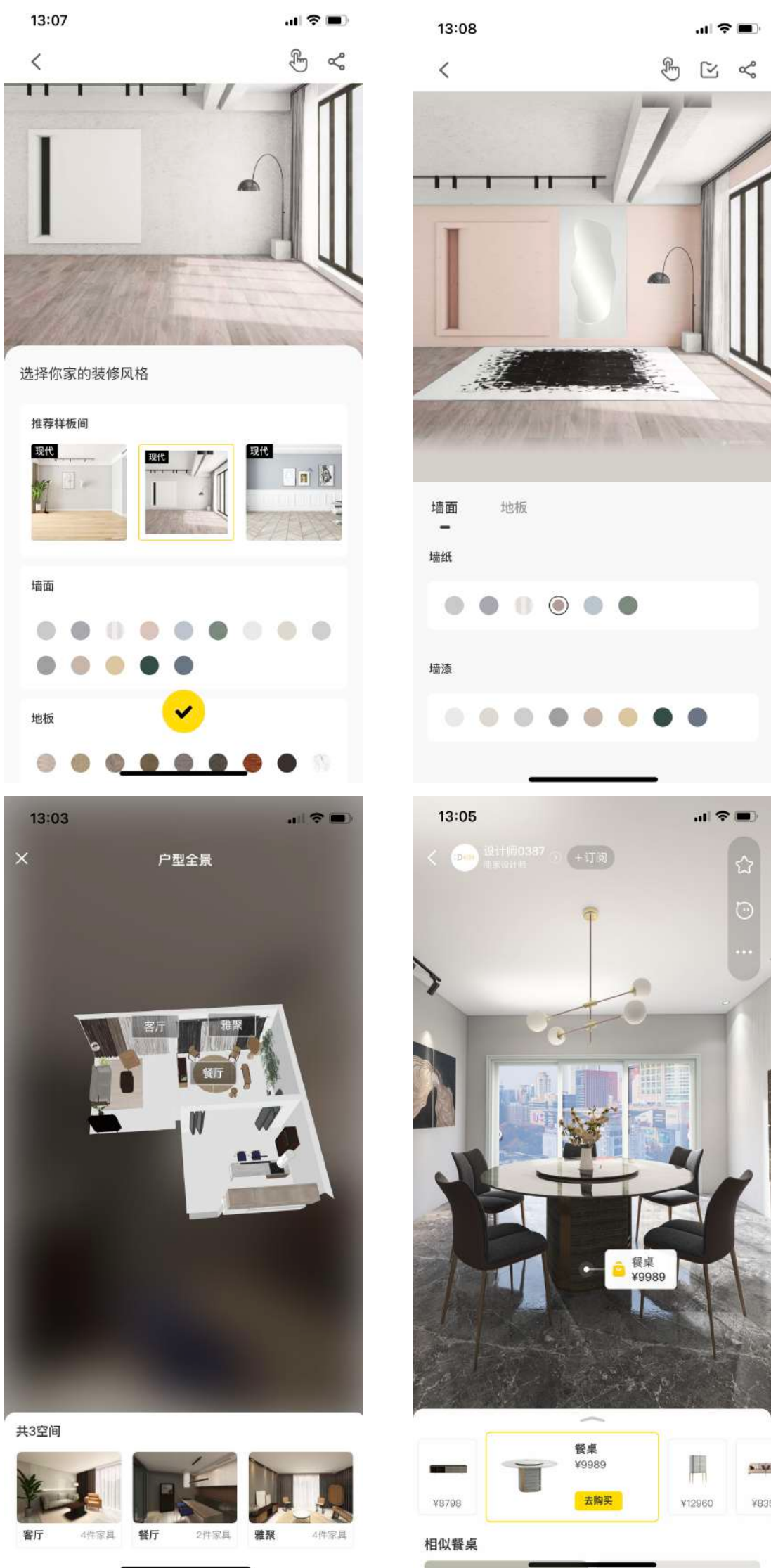
3D scenario-based shopping allows consumers to feel more directly what it feels like to have furniture in their home.

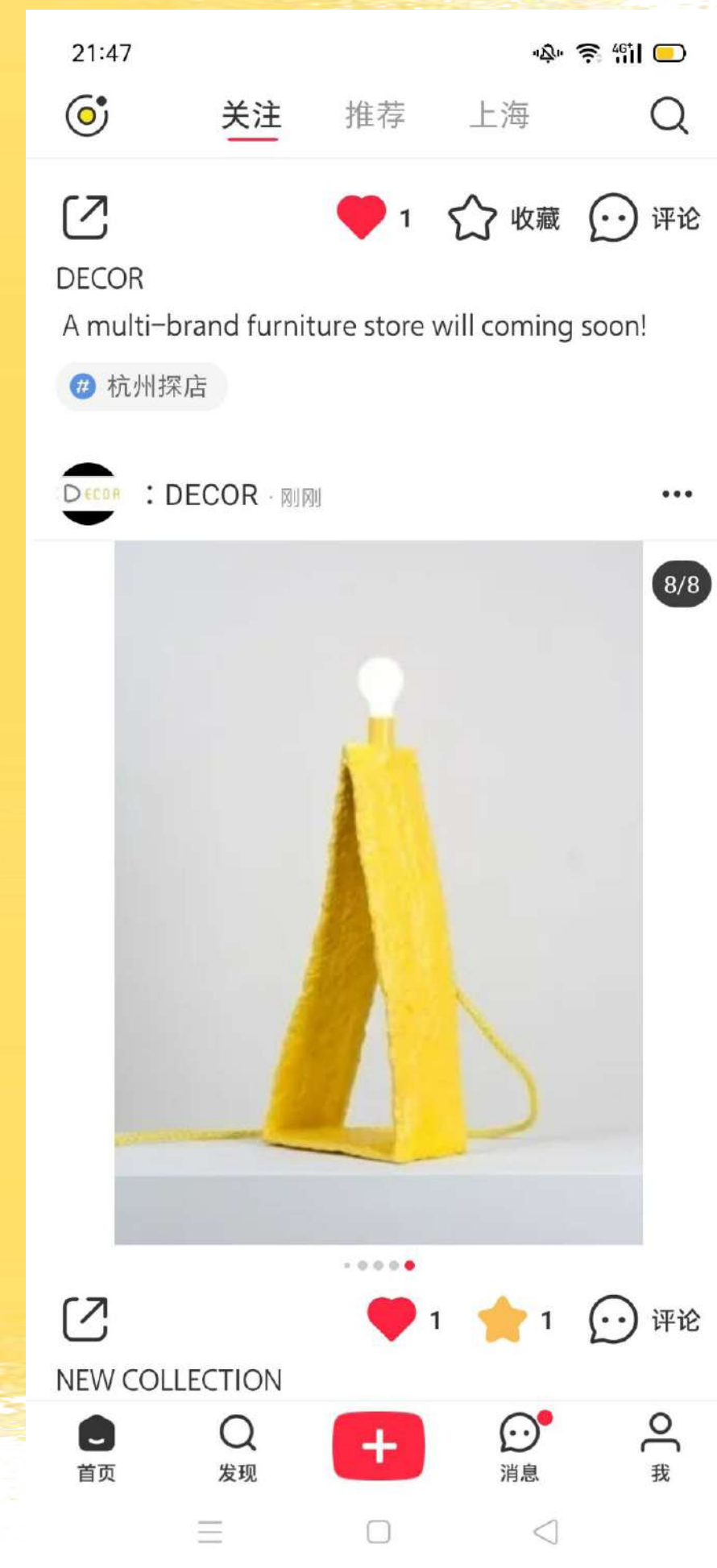
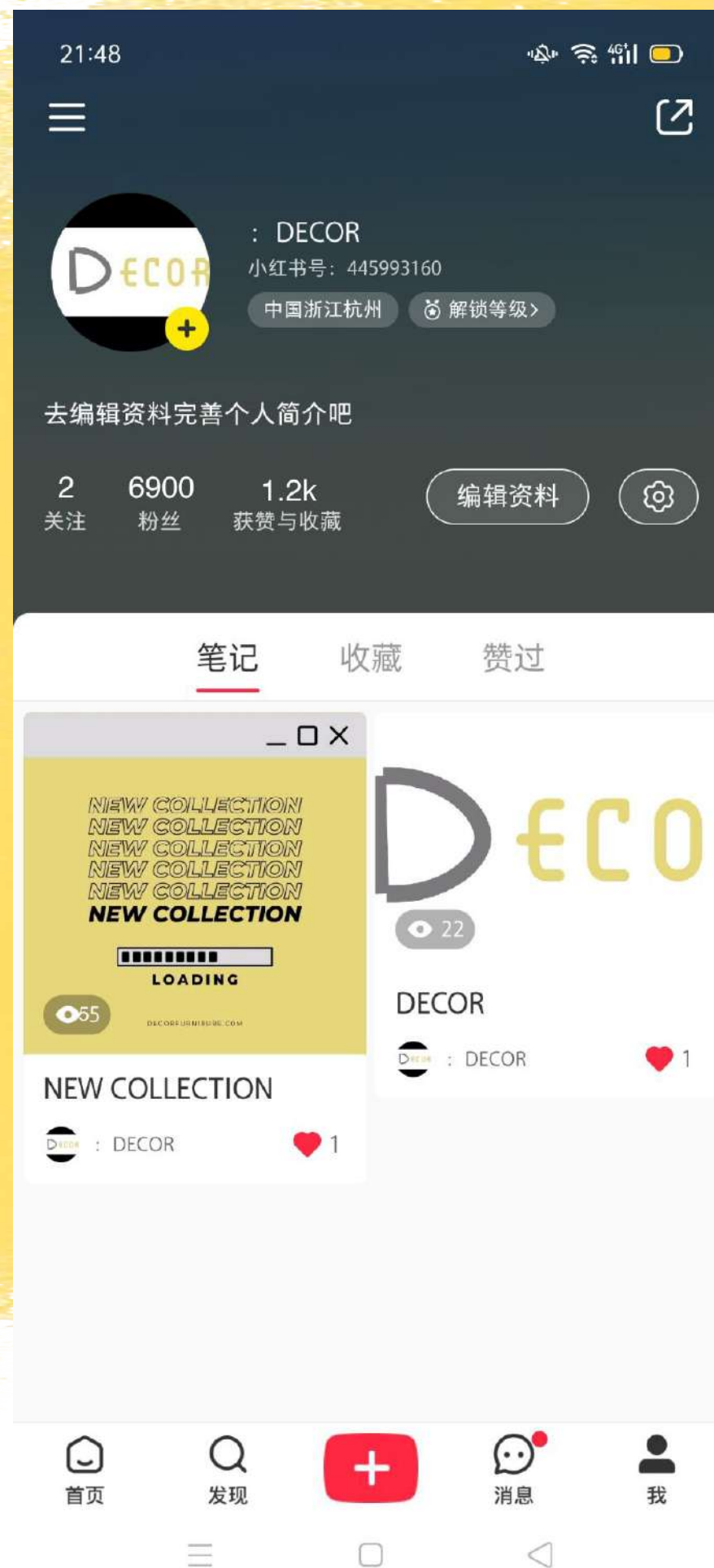


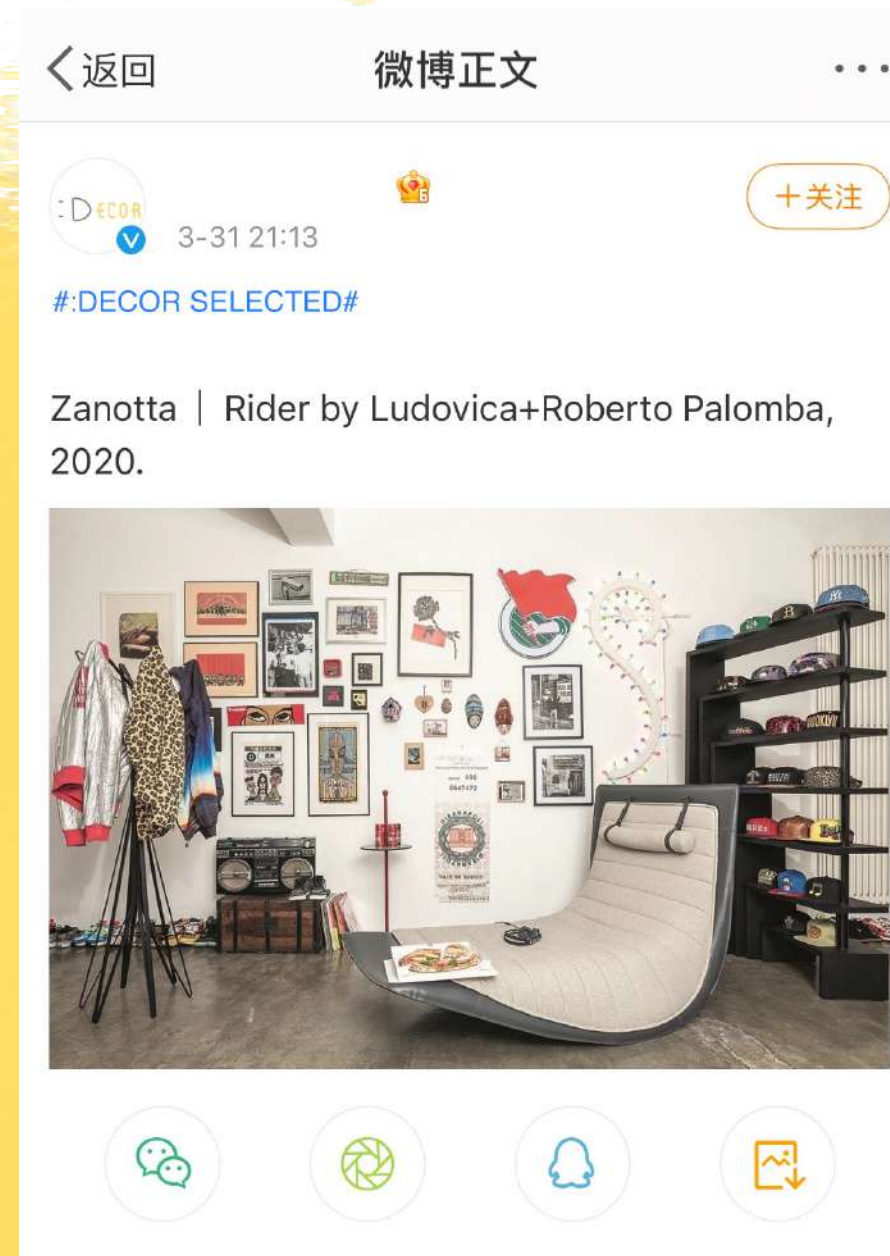
OPTION 2

Our online shop has designers who match the furniture to different room uses and styles. Both the furniture and the room can be viewed in a 360 degree rotation.

Consumers can choose the furniture they like and look at the mix and match provided by the designer to find some inspiration. If they like it, they can add the furniture to their shopping cart or buy the whole set directly.



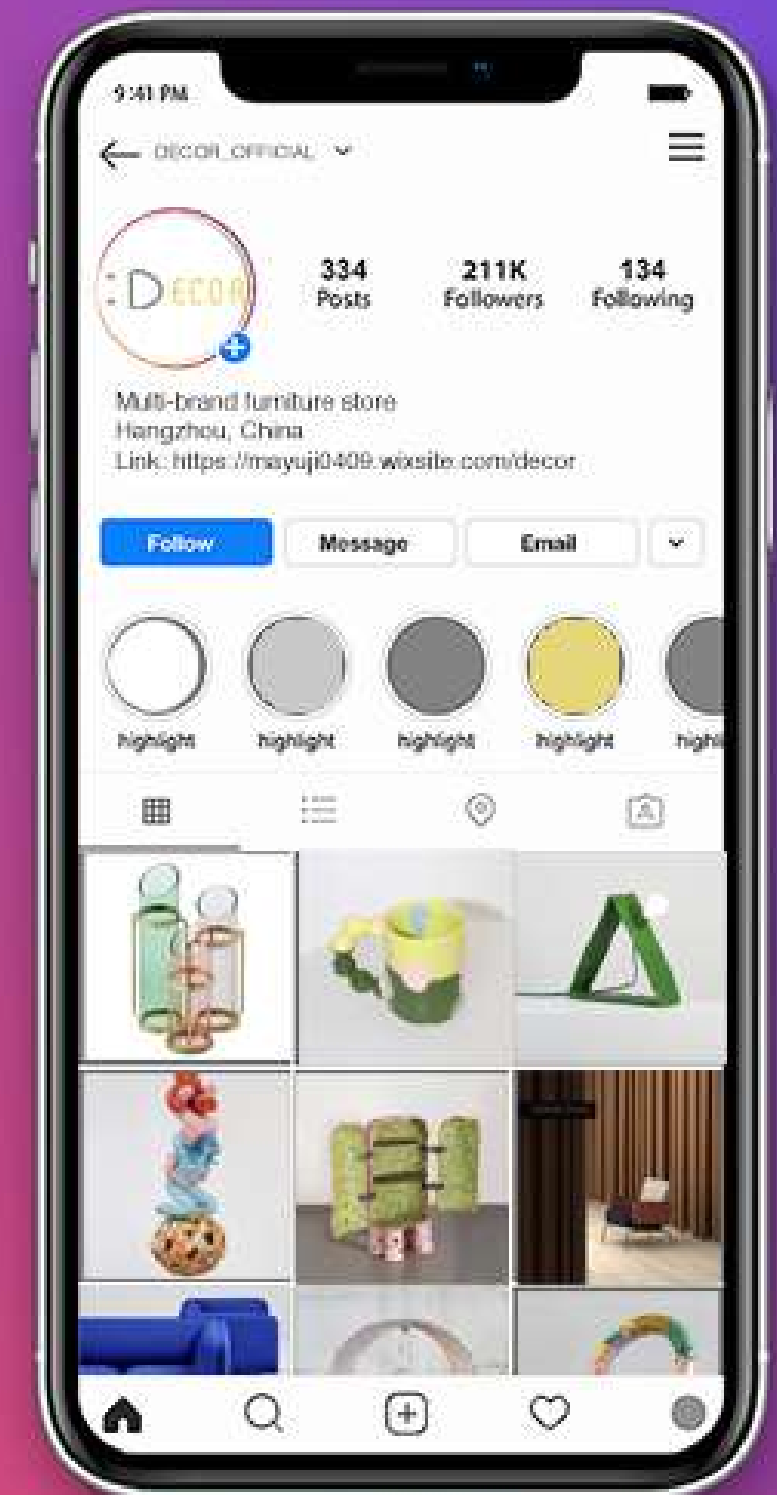




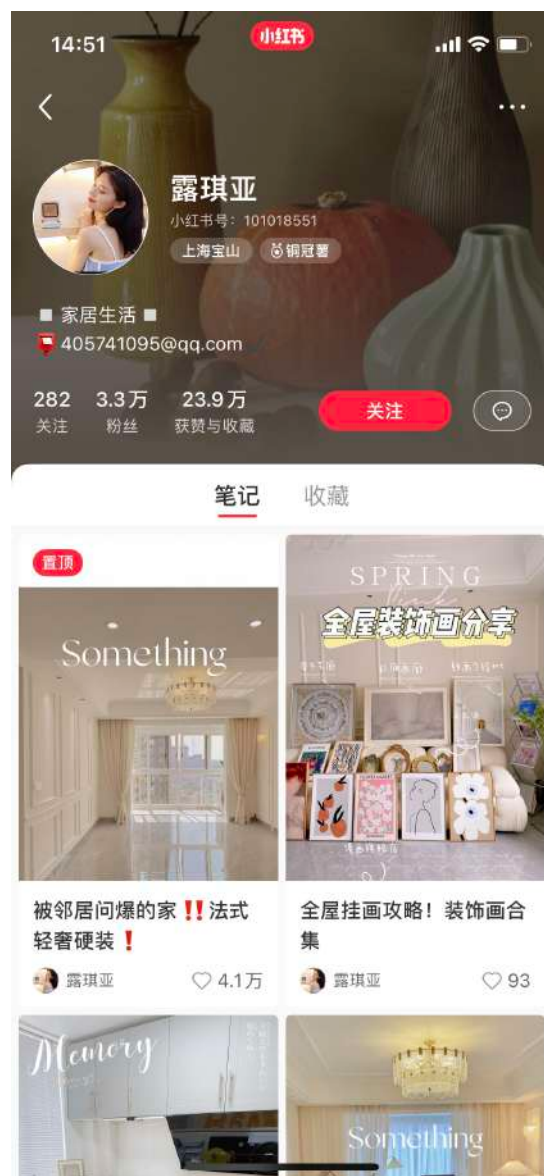
SOCIAL MEDIA - WEIBO & RED

On RED & Weibo we mainly post information about us: product introductions, new product launches, shop events, designer brand sharing, buyer shows, daily life sharing, official purchase links, etc.

RED & Weibo are social media platforms for us to communicate with our customers, to reinforce their interaction, and to attract potential target consumers.



SOCIAL MEDIA - INSTAGRAM



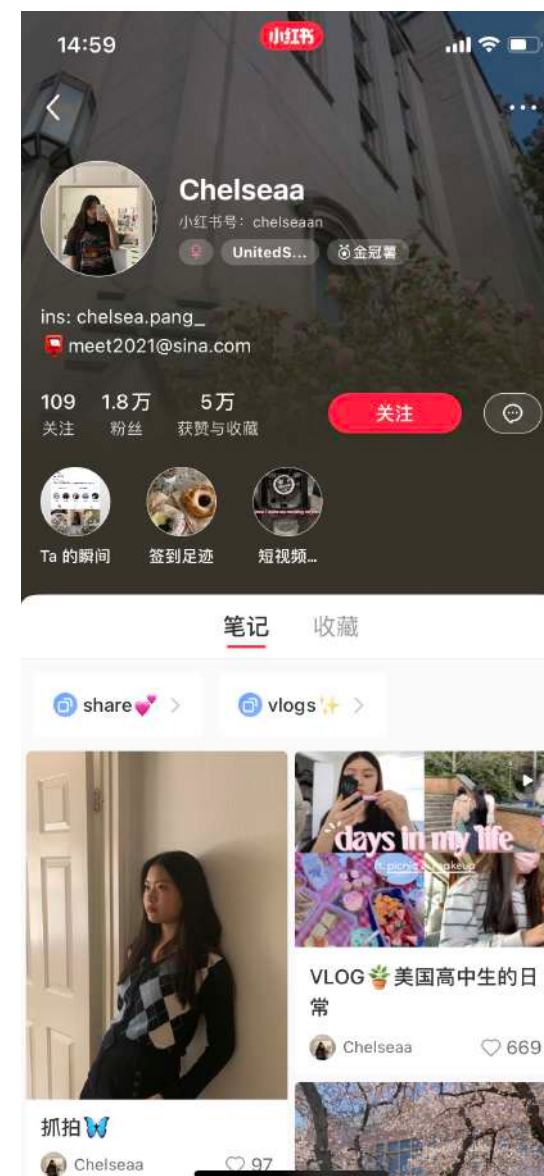
1



2



3



4



5

INFLUENCERS

Mainly micro-influencers: The influencers are mainly fashion bloggers, lifestyle bloggers and shop scouting bloggers.

Non-celebrities: Ordinary people who like to share their lives on Little Red Book and have a high number of views and likes.

Pre: :DECOR's funding cannot afford too much influencer publicity and promotion. Micro-influencers have average traffic but a high follower interaction rate and high fan activity, which is a significant advantage. Some of the shares from the vegetarians are also more authentic and credible, allowing consumers to get a more realistic and full understanding of our store.

Post: :DECOR will work with some of the macro vloggers/bloggers, invite them to launch events/parties, and tweet content on their social accounts (RED and Weibo). To help promote the brand better.



BILLBOARD

The advertising space will be set up in metro and high speed train stations to catch the attention of passengers and tourists waiting for trains and high-speed trains. In addition to the posters, there will be a QR code for the online shop and the address of the physical shop, so that potential customers can scan the code to browse and buy directly from the website, or have time to visit the physical store.



TISCH
FRAU

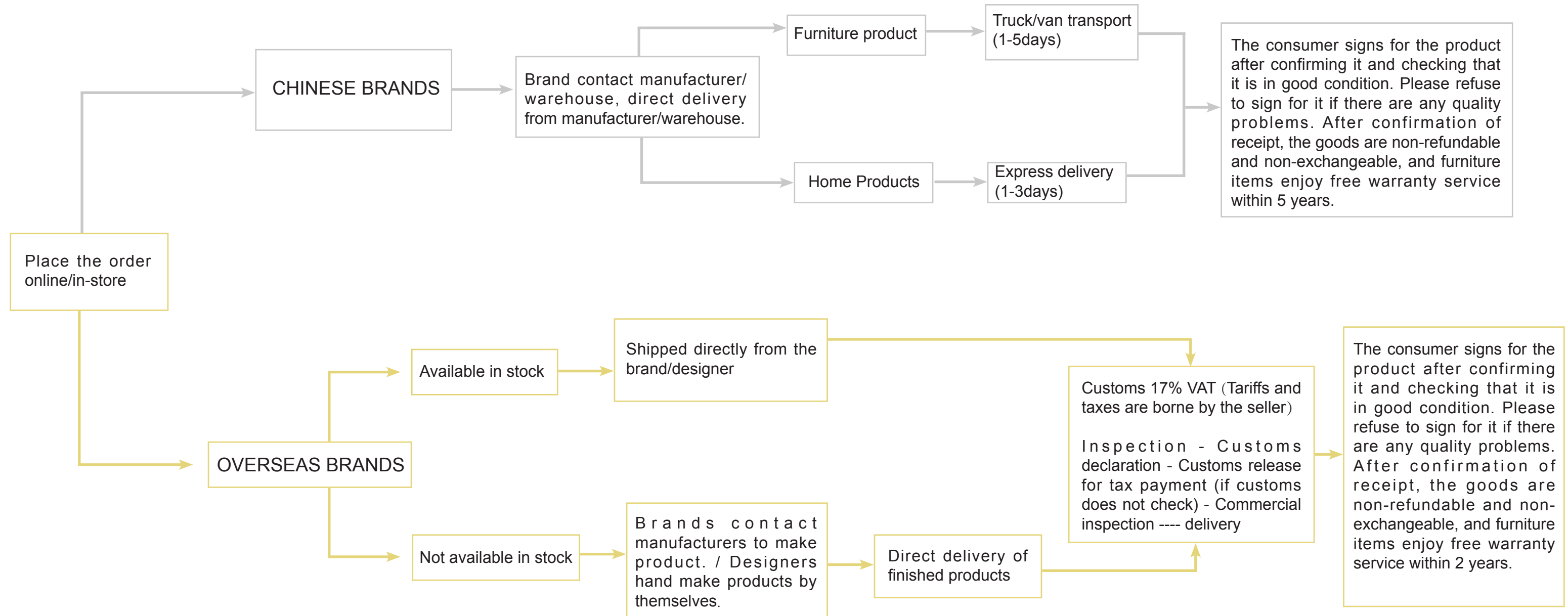
THE
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PRODUCTION

/

SUSTAINABILITY

SOURCING ROUTES



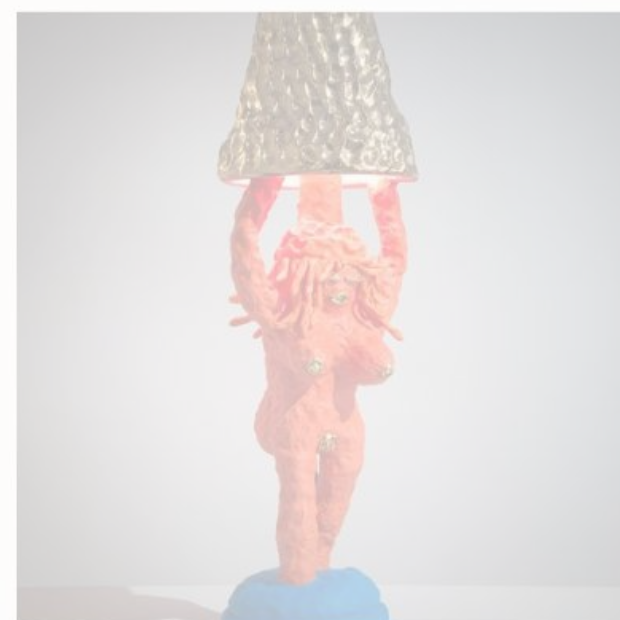
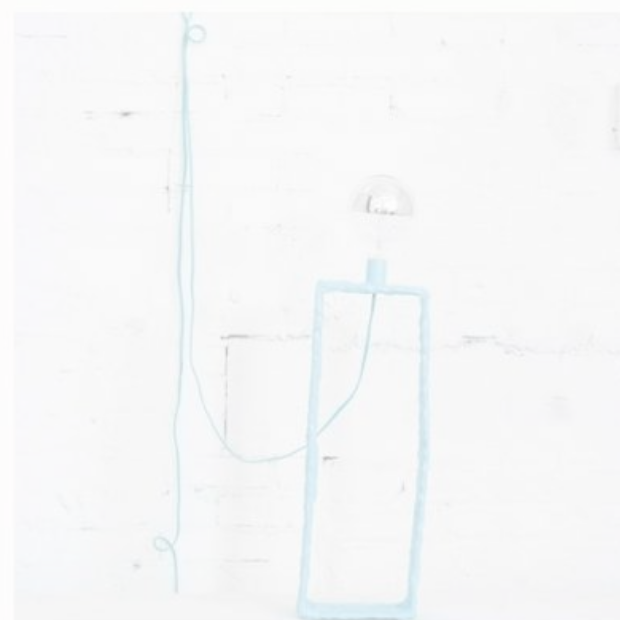
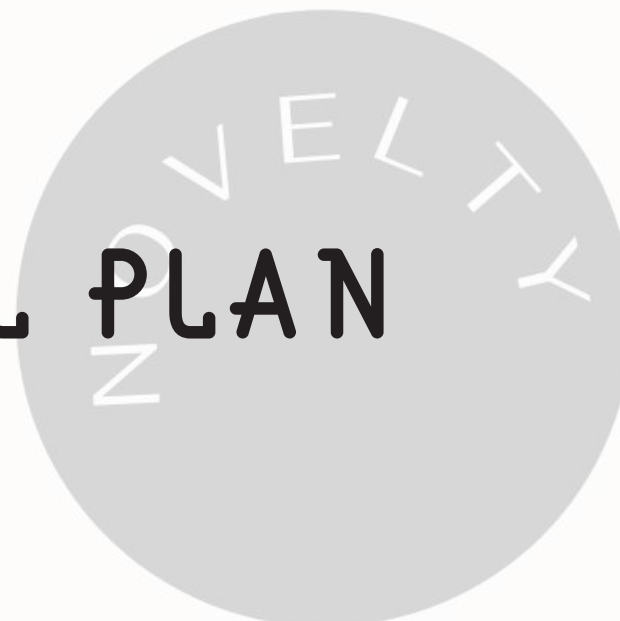


SUSTAINABILITY

— About Packaging

All the brands we work with are ethical and ethos-compliant. We have an agreement with the brands that the packaging they use in transit must be environmentally friendly, recyclable or reusable.

On delivery, the staff will help assemble the furniture and recycle the packaging directly for reuse. As large furniture is transported in reinforced packaging such as wooden strips, these packaging materials are construction materials. Under China's current garbage-sorting policy, consumers are required to call their own waste collectors to collect construction materials. Our delivery service directly includes this service, which not only allows the packaging to be reused and recycled, but also makes it easier for the consumer.



RESOURCES / OPERATIONAL PLAN

RESOURCES / OPERATIONAL PLAN

RETAIL

LOCATION:

Dongxin Hechuang Park, No.139 Liyuhe Road, Xihu District, Hangzhou, Zhejiang Province, China

SHARED SPACE:

The office will be small as the shop has just started and the whole team is only 5 people. The office and break area will be shared. But each person will have a workstation of their own for office use.

EQUIPMENT:

1. Cash register, desks, office chairs office supplies, stationery, coffee machines, water dispensers.

2. Computer Equipment & Software (5 x laptop for each staff member and Adobe Creative Suite)

REQUIREMENTS:

The office is set up in a space within the physical shop. The office needs to be keep clean and tidy at all times. The food should not smell too much and should not affect the overall environment and taste of the shop.

The shop area needs to be larger and each brand will have a smaller showroom, which is more convenient for the subsequent live Taobao broadcast and product explanation.

Everything in the store is based on the principle of customer priority.

TEAM ROLES AND REQUIREMENTS

FURNITURE SALES
Location: Hangzhou Store

JOB DESCRIPTION

In the shop for the intention of the customer to explain, :DECOR's sales consultant does not need strong sales approach to reception, as long as the real furniture experience to customers, to help customers choose the right furniture products for themselves.

WE WOULD LIKE YOU TO BE.
1. Preferably with previous work experience (industry is not limited).
2. Open to training and have the ability and interest to learn new things.
3. Strong aesthetic skills, good temperament and affinity.
4. Love life and sharing, able to communicate with people fluently and naturally.
5. Willingness to work in a long-term and stable manner, with good service and team spirit.

SENIOR BUYER
Location: Hangzhou, Zhejiang

JOB DESCRIPTION.

1. Responsible for expanding :DECOR's products range.
2. Cooperate with the :DECOR team to achieve sales targets.
3. Develop and maintain long-term relationships with suppliers.
4. Cooperate with marketing department for daily promotion program.

WE HOPE YOU ARE.
1.Bachelor degree or above, majoring in marketing, business administration, economics, trade, design and other related majors.
2. 1-3 years of relevant work experience in buying, sourcing and project management.
3. Experience in furniture sourcing preferred.
4. Experience in team management, also wish to develop in this direction.
5. Love Van Gogh, passionate about life and fashion. A passion for life and fashion, and an interest in industry news and events, and exposure to the creative environment.
6. Good presentation skills and good communication with others.
7. Work efficiently and execute to ensure quality.

BUSINESS MANAGER
Location: Hangzhou

JOB DESCRIPTION

1. Responsible for :DECOR offline physical shop expansion planning, according to the company's strategic planning to select the appropriate business district, and the whole process of leading the cooperation negotiations.
2. Research shopping centres, shopping district real estate projects, analysis and research of the business environment and consumer structure, output research reports.
3. Cooperation communication, negotiation and promotion, leading the whole process to ensure that the results achieved.
4. Conduct all-round assessment of high potential areas to provide a reliable basis for the company's shop development decisions.
5. Other business development work.

WE HOPE YOU ARE.
1. Bachelor degree or above, majoring in marketing, business administration or related majors.
2. Skilled in using market and shopping area research and analysis methods, strong data analysis and co-ordination management skills.
3. With strong business communication skills, familiar with business negotiation skills, quick response, clear logic, good at public relations and coordination.
4. Rich business development channels and related network resources, familiar with the situation of large shopping areas in first and second-tier cities across the country.
5. Strong anti-stress ability and a willingness to meet challenges, and accept business trips.
6. At least three years of experience in management is preferred.

MARKETING
Location: Hangzhou

JOB DESCRIPTION

1.Lead the team to collect potential customers using telephone, internet, etc.
2.Understand and analyze the feedback on products and market competition
3.Customize marketing plan and supervise and execute.

WE HOPE YOU ARE.
1. Bachelor degree or above, majoring in marketing.
2. Skilled in using market and shopping area research and analysis methods, strong data analysis and co-ordination management skills.
3. Very strong team awareness with some stress tolerance, lead a team to achieve target sales.
4. At least three years of experience in marketing is preferred.

HR REQUIREMENTS

FIVE SOCIAL INSURANCE AND ONE HOUSING FUND

The term "Five social insurance and one housing fund" refers to several types of protection given to workers by the employer, including pension insurance, medical insurance, unemployment insurance, work injury insurance and maternity insurance, as well as housing provident fund.

Pension insurance: 8% for the individual and 22% for the employer.

Medical insurance: 2% for the individual and 10% for the employer.

Unemployment insurance: 1% for the individual and 2% for the employer.

Work injury insurance and maternity insurance: only the employer pays, the individual is not required to pay.

Housing Provident Fund: Individual and unit contributions at the same rate of 5-12%, to be determined by the employer.

EMPLOYEE BENEFITS

Shopping cards

Vouchers

Snack packs

Reimbursement of travel and accommodation expenses, and meal allowances

Paid holidays

CORPORATE SOCIAL RESPONSIBILITY

- :DECOR creates a certain number of jobs for society. In addition to providing direct business opportunities for merchants, we also create jobs for various service providers in areas such as logistics, marketing, consulting, training and online and mobile commerce.

- :DECOR is an active advocate and promoter of green transformation in manufacturing, retail and logistics. The courier companies we collaborate with use boxes, cases and tapes that are environmentally friendly, biodegradable or reusable.

- A portion of :DECOR's annual proceeds are donated to charity to help children with disabilities who have dreams of learning the arts.

TRAINING AND PERKS

The induction training for new employees includes four courses: will training, cognitive training, vocational training and skills training.

Will training: mainly to exercise the staff's spirit of hard work and teamwork.

Cognitive training: mainly includes understanding of the company's general situation, corporate system, staff code, corporate culture and other content, by the company's managers or human resources department centralised training.

Vocational training: especially for newcomers who have just graduated from university, to learn the identity change from student to practitioner, social etiquette, communication and negotiation skills, scientific working methods, career planning, emotional management, teamwork, etc.

Skills training: mainly professional skills training combined with the new staff's upcoming job position, usually with the company's seniors leading the new staff to learn.



SHORT-TERM PLAN

In the short term (within 12 months), :DECOR will set up an offline shop in the new Tier 1 city of Hangzhou, Zhejiang Province and will collaborate with at least 10 brands/designers. :DECOR 's offline shop will display a selection of the brands' work and :DECOR will take a percentage of the agreed price with the brands: 60% for the brands and 40% for us. Secondly, there is the interior design. The interior of the shop will be decorated with some technological elements, such as 3D scenario-based shopping . There will also be regular events where fashion bloggers or influencers will be invited to participate and spread the word. :DECOR also has its own official website and the online shop will be set up on WeChat applets/small apps and Taobao.

In the short term, I will mainly manage the store by myself and employ five full-time employees as my first team. A manager, a marketer, a buyer as well as two salesperson. I will also employ a part-time accountant for the quarterly turnover and a part-time programmer for regular web maintenance. This will not only increase the efficiency of the staff but will also reduce unnecessary expenses.

As for the staff, regular training is a must, including the necessary sales techniques and etiquette. The sales staff need to be up to date with the latest trends, knowledge of the brands on sale in the shop, and a good understanding of technology.

In the short term, we will also work with PR company to better promote our shops. We will mainly work with micro-influencers, as the prices are lower. There will also be some advertising on RED, Weibo, metro stations and high-speed train stations.



LONG-TERM PLAN

In terms of long-term goals (1 to 5 years), :DECOR will discover and collaborate with more designer brands, expand the size of the buying shops, expand the operations team and add new staff and positions. We plan to be able to open a new physical store in Chengdu.

:DECOR will invite more influencers(include both macro and micro influencers) and celebrities to promote our shops and products. We will also do more market research, consumer research, big database analysis, observe some good furniture and home furnishing products recommended by celebrities and big bloggers at home, and cooperate with brands to make use of the celebrity effect for mutual benefit and win-win.

Technology will be used to enhance the internal management of the company and to continuously improve and enhance the consumer experience.

:DECOR will also be collaborating with several designers/artists to create co-branded home collections. Alternatively, a new independent brand will be established and created directly at :DECOR.

The long-term financial goal is to be more profitable, targeting an increase in around 10-15% per year.

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1. <https://www.pinterest.nz/pin/434738170282083676/>



1. Images from RED



1. <https://makeapottery.com>



1. Image from RED



1-4. All the image from weibo.com



1-5. <https://www.wgsn.com/li/article/89886#page2>



1. <https://joycelin.bigcartel.com/product/mini-exploded-chair>



1. <https://www.pinterest.com/pin/17381148552441449/>



1. <http://www.katiestout.com>



1. <https://www.pinterest.co.uk/pin/14636767528001813/>



1. <https://www.pinterest.com/pin/235383518012487475/>



1. <https://www.pinterest.com/pin/294915475607060339/>



1. <http://www.katiestout.com>
 2. <https://twitter.com/frankchoudesign>
 3. <https://www.archiproducts.com/en/gufram>
 4. <https://www.doing-goods.com/returns-exchanges/>
 5. <http://joyce-lin.com>
 6. <https://makeapottery.com>
 7. <https://studiomignone.com>
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