

IGE MARY ABOSEDE

Online Store

My business idea is to open an online store, is a retail company that sells fashionable wears that is trendy for all gender, in demand, and competitively priced, the business will be a casual urban wears traditional clothing. It a new store that caters to everyone especially students. The product will also sell hats, belts, scarves, and aim to create trendy, fashionable clothing and accessories.

	ATTRACTIVENESS	
	HIGH POTENTIAL	LOW POTENTIAL
MARKET	X	
HARVEST	X	
COMPETITIVE		X
MANAGEMENT	X	
FATAL FLAWS	X	

MARKET: The rate at which people buy and wear clothes and *accessories are* high and most people buy clothes online, and that is my reason of choosing high potential.

HARVEST: the business has a lot of potential for growth and profit, with a good networking and customer service and delivery service and soon discount, the business will grow in profit and rate.

COMPETITIVE: Though it is a good business, it is as a low potential, because there are a lot of companies that already provide this kind of service.

MANAGEMENT: for this aspect the business doesn't really need a lot of staff

FATAL FLAWS, I don't think the business will have any because we have a lot of online business out there which we can learn from their mistakes and strategies.