Valencia Owner of Twiggy’s Boutique

Name

Affiliation

Date

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An online boutique is a growing business in recent times. Though it is a new idea some companies have introduced in Australia, the United States, and the United Kingdom, it has become quite progressive in a short time. The idea of online boutique came into my mind when I was searching for clothes and what I should wear for the day and I got stuck on the process. I went over to the internet and searched for the best dress I should wear based on temperature. Then, I got a variety of choices provided by various online stores. This made me think that I can also dress people based on their taste, preference, as well as weather. Therefore, the fact that I was challenged about the dress and the current trends in the market, motivated me to start the online boutique.

In order to start the boutique, I had to write down a business plan detailing the concept and implementation plan, which also included the marketing plan, management and financial needs of the startup and the expected return within the first three years. The focus of the business plan was on the fluctuating market and therefore, it was important to develop a strategy to counter the stiff competition in the market. The key item in the marketing strategy was the online description of taste, preferences, and weather so that the organization can provide alternative dress or the best options regarding dress, makeup, and any other service for clients. This surpassed the imagination of competitors and it has been helpful to the company.

Instead of opening a store, I decided to start an online store to bring services closer to the people. The plan was set according to the targeted market segment, which I had sleeted for the new business. The targeted market segment consisted of the middle and upper calls worker, having a high and stable income. Another important condition for the targeted section was a stable internet connection, which could enable them to make an online purchase. Moreover, I wanted to have more control of my layout and design, and I did not have the money to get a location in the initial stages of setting up my boutique. Therefore, I believed that having an online boutique would offer more control and it would also be easy to manage the operations of the company. It is also important to state that the name of the company was decided to be Twiggy’s Online Boutique because everyone calls me ‘Twiggy’ since I was a little girl. Moreover, I was always told to make sure to pick a name which I totally love. Additionally, I was told that this part of starting an online boutique should be a no-brainer. So, it can be said without a doubt that several things were considered before the name of the online boutique was picked. The name was also chosen because it is easy to pronounce without feeling embarrassed again. It is also important to ensure that the name can meet the aspiration of customers and they relate well with as well (Patterson, 2015).

Having a good financial resource or support is also quite important for starting a new business and by the time I started Twiggy's Boutique, it was the very first venture, which meant that I did not have enough finances. I had no resources to purchase the requirements and manage the operations of the business as well. So, I utilized the blessing of having a vast circle of family and friends and borrowed some of the finances from them, in order to start the business. The finances obtained from them were used to set up a website, plan the marketing strategy, and manage the daily operating expenses of the business.

Lastly, the brand was built in the same vein as building your own cohesive personal style, to focus on building loyalty. The focus point was to ensure that the brand captures the aspiration of the customers, which was achieved. It also focused on hues, textures, vestments, sorts of adornments, and kinds of nourishment, which can make clients feel part of the brand. This was done after serious research to relate the targeted clients with the product (Nguyen, 2019).

The targeted population of the business was the African American community. After doing field research, I had reached the conclusion that there are not enough boutiques in the market which provide the best styling services to the African American community. Most of the boutiques and styling ventures in the market targeted the white community or the other ethnic groups. Moreover, belonging to the same community I was also aware of the difficulties of friends and acquaintances of the unavailability of the styling and grooming services, which could help them keeping in view their preferences appearances, and suitability. The online boutique provided the opportunity to the African American women to visit the website of the boutique and choose their dress, keeping in view their choice and the weather conditions. The website provided them the opportunity to explore what would suit them, as it provided a detailed account of the dresses which should be worn according to different weather conditions. Moreover, the website also provided the guideline about the types, as well as styles of dress which suit different women according to the shape of their bodies. The website provides a separate guideline to the overweight and plus sized women regarding their styling, as most of the boutiques do not pay the heed towards the styling and grooming of such women. The purpose of the online boutique was to provide the styling and grooming facilities to the African American women, specifically those who are plus sized, as they are neglected by most of the styling businesses.

Twiggy’s boutique was planned as an initiative to provide the online styling facilities to the African American women, who are mostly neglected by the other boutiques and styling ventures. The online boutique also targeted to provide the facility according to the preference of the clients and the weather conditions. The business plan was developed to make the venture successful in the period of three years and the finances were borrowed from friends and family to launch the business and provide the facility to the targeted clients.

Reference

Nguyen, P. L. (2019). The key principles of successful branding.

Patterson, P. (2015). Professional marketing and Branding of a startup. *Business Management*, 2-15.