[Name of the Writer]

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[Subject]

[Date]

Proposal

**Introduction**

Warby Parker is a famous brand that deals in eyewear and sunglasses. It sells all types of glasses including prescription glasses and sunglasses. Most of the business by Warby Parker is carried on over the internet but the eyewear business holder also holds some retail stores all over the United State of America and Canada.

The New York-based eyewear retailer initiated its operations in 2010 in Philadelphia. The company was started as a Venture Initiation program by four young students who studied at the Wharton School of the University of Pennsylvania. The venture got great appreciation and it also got featured in Vogue.com (Bell). It was only then when the entrepreneurs started thinking about initiating the business on a commercial basis. The company sold more than 100000 pairs of glasses. The company gradually grew and until March 2018, the company's total funding was $ 300 million.

**Discussion**

The primary medium of selling and marketing of eyewear by the Warby Parker is the internet. The company uses the strategies of online selling to market and sell its products, but the major issue in such a type of business is that the customers cannot try the product in real time (Reiser). The customers in the apparel industry have a specific desire to try the product before buying it actually. Warby Parker understands this desire precisely and has started a unique service that has brought a revolution in the eyewear industry.

**Strategy**

Home-Try On: Our tried and true way to eliminate the risk of buying eyewear online

Warby Parker brought innovation in the industry of eyewear by introducing a new offer in the market... It started offering the services of home testing to its customers. The idea started as a test service in some cities but then it gained so much popularity that the company started it on a full scale.

The offer consists of giving the facility to the customers to try different frames in the comfort of their homes, and that also for free. Yes, the offer is absolutely free. The customers can choose the products online (whichever frames they want to try) and then fill a small quiz present on the same website of the company. A representative then contacts the customer and then a rider from Warby Parker takes these frames to the customer's location where they can keep them for five days, absolutely free of cost.

Primary Audience

The primary audience of Warby Parker consists of the users of eyewear recommended by an eye specialist. As the company mostly deals in prescription eyewear, the major group of customers consists of those people who wear spectacles in daily life. These customers have been recommended by a professional ophthalmologist to wear glasses on a regular basis

Secondary Audience

Warby Parker also deals in sunglasses and sun wear. Both the prescription eyewear and the sunglasses are available online and on retail stores as well. So the secondary audience of Warby Parker consists of the fans of sunglasses. The secondary customers also consist of those customers who do not need to wear glasses or have not been prescribed glasses by an ophthalmologist, but they still want to wear glasses just for the sake of style or fashion. These kind of customers are not regular buyers or purchase a product mostly only one time.

**Conclusion**

In short, it can be concluded that the initiative taken by Warby Parker, in the form of home testing of frames for a limited period of time is a great offer. This has significantly facilitated its customers and aroused loyalty among them for the company. Moreover, it has also helped in attracting new clientele for the eyewear manufacturer, providing more and more ease for the old as well as the new customers.

Works Cited

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