VALENCIA OWNER OF TWIGGY’S BOUTIQUE

Student’s Name

Institution

Date

**Introduction**

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. 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 search for the best dress I should wear based on temperature. I then got a variety of choices provided by various online stores. This made me come to the conclusion that I can dress people based on taste, preference, and weather. And 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, implementation plan, which includes the marketing, management and financial needed as startup and the expected return within the first three years. In the business plan, the focus on 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 is online descriptive of taste, preferences, and weather so that the organization can provide alternative dress or the best option dress, makeup, and any other services for clients. This surpasses the imagination of competitors and it has been helpful to the company.

However, I decided to do an online store to bring services closer to the people. It was based on the market segment I am targeted which middle and upper-income earners with stable internet and can are made a purchase online. Again, I wanted to have more control of my layout and design, and I did not have the money to get a location in the beginning stages of my boutique.” And therefore, I believe having an online boutique offers more control and also it is easy to manage the operation 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 that since being a little girl, I was always told to make sure you pick a name you’re totally in love with that part of starting an online boutique should be a no-brainer. Therefore, several things were considered before, the name was picked. The name was chosen because it is easy o 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).

The finances are also needed to start a business and by the time I started Twiggy's Boutique, by the time I was starting the business I did not have enough finances which could purchase the requirement and for the operation of the business as well. So some of the finances used to start a business were borrowed from family and friends. Therefore the finances obtained were used to set up a website, marketing, and daily operating expenses.

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 focuses 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 of research to relate the targeted clients with the product.

# References

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