



CASE STUDY

Developing a Business Model for a Retail Apparel Social Media Platform



“The students were a pleasure to work with. Their commitment and contribution to the project was evident and their efforts were fruitful to our firm.”

-Dalit Braun, CEO

Client Profile

PickN'Tell, an Israel-based startup company, offers a social media platform to the retail apparel sector. Comprised of a location-based mobile application and proprietary fitting room technology, the PickN'Tell platform provides unique benefit to shoppers and retailers alike. It offers shoppers the opportunity to share videos and photos of potential purchases with friends to get feedback and recommendations. Shoppers also receive special discounts from partner retailers. Retailers receive additional store traffic, increased purchases, and gain access to valuable pre-sale consumer behavior data, as shoppers try on garments.

The Project

PickN'Tell engaged Fox Management Consulting (Fox MC) to develop a strategy and business plan that capitalizes on the unique business opportunity for this technology in the retail apparel sector.

Recommendations

Fox MC conducted primary and secondary research, looking at industry trends in retail apparel, data analytics, and mobile applications. By integrating findings from this industry and competitive research, the team developed a set of recommendations and a corresponding strategy that mapped a 4-year growth plan, ultimately leveraging PickN'Tell to become a leader in collecting, reporting, and analyzing pre-sale consumer behavior data. This strategy included distinct plans for market entry, firm growth, consumer user adoption, retail apparel client acquisition, and pricing.

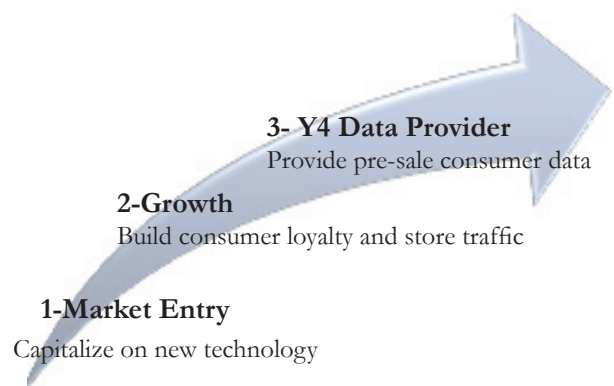


Figure One: PickN'Tell Firm Growth Plan

Results

Following the project, PickN'Tell received a \$500,000 early stage investment and in July 2012 had launch parties in Los Angeles and New York City for their product.