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**Inside Moda Operandi’s Data-Driven China Expansion**

*1. Summarize and explain Moda Operandi’s unique retail business model strategy. How has*

*the business model improved sales, contributed to customer loyalty and surpass*

*competition?*

* Moda Operandi’s unique retail business model strategy has helped their company improve sales while contributing to customer loyalty and surpassing competition. Their business strategy is to connect designers directly to consumers, figure out how to make it a richer experience for the consumer, how to add more value to the designer community and how to use data and technology to make the both sides work together more efficiently. With the great improvement in data and technology, they are able to tell in advance by forecasting and predicting what will be successful in fashion four to six months in advance, which is an advantage for them giving them a chance to surpass competition, improve sales since they know what the consumer will want or not and contribute to customer loyalty by giving them what they want and helping them find their own personal sense of style.

*2. Fashion retailers compete in three ways: price, quality, and/or innovation. Which*

*competition strategy does Moda Operandi utilize and how?*

- I would say Moda Operandi is able to compete using the strategy of innovation. Chief executive Ganesh Srivats tells how he improved and helped Moda Operandi when he began working there. In his first six months with Moda Operandi, he did a lot of research to figure out he can do to help the brand grow successfully. His first move was to improve on data and technology by bringing in and hiring new talent that were professionals in their field of work in which he put in a lot of time and effort for. This great innovation helps them surpass competition.

The new data collecting strategy has become so advance that they are able to collect data from consumers in specific cities.

*3. What new business opportunity has this strategy provided?*

-A new business opportunity their strategy of innovation provided is great exposure in the fashion industry for their unique retail business strategy. They have raised three hundred million dollars in funding from some of the worlds best investors which will only open more doors for the brand.