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April. 28, 2020

Moda Operandi Interview Response

Question 1:

Chef executive Ganesh Srivats began his strategy for Moda Operandi's business model by asking the necessary questions. Why does the business model that's already put in place successful? Why does the customer like to shop this way? He was added to the team to transform the brand but first he decided to learn and spent more time doing research. The first part of their business model was connecting the designer to the consumer and making that a richer experience for the consumer. They also want to add more value to the designer community as Moda Operandi grows. Lastly, they want to use data and technology to make both sides work more efficiently as the brand grows.

Moda Operandi's strategy to ultimately get rid of inventory is put in place because of their pre-order system. Items are first chosen by the consumer and then made to fulfill that order. This saves money and reduce the amount of clothing just taking space in storage. Moda Operandi stands out against its competition because unlike most fashion brands, items are bought knowing a customer will purchase it. Buyers aren't wasting money aren't wasting money knowing customers will buy chosen items. With that information, the Moda team wants to study the data and figure out what they can learn for it. Moda Operandi's business model has contributed to the relationship between the designer and the customer. The brand determines what's being sold to

customers not the buyers. Moda created relationships with their customers by putting the power back in their hands and the designers.

Question 2:

Moda Operandi uses innovation as a competition strategy. Their idea was growth focused and to grow they used data and research. Their business model is connecting designer to consumer so to continue and refine that they focused on selling inventory that the customer for sure was going to buy. Moda uses a pre-order system to give the choice back to the consumer when deciding on what to buy. Their goal to individualize taste and increase consumer choice was innovative because history shows that buyers make decisions based of trends but not everyone wants to dress commercial, Moda Operandi appealed to that unique taste. By doing this Moda has cultivated a core audience that's loyal to the brand. They then collect the data to predict what's going to be successful for the brand in the future. Moda Operandi is innovative because they use technology to change the way women interact with fashion.

Question 3:

Moda Operandi, a western company now has the opportunity presented to work with foreign market China. They also have the opportunity to grow their GDP every year. Ganesh sees China as essential to the company's future and wants to understand it from the inside out. Their plan is to set up a headquarters in Shanghai and hire a team an become a part of the local fabric of China. Moda Operandi is looking to build a product from the ground up that's suitable for the Chinese market.