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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 retail business model strategy is based on the idea of trunk shows. It is a traditional concept of shopping from the runway and getting it straight to the customer. The company uses a business strategy of sitting down and questioning everything in the retail instead of rushing and trying to fix everything. The company finds it important to sit back and learn about the customer and the business. Another thing they do is to have a lot of "smart" people on the team as stated in the video, do intense research on the company and competition and know how to grow the company .

Individuals are placing orders upfront therefore choices of what to buy were decided by what the people actually want. As data is collected they learn to value it in order to know the plan of figuring out what the company should buy, sell. It was argued that a business can have a great interior but what you must know is how to sell the inventory.

2. Fashion retailers compete in three ways: price, quality, and/or innovation. Which competition strategy does Moda Operandi utilize and how?

Innovation is an important competition strategy used within the company. What Moda does is go straight to the core problem of the company and fix it by going to the customer. The core issue of the company is the inventory and figuring out how the inventory will be reached out by using the strategy of customer decisions. With the customer decision it is a conversation between the customer and the designer figuring out what should be sold in the market. As stated in the video a great business is rooted by a movement of consumer choice that is made in the hands of consumers and creators. The company has the opportunity to collect data. With the data collected the company can consider what is going to be successful in fashion, like forecasting, getting to

know what fashion is months from now. The data collected is then given to the designer so a decision about what to produce and how to produce is made.

3. What new business opportunity has this strategy provided?

An opportunity for the business is that they have made an early decision that China is the core to what the company becomes in the future. The company has come together and became part of the locals in China and understands the functions of the country. Principles were made instead of strategies which include, having a mainland china strategy. This is where they question the procedures of future productions, etc. Then they have set up headquarters in Shanghai and have an entire team that is local, with that they must have the ability to trust and empower the team and figure out how to provide the team with necessary tools. The overall idea is to create/ build a company in china that is based on their current location. They must also have the ability to produce a product that can be built up. Not to create a foreign product based on the foreign location but to create a product from th foreign country and build it up from resources.

Sequences of being able to adapt, learn and scae to further trunk show models. With Moda having the data they know what individuals want and know what is relevant to the market and know what to actually sell in an advantage to the competition