

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 model strategy consists of eliminating the Buyer's point of view of clothing and letting creators and consumers meet for what the customer truly wants. Fashion is saturated with analytics and data where buyers believe they know what actual consumers want when the simple answer is that consumers know what consumers want. This strategy surpasses the competition because it gives consumers an open field view of their selection of what they truly want from fashion. The full collection is opened to their reach through Moda Operandi which other fashion retailers don't seem to have.

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

Moda Operandi utilizes all three of the competition when it comes to price the pricing is straight forward and based on the brand they are selling. Quality is something they take pride in. When it comes to Quality Moda Operandi brings together high nor low fashion but quality fashion tot the consumer. Lastly, Innovation is their ability to communicate and build a relationship with consumers as np other retailer has.

3. What new business opportunity has this strategy provided?

Moda Opernadi provides an opportunity to businesses in fashion to engage with their consumer like never before. Eliminating the buy and connecting the creator to the consumer breaks down any barrier to what the customer actually wants.