

Inside Moda Operandi's Data-Driven China Expansion
The Business of Fashion Interview
VIDEO: <https://www.youtube.com/watch?v=Kaz7xcN5SLE>

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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 surpassed competition? Provide your response in AT LEAST 5-8 sentences with examples from the video.**

Answer: The particular retail business model approach of Moda Operandi is to set the company's main objectives. The first thing is to learn about the company, the business model, and the customers, according to Chief Executive Ganesh Srivats. The second thing is the team because people are still priorities. Knowing how to scale the data and digital development technologies needed begins to bring in great talent in the field of technology and operations. Hiring a lot of smart people is crucial before getting a business plan because they can tell you what to do. Often, since growth comes from knowing the core and how to amplify the core business, think about increasing the business. Connecting designers directly to customers, building richer user interactions, bringing more value to the designer community, and learning how to use data and technology to make the work of both designers and customers work effectively. By placing orders of their choice of what to buy, the company model has increased sales, led to customer satisfaction, and exceeded competition. The organization is aware of what people want and it doesn't give people what they want, it's about taking data to another level and having more data information.

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

Answer: Moda Operandi uses technology and you need to find out how to market it. Discounts, marked downs, discounts have become so normalized that old fashion is becoming the concept of selling full price fashion.

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

Answer: The new business opportunity presented by this approach was to learn how to develop a company in China. Develop a brand by learning what other businesses do best and what you can

do to learn from them and produce a product that is relevant for the Chinese market. You learn as you go, you change, and you scale higher instead of aiming for a big win. It helps to scale sustainably by looking at how to expand the company 3-5 years from now and then ensuring that the right foundations are laid. Finally, understanding what each customer needs, instead of hoping for the best, makes it the best way to know what you sell.