

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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Date: 10/28/2020

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 video.
 - Moda Operandi helps consumers to shop straight from the runway as Lauren Santo Domingo noticed the demand for clothes from the runway which never made it to department store.
 - Their brand is different as the inventory is purchased based on the demand by buyers. They are giving the power in the hands of the consumers.
 - To help the business grow in coming years, Santo Domingo hires Srivats who has background in fashion and technology and knows how to scale a business.
 - Ganesh Srivats leaves Elon Musk to work in Moda Operandi because he has a background in fashion and had worked for Burberry. He loves fashion and tech, so he is excited to be back in the industry from the inside.
 - His business strategy for Moda Operandi is: to grow Moda Operandi and work on amplifying its current business model by connecting designers directly to consumers and give them a richer experience than before, and hence add more value to the designer community as Moda Operandi's business grows, and also use data and technology to excel in the industry. To expand, they are setting up a company in China, Shanghai.

2. Fashion retailers compete in three ways: price, quality, and/or innovation. Which competition strategy does Moda Operandi utilize and how?
 - Moda Operandi an e-tailer that competes in innovation as they are changing the idea of traditional retailing into a one of its kind idea of online store, where consumers are given the power to decide what they want the company to sell. As traditionally to buy a designer piece one must go to a brick and mortar to purchase it but here especially with COVID 19 closing the stores, Moda Operandi is definitely doing much better as an e-tailer than a traditional retailer as their brand is helping consumers shop straight from the pieces they see on the runway. Their data is so accurate that throughout the video they referred to it as a "crystal ball" that the brand has.

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3. What new business opportunity has this strategy provided?
 - They have an opportunity to double down and even triple down on their business strategy in China as with the data Moda Operandi has they can know exactly what the Beijing customers want and what the Shanghai customers want so if they are successful in this new project of expanding in China, they can surely have very less returns from this country. International returns normally cost businesses hefty tariffs and taxes which can be avoided for Moda Operandi with data intelligence.
 - It gives opportunities to designers all around the world to sell out their merchandise as Moda Operandi gives them exposure and data. So, it is a win-win situation for everyone, the company, the designers who they are working with and also the consumers as they are getting what they want.