

A large, bold, black letter 'G' is centered on a white marble background with grey and brown veining. The 'G' is the primary visual element on the left side of the slide.

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Analysis for Grailed Inc.

Business model canvas



SWOT ANALYSIS



RECOMMENDATION



Business model canvas

GRAILED'S CUSTOMER SEGMENTATION



ENTHUSIASTIC BUYERS AND SELLERS

- Really care about fashion
- Willing to refresh their closet by trading on Grailed



MASS MARKET SELLERS

- Professional buyers
- Use online platform to extend their business
- A large amount of stock



RATIONAL BUYERS

- Having clear goal
- Usually time savers
- Relatively low willingness to pay



PROFIT MAKER (SELLERS)

- Sell products with high profit margin, e.g., supreme, sneakers, etc.
- Focus on products with limited quality, often spend time line up for clothing.
- Usually defined as “resellers”



“HYPEBEAST” (BUYERS)

- Irrational buyers who don't have shopping plans
- Relatively high willingness to pay
- Consists of striking logos

Business model canvas

WHY WE DON'T FOCUS ON THE OPERATING MODEL CANVAS?



Value Proposition and Customer relationships

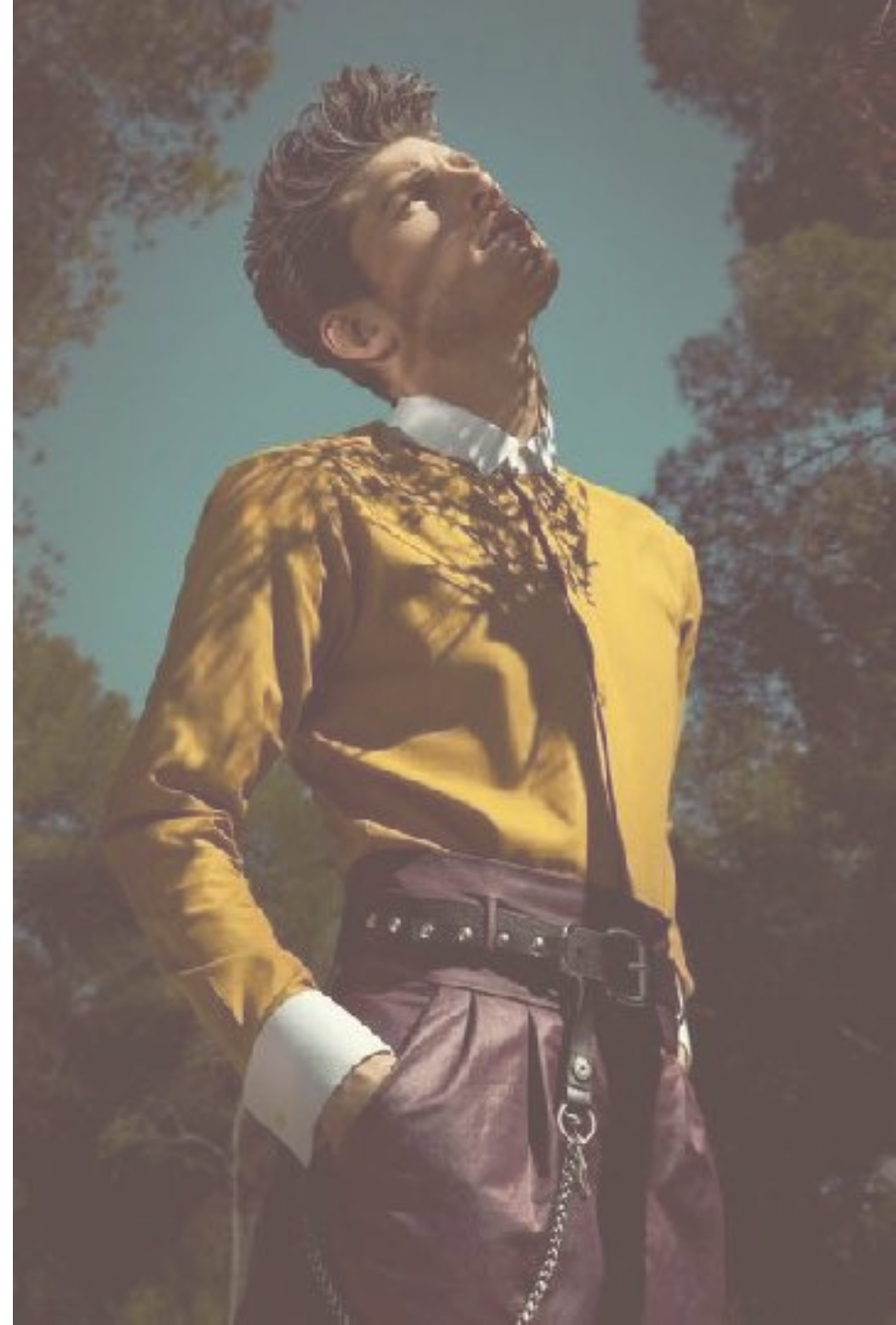
- How do they treat customers differently?

Special Partner:

- Editorial columnists

Special Activities:

- User generated content on social media
- Collaboration with celebrities
- Events like showroom during Paris fashion week




Threats & Opportunities

HIGHLY COMPETITIVE MARKET MEANS....

| Area | 1. External Situation | | 2. Internal Situation | |
|----------|--|---|---|--|
| | Industry | Competitive market | Business Model | Financial |
| Analysis | <ul style="list-style-type: none">• Expanding quickly• Very low barrier of entry• Few loyal customers• Focus on variety of products | <ul style="list-style-type: none">• Rivalries• Competitors are in big sizes• Customer segmentations are so different need to be treated differently | <ul style="list-style-type: none">• Processes are not concise enough• Low flexibility• Reputation and Reliability | <ul style="list-style-type: none">• Two round fundraising• Heavily rely on the funding• Revenue from Commission rate• High input cost |

Threats & Opportunities

AS A INNOVATIVE COMPANY, THEIR
CHANCES ARE.....



Financial
Perspective

Core Competency:
Building a
community instead
of marketplace

Embraced
the benefit
of social
work

Short and long term Recommendations

AS A INNOVATIVE COMPANY, THEIR CHANCES ARE.....

Short Term

- Allow buyers purchase without an account
- Build direct relationship with fashion brands
- Host more offline activities

Long Term

- Develop more payment method to simplify the process
- Use different strategy to target five customer segmentation

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Questions and Discussion

