

IN TASH

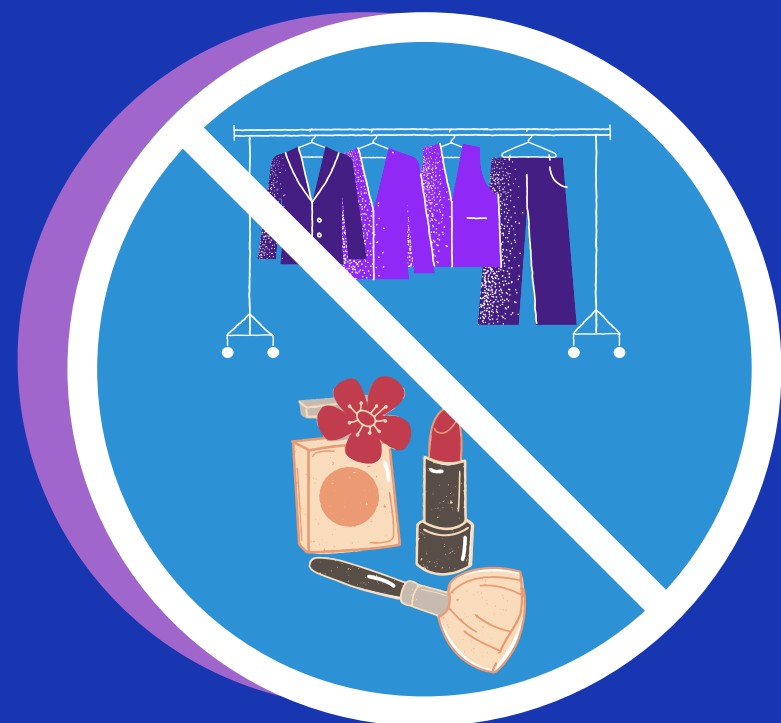
A NEW GENERATION OF SHOPPING



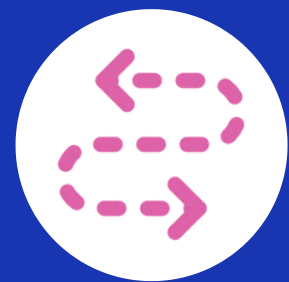
THE PROBLEM



**Existing delivery services are
slow**



**There aren't any on-demand delivery
services available for fashion, health
and beauty products**



INSTASH

Our Solution - An Introduction to our Company

*A same day delivery service for
fashion, health and beauty products.*



Our Value Proposition



FAST

Delivery



AFFORDABLE

Accessible and Available



QUALITY

Products and Service

Our Company Values

Diversity and
Inclusion

Sustainability

Accountability



Our company's mission

**To reinvent the traditions of retail,
growing a community of
empowered riders and delivering
products on-demand with the
highest customer satisfaction**

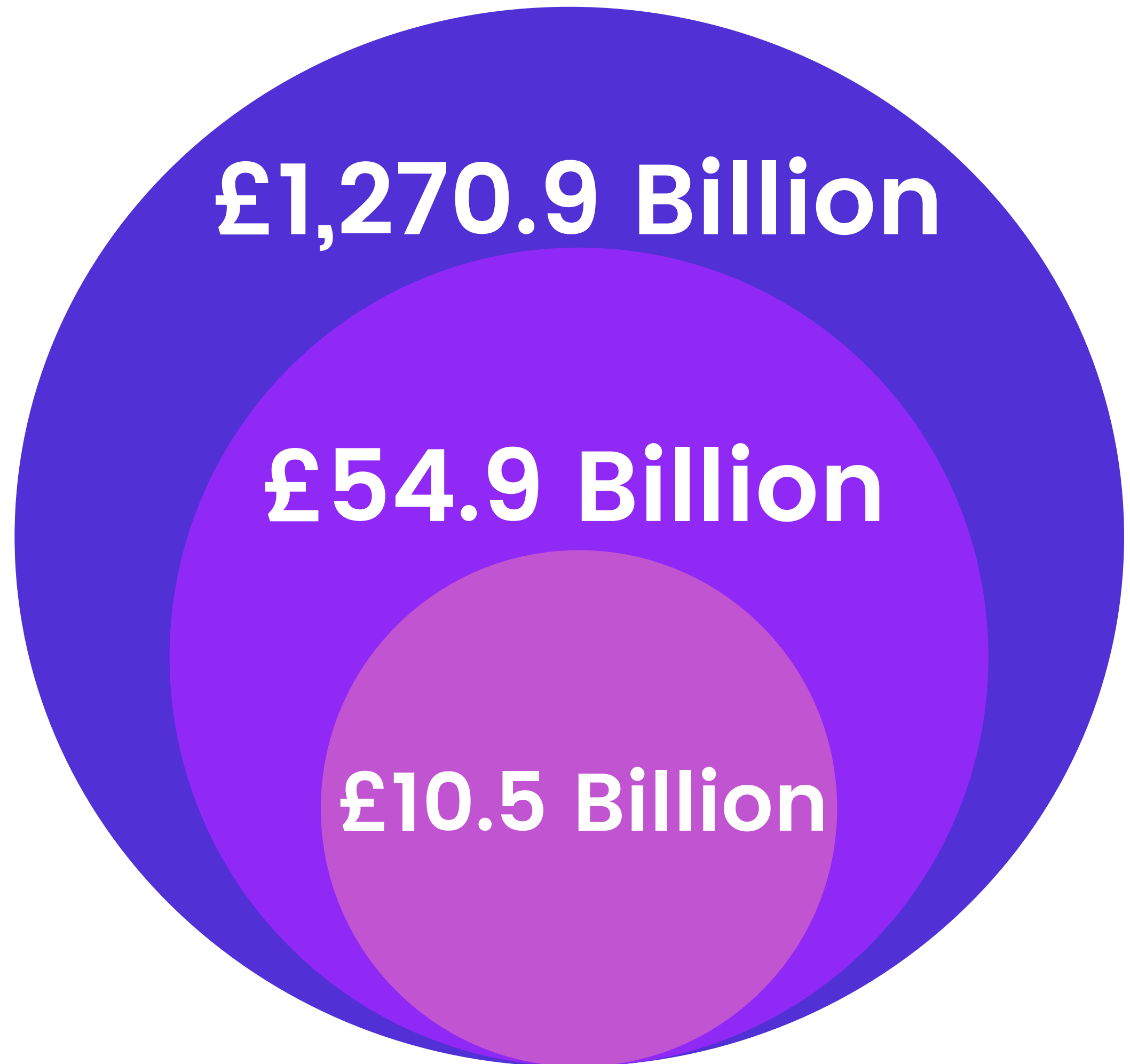
MARKET SIZE & POTENTIAL

Global revenue in the apparel market 2021 :
1270.9 Billion

Revenue in the apparel market in UK 2021 :
54.945 Billion

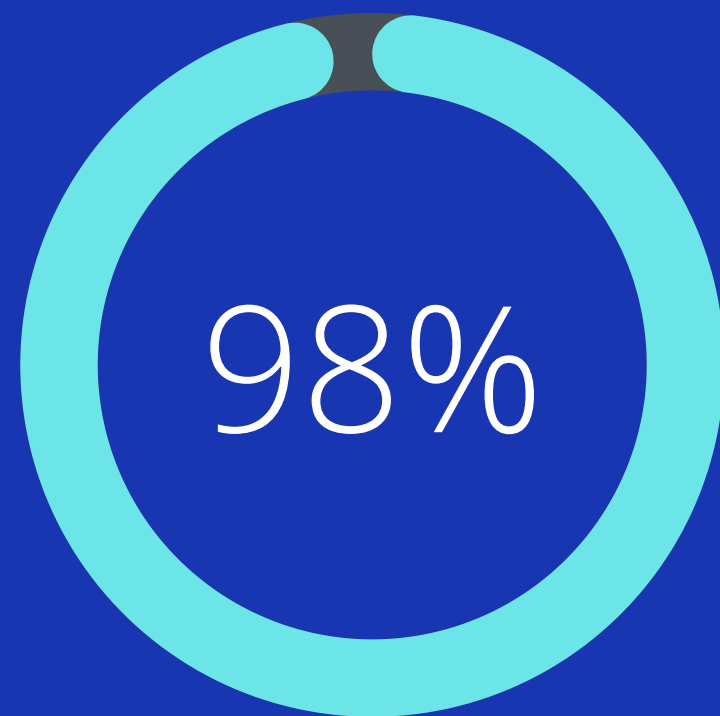
Market value of foodservice delivery in UK
2021 :

10.5 Billion
(Statista, 2021)



MARKET RESEARCH

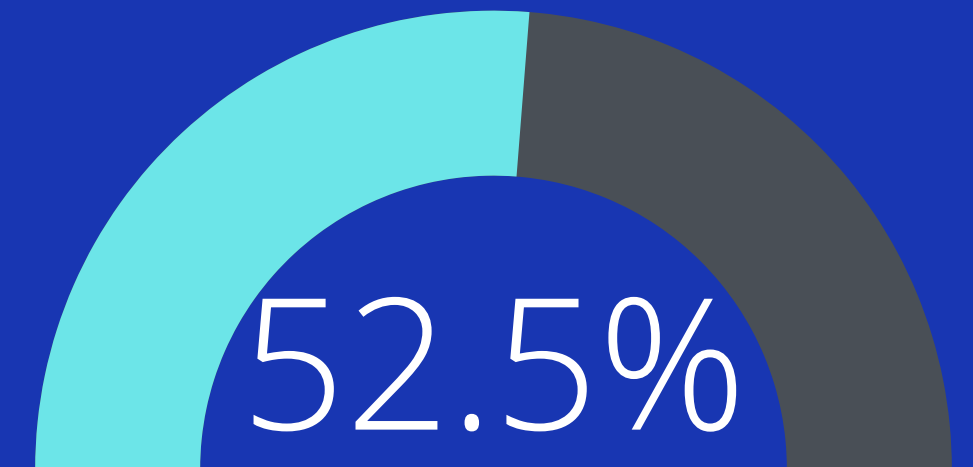
CUSTOMERS



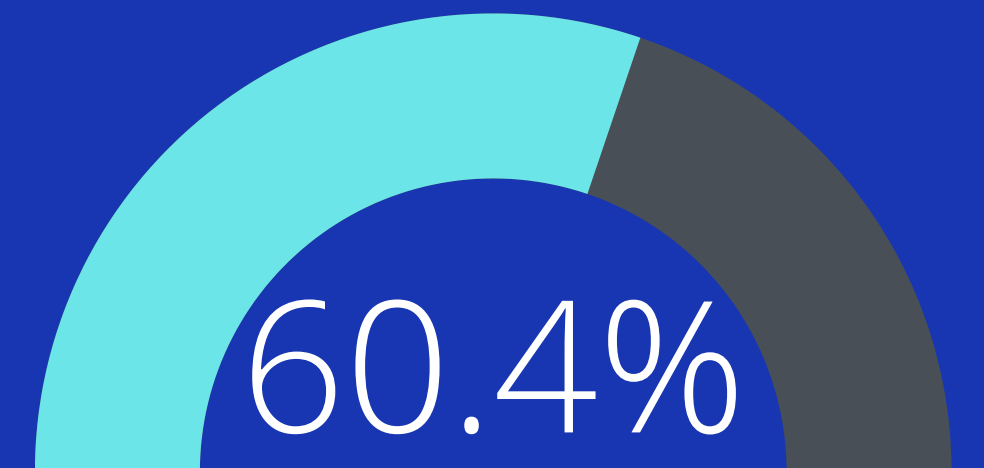
of people shop online



*percentage of respondents who shop
fashion, beauty and health products
online*



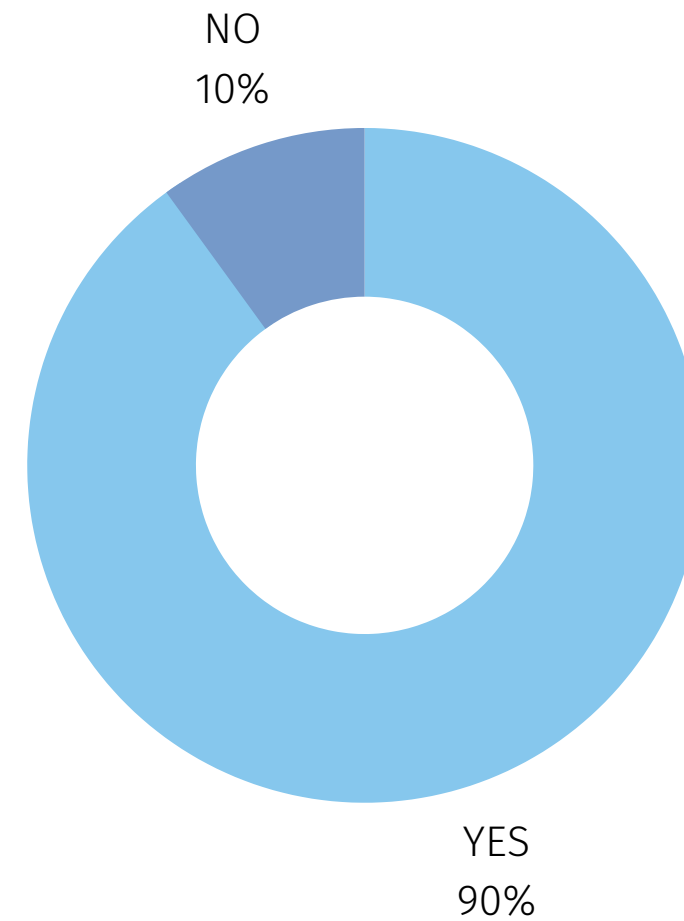
*of people regularly find that
next day delivery is not fast
enough for them*



*of people regularly find that
next day delivery is too
expensive*

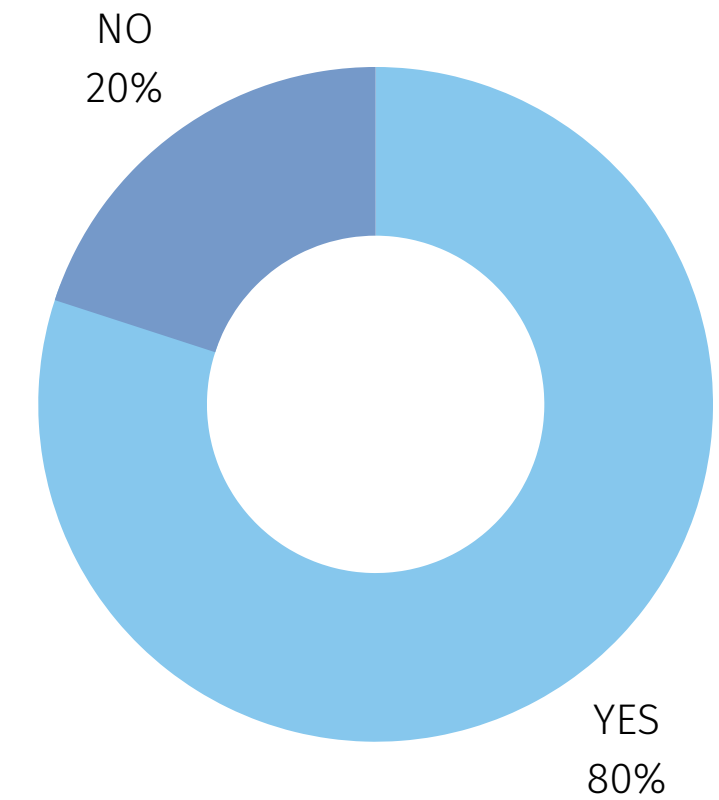
Market Research

Retail - Statistics and Feedback



90%

of brands thought that Instash was a
good idea



80%

of brands though that
Instash was a **realistic** idea

STRATEGIC BRANDING

Employee SWOT Analysis

<p>Strengths</p> <p>Authenticity: The only company delivering on-demand fashion and cosmetics.</p> <p>Fast Delivery System: Using reliable delivery methods to minimise failure.</p> <p>Reliable Suppliers: Delivering merchandise of well-know and local businesses.</p>	<p>Weaknesses</p> <p>Branding Issues: Establishing brand identity and legitimacy takes time.</p> <p>Technical Malfunctions</p> <p>Press Issues: Raising concerns about the gig economy.</p>
<p>Opportunities</p> <p>Emerging Trends: Fashion and beauty industry are ever expanding.</p> <p>Partnerships: Companies would want to take advantage of our services.</p> <p>New Preferences: The massively increased demand for online shopping and fast delivery.</p>	<p>Threats</p> <p>Direct and Indirect Competition: New delivering services might emerge following Instash's success.</p> <p>Legal and PR Pressure: Keeping up to date with new laws and guidelines.</p> <p>Lack of Long-Term Contracts: No security if any party would like to step down from using our services.</p>

PESTLE ANALYSIS

Political

The government requires commercial licenses as well, requiring drivers to provide that documentation.

there were political discussions about minimum wage laws for the gig workers

Gig companies such as Uber didn't have clear regulations. It was difficult to pinpoint insurance lie in — if there is an accident, is the Uber driver at fault, or the company itself?

Rights for Gig workers are a Political Issue Now

Economical

With Britain in negotiations to leave the EU, Deliveroo are facing a harder time to compete for a shrinking pool of workers. The weakening pound and economic prospects have led to many workers choosing not to remain in the UK (Warrell & O'Conner, 2017).

Technological

Innovations in the development a custom app has allowed apps such as Deliveroo to create a low-maintenance workforce who can be easily communicated via one app. This has led to a reduction in traditional delivery service set-up costs and helped Deliveroo become market leaders (Mintel, 2016)

Innovation in smartphone technology has led to a growth of 21% in the 16-24 age group uses services like Deliveroo when ordering food takeaway (Mintel, 2016) That is also probably the case with delivering other products.

Legal

Apps such as Deliveroo are also facing a London-based employment lawsuit arguing the company is preventing employers from joining any unions and gaining workers' rights. This action is forefront to other potential employment lawsuits against self-employed app contractors like Uber and TaskRabbit who have criticised for the lack of workers protection offered to people who work on their platforms (Pooley, 2017).

Apps such as Deliveroo are facing discrimination lawsuits with over two hundred employees joining a claim arguing that the company fails to provide minimum wage, holiday pay and age discrimination. If forced to improve pay or terms for its self-employed couriers, the company's costs could increase dramatically (Ram & Shubber, 2017).

Social

Gig workers protest for better job stability

With Brexit, forcing a lot workforce to leave the UK, gig delivery apps such as Deliveroo are looking to a new workforce of student labour to meet demands. However, with current lawsuits impacting pay, they are facing a PR crisis with new workers not joining the company as quickly as demand requires (Butler, 2017b).

Gig apps such as Deliveroo are also being investigated for their low safety standards with new employees. Allegations of a lack of health and safety training, food and road safety are leaving the company facing increased costs in meeting UK safety standards (Butler, 2017a).

Environmental

Through the emphasis of using a fleet of bicycles and scooters, apps such as Deliveroo operate an environmentally friendly service which aims to reduce congestion and pollution when compared to cars and other delivery vehicles (Deliveroo, 2016)

PESTLE ANALYSIS

SOCIAL FACTORS - EMPLOYMENT

NO JOB STABILITY- MENTAL HEALTH

1

Gig workers have increasingly started protesting for better job stability.

2

NO EMPLOYMENT RIGHTS

There are outdated employment laws that gig companies exploit. No employment rights means no pensions, sick pay, holiday entitlement or parental leave.

3

NOT ENOUGH TRAINING

Gig apps are being investigated for low safety standards, including a lack of health and safety and road safety training.

PESTLE ANALYSIS

SOCIAL FACTORS - EMPLOYMENT



EMPLOYMENT SCHEME

- Comprehensive Introductory Training
- Increased Employment Rights
- 24/7 Driver Support

NO JOB STABILITY- MENTAL HEALTH

Gig workers have increasingly started protesting for better job stability.

1

2

NO EMPLOYMENT RIGHTS

There are outdated employment laws that gig companies exploit. No employment rights means no pensions, sick pay, holiday entitlement or parental leave.

3

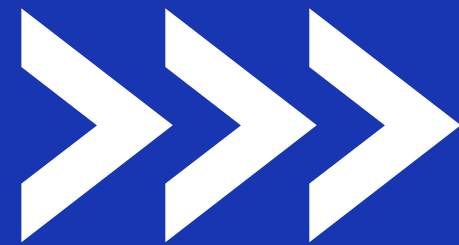
NOT ENOUGH TRAINING

Gig apps are being investigated for low safety standards, including a lack of health and safety and road safety training.



TARGET SEGMENTATION

**Target
customers**



EVERYONE

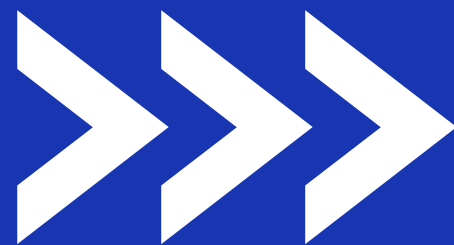


Impatient



Busy Schedule

**Target
workers**



EVERYONE

Mostly Students (18-26)

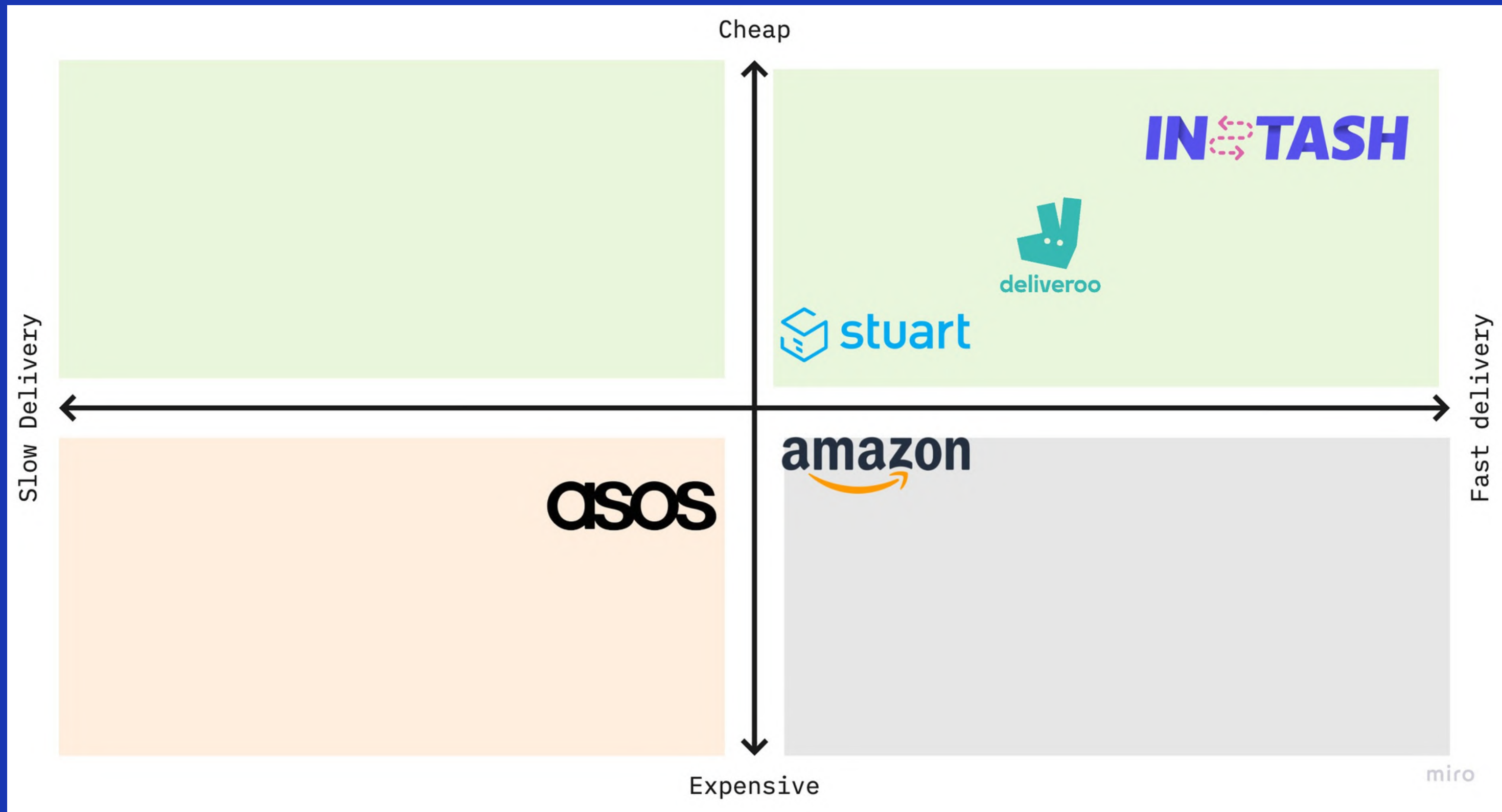


**Looking for a flexible
job**

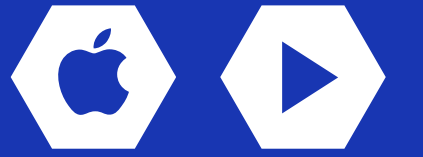


**Wants to join a
community of riders**

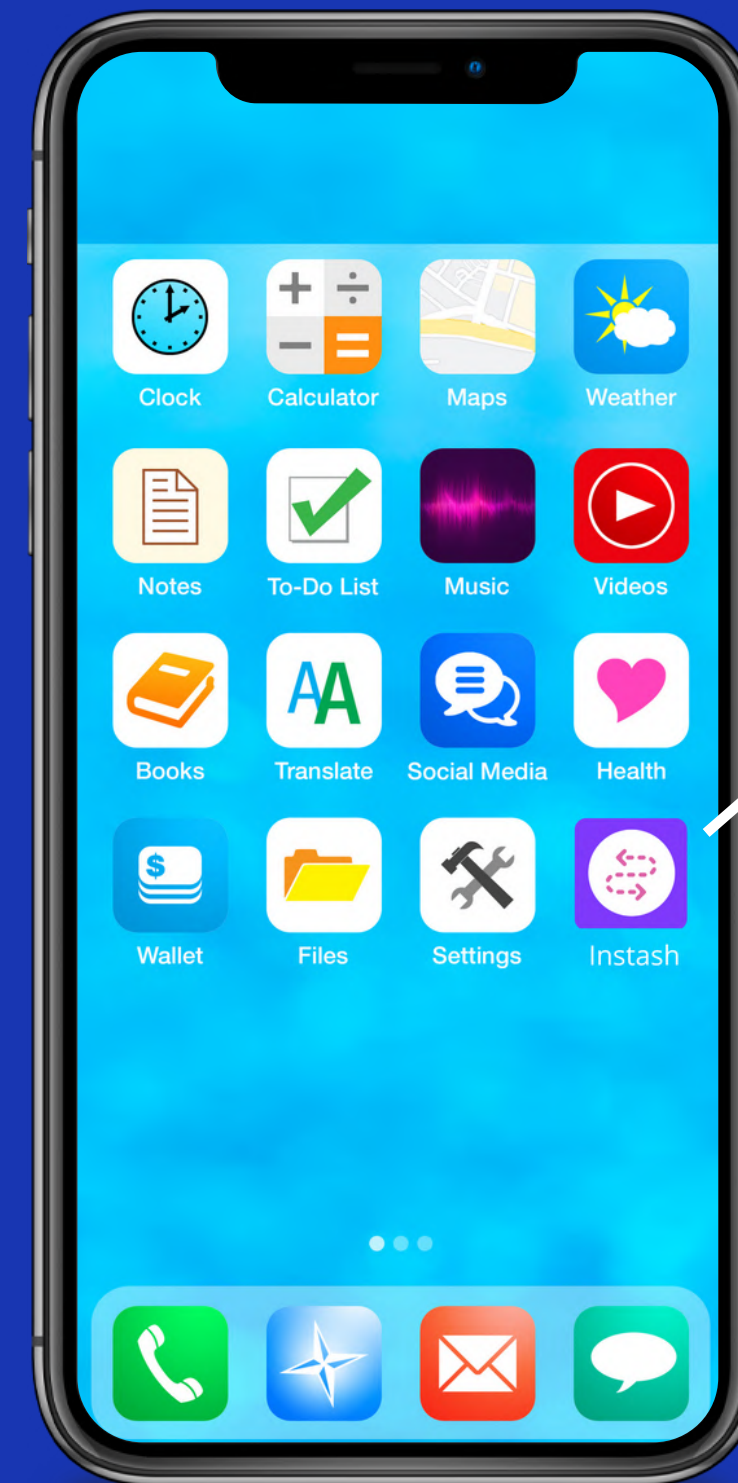
COMPETITIVE LANDSCAPE



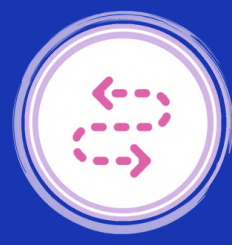
Our mobile App



It will be available on the App Store and Google Play.



Instash



MVP: OUR APP PROTOTYPE



Create new Account

Already Registered? [Login](#)

Please enter your name

Jiara Martins

Please enter Email

hello@reallygreatsite.com

Please enter password

Please enter date of birth

Date of birth

SIGN UP



9:41

Welcome Back

Sign in to continue

Email

hello@reallygreatsite.com

Password

☐ Remember me [Forgot Password](#)

LOGIN

Don't have account? [Create a new account](#)



IN TASH

Introducing the Fenty Beauty holiday collection

Search here...

All Fashion Health & Beauty

ADIDAS HOODIE \$ 20
JD SPORTS

V2 Hoodie \$ 25
SPORT DIRECT

X3 Shirt \$ 22
JD SPORT

Diamond Veil \$ 23
BOOTS

Home Cart Mail Profile



ADIDAS ORIGINALS AUTHENTICS HOODY £ 20
-20% Off

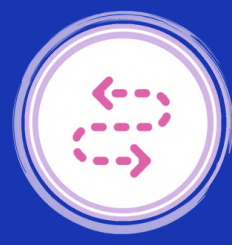
★★★★★

Provides various colors and sizes of shoes that are very suitable for men.

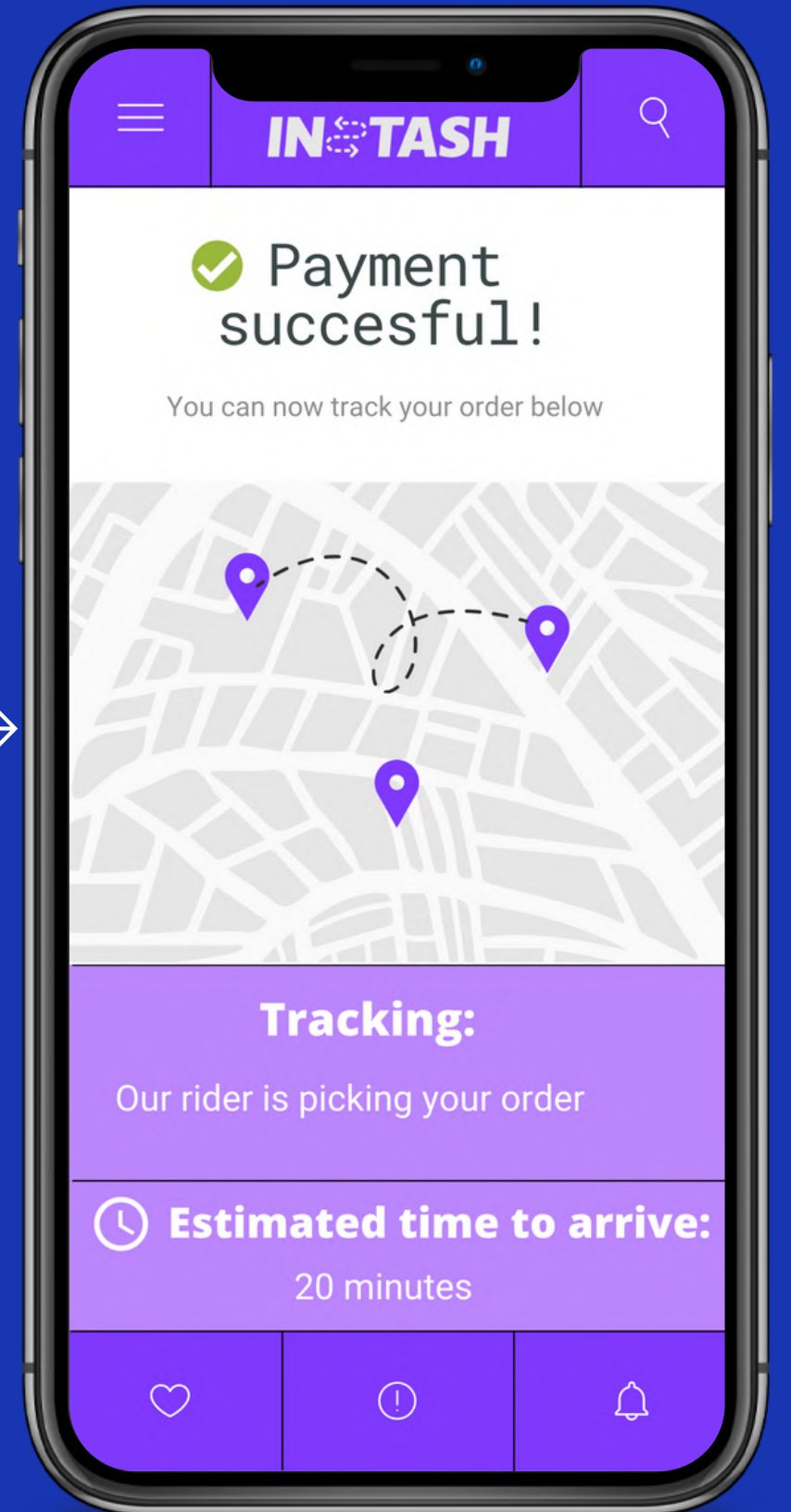
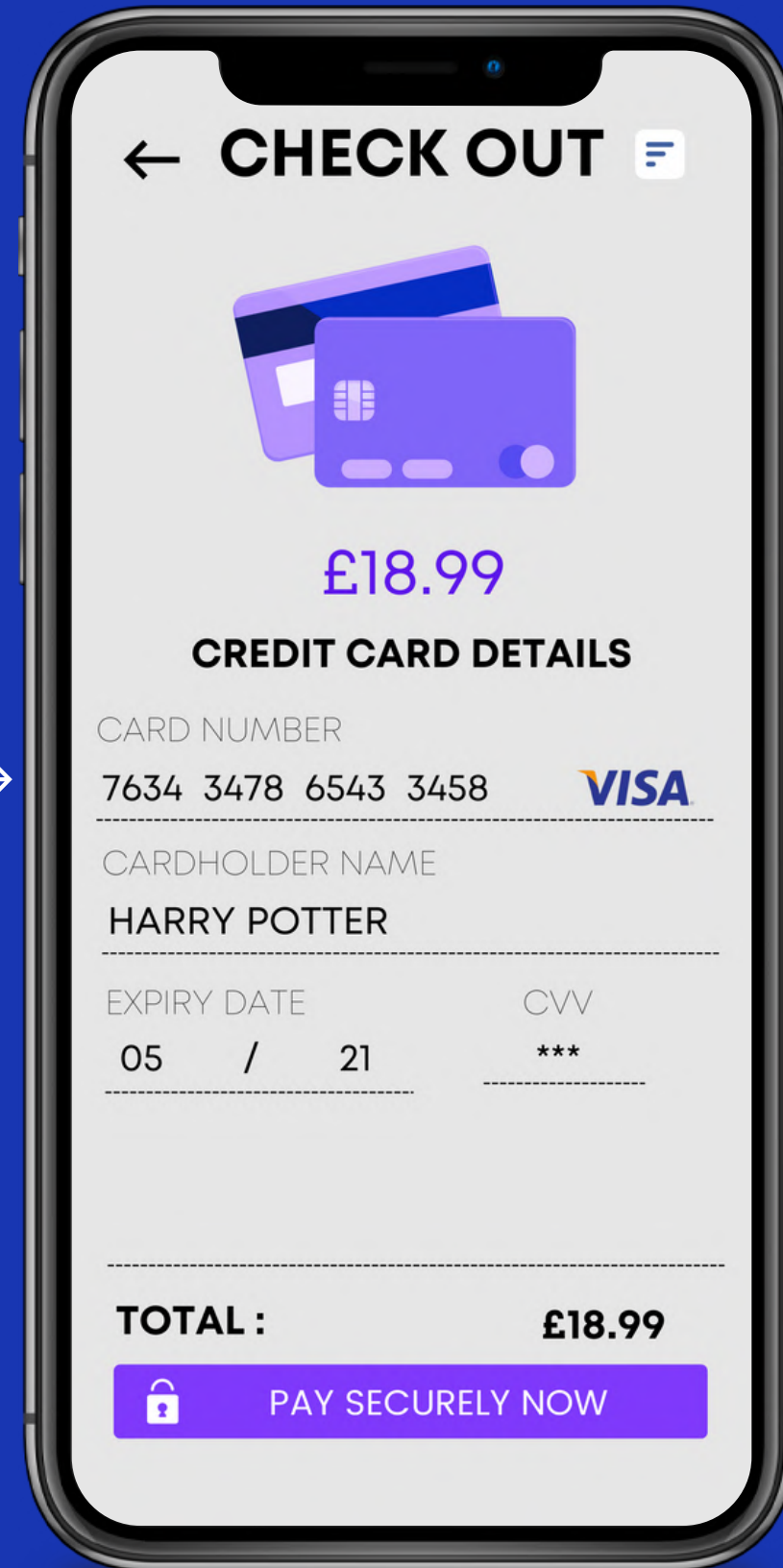
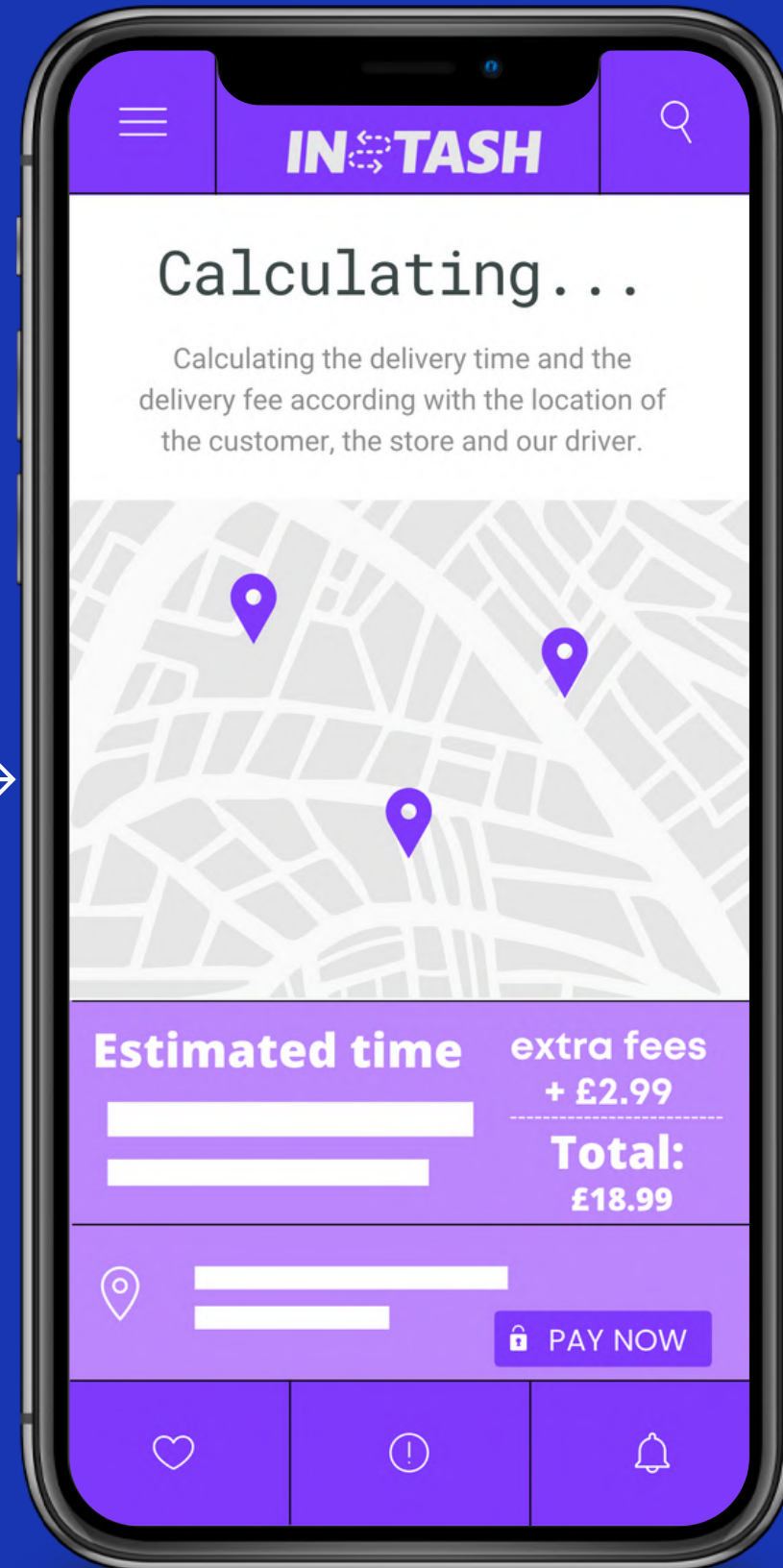
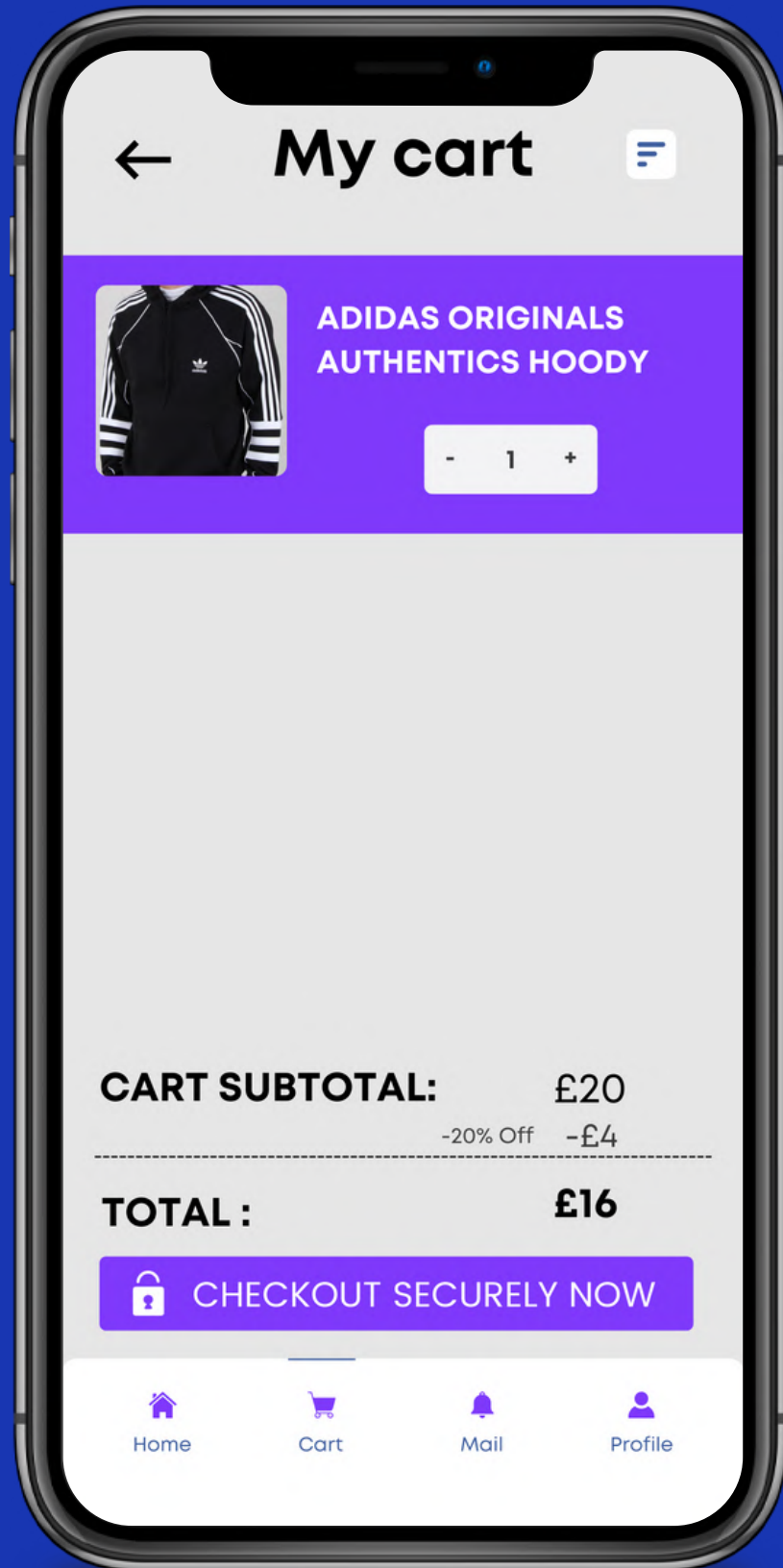
Color: Orange Blue Dark Blue Black

Size: S M L XL

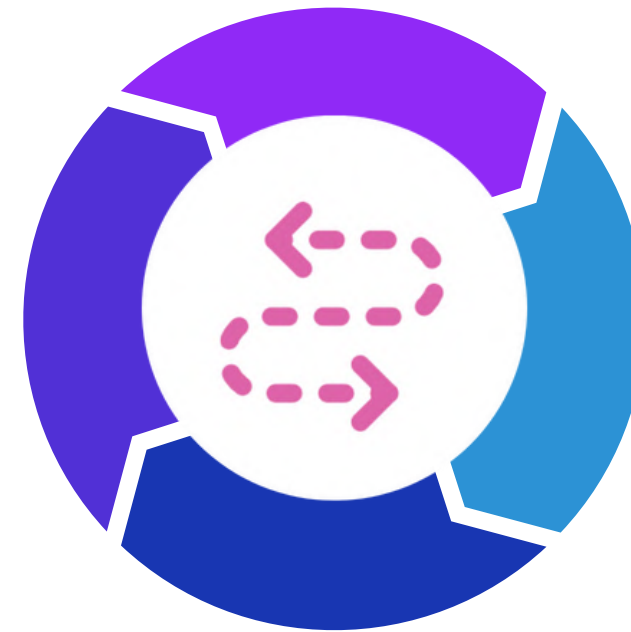
Add to Cart



MVP: OUR APP PROTOTYPE



MARKETING MIX



Process

- Customers order through our Instash App.
- Purchase of the product will be online and consumers will receive their products the same day.
- Our employees will collect and deliver the product to their door and customers can track this order through the app.

Place

- In the mean time, our service will only be available in Southampton then expand to other cities such as London.
- Online- easily accessible to everyone

Price

- On boarding fee
- Comissions
- Featured retailers promotion fee
- Delivery fee
- Depends on what the retailers sell their products for and therefore, what the customer orders.
- Access to our app is free

Physical evidence

- The design of our app and website will hold valuable physical evidence.
- We will have a branded bag with our logo and branded colours, purple and blue.
- We may have a uniform to promote our service.

Promotion

- Social media
- Key word ads
- Sales promotion
- Promotional video shown online
- Logo on rider transport
- Advertisement through retail partners
- Short and precise advertisements to attract busy people.

Product

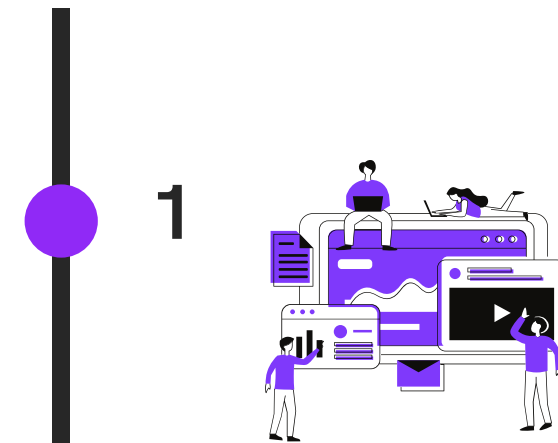
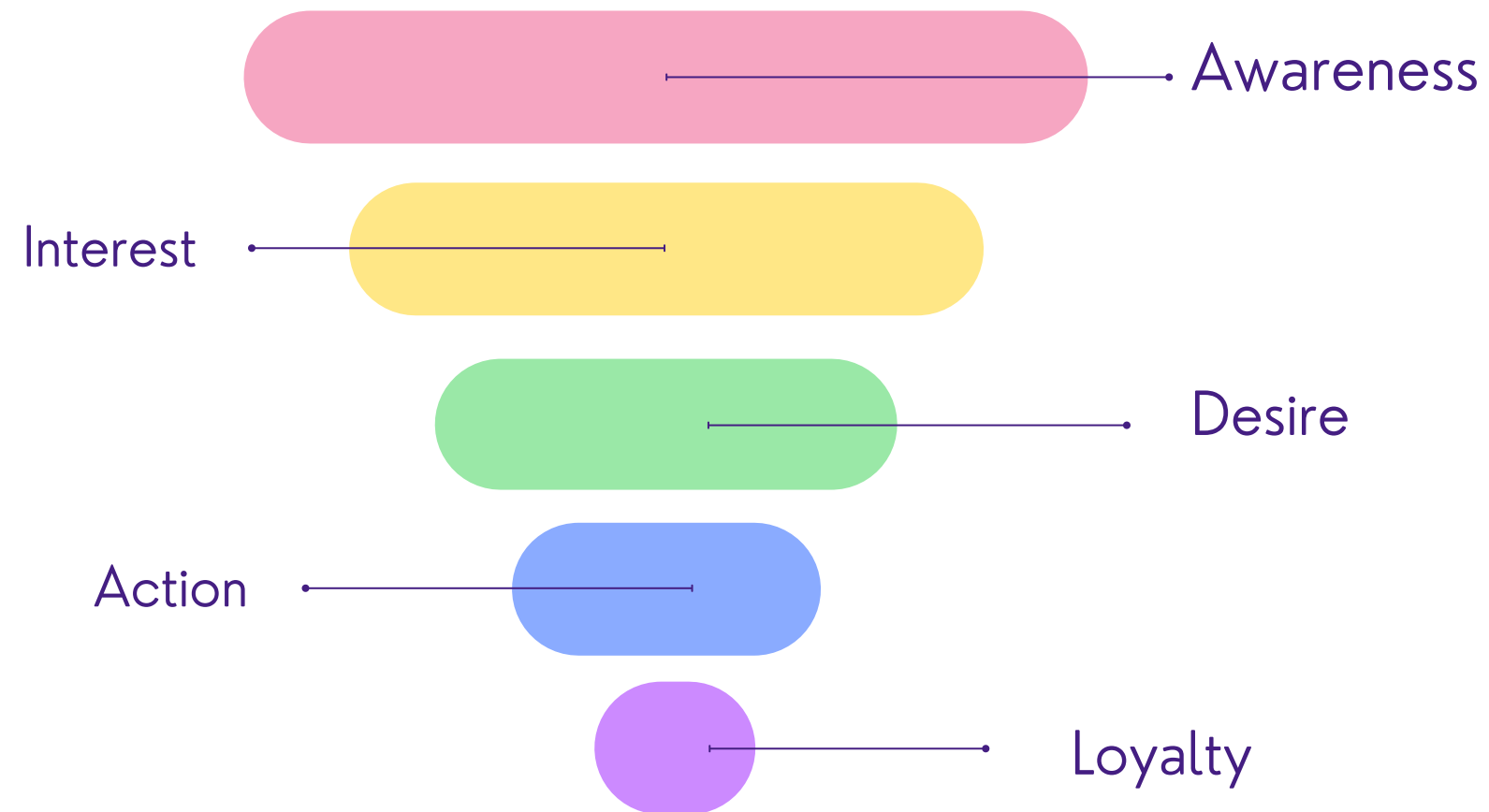
- Fast and reliable service
- basic products needed urgently
- Logo branded

People

- Employees* - Will communicate with the customers face-to-face and through the app.
- Will be fully trained and selected to fit with our company values.
- Customers*- There are enough customers for us to have high demand.
- We aim to attract everyone but are specifically focusing on 18-24 year olds and those with busy schedules.

Our Marketing Strategy

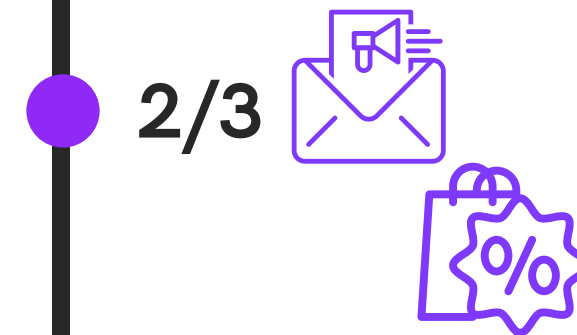
Marketing Funnel



1

Awareness

- Introduction to our app campaign
- Social media post and ads
- Promotional video



2/3

Interest/Desire

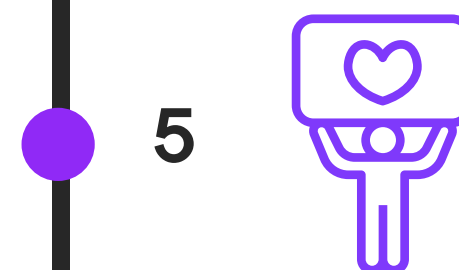
- Digital Marketing (Email marketing etc.)
- Discounts
- Exclusive offers



4

Action

- Feedback
- Success stories
- Comparison sheets



5

Loyalty

- Referral programs
- Beta testers of our app

No need

Preview

**THIS IS OUR
MARKETING ADVERTISEMENT**

for running...

REVENUE MODEL



1

Delivery Fees

- Based on the customers' distance to the store and the quantity ordered

2

Commissions

- 1-3% Commission from stores

3

In-app advertisements

- A set price for a company to be shown on our home page

NET PROFIT of First 4 Operational Years

	1st year	2nd year	3rd year	4th year
Item	Amount			
Revenue	£39,750	£89,480	£250,800	£483,350
Expenses	£397,000	£215,400	£443,000	£611,000
Total net profit:	£-357,250	£-125,920	£-192,200	£-127,650


EXPENSES for First 4 Operational Years

	1st year	2nd year	3rd year	4th year
Item	Amount			
Startup	£20,000	-	-	-
App development/ Maintenance	£300,000	£100,000	£100,000	£100,000
Marketing costs	£5,000	£5,000	£7,000	£7,000
IT specialist	£48,000	£48,000	£48,000 x 2 workers = £96,000	£48,000 x 2 workers = £96,000
Rider salaries	£4 x 6,000 deliveries = £24,000	£4 x 15,600 deliveries = £62,400	£4 x 42,000 deliveries = £168,000	£4 x 84,000 deliveries = £336,000
Founder salaries	-	-	6 founders x £12,000 = £72,000	6 founders x £12,000 = £72,000
Total expenses:	£397,000	£215,400	£443,000	£611,000

Grand total expenses:

£1,666,400

REVENUE for First 4 Operational Years

	1st year	2nd year	3rd year	4th year
Item	Amount			
App advertising	£30 per day x 365 = £10,950	£40 per day x 365 = £14,600	£60 per day x 365 = £21,900	£70 per day x 365 = £25,550
Deliveries (fees) 	500 deliveries each month x £4.50 avg. delivery fee x 12 = £27,000	1,300 deliveries each month x £4.50 avg. delivery fee x 12 = £70,200	3,500 deliveries each month x £5 avg. delivery fee x 12 = £210,000	7,000 deliveries each month x £5 avg. delivery fee x 12 = £420,000
Commissions	commissions from stores at 2% x £90,000 (6000 deliveries per year x £15 min order) = £1,800	commissions from stores at 2% x £234,000 (15,600 deliveries per year x £15 min order) = £4,680	commissions from stores at 3% x £630,000 (42,000 deliveries per year x £15 min order) = £18,900	commissions from stores at 3% x £1,260,000 (84,000 deliveries per year x £15 min order) = £37,800
Total Revenue:	£39,750	£89,480	£250,800	£483,350

Grand total revenue:

£863,380

FUTURE AND SCALABILITY

A projection of where Instash could go.

