

Czech University of Life Science Prague

Faculty of Faculty of Economics and Management



Abstract of Bachelor thesis

**Analysis of e-business start-up project in fashion
market**

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Abstract

The bachelor thesis deals with a creating of Internet based shop, which focuses on fashion market. This work contents business plan, marketing plan and statistical analyses. The project will show analysis of fashion market in Czech Republic and compare it with the rest of Europe.

The aim of the project is to create and test rational and real business plan for start-up of the company performing its activities in the sphere of fashion. The business plan will also contain potential risks, costs and estimation of investments for the company.

Keywords: e-shop, business plan, start-up, marketing plan, business strategy, fashion market

Goals

The main goal of theoretical part of this thesis is to introduce to the reader what is meant by e-business. Not only to get acquainted, but also to be able to distinguish types of Internet business models and orientate in this area. As it will be speech about starting a business, precisely running an Internet business, business plan will take big part of thesis. The aim of practical part is to analyze luxury goods market in fashion industry, more precisely fashion jewelry. In like manner it is important to compare Czech and international market in the area of interest. Moreover the main point of the project is profitability of start-up, which will be also evaluated.

Methodology

In this Bachelor thesis was used various methods that were learned from different sources such as academic literature and suitable websites. In the theoretical part was used study and description of business plan, which was based on relevant literature. For risks of Internet based business was implemented number of formulas. Practical part deals with such methods of investigation as:

- Market research
- Pest analysis

- SWOT analysis
- Competitor analysis
- Statistic analysis
- Strategy and time limit for implementation
- Marketing plan

All these methods were applied for the better understanding and analyzing of start up project with luxury jewelry.

Conclusion

This bachelor thesis deals with a running an Internet shop with luxurious fashion jewelry. Uniqueness of the e-shop is that it is a multi-brand shop and it doesn't exist in Czech Republic yet. The demand for the jewelry is still growing and especially in age category of 30-50 years.

Bachelor thesis includes market research of jewelry industry, competition analysis and marketing plan refereed to advertising and promotion of the products. Due to marketing phases the costs on advertisement were computed. Additionally, significant part of thesis includes business plan for online store focused on selling jewelry, where were underlined all main aspects.

Business risks can appear if the estimation of demand is incorrect or in case of dramatic changes in the state economy. Another reason can occur if target segment purchasing ability will decrease, then an entrepreneur may turn up in a situation of "pessimistic estimation". In this case, the return on investment, payback period and net present value of the investment are insufficient. Therefore it indicates the inappropriateness and ineffectiveness of business idea.

The main aim of this thesis was to create a business plan for an online multi-brand store focused on selling fashion jewelry. The goal was achieved through the knowledge that is included in theoretical and practical parts. This knowledge is necessary to start-up a functional online store.

Another objective is to provide an overview of business plan, which includes most important items. This was accomplished with regard to the required extent of the thesis.

Some elements were described briefly, but the most important factors were explored and analyzed in detail. Numerous of researchers and analyses were performed to find out whether business idea is good. According to assessment multi-brand online store with fashion jewelry is efficient start up project that deserves the investment. The project is beneficial as for customers in terms of comfort and for entrepreneurs in light of optimistic estimates.

The financial plan drawn up for the establishment of an online jewelry shop running its activities on the Czech market showed the project's attractiveness for investors. Thus, the evaluation of the expected payback period and break-even point, and the financial statements compiled for the first two years of the jewelry shop's activities testify that the company's activities may start bringing net profits already in the two-year perspective, and therefore the project is economically justified.

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