

# MBA : Retail management , merchandising and E-commerce



## 7.E-commerce and D2C brand



**Navdeep Yadav**  
Co-Founder [Float](#)  
Product Manager |MBA|

# Direct to consumer (D2C) business model



# Top Direct to consumer (D2C) brands

FASHION	ACCESSORIES	BEAUTY	WELLNESS	HOME															
<b>WOMENWEAR</b> 11-HONORE A DAY AMOUR VERT BRASS choosy Dia & Co FARE L'AFRIKAIN ESKINE PEOPLE GOOD AMERICAN Lulus M&L ATELIER ModCloth Reformation TOBI TUXE UNIVERSAL STANDARD	<b>FOOTWEAR</b> albrandy atoms BIRDIES BEBE GRAND VINGE GREATX JACK ERWIN Kato Collective M. G. EMI mahabis SEA VIEWS TAFT TRIND GAK	<b>SKINCARE</b> Act+Acre BEAUTY BY DESIGN CONTEXT CUREOLOGY Glossier HEREBEVORE KOPABI LOLL Meant Mowtowr Onomic oEA FEET RYKO SUMMER FRIDAYS TULA URSA MAJOR	<b>PERSONAL HEALTH</b> Bite BOIE CANDID ecocofloss CORPUS GOBY hello HUBBLE maude MYRO NATIVE PUBLIC GOODS quip Sunday Goods touchland TUSHY twice WILDIST yesTo	<b>FURNITURE</b> ARTICLE BURROW FEATHER FLOYD INTERIOR DEFINE MAISON MINE PIECE THE INSIDE <b>BEDDING &amp; BATH</b> HILLMAN brooklinen Buffy CRANE & CANDY GRAVITY HAVLY PARADE RILEY Rump! SANCUDO weezle															
<b>MENSWEAR</b> ASH & ERIE BARRELL HACKBERRY HIGH CUT J. HILBURN BONOBOS BUCK MASON chubbies FERRI WIZENHAIN OLIVERS Reasing Blazers UNTUCKIT	<b>BAGS</b> BABOON BEMBIEN caraa CAYANA CHANGING FUTURE GLOW GO DASH OUT H&R PERFEST LAS LE A LA VIE PANDOL GARNER POBIS SENREVE STATE STUART & LAU VEST TROUSERS VEST HELMHEIM	<b>HAIRCARE</b> FORM JUSTICE HAIRSTORY OUA! MADONNESSE VERB VIRTUE <b>FRAGRANCE</b> A.N OTHER Hawthorne PHILR PINROSE SKYLAR <b>COLOR</b> alleyoop CALAPOP GLAM SQUAD JULEP KARITY KYLIE MAKEUP GEEK Milk WANDER OTHER inkbox INKED saturdays TATTOO ZITSTICKA	<b>WOMEN'S HEALTH &amp; GROOMING</b> billie CORA damiva Flamingo HONEY POT LOLA Megababe saalt SPHYNX <b>MEN'S HEALTH &amp; GROOMING</b> ADMIRAL BEARD BRAND BEVEL HARRY'S <b>SUPPLEMENTS</b> care/of hers hims HUM Keeps not pot THE NUCES NUTRAFOL Ritual VITAL PROMISE Welle	<b>MATTRESSES</b> Casper nectar purple HELIX ZOOVVO TUFTON NEEDLE <b>HOME DECOR</b> Burn & Willow CLARE FRAMEBRIDGE Afield layneville KAUFMANN LEIF SHOP LITTLE GREENS SERENA LILY SNOWE <b>KITCHENWARE</b> Caraway EAST FORK GREAT ONIONS made-in nomiku W&P DESIGN YEAR & DAY															
<b>UNISEX</b> FIGS Frank ITALIC JAANUU Marina Layer MINISTRY HOTT & BOW NAADAM NAACCOCHAMERE OROS POSKHO PRINCKSHOP	<b>ACTIVEWEAR</b> V.A. alojoga Girlfriend Collective ISAORA KIKUUI MILES WOLACO WEARABLE X VUORI	<b>EYEWEAR</b> D I F F Felix Gray KREWE WESTWOOD LEANING WARRY PARKER XENNY	<b>JEWELRY</b> AU RATE BAUBLEBAR THE LAST ONE MEJURI THE RED SEA olive + piper QALO <b>LUGGAGE</b> ARILO SKYE AWAY floatti ROAM STEAMLINE	<b>ACTIVewear</b> CARBON3 COPY TWEED Outdoor Voices ROKA WOLACO WOLACO	<b>CUSTOM SUITING</b> BLACK AFEL COXSTANTIN INDOCHINO HOTT & BOW PROPER CLOTHES TRUMAKER	<b>KIDS</b> Cubcoats KIDZ primary	<b>JEWELRY</b> AU RATE BAUBLEBAR THE LAST ONE MEJURI THE RED SEA olive + piper QALO <b>LUGGAGE</b> ARILO SKYE AWAY floatti ROAM STEAMLINE	<b>BRIDAL</b> ANOHALIE Brideside FLORA VERE BIRDY GREY	<b>MATERNITY</b> BLANQI HATCH	<b>JEWELRY</b> AU RATE BAUBLEBAR THE LAST ONE MEJURI THE RED SEA olive + piper QALO <b>LUGGAGE</b> ARILO SKYE AWAY floatti ROAM STEAMLINE	<b>SOCKS</b> BOMBAS COMPTON STANCE	<b>SWIMWEAR</b> Andie Hazy Colors SALTWATER SOLIDA+STRIPD SUMMERSVLT TRIANGOL	<b>UNDERWEAR &amp; BRAS</b> ADORÉ ME HARPER WILDE HACK WELDON LIVELY MC SHERRY GENIES THINX @THIRDLIVE TRUE	<b>SLEEPWEAR</b> LUNYA NO PLANS	<b>ACCESSORIES</b> BELTOLOGY SHINOLA THE 5TH TIE BAR	<b>OTHER</b> inkbox INKED saturdays TATTOO ZITSTICKA	<b>TECH TOOLS</b> CORE fitbit MIRROR INUSE PELOTON ARENOUN	<b>ACCESSORIES</b> bkr LARQ Swell	<b>PET GOODS</b> BarkBox City and Bebe Dandy ollie obe

# Topic 6 Business model canvas

Key Activities

Key Partners

Value Proposition

Customer Relationships

Customer Segments



Key Resources

Channels



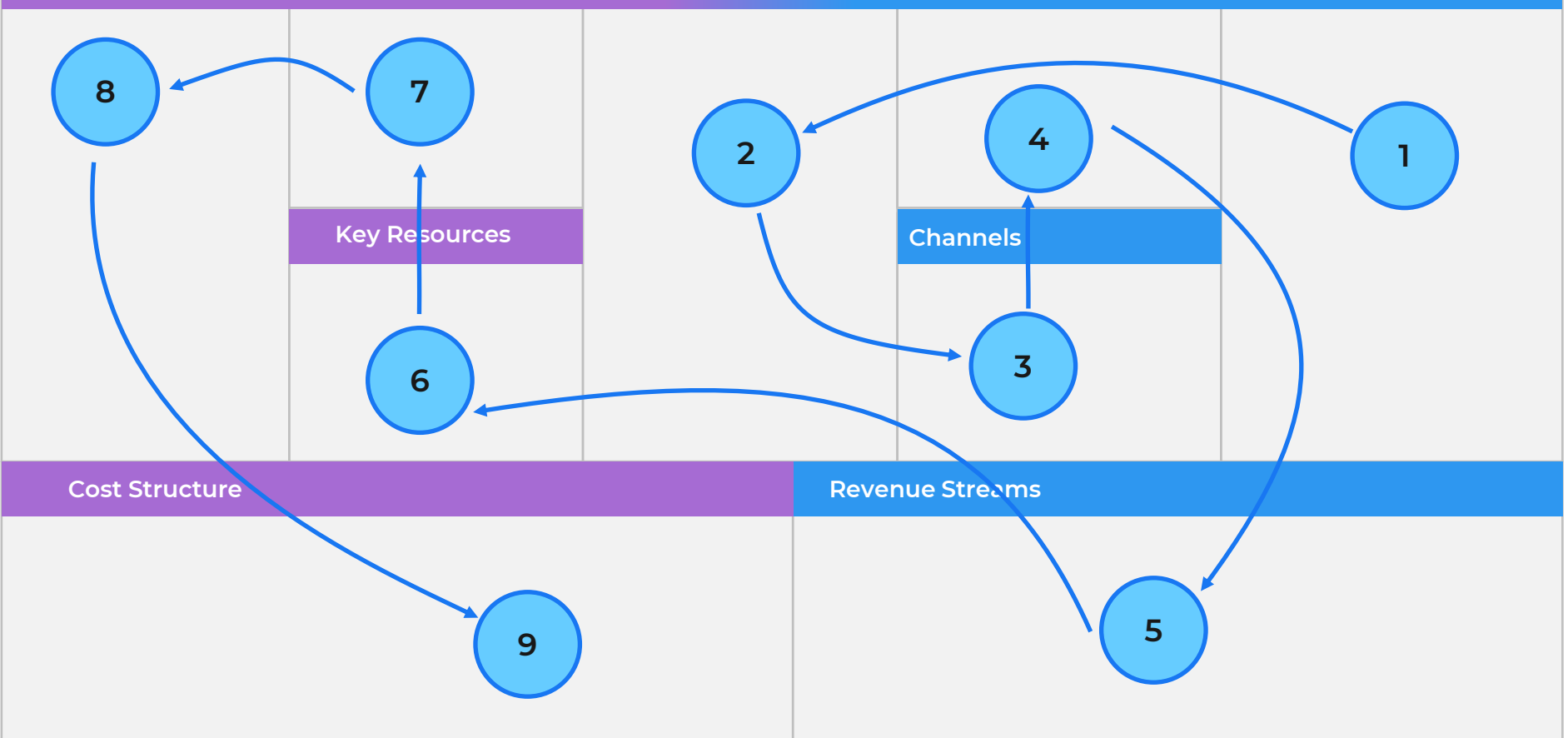
Cost Structure

Revenue Streams



EFFICIENCY

VALUE



## Topic 6 Business model canvas

Key Activities	Key Partners	Value Proposition	Customer Relationships	Customer Segments
<p>The most important things your company must do to make its business model work:</p> <p>Production:                      b) Problem solving:                      c) Platform / Network</p>	<p>Who you partner with to make your business work.</p> <p>Suppliers, strategic alliances, joint-ventures, buyers, acquisitions.</p> <p><b>Key Resources</b></p> <p>The assets required to make your business work.</p> <p>b) Intellectual:                      c) Human:                      d) Financial:</p>	<p>The product / services that create value for your customer segments + the reasons why these customers would turn to your company over another.</p> <p>a)Newness:                      b)Performance)                      c)Customization:                      d) Design / Brand status:                      e) Convenience                      Accessibility:</p>	<p>How to acquire and build relationship with customers.</p> <p>a)Customers acquisition                      b) Customer retention                      c) Boost sales</p> <p><b>Channels</b></p> <p>How to communicate and reach your customers</p> <p>a) Direct:                      b) Indirect:</p>	<p>The different groups of people your company aims to reach and serve:</p> <p>a)Mass market: Coca-Cola)                      b) Niche: Hims and hers                      c) Segmented:                      d) Diversified: Amazon</p>
Cost Structure			Revenue Streams	
<p>All the costs incurred to operate your business</p> <p>Cost-driven                      b) Value-Driven:                      c) Fixed cost:                      d) Variable cots:</p>			<p>The cash generated from each customer segment. For instance:</p> <p>a) Asset sale:                      b) Usage fee:                      c) Subscription fee:                      d) Renting                      e) Brokerage fee (commission)</p>	

EFFICIENCY

VALUE

# 31 Types of Business Model

1. Business Model Canvas
2. Freemium Business Model - Canva ?
3. Subscription Business Model
4. Platform business model - Airbnb
5. Network Effect and 3 sided business model
6. Aggregators Business Model
7. Marketplace Business Model - Amazon
8. Ecosystem Business Model - Apple
9. Amazon & Apple Ecosystem Business Model
9. Wework Business Model
10. D2c Business Model
11. Introduction to Private Labels & White Label
12. Start your own e-commerce brand
13. Pay as you go business model
14. API Licensing Business Model
15. Blockchain business model
16. Umbrella Business Model
17. Edtech business model
18. Franchise business model
19. Octopus business model
20. Open source business model
21. Peer to Peer business model
22. Razor blade business model
23. Brokerage business model
24. Facebook revenue business model
25. Google hidden revenue business model
26. Fintech business model
27. Last mile delivery business model
28. Dark kitchen business model
29. Crowd sourcing business model
30. Horizontal expansion strategy
31. Vertical business model

# D2C business model

## Traditional Retail



## D2C brand



# Companies using D2C business model

**GYMSHARK** 

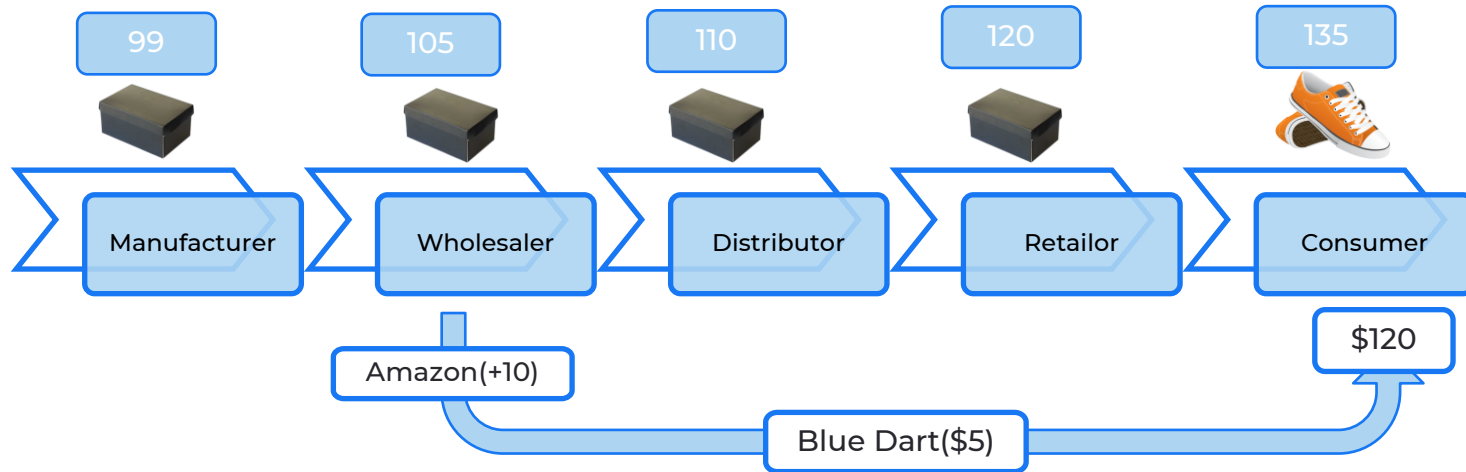
**goli**<sup>®</sup>  
NUTRITION

  
**chubbies**  


**boAt**  
*plug into nirvana*

**hims & hers**

# Amazon Business Model



# Benefits of D2C brand

- No middlemen = more profits
- Gaining access to more targeted customer data- Demographic, Geographic
- A higher degree of personalization in your product range-Inventory Less
- Higher control over profits
- More room for product testing

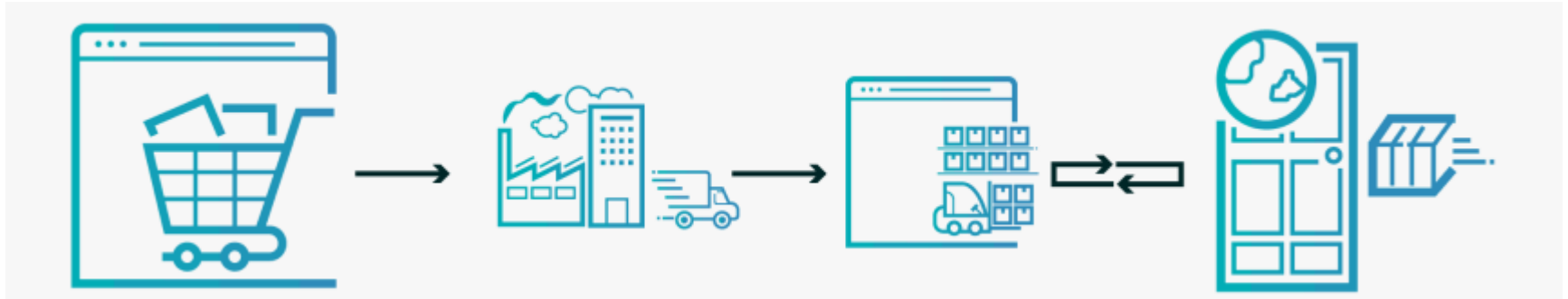


# Private Label vs White Label business model



# Private Label/White Label business model

A private label/White label product is manufactured by a contract or third-party manufacturer and sold under your brand name.



Your Website

Manufacturing

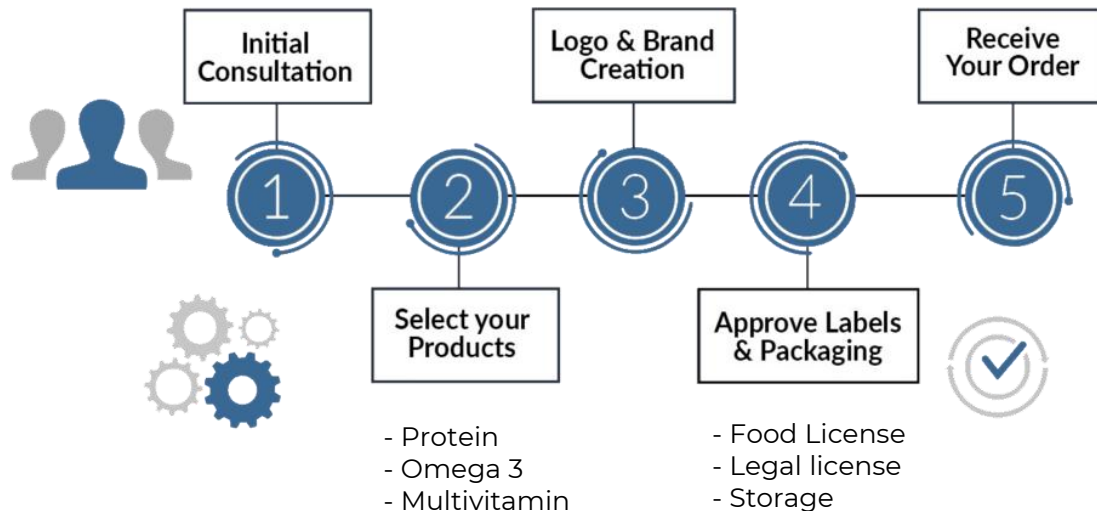
Shipping

Door Step

# Private and white label fitness brand

- Budget
- Goal
- POD

**PRO GYM**



# Building your own White Label Label Supplement brand

YouTube – 100k  
Instagram – 100k



What Product to  
Launch



Legal Compliances

- Registration
- Licenses



Quotation

- Price
- MOQ
- Process time



Product Listing

- Website
- Amazon
- Others



Marketing Channels

- Personal brand
- User testimonial
- Early mover advantage



How to Scale

- Good Team
- Partnership
- Investment

# Top Rated Business Courses

1

**Complete MBA course:  
Marketing and Business  
Strategy**

[Click here](#)

2

**31 Start-up Business  
Model : Best Course for  
Entrepreneurs**

[Click here](#)

**The Lean Start-up:  
Best course on  
Entrepreneurship**

[Click here](#)

3

**MBA: Supply Chain and  
Operation management**

[Click here](#)

4

