

Value proposition

Segmentation

Need based segmentation

NEED BASED SEGMENTATION	1. BRAND LOYAL BUYERS	2. LUXURY BUYERS	3. RESEARCHER	4. COST EFFECTIVE
Principal benefit sought	Continued association with the brand with minimum hassle.	Only buy highly rated branded products	Like to compare many services and do extensive research	Looks for deals or offer or the cheapest option
Young, urban, 18-30	Yes	Yes	Yas	Yus
Disposable Income	Medium-High	High	Low-Medium	Low
Lifestyle	Sedentary	Rich	Proactive	Proactive, student (probably)
Personality traits	Utility purchases, not attached to the product, low attention span	Image conscious, quality conscious, socially active, Influencer (probably)	Analytical, Smart, quality conscious, experienced shoppers	Opportunist, budget conscious, patient, planner, sharp
Choice of brands	Brand Agnostic	Only high-quality brands	Medium to high quality brands	Lower brands and/or higher brands with discounts
Value	Convenience	Luxury/image	Quality	Price
Emotional needs	Control, Risk-averse - fear of failure	Validation, Low self-esteem, seeking approval,	Trust issues, high expectations, easily disappointed, insecure	Dependency-guilt, Independent-Control freak,

Who will buy the subscription boxes??

Customer Segment	The Busy Person	The saver Cheapskate	The Quality Seeker	The shopaholic	The variety seeker
Need based segmentation. (what pain point are we solving)	Convenience (providing you with desired products at your doorstep, no hassle)	Cost effective. (get multiple products at a cheaper price than MRP)	Prefers high quality goods rather than price	Buys the latest trending products in the market and promotes it.	To try out new products constantly.
Disposable income	Medium-high	Low	High	High	Medium
Characteristics	Work focused, doesn't care about price or quality a lot, shopping not a priority	Has extreme online presence, first preference to price than quality, kind of free	Will put time to find good quality products, proactive (in terms of app usage)	Spend a lot of time on social media, easily influenced by new products and trends	Risk taking, outgoing, open to new experiences, traveller
Emotional needs	Lazy, satisfied easily	Dependency-guilt, Independent-Control freak,	Trust issues, quality conscious,	Validation, image conscious, seeking approval, low self esteem, fomo	Bec fomo, Validation, control freak

CORE NEEDS OF THE SHOPOHOLIC	WHAT IS PASTEL THERAPY DOING FOR THOSE NEEDS?
1. Validation	Personalized letter Share your story
2. Shopping latest trends and brands	Marketing Products mix
3. Low self-esteem and Image conscious	Providing them with compliment cards with personal message to make them feel good about themselves. Self-gifting options
4. Fear of missing out	Referral techniques Share your story

COMPETITOR ANALYSIS

Competitors and Substitutes	Amazon	Nykaa	Subscription box for self-care- Urban Kanya	Local stores
App/Website	App	App	Website	NA
Delivery of multiple orders	Each product is sent separately.	All products come together	Same	Delivery together
Delivery duration	One day deliveries for specific products	4/5 days for delivery	6/7 days Website says it comes on 15 th of every month, sms says it'll dispatch in 2 days. It dispatches in 4 days and I received it on the 6 th day	Same day delivery
Products	Variety of products	Cosmetics products	Cosmetics and Lifestyle products	Variety of products
Branded products	All types of products	Only branded	Mostly	All types of products
Personalisation	No, only in gifts	No	Yes (feature not working)	No
Packaging experience	Normal	Normal	Good	NA
Offers and discounts	Yes	Yes	Yes	No
Delivery to	India	India	India	To the area they are located.

Weaknesses	<p>Reviews are poor for most products,</p> <p>Website UX is functional (nothing special)</p> <p>Product packaging is bad</p> <p>Complicated navigation and ineffective filters</p>	<p>Customer service is okay.</p> <p>Decent packaging</p>	<p>It's only targeted towards women,</p> <p>Barely functioning page,</p> <p>Inconsistent messaging regarding delivery</p> <p>There is no way I can check my orders, I cannot track it.</p> <p>Spelling errors.</p> <p>It's only monetary not really that personalised.</p> <p>They deliver every 15th of the month</p>	No online presence
Strengths	<p>Vast categories of products</p> <p>Deals every day</p> <p>Customer Service</p> <p>Prime delivery</p> <p>Recommendation systems</p> <p>Application</p>	<p>Branded products only</p> <p>Application</p> <p>Wide variety of brands</p> <p>Quality conscious</p> <p>Good UX</p> <p>Deals are extremely good</p>	<p>Personalisation options</p> <p>Self-care focused.</p> <p>Customer-centric</p> <p>Packaging is good</p>	<p>Convenience</p> <p>Touch and feel products.</p> <p>Instant delivery</p> <p>Price negotiation</p>
Pastel Therapy advantages over these	<p>All products received on same day.</p> <p>Simple page and easy navigation</p> <p>High quality product packaging</p> <p>Involving customers in the selection process</p> <p>Bundle of relevant products saves time to search for them separately on Amazon.</p> <p>Cost savings, when comparing bundle of products</p> <p>Themed bundles without customers needing to think much</p>	<p>High quality product packaging</p> <p>Customer centricity is the main focus.</p> <p>Food and gifts as additional categories.</p> <p>Affirmation cards and other goodies</p> <p>Bundle of relevant products saves time to search for them separately on Nykaa</p> <p>Themed bundles without customers needing to think much</p>	<p>Much better website UX without spelling errors</p> <p>Make a box feature.</p> <p>Recommendation system feature</p> <p>Customer made boxes.</p> <p>Puzzle piece and affirmation cards.</p> <p>Focus on quality over cost savings for customers.</p>	<p>Online instead of offline</p> <p>Packaging is high quality.</p> <p>Branded products</p> <p>Customer centric</p> <p>Extra features like mystery box, personalization</p> <p>Themed bundles without customers needing to think much</p>

Pastel similarities with these	Therapy	Online shopping portal Product combos Payment methods Gifting options Selecting multiple addresses Customer service is great.	Online shopping portal Product combos Payment methods Branded products Quality focus Personal care category Products received on the same day.	Subscription box Business model Self-care focus Multiple subscription options Gifting options	Customers generally tend to buy bundle of goods at a local store as well. Gifting options
Competitor's advantages over Pastel Therapy		App Strong brand value Multiple delivery options Variety of products Multiple sellers for a single product Reviews and ratings Comparisons Q&A section AI based Product recommendations	App Strong brand value Variety of brands Reviews and Ratings Product Recommendations	Blog Started early.	NA
Abandoned cart feature		Yes	Yes	There might be if you sign in	NA
Product photography		Good	Good	Good	NA
Product description		Detailed description with reviews	Detailed description with reviews	Not very detailed, few things could be added. No reviews	NA
Blog?			yes	Yes, but not very active.	NA
Site optimize for mobile		Yes	Yes	yes	NA
Customer service		Best	Okay	Cant say	Good

Variety	Yes	Yes	Not much	Yes
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How can Pastel therapy be better than these competitors?

1. Have a better Instagram page.
2. Personalisation on a whole new level
3. Quick delivery service.
4. Customer service game!!
5. Targeting both men and women
6. Amazing packaging experience
7. Customer centrist
8. Provide a better website to your customers.
9. Very user-friendly website.

Value proposition

Why a subscription?

A subscription box is a monthly package that you receive based on your requirements. Every month you receive 3/4 products in a box, the frequency of which can be 1,3,6,12 months.

1. It solves the problem of picking products with the pre curated box section.
2. Every month you get to try on new products and learn about new brands.
3. It is cheaper than purchasing individual products! So, its cost effective.
4. You don’t have to purchase products individually from different websites or apps, they provide you with goodies and products in one single box.

Why The Pastel Therapy for all?

The Pastel therapy is a brand that believes in self-care of one’s mind, body and soul.

1. The pastel therapy provides you with a curated box every month according to your preferences, it is completely personal and unique for each individual.

2. These boxes will be delivered at your door step every month.
3. You can also customize the boxes according to your needs for gifting yourself or someone else.
4. You can also purchase a subscription box for 3 months and each month the boxes can be delivered to different addresses.
5. Everyone loves a good packaging experience and pastel therapy is focused on providing you the best packaging experience with personalized cards, affirmation cards, gifts from the brand, etc.
6. The mystery boxes are for those who love the element of surprise, here we will be providing you a box that is a complete mystery to you based on your preferences.
7. Along with the products, the customer will receive cards and checklists for their personal care!

What does it offer for Shopaholics?

1. A variety of products that are never repeated again!
2. All new and trending items will be provided to them which would include only and only branded products.
3. All the items will be according to your preferences.
4. A personalized card will be provided for your beautiful soul from the brand!

Competitive Advantage:

How is The Pastel Therapy better than its competitors?

1. Customer service is our main focus, and we strive at providing quick responses and taking care of your requirements.
2. Our website will be completely free from complications, giving you the utmost convenience while using it.
3. Our mission is to provide what our customers want, we take Personalisation to a completely new level!
4. Gone are those days when the products took too long to deliver, with our brand, products will come to you very quickly! -> only in Mumbai

5. (hopefully) Our recommendation system will look into your preferences and provide you with boxes that match your taste! No need to spend more time in purchasing!

6. Our packaging experience will be extremely fun and with attractive packages and with boxes coming every month, you'll truly enjoy a good packaging experience.