

# Black market

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Topic : Innovative &  
Creative Solutions for  
Entrepreneurs

# IMITATION



*Brand doesn't  
determine quality !*

# IMITATION

## *How we get this idea?*

The product of famous brand is very expensive because of the "brand"



Some people buy it to "show off", but some people choose the brand because of the quality



The amount of imitation product is increasing in the shadow market



What if we make imitation legal?



# WHAT WE ARE GOING TO DO?

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## 1. Remove logo and use our logo

Most of the imitation product is illegal because they use the logo of the famous brand to deceive customers.



## 2. A small change on the design

Make a little change on the design or make the product with various color that is not manufacture by the original brand to increase the choice for the customer.

## 3. High quality

Usually imitation product will have similar quality to the famous brand, after we make our product legal, the quality must be maintained.





## TARGET MARKET

Consumers that want to buy designer shoes and clothes with affordable price and consumers that are not familiar with branded designer.

M40 and B40 people who wishes to dress up in branded and high quality outfits but could not afford the original product



## SIZE OF MARKET

Consumers from all around the world with access of internet. Replica sneakers accounted for \$1.2 billion in sales each year.

## COMPETITORS

Others company that are also selling counterfeit designed shoes and cloths with much more cheaper price but low quality and less identical to the real things.

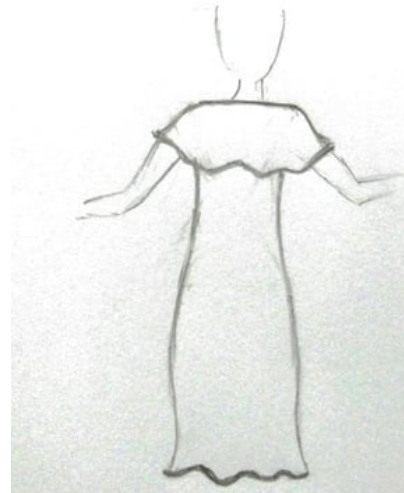
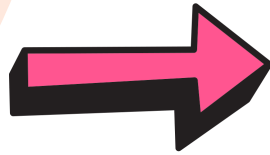
## GOALS

Give customers the opportunity to buy a comfortable, good quality and affordable designer shoes and clothes.





# ***BUSINESS MODEL***



## ***UNIQUENESS***

- 1) AFFORDABLE
- 2) SIMPLE DESIGN
- 3) AESTHETIC AND TRENDY FIT
- 4) HIGH QUALITY PRODUCT



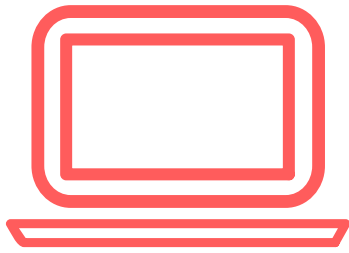
**BUSINESS MODEL**

# **BUSINESS TO CONSUMER**

B2C

**BLACK MARKET OF  
IMITATION**

# WHAT IS BUSINESS TO CONSUMER MODEL?



## BUSINESS TO CONSUMER(B2C)

Business-to-consumer refers to the process of businesses selling products and services directly to consumers, with no middle person. B2C typically refers to online retailers who sell products and services to consumers through the Internet.

### BRANDING

We sell all the popular brand's products via imitation technology including bag, clothing and goods.

### BUSINESS MODEL MARKETING

We target youth who is unaffordable the price of popular brands but wants to have it.



### SALES

We try direct sales to consumer to keep our low pricing.



### BUSINESS AWARENESS

To be honestly, our business is in the grey area. So, all product have risk to be caught and confiscated at any time.





GROUP 1

# IMITATION

THE END

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