

Clothify

<p>Identity</p> <p>Clothify is an apps that provides a convenience platform for those who love to buy clothes online</p>	<p>Problem</p> <p>People facing problem of inaccurate sizing of clothes and people do not know the actual size of their body in order to buy correct size of clothes.</p>
<p>Our solution</p> <p>Clothify have a feature that can help user to measure their body size by using AR mode. Then Clothify auto choosing the best suit size of clothes for you</p>	<p>Target market</p> <p>The target audience is teenagers and adults, especially who love to shop and buy clothes online.</p>
<p>The competition</p> <p>Clothify is a part of online shopping market. There are many well know brand who already started their business long time ago such as Lazada, Shopee and Zalora.</p>	<p>Revenue streams</p> <p>Clothify will charge the customer from the delivery fee, monthly subscription for more feature in this app and small percentage of price of the clothes.</p>
<p>Marketing activities</p> <p>Clothify will collaborate with other brand and sell their clothes on our apps. Clothify will also communicate with customer through social media ads and email newsletter</p>	<p>Expenses</p> <ol style="list-style-type: none"> 1. Cost of sending technician to the local shop for collecting data. 2. Delivery fee of sending clothes from local shop to our customer 3. Operation and maintenance fee of Clothify
<p>Team and key roles</p> <p>As started up, our team have five persons. Teoh Wei Jian as Chairman, Cheah Yau Khin as Director, Muhammad Faiz Aiman bin Fakhurrazi as Financial Advisor, Muhammad Faiz Aiman bin Fakhurrazi as Secretary and last one Nur Hannan binti Jamaludin as our Marketing Head.</p>	<p>Milestones</p> <p>As business grows, Clothify will collaborate with more and more well – known brand and also the non-popular brand but with a high quality product.</p>

Pitching Video link: <https://youtu.be/rp-f HmtOhs>