
A K A N C H A S H A R M A



AKANCHHA

TO ELEVATE YOUR WARDROBE EFFORTLESSLY

W W W . A K A N C H A . C O M

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WELCOME TO AKANCHHA

Description About Us

Welcome to Akancha, To Elevate Your Wardrobe Effortlessly!

We are a dedicated team of fashion enthusiasts and experts who believe in the power of personal expression through clothing and accessories. Our mission is to make online shopping an enjoyable and hassle-free experience by providing tailored recommendations that perfectly match your unique style, preferences, and budget.







AKANCHHA

TO ELEVATE YOUR WARDROBE EFFORTLESSLY

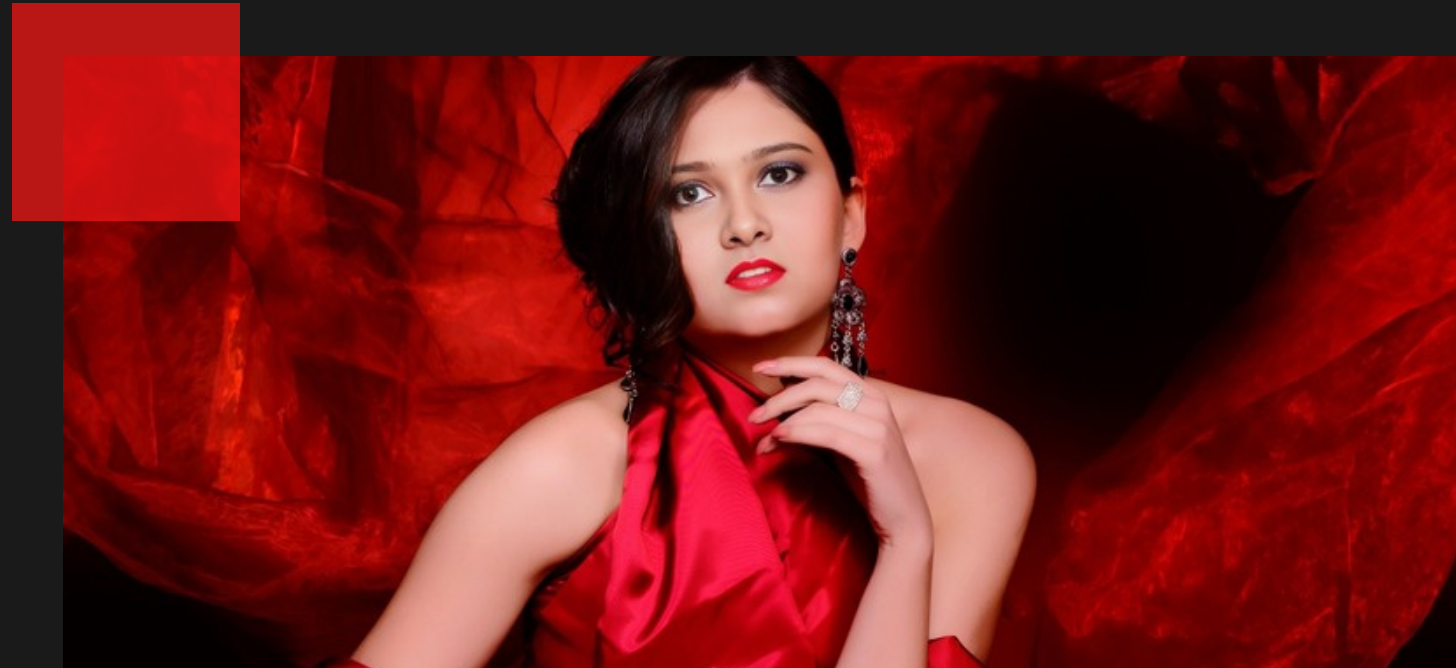
Our name conveys that our service is a friendly, trustworthy partner in fashion, making it easy for clients to achieve their desired wardrobe effortlessly. This name and tagline combination highlights the convenience, expertise, and personalized approach that define our virtual personal shopping service.



OUR SERVICES INCLUDE

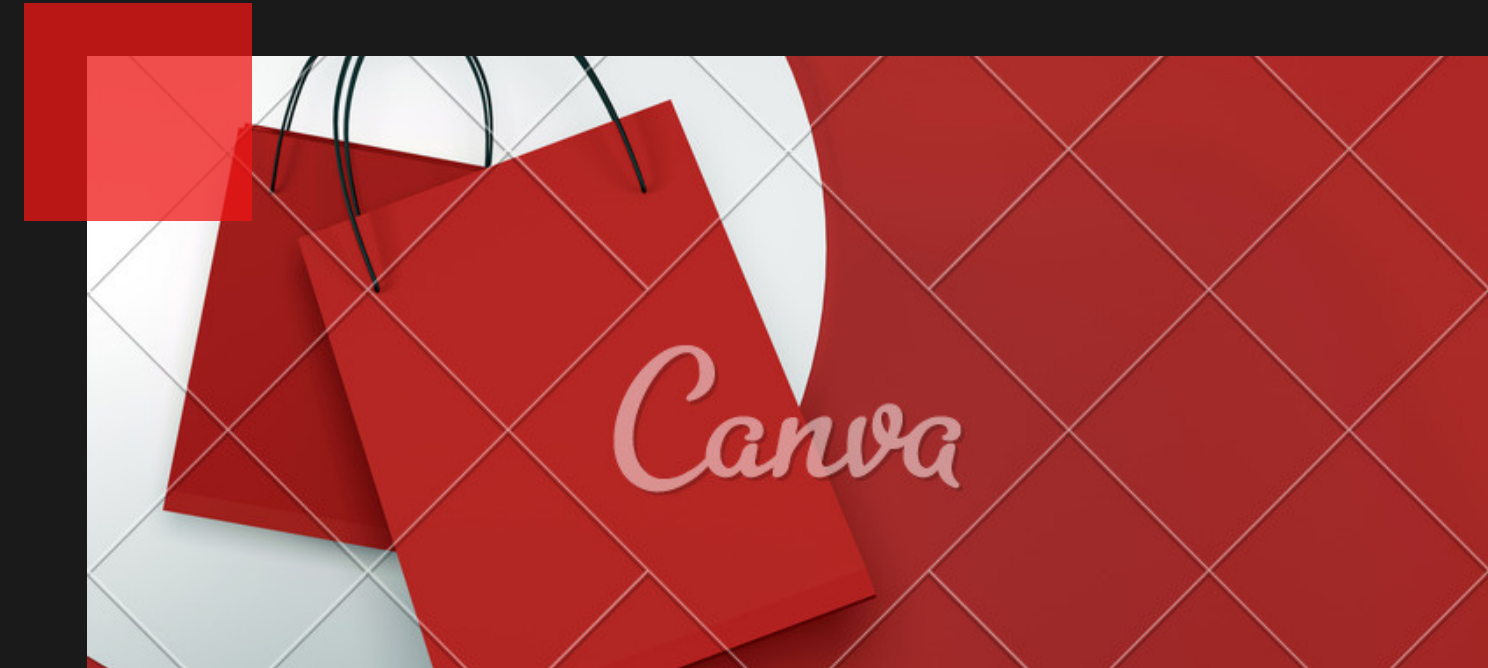
- ***Style Assessment:*** Understanding your fashion sense through a detailed questionnaire and virtual consultation.
- ***Personalized Recommendations:*** Curating a list of clothing and accessories that suit your style and budget.
- ***Shopping Assistance:*** Helping you find the best deals and options from various online stores.
- ***Wardrobe Revamp:*** Offering advice on how to update and organize your wardrobe with new additions.

WHY ARE WE?



VISION

To be the most trusted and innovative virtual personal shopping service, empowering individuals to express their true selves through fashion



MISSION

To provide personalized, convenient, and enjoyable shopping experiences that cater to individual styles and budgets, making fashion accessible to everyone.





***Fashion is like eating,
you shouldn't stick to
the same menu.***

WHAT MAKES US UNIQUE?

Our USP is the perfect blend of personalized service and convenience. We offer:

- ***Tailored Recommendations:*** Every suggestion is handpicked based on your style and preferences.
- ***Budget-Friendly Options:*** We find the best deals to ensure you look great without breaking the bank.
- ***Expert Advice:*** Our team of fashion experts stays updated with the latest trends to provide you with the best advice.

VISIT OUR WEBSITE!

Website Content

Homepage: Welcome message, introduction to services, client testimonials.

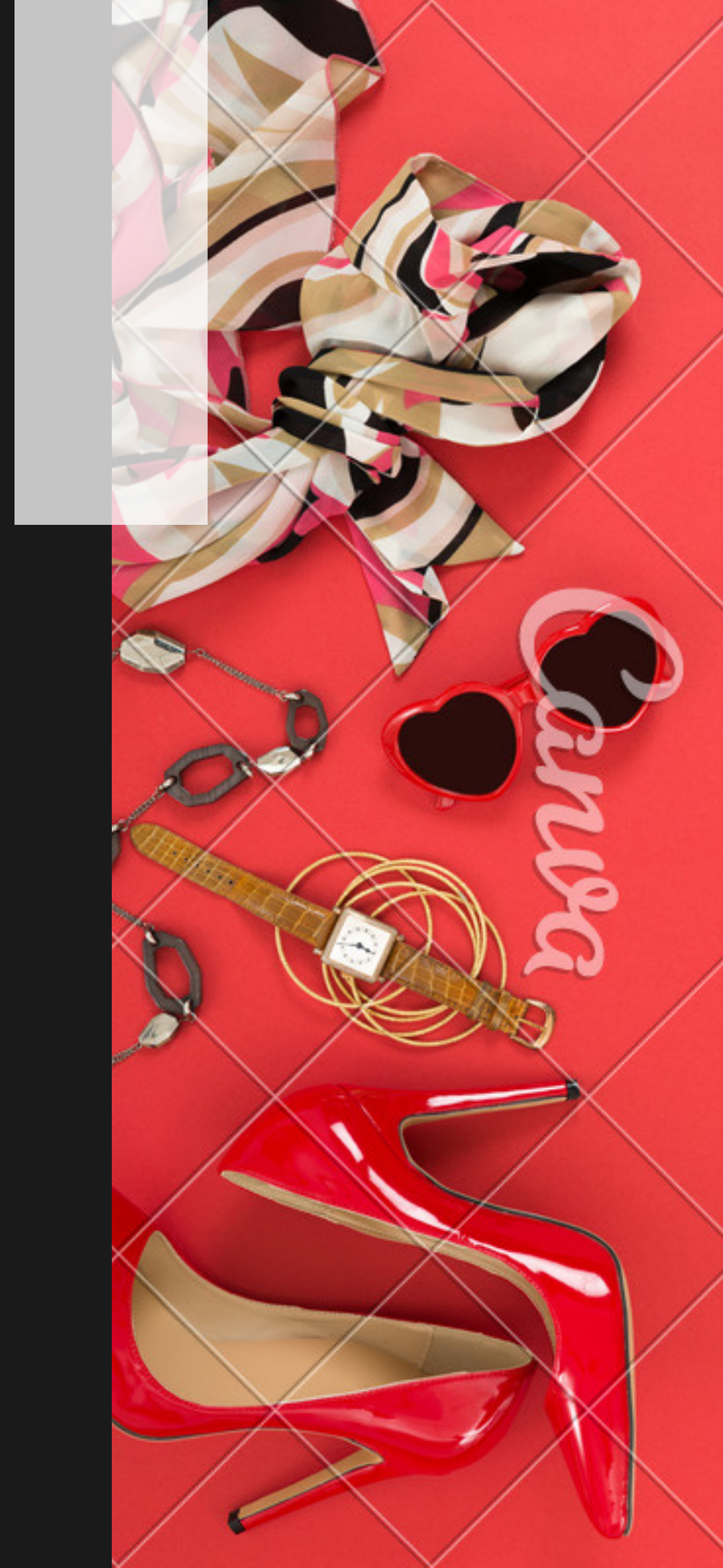
About Us: Our story, team introduction, vision, and mission.

Services: Detailed description of each service offered.

How It Works: Step-by-step guide on availing our services.

Contact Us: Contact form, email, phone number, and social media links.

Blog: Fashion tips, trend updates, and style inspiration.



HOW TO AVAIL OUR SERVICES

01

Sign Up: Create an account on our website.

02

Style Questionnaire: Fill out a detailed questionnaire about your fashion preferences.

03

Book a Consultation: Schedule a virtual consultation with our stylist.

04

Receive Recommendations: Get a curated list of items that match your style and budget.

05

Shop: Purchase your favorite items from our recommendations.

06

Follow-Up: Enjoy ongoing support and advice for your fashion needs.

WHY CHOOSE AKANCHHA

Personalized Experience:

Our recommendations are tailored to fit your unique style.

Convenience: Shop from the comfort of your home with expert guidance.

Affordability: We ensure you get the best value for your money.

Expertise: Our team is passionate about fashion and dedicated to helping you look your best.



HOW MAY WE COMMUNICATE?



Website:

Comprehensive platform for all information and services.



Email:

For detailed consultations and follow-ups.



Phone/Video

Calls:

Personalized, real-time consultations.



Social Media:

Stay updated with the latest trends and offers.

THANK YOU!



Report Writing: Innovative Business Ideas

AKANCHHA

-Akancha Sharma (BBA GB, 34406022007)



1. Idea Generation

AKANCHHA is a virtual personal shopping platform that combines AI-driven recommendations with expert human stylists to create personalized fashion solutions. It aims to simplify shopping for individuals who find it overwhelming, time-consuming, or confusing. By integrating technology and human expertise, AKANCHHA provides an efficient and accessible styling experience.

2. Competitor Analysis

Competitors include **Stitch Fix, Trunk Club, Thread, Le Tote, Wantable, DailyLook, Bombfell, and Kidbox**, each offering personalized styling services. AKANCHHA stands out by:

- Blending AI and human expertise for precision in styling.

- Offering flexible pricing models, including consultations, subscriptions, and commission-based earnings.
- Partnering with sustainable and emerging fashion brands.
- Catering to diverse body types, including plus-size and petite customers.

3. Solutions to the Identified Problem

Many customers struggle with outfit selection due to an overwhelming number of choices, lack of styling knowledge, or limited time. AKANCHHA addresses this by:

- Conducting **style assessments** to understand customer preferences.
- Utilizing **AI-powered recommendations** refined by expert stylists.
- Providing **virtual consultations** via video, chat, or email.
- Partnering with **affordable and sustainable brands** for curated selections.
- Offering a **subscription model** for regular wardrobe updates and discounts.

4. Team Needed to Solve the Problem

Successful implementation requires:

- **Fashion Stylists** for personalized recommendations.
- **AI & Data Analysts** to enhance the recommendation system.
- **Marketing Specialists** to drive customer acquisition.
- **Customer Support Team** for seamless communication.
- **Tech Developers** to maintain the platform's UI/UX and backend systems.

5. Targeted Customers

AKANCHHA primarily serves:

- **Busy Professionals (25-40 years old)** seeking convenience.
- **Fashion Enthusiasts (18-25 years old)** looking for trendy, affordable styling.
- **People with Specific Fashion Needs** (plus-size, petite, or beginners).
- **Eco-conscious Shoppers** prioritizing sustainability.

Conclusion

AKANCHHA fills a crucial gap in virtual styling by merging AI with expert advice. Its personalized, efficient, and stylish approach ensures a strong market presence. With a competitive edge, well-structured team, and defined target audience, AKANCHHA has the potential to become a leader in the virtual fashion space.