

How to Start Online Business by Creating a Good Start-Up Ideas: (Online Boutique Business)

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Abstract- Clothing Business Startup: - first, we have to collect information about online boutique which help in plan, start, and grow my clothing business. Searching for the perfect products, finding a color scheme , building a brand that embodies the style and look that people love, for successful business first we start at the beginning and then look at how to open a boutique online, which will different from my competitors and others, for making strong stand in online platform. When we think of online businesses, there are a large number of niche and specialty businesses on the Internet as well. Anyone can start their own successful online business, by making a plan and set a proper strategy, and most important that before starting online business we collect more information about our product or services. It's a good way to make an extra money.

I. INTRODUCTION

In online business, where we open our online store according to our choice and through this we use latest technology to enhance the customer experience, where customer can easily get information, views many products at a time and where, they get their product in their home. We will explore more about online boutique, products, design, and funding then we will plan accordingly .We can make more profit by understand market demand, trend and customer choice and their preference.

FOR EXAMPLE: - Suppose I start online boutique (Clothing Business) first , then I will start at the beginning and then look at how to open a boutique online, and I will look for funding by managing my budget , how I sale my product which make unique or different from other by looking for customer convince and their choice and preference.

In online business we market our product in different ways by using different strategic plan. We earn more

money by understand customer choice and accordingly sale our product by providing satisfaction to customer

II. FINDINGS

1. Planning about online boutique



First research how to start a boutique, then we will need a business plan. We have to share that business idea with guide because, which type of business plan I will need will vary , depending on whether or not I using it as a guide to keep me on track ,or as a means to an end to pitch for funding or a loan . If I have got enough funding to start business without seeking a loan from an angel investor or a bank, I will be fine with a lean plan geared toward helping me solidify the planning process for myself.

2. Decide the platform for boutique

We decide where, we want to start an online boutique. A things which I will look for Stock Size, first we have to look for a suitable platform which we need for our business Always consider as size of stock .

- Payment Method: If I have got issues with using PayPal (that is very easy and popular), I will need to look into making arrangements, as not all E-Commerce platforms favor 3rd party payment processor.
- Payment Plan: I will select the platform that best suits to my budget. Then, I will look for

opportunities to pay monthly amounts instead of relying on giving a small percentage of a sale to the company that is hosting my platform.

- Pick a name for boutique – “ TRENDING FASHION ATELIER “



In my online boutique I will provide trending clothes which people like most where, I will give matching jewellery, shoes and purse with clothes. I will also provide traditional dress of different cultures, so when people need clothes of their culture they will easily get that, like clothes in Maharashtra look, Rajasthani dress, Bengali attire, etc. So a perfect name matching with our business is important and important to take attractive, different name.

- ALL TRENDING CLOTHES (TRADITIONAL , AND WESTERN WEAR)
- FASHIONABLE JEWELLERY SETS
- TRANDINGS PURSE FOR LADIES AND WALLETS FOR MEN
- BEAUTY HACKS (WILL PROVIDE BEAUTY TIPS ON MY BLOG)
- DISCOUNTS AND COUPONS



- Make products stand

They are well photographed, without a lot of busy visual background noise, and they speak for themselves.

The most important thing that, I will showcasing my products beautifully. This means high-quality

photography, good lighting and backdrops, and potentially someone to model my products. First I will decorate the interior use DIY method or design for my boutique. By best interior design I can make my product stand out of crowd

- Hire a professional: for interior designing



If photography is not really good according to my thing then, I will be hire a professional. When looking for a photographer to shoot my product images, and I have evaluated their portfolio, and hire someone who is accustomed to product photography.

- Product availability

Here we can show our product available for men, women and kids. All new collection, new design, varieties of costume available and almost all trending colors. Fashionable clothes Different pattern of jewellery, Shoes, sandals and slippers, Purses (hand bag, clutch, make up bag, phone bag, shopping bag etc.) Beauty products. I want to include everything according to trend and also for customer needs. So important that we show our product availability related to our business.



6. Plan how to ship my product

It is important that we think about shipment in online business that what facilities we can provide to customer for their convenience and ease.

- Low shipping cost: Most important part of shipping that we can attract customer by providing low shipping charge to them. Shipping on time as soon as possible, Shipping will be in every state almost all places

7. Think about funding that how much fund will be require



Before started business we must think about our funding or budget. We always try to sale more product by providing good quality and satisfaction to customer without increasing our budget. So important that we prepare our budget think how to reduce cost, so we will looking for drop shipping is by far the cheapest and easiest way to start selling goods online which is why it tends to be the business model that most new entrepreneurs gravitate towards.

When a customer places an order, the shop owner then places an identical order with their vendor and the vendor ships the product to the end customer. The amount of profit made is the selling price minus the cost of goods sold and a small drop shipping fee.

8. How will market the idea



- To Create Blog on Instagram

We can find our ideal customer, what they love, like and most important what they won't get or hate. It's a way to know about customer choice according to trend. What fabric they like most. In this way we can easily understand customer choice. On Instagram, we will be able to share new arrivals to store, share visuals and ultimately reach to new customers.

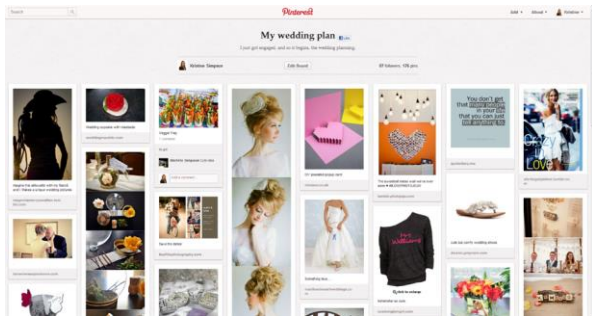
- Use social media for advertising

When it comes to social media, we can take full advantage of it, which pages people like or when they visit my websites through this, it will help me for understand customer choice or their preference, so accordingly, I will offer product to customer.

FOR EXAMPLE: - When I will start my online boutique, visual sites are likely to be in my best interest, this means Pinterest and Instagram at a minimum.

I advertise my product through pin interest where mainly people visit for dressing ideas, and also for beauty tips and "PINTEREST" this is very popular for fashion and for everything by visiting that site people

will get any information that they want. Pinterest is a great place to do this, not only, I can include products from my store, but by creating an engaging and inspiring Pinterest page, I will snag followers who might not have come via advertising alone.



- We can use Print URL on Shopping Bags
If, I have a physical location, then I will try to have my store's URL printed on my shopping bags. As customers carry the bags around, my store will be getting some good promotion.

- Advertising through newspaper, television, email and on text
It will also help for market business idea and through this people will come to know about my online boutique.

- Try Pay-Per-Click Ads
Paid search campaigns (pay-per-click ads) on search engines such as Google or Bing can be a great way to drive traffic and conversions for store. (It will use only when we will have more money for investing because, advertising through Ads will charge more money and it will increase budget).

- Add Products to Google Shopping



I will contact my marketplace directly or review the list of sellers' benefits listed on their website to find out if this service is included with my virtual store.

- Optimize Product Names and Descriptions
Suppose our product detail is not clear so due to this customer will not be able to find product that they need so, we will be need to straight forward and specific with product names then customer will aware about product when they are searching for exactly what, I sell.

FOR EXAMPLE :- If I sell purses, I would not name my product "black," "neon," "lace," or "lady bag," my product name is the place to describe exactly what my product is so customers can find my items :-

- a. Black clutch — Lightweight and Trendy
- b. Sling bag – with black print
- c. Pink and brown shoulder bag – With chain and White Polka-Dots

CONCLUSION

In online startup it is important that before open store we should explore about product, design, store, budget, etc. Important to collect correct information related to our startup idea and then start to plan based on available resources. We can advertise our product in many ways, during advertisement on social media we can easily understand customer choice and preference so, we can provide product accordingly and will give satisfaction to customer. This is the biggest advantage of doing online business that website will not be only 24 hours on, but it will be available to everyone in any time. So, people will easily order as per their convince. They order any time when they are free from office or their work. Where, in offline shopping people wait for closed their office then they will go to the shops and purchase products. By making a different and perfect startup idea we can earn money as well as our business can make profit by surviving for long period.

“MAD MAN, CRAZY GUY, HUSTLER, MAGICIAN, ENABLER”

(We should look for all this term before start business, these are important term for successful business)

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