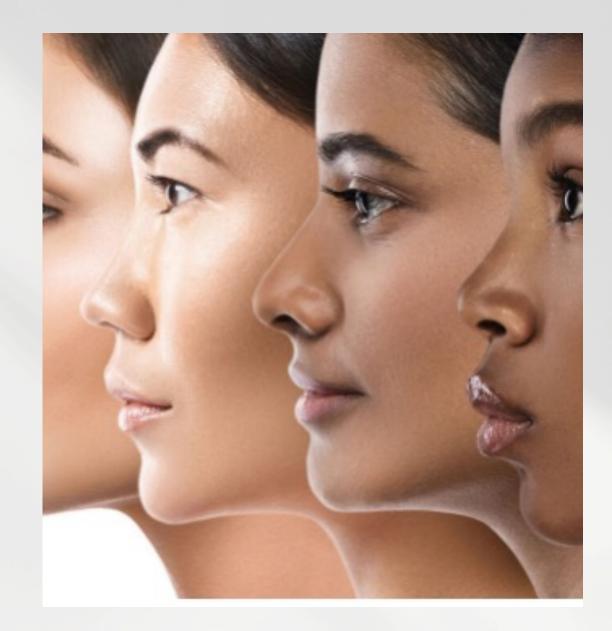


Business Case: Process Overview

Amazonic Beauty



Business Case: Process Overview

A Deep dive into the concept What is the key question and how does the concept answer it? What are the benefits of this concept? Who gets these benefits?

- 3. Detailed Description of Business Concept
- How could we visualize the concept?
- What additional detail about each of the major aspects of the concept can be provided?

4. Rough Estimate of Size of Prize

- How big is the market? What portion of the market does the business concept target?
- What is a reasonable estimation of the value captured by your client?

5. Business Model

- Which stakeholders (including Amazonic Beauty) give or receive value?
- How will Amazonic Beauty make money of this value exchange?

6. Action Plan

 What next steps recommended for this business concept?

Business Case: Process Overview

Presentation: 10/28

E-commerce Case

Studies

Plan Overview **Executive Summary Deep Dive into the Concept** Week 09/27-10/02 3 **Define the Market** Week 10/04-10/08 **Business Model + Market Size** Week 10/11-10/15 5 Identify the Risks + Options Week 10/18-10/22 6

Action Plan

Validation Surveys- 2nd Implementation Phase **Primary** Research: Consumers Concept test Selected Target Market Secondary Research **Key Opinion** Retail Industry Leader Reports Consultations Natural beauty Reports – Target Health Professionals groups Wellness SPAs

Industry Experts