

FiT 4 YOU

Lorie-Anne Nevers

Non-Traditional

WHAT IS FIT 4 YOU?



Fit 4 You is an app that provides the user with clothing options that will compliment them based on their specific body type, hairstyles that will fit them based off of their face shape, color options that would look great on the user based off of their complexion. The app will also be able to tell you places that sell these items based off of a budget that the user sets for themselves.



A woman with long blonde hair is sitting on a black chair in a closet. She is wearing a dark brown fedora hat, a light-colored tank top, and denim overalls. Her hand is resting near her chin. Behind her is a rack of various clothes, including shirts and dresses. In front of her is a blue dresser with several leather hats boxes on top.

WHY IS IT NEEDED?

Many women aren't aware of what exactly their body type is or even how to dress based on their body type so that the clothes they are wearing will compliment their shape.

TARGET MARKET



SWOT

Strengths

There is no app like this available

Very new and interesting concept that people would be intrigued about

Convenient

Opportunities

Eventually could be for men

Having partnerships with more brands to increase assortment

Weaknesses

Could easily be replicated

Threats

Some people may not care to use an app for this purpose they may want to make their own judgements in person

COMPETITIVE ADVANTAGE

Main Competitor



Fit 4 You is much more up to date and fashionable.

Fit 4 you gives you access to a wide assortment of brands that offer products based off of the styling advice you receive.

A lot more features

Easy to navigate

It's free

HOW IT WORKS

Step 1



Sign Up

Step 2



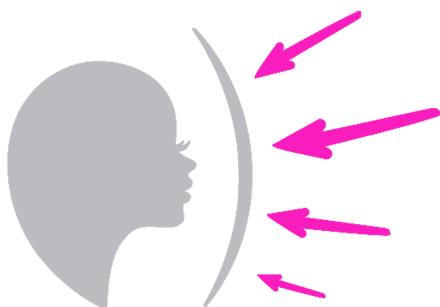
Face Scan

Step 3



Select Body Shape

Step 4



Select Complexion

Step 5



Set Budget

Step 6



Shop

The image shows a composite of two screenshots. The top half is the Instagram profile for 'fit4you'. It features a profile picture with a yellow-to-pink gradient and the text 'Fit 4 YOU'. Below it are stats: 200 posts, 23k followers, and 443 followings. A blue 'Follow' button with a dropdown arrow is present. The bio reads 'We always give you the perfect fit' and includes a link 'fit4you.com/'. The bottom half shows the 'fit4you' mobile application. It has a navigation bar with icons for Home, Search, Create, Likes, and Profile. The main screen displays four categories: 'Hairstyles' (black woman in yellow), 'Style' (woman in orange and white striped outfit), 'Color' (woman in pink), and 'Apple BODY TYPE' (three women in various jumpsuits). A callout for 'Jumpsuits for the Apple Shape' shows five options numbered 1 to 5. At the bottom, there's a red speech bubble with '1 heart' and '1 person'.

MARKETING

Social Media

Setting up an Instagram page

Sponsored ads on instagram

Website

Setting up an informational website would be a great way to show that the app is legitimate.

Search Ads

Paid Advertisement within the App Store

BUDGET

Instagram Cost per click is \$0.80

Website \$18/year
Hosting is \$6 a month
Domain name is \$12/year

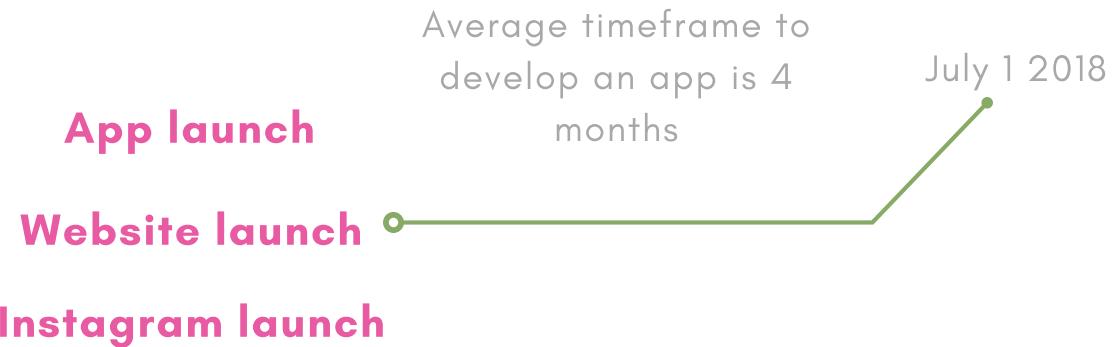
Search Ads \$50

App Store \$99/year

**Overall budget
for 1 year** \$500



TIMELINE



<https://invis.io/7BGAPSTFYKN>