






Channels

One part of the business model Canvas is the section "Channels". It focuses on ways to reach the customers of your product or service. One important question for you to answer is: "How am I best reaching out to my customers?". For a female fashion entrepreneur there are many ways, such as reaching out to the customers through one's own channels, partner channels or a mixture of both. It can be through using social media, influencers, an own physical store, web shop or participating in exhibitions.

It is important for you as a fashion entrepreneur to consider the function of each different channel. They might have different functions such as:

-  **1. Raising awareness among customers about a company's products and services.**
-  **2. Helping customers evaluate a company's products**
-  **3. Allowing customers to purchase specific products and services**
-  **4. Delivering an offer to the customers**
-  **5. Providing post-purchase customer support**

The different functions can also be a part of five types of phases for channel creation: The first one is awareness. One important question for a fashion entrepreneur is to ask oneself: "How do we raise awareness about our company's products and services?". It could be through word of mouth, social media, advertisement eg. The second one is evaluation and it is important to ask: "How do we help customers evaluate our organization's value and products?". It could be through surveys, reviews or other tools. The third phase is the purchase phase. It is possible to develop this phase by asking: "How do we allow customers to purchase specific products and services?". Could it be through a webshop, a self-checkout, or my Mobile-banking technologies? The fourth phase is the delivery phase: "How do we deliver our products/services to our customers?" Is it over the counter or by delivery? Or maybe even pick-up? The fifth phase is what happens after the sales. It is important for the fashion entrepreneur to ask oneself: "How do we provide post-purchase customer support?". It could be by having a call center, a return policy or different types of customer assistance.

There are several questions that can help the fashion entrepreneur to evaluate existing channels, as well create new channels. Some of these are:

- **Which channels do our customers prefer to be reached through?**
- **How are we reaching them now?**
- **How can we integrate our channels better?**
- **Which of our channels work the best?**
- **Which ones are most cost-efficient?**
- **How can we adapt our channels to fit our customer routines?**

Case story Naima

Naima has recently set up her own company which rents out tailor-made office clothes of her own design. Her typical customers are sustainable-minded young professional women. In order to better understand which channels to use in order to reach out to them, she is sending out a Google form to women in this group. She manages to collect more than 50 answers and finds out particular patterns of her target group, such as that they prefer Instagram instead of Facebook, and online shopping instead of going to the mall. She also understands what kind of clothes they are looking for. When knowing this, Naima starts to design her channels in a way which integrates the routines and needs of her target group. She goes through the five phases and in the first phase, which is about attracting the customer she decides to reach out by mainly using Instagram, influencing marketing and Instagram advertisement. In the second and third phase, she decides to encourage the customers to evaluate her services and items by incorporating review functions in an online web-shop. The action of the fourth step is to deliver at home since many women had stated having a lack of time. When Naima thinks about the fifth phase, she knows that she wants the customer to feel like home. Therefore, she decides that all post-purchase should be the responsibility of a particular service-minded person in the company.



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