

Constructing A Business Plan Through a Business Marketing Approach

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The primary purpose and objective of the thesis is to construct a business plan for a business concept on behalf of the author. The thesis also includes a research development need, which was to develop a useful insight about webpage content and its arrangement. This was included in the thesis project to further the author's understanding of content arrangement and webpage assembly, since the business concept aims to operate as a web shop.

The theoretical background to support the business plan is primarily based on general considerations included when making the plan. However, the business concept will omit finances from the outcome of the business plan, since the contents of the business plan will mainly focus on its description, organisation, operation and marketing. The report also includes a SWOT analysis about the business concept's anticipated position.

Furthermore, the research development need applied a quantitative approach in the form of a questionnaire. The analysed results from the research study provided the author with a useful insight regarding anonymous users' opinions and how they valued particular topics included in the questionnaire. The topics related to blogs, images, video, keywords and text, as well as carousel images, typeface and the homepage. The research gained 42 anonymous responses.

The primary outcome of the thesis was the business plan for the business concept on behalf of the author. The conclusion about the business concept demonstrated that it is feasible, depending on finding the correct suppliers of products.

Keywords: Business plan, sustainable, web shop

Table of Contents

1	Introduction	5
1.1	Background.....	5
1.2	Aim and objectives.....	5
1.3	Limitations of the thesis	6
1.4	Structure of the thesis	7
2	Constructing a business plan.....	7
2.1	Executive summary, vision and mission statements.....	8
2.2	Business description, organisation and operation	10
2.3	Marketing approach.....	13
2.4	Marketing mix.....	17
2.5	SWOT analysis	18
3	Methodology.....	19
3.1	Quantitative research	19
3.2	Survey approach.....	20
4	Findings	21
4.1	Survey outcome	21
4.2	SWOT analysis for the business concept	27
4.3	Business plan for the business concept	31
4.3.1	Proposed Executive summary, vision and mission statements	32
4.3.2	Proposed description, organisation and operation.....	34
4.3.3	Proposed marketing approach	38
4.3.4	Proposed marketing mix.....	40
5	Conclusion	42
	References.....	45
	Figures	47
	Appendices	48

1 Introduction

The primary topic of the thesis will focus on constructing a business plan based on a business concept for a business management student who is the author of this thesis. The constructed business plan will further embrace a marketing approach segment in which the business concept will aim to follow. Additionally, there will be a SWOT analysis to help situate a projected position regarding the business concept. These segments will accordingly be the primary topic and outcome of the thesis. The constructed business plan will feature various components generally incorporated into a plan's layout, yet essentially focus on precise organisational components the author proposes the concept will aim to operate through. What is more, the marketing approaches the business concept will aim to implement will adapt a digital approach. The primary outcome of the thesis will broadly help the author realise what the business concept's reality, prospects and feasibility is.

In addition to the primary topic of the thesis there will also be included a research development need for educational purposes. The research development need will be based on a topic to obtain an insight into users' opinions concerning webpage content's features and actions and its online arrangement. The research development need will be done by implementing a quantitative study of an anonymous questionnaire. The reason for why the research topic was included is because the author who is the conductor of the research may further comprehend more about content arrangements and webpage assembly. Namely, since the business concept aims to operate as a web shop accessed through a future website.

1.1 Background

The background for the primary topic included in the thesis is to assist the author of this thesis to distinguish the reality, prospects and feasibility regarding a business concept. The constructed business plan will aim to outline planning and marketing approaches and be considered to be the first stage prior to deciding whether or not to implement the proposed business concept further.

The background for why the research development need was created is because webpage design may therefore be a practice for the author later on. So, by developing an understanding beforehand about webpage content's features and actions will offer an essential insight about webpage design's basic arrangements.

1.2 Aim and objectives

The primary aim of the thesis will be to construct a business plan for a business concept which will support the author of this thesis to understand the concept. The goal for the business plan will be to support the author to distinguish a basic direction and act as a roadmap for the proposed business concept. The constructed business plan's sections will contain clear

organisational and marketing approaches which will be associated with the type of business the concept proposes to operate through.

The business plan for the business concept will focus on business-related operations associated with operating through a web shop. The goal for the business concept will be to aim and offer eco-friendly types of retail products that have been sustainably assessed. The proposed variety of retail products included within the business model will focus on selling fashion and accessory products made from eco-friendly textile materials, and later incorporate home décor items too.

A further objective within the contents of the thesis, in addition to constructing the business plan for the business concept, will be to include a research development need. The research topic will be based on obtaining an insight about webpage content's features and actions. The research development need will focus on blogs, images, video, keywords and text, as well as, the homepage, typeface, and carousel images commonly included on a website. The quantitative research topic will be accomplished by distributing a self-completed questionnaire which will include 9 standardised closed-ended types of questions. Five of the questions in the questionnaire will relate to the leading research development need. The remaining four questions will relate to demographics in order to support the author of this thesis gain a broader perspective.

The object for why the research development need was integrated into the contents of the thesis was to recognise beforehand an insight about anonymous users' opinions and how they valued particular topics included in the questionnaire. The topic for the research development need was constructed for an educational purpose to assist the author of this thesis develop a useful insight about webpage content and its arrangement.

1.3 Limitations of the thesis

There will be limitations regarding the primary topic and outcome of the thesis concerning the constructed business plan for the business concept. The limitations will relate to omitting various components that are normally incorporated into a general business plan. These omitted components will be the financial components, actual suppliers, and tangible products. These components will also be omitted from the supportive theoretical knowledge based section. However, the genre and general description the business concept proposes to operate through, regarding the proposed products, will be incorporated and communicated.

1.4 Structure of the thesis

The constructing a business plan section will have an introductory theoretical section to outline the purpose for a business plan. Then there will be two structural subsections with theoretical knowledge to introduce various components that can be connected with constructing a business plan. The first subsection will have clarifications about what an executive summary, vision and mission statements are. Afterwards there will be the business description, organisational and operation subsection. Following this subsection there will be the marketing approach, marketing mix, and SWOT analysis subsections. The theoretical components will essentially relate with the manner of idea the business concept will propose operating through.

Following the constructing a business plan section and its subsections there will be a methodology section to outline a theoretical understanding about what the variations are between quantitative and qualitative research. The methodology section will further include two subsections to first clarify what a quantitative research suggests and then describe the research unit applied for the included research development need.

The findings section and its related subsections will contain the primary results regarding the topics and primary outcome of the thesis. Firstly, the survey outcome subsection will present the outcomes for the research development need topic. Then a SWOT analysis subsection for the business concept will then follow. Next will be the outcome regarding the primary topic within the thesis which will be the business plan for the business concept. Following this latter subsection there will be three further subsections to introduce the overall direction the business concept will aim to follow as well as its proposed marketing approach.

The thesis will then include a conclusion to review the primary aim and goals included in the thesis, and recap on the obtained outcome for the research development need's objective.

2 Constructing a business plan

Bangs (2002, 1) suggests three justifications that are associated with the purpose for constructing a plan. Essentially, a business plan becomes the interaction needed for essential monetary funds, due to the process and assembly that has gone into its overall arrangement. Then, the proposed design enables that a distinct outlook can be formed, which correspondingly enables an analytical and impartial perception about what the idea actually entails be realised. Then once a comprehensive proposal has been constructively organised, it can be implemented to help direct an establishment to prosper and further progress (Bangs 2002, 1).

Therefore, suggesting that the constructed materialisation of a plan can accordingly become a manifestation of realisms that a business is recognised through.

Barrow, Barrow and Brown (2012, 4) portrays the circumstances that clarify what way a proposed venture aspires to reach its intended trade is productively portrayed within a constructed plan. This is together with; a broad assessment of clarifications to help others gain a clearer perceptive about what a venture's background is (Barrow et al. 2012, 4).

This, therefore, presents it is routine that a full scope about a business's design is charted.

Though if not partaking in all of the preparations that a business plan accordingly symbolises, then it can be challenging to realise what the overall undertakings are. That is, the groundwork that broadly goes into the preparation of a proposal is a significant practice to implement properly, and is an applicable aspect to pay general interest to (Bangs 2002, 1).

This then suggests a likely businessperson may productively gather a broader insight.

Bangs (2002, 1) highlights the assembly which has accurately gone into the preparation of the arrangement of a plan can approximately detect actual troubles as well. What is more, the groundwork may then recognise rational sources to feasibly try to sidestep any met troubles.

This presents the construction of a plan converts core structures into a concrete guideline.

An important consideration that can further arise from constructing a business plan is that it can accordingly help to define whether to select to forfeit an idea altogether. That is, if an idea exhibits real implausibility then the time encountered during the assembly of the draft may help to outline facts that distinguish if the concept is practical or not (Bangs 2002, 2).

Therefore, it is clear that a business plan's platform is significant for a likely entrepreneurship.

As mentioned in the limitations section of the thesis the financial component will be omitted together with related theoretical knowledge. The following theoretical areas will primary focus on the organisational components, description and operational features, as well as other issues related to these areas. These primary theoretical components will relate more with the type of actions the business plan for the business concept aims to primary operate through.

2.1 Executive summary, vision and mission statements

Pinson (2005, 19) portrays that an executive summary is an itemized feature that is accordingly finalized once a plan's construction has itself been constructed. Namely, this detailed representation clarifies an establishment's main undertakings presented in a brief and clear narrative. Like so, this feature signifies considered and particular matters that introduce an

establishment. Plus, it formally explains particular matters about information a probable establishment is aiming to fulfil. Then among other aspects, the full visible performances that an establishment is planning to apply regarding the venture is recapped on (Pinson 2005, 19).

An anticipated vision is another component which is frequently incorporated within a common business plan, which illustrates how a business may feasibly be guided through.

Barrow, Barrow and Brown (2012, 5) highlights that an establishment which openly raises attention about what it is based on regarding an organised vision may further encourage other parties to magnetize more towards it. That is, an establishment who favours similar visualisations may productively create a network of relationships based on its foreseeable views (Barrow et al. 2012, 5).

Therefore, suggesting that a business can become unique from that of another business due to its ambition.

Barrow et al. (2012, 4) further implies that while considering an acknowledged vision then perhaps only a selected amount of people within an establishment may essentially understand in what way it may consider accomplishing what it has strived to accomplish. Yet, likewise a visualisation can directly encourage an establishment to reach what it has embarked on succeeding to do. In other words, a visualisation may encourage what may be probable then further encourage extra momentum to subsequently attain accomplishing even more (Barrow et al. 2012, 4).

A business may accordingly need more than just a purposed vision to operate by and correspondingly choose to apply operating through a mission to support providing extra direction.

Barrow et al. (2012, 5) mentions several duties that a mission's function can represent. Namely, it assembles an explanation to help clarify what an establishment's commitments are which then highlights what it is hoping to accomplish. Its function then provides a clear program of the ways an establishment aims to fulfil its accomplishments in, which is likewise in line with what its commitments are. Furthermore, this function underlines what an establishment's obligations and activities represent when considering an intended marketplace. In other words, it is a clarification of references that provides some direct leadership through focusing on what is needed to be accomplished by an industry, which then provides a straightforward path for it to clearly follow (Barrow et al. 2012, 5).

Therefore, these straightforward components of a general business plan clearly guide a business and clarify what it is aiming to symbolise.

2.2 Business description, organisation and operation

The following descriptive, organisational and operational components will cover particular structural segments that can be included in a general business plan. As well as, other distinct issues that may have a general effect on the structure in which the business concept aims to operate through.

Pinson (2005, 25-26) points out that a significant part included during the assembly of a plan is to communicate every activity which is related to the projected operations. Accordingly, this refers to a clarification and explanation about any distinctive structural practices which may shape an establishment's operational framework. Namely, these operational components would hence support in what way a venture deliberates operating through, regarding its general establishment (Pinson 2005, 25-26).

As the business concept's prime operation will emphasis on functioning as an online business, then considering what this scope would offer is an important fact as it will impact operations.

Reason, Løvlie and Flu (2016, 96-97) portrays that an already functioning establishment that chooses to operate through a more digitalised approach may find that the transaction can present them with some unseen issues. In other words, if an organisation is developed and not yet operating through a modern approach, then changing how things are normally achieved can allow for newer fears to subsequently materialise. Accordingly, a serviceable trade which adapts early on a needed approach of incorporating digitalisation may appear to be a clearer task for an enterprise that is newly formed to visibly cope with (Reason et al. 2016, 96-97).

This therefore outlines how useful it is to recognise early on how a business intends to operate, since altering the setup afterwards might be challenging. Then following the precise guidelines to maintain that a business operates correctly, is an issue that should be known.

In addition to core structural components a business plan can then incorporate additional sections. Namely, an added aspect which for example is then associated with any recognisable lawful issues (Pinson 2005, 25).

An important legal factor, in order for a business to operation correctly and is irrespective of its proposed manner of operation, is for it to be correctly identified with the right authorities when observing its aimed for operational region(s). For instance, when aiming to operate inside the Finnish region then following correct guidelines that have been administered, is a mandatory task to obey.

PRH Finnish Patent and Registration Office (2018b) features that the "Trade Register" is where a projected company would be listed with. So, prior to a newly projected commerce being active it is duty-bound to make an announcement on behalf of the company through the

correct Finnish authorities. A brand-new company has a recognised responsibility to also announce the type of enterprise the company is, together with what its operations are and then other routine knowledge about it too (PRH Finnish Patent and Registration Office 2018b).

Hence, comprehending which is the correct direction to follow is essential for a proposed business.

PRH Finnish Patent and Registration Office (2018a) announces that a “start-up notification” is applied for when registering an establishment. Then once this practice is correctly finalised, the establishment will be issued a distinctive identification code on behalf of the recognised commerce. What is more, this official process can likewise acknowledge that the establishment is recognised by other official organisations too. Namely, the process has a separate and collective part for those who are overseeing all mandatory taxes as well (PRH Finnish Patent and Registration Office 2018a).

Therefore, exhibiting that when a business accurately obeys practices in which it must perform to be registered correctly then it enables a projected business to be identifiable. In addition to this such practices are basic exercises in which each business must respect.

A commerce, when completing and submitting the right form of practice for it to become entered formally within Finland is likewise enforced when aiming to operating as a “private trader” (YTJ Finnish Patent and Registration Office and Finnish Tax Administration n.d.).

Determining all of the correct undertakings is consequently an essential start to add to the structural formation of a business plan, as every issue will affect a business when it is started.

Vero Tax Administration (2017) presents several elemental steps a businessperson who has thus began and established an enterprise to follow. Initially by choosing the category that an enterprise will be known as will formerly acknowledge that the correct tax is then applied to the newly formed enterprise. Then, following the correct registering procedure will permit that the enterprise obtains its distinguishable identification code. Afterwards, implementing other needed practices like hiring a bookkeeper and establishing an account for the establishment’s banking needs may then be prepared. After which the conclusion about the registering process is formerly given which may accordingly take up to a month. The establishment when approved could then invoice its business operations and hereafter punctually pay any necessary taxes (Vero Tax Administration 2017).

Comprehending what is needed to be completed in order for a business to be able to operate is therefore indispensable. Each action taken will determine a direction once the business is capable of operating officially.

For instance, within the EU region an affixed tariff which is officially placed on transactions that have an exchangeable worth inside this recognised single market is applied to “goods and services” (European Commission n.d.).

Therefore, exhibiting that this is a duty that should be rightly acknowledged and understood as well.

Another organisational issue that may have an effect on operations and prove to be a significant procedure especially when a business aims to operate online is a product’s protection. Kotler and Armstrong (2012, 256) presents that the process which is aimed to produce the resources which help to upkeep and secure a commodity is the recognised feature of packaging.

Accordingly, when a business aims to provide a service which involves the delivery of products then these issues can affect how it productively operates and then be added to the plan.

Kotler and Armstrong (2012, 257) further suggest that enterprises are incorporating in their decision-making practices eco-friendly resources of responsible packaging. Namely, nowadays an awareness is to pay more heed for sustaining eco-friendlier practices which implement ideal resources considered to be suitable for the environment (Kotler & Armstrong 2012, 257).

Along with exhibiting a responsible behavior towards packaging also other additional operations may influence a business such as the labels which are featured alongside a product. Kotler and Armstrong (2012, 257) mentions that any vital communication which is needed to be communicated about a commodity is acknowledge through its labelling. Moreover, it is a trader’s responsibility to communicate this contact through a clear and visual clarification (Kotler & Armstrong 2012, 257).

Therefore, the primary ins and outs of each area associated with how a business aims to represent itself can be added to the arranged business plan. As basic practices can duly affect how business is completed when aiming to provide a resourceful service.

For instance, what is considered the necessary expanse from a warehouse is an essential task for an establishment to fathom beforehand. This is in adjacent with the ideal whereabouts that any projected commodities are then housed at (Kotler & Armstrong 2012, 384).

The way a business aims to function is mapped out so as to establish a broad illustration about its contemplated assembly, which similarly embraces all of the decision-making issues.

Vero Tax Administration (2017) additionally illustrates that when a businessperson who aims to begin an enterprise and has completed its founding stages of becoming formally operational is hereafter duly obligated to punctually file a return for taxes. Then, in addition to this, the active enterprise then needs to further pay salaries. Then irrespective of no costs

arising the enterprise is still required to provide yearly information to the correct authorities. Together with, VAT statements and additional payments, all of which become common day practices for an operating businessperson (Vero Tax Administration 2017).

Presenting that once a business scheme is no longer just a plan it has to then work properly.

An undertaking that clarifies the actions of fiscal reporting is presented through bookkeeping (Jones 2013, 14). A further component correlated into the decision-making operations of an intended establishment and added to a business plan is that of fiscal accounts (Pinson 2005, 25).

Therefore, each decision-making component that may be viewed to influence a projected business venture is represented to construct an inscription of applicable situations.

2.3 Marketing approach

A practical marketing approach to market a planned business is then needed to identify beforehand the value that a business is aiming to offer to a projected marketplace.

Osterwalder and Pigneur (2010, 22-23) presents several aspects to symbolise the purpose for comprehending what a value symbolises. Namely, it is a proposed quality an establishment's trade may provide a marketplace with. This can symbolise a pull feature and represent having a worthy impact. A worth's impact may accordingly relate to a tangible source by way of a cost structure a commodity holds, or simply due to an establishment's promptness. Like so, a worth may equally materialise from an intangible source such as what may arise from the consumer's journey with the establishment. In other words, what attracts a consumer to seek out what is produced by one establishment above that of an alternative one, because of a propositioned and symbolised merit (Osterwalder & Pigneur 2010, 22-23).

When a practicality about a business is realised then in order for an establishment to enhance itself more, a broader assessment to characterise how things may work maybe investigated.

Reason, Løvlie and Flu (2016, 5) points out that the consumers' approach towards an establishment may actually be made more apparent when an establishment has itself observed its own operations from the consumers' perspective. By doing so, then this can reinforce an establishment's own practices and successively reduce any observed frustrations and glitches. That is, an establishment may constructively develop a broader look about its own operations and help develop and enhance its overall organisation. In other words, grasping what the consumers' view is, can subsequently enable an establishment to form a clearer awareness about how its arrangement operates, yet perceived from an unbiased angle (Reason et al. 2016, 5).

When consumers apprehend an establishment broadly exists then networking it through the correct marketing channels requires implementing a marketing plan to support it.

Pinson (2005, 37) highlights a plan aimed to promote an establishment may incorporate every viable phase needed which supports developing it. This can be done by an arrangement of planned marketable approaches that focuses on merely profile-raising an establishment concerning what is useful regarding a projected marketplace. Online approaches together with offline practices would be incorporated into the completed long-term promotional proposition for an establishment (Pinson 2005, 37).

This suggests through utilising basic marketing approaches and practices then all audiences have been considered. What is more, this becomes the basis for a unique promotional campaign to help consumers observe that a commerce is therefore operational.

The marketable approach which is strategically enforced relates with what is required to be accomplished. That is, the considerations which coincide with an implemented approach that are in accordance with a commodity (Westwood 2013, 35).

This suggests that a campaign which is related to the presentation of a business may prevented it from becoming unconstructively disorganised.

According to Westwood (2013, 35), an applied goal which is prearranged supports what way a commodity may enter an intended marketplace that supports finding a stable position. This is because the purpose of a marketing goal is to henceforth endeavour to distinguish stability amongst the commodity and marketplace. Therefore, an arrangement of implemented and planned approaches is what will be enforced to find a place where a commodity is productively and correctly positioned (Westwood 2013, 35).

When developing constructive marketing approaches a business should likewise comprehend how a business is promoted.

Kotler and Armstrong (2012, 628) illustrates applying a promotional approach through immoral performances to unsuitably promote something can gain a negative impact on an establishment. So, for an establishment to suitably bear in mind others and perform honourably is what is considered to be the basis of what “sustainable marketing” represents (Kotler & Armstrong 2012, 628). Therefore, implying that serviceable and honourable methods are forms of good marketing.

A business should consider the applied marketing practices in which it aims to act through, as distinctive approaches may have different effects.

Kotler and Armstrong (2012, 534) demonstrates that the way shoppers interacted with promotional campaigns regarding commodities vary. In other words, the means of applying a digital approach can be dissimilar to a reaction encountered from a shopper who has been promoted to by means of a more conventional style (Kotler & Armstrong 2012, 534).

Hence, it is significant to understand early on which method of marketing best suits a business regarding its intended marketplace concerning the correct audience.

Kotler and Armstrong (2012, 534) further add that the digital and non-digital marketplace is consequently different when considering who the promoting is directed towards. For example, when marketing is achieved digitally it is applied through focusing on the same internet locations that shoppers may themselves participate with. Whereas, a non-digital approach may likely be achieved through applying a more inactive fashion which is directly observed to be more moderate (Kotler & Armstrong 2012, 534).

Therefore, marketing through respectable ways that are considered to be honourably correct, as well as utilising responsible behaviour is hence looked for. Together with, understanding which form of contact to implement. In addition to this, seeking real ways to productively support a projected business to effectively connect with its intended audience. When for example, a projected business aims to operate broadly as an ecommerce trade then it is central to comprehend which types of online marketing approaches are conceivable.

Halligan and Shah (2014, 6) illustrates that through connecting with similar networking channels, an establishment may effectively promote business through the same means that consumers are pursuing and acquiring information about the business from. Therefore, an establishment with the same connected networking channels can promote its own services through them too. This may then attract consumers to view an establishment's own operational channels, as consumers are nowadays spending additional time and making product choices because of well-known available networking channels (Halligan & Shah 2014, 6).

Communicating through well-known channels with consumers is straightforward yet this ought to be implemented so as to respect good marketing practices too. That is, interaction can be effectively exchanged through constructive actions of applicable online content.

Content can enhance already obtainable communications and likewise support an establishment's performance aimed at sales. Plus, it can effectively build productive communications aimed at consumers (Lieb 2011, 2).

Hence, a positive delivery of communication can launch a persona on behalf of an establishment, plus it can outwardly signify and connect with an across-the-board digital system.

Trades who partake in promoting content may successively unearth that it is able to support generating a usefulness for them. That is, the presented outcome by way of what is produced can subsequently assist with maintaining and developing further associations (Lieb 2011, 2).

For a functioning and upcoming business, it is therefore constructively important to have an effective form of marketable communication with its likely marketplace. Plus, supportable content can be the basic form of initial contact between a business and its customers.

Lieb (2011, 3) suggests that the customarily ways which were often applied to help market content largely implemented physical, administrative, and material practises which have since changed. Namely, the customary ways of overseeing in what way communication was circulated generally integrated basic practices, which were deemed to be formal and expensive. Nowadays, however, various well-known online networking platforms have enabled these collective processes to resourcefully change (Lieb 2011, 3).

This represents that there is a need to acknowledge what change in society productively demands because adapting can henceforth be seen as productive.

Lieb (2011, 8) highlights an essential function online material can present is the advantage for various establishments to advance once a potential topic is sought after. That is, distributed online material can aid to optimise an establishment's position regarding topics and search engines. As, the then distributed online material has an active effect which accordingly supports boosting an establishment's position high. Namely, when there is plenty of obtainable and issued online material then it correspondingly helps with positioning, due to broadcasted searches. Yet it is productively essential that the available online material is commonly practical, as well as authentically operational with "search engine optimisation" (Lieb 2011, 8).

Therefore, building viable content can support developing a basic online status and advance a business with its proposed real-time marketplace.

Blogging is an effective and meaningful practice of producing narratives. That is, blogs can support with promoting and attracting an audience to visit an online networking platform. As, they are grasped to be the least expensive marketing approach to participate in (Ginty, Vaccarello & Leake 2012, 113).

Therefore, through creating effective online material like through the formation of a blog can help streamline a business through implementing a needed digital marketing approach.

Understanding what makes authentic, unique and good content which is considered to be productive may potentially comprise of disappoints. However, from being dissatisfied may then inspire an author to later produce resourceful and inspirational material (Lieb 2011, 4).

Therefore, suggesting that being broadminded can eventually construct a good outcome.

A surplus marketing approach that can also generate an online understanding about a business venture is to employ online advertising that engages in recognised services and performances.

Ginty, Vaccarello and Leake (2012, 58) for instance points out that a keyword actively connects an audience to visit a platform, which is in common with a well-known advertising practice. Namely, a practice which optimises utilising active words regarding a commissioned advertisement. Wherein words are stored within internet databases which are then resourcefully auctioned off. This process then clearly connects a purchased word with a related advert regarding “search engine marketing” (Ginty et al. 2012, 58).

A vast range of business-related performances can therefore prove to be active and promote a business and suitably increase its online presence. Also, a business can look at basic marketing methods too.

Kotler and Armstrong (2012, 163) suggests a method of utilising word-of-mouth can equally support an establishment’s presence because of expressed verbal communication. That is, a customer may buy a commodity simply from hearing what someone else has experienced. Suggesting that colleagues may listen to one another about thoughts and opinions regarding a particular commodity, which may then create an impact. Namely it is an exchange of organic communication that can productively endorse awareness towards a commodity and help with publicity, which can subsequently then improve a trade (Kotler & Armstrong 2012, 163).

Therefore, each marketing approach which has been honestly implemented can productively represent and promote a business.

2.4 Marketing mix

In relation with the applied marketing approaches it is equally necessary to further distinguish what way a business intends to introduce its business to an intended marketplace. As this may enable a business to henceforth constructively develop a needed stance.

Kotler and Armstrong (2012, 75) points out an instrumental arrangement implemented to support an establishment and advance a productive status regarding a commodity signifies utilising the marketing mix. In general, this adjustable approach is a mixture of particular core arrangements to help create an impact and gain a reaction for a commerce regarding the marketplace it selects operating in (Kotler & Armstrong 2012, 75). Suggesting that through applying a down-to-earth set of operations it accordingly then yields way for a trade to likewise be made more visible.

Figure 1 shows an adapted illustration to demonstrate what way an arranged marketing assembly relates to a projected marketplace, by way of the surrounding core actions.

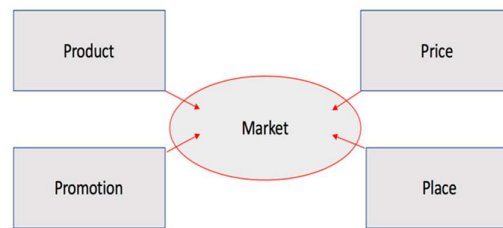


Figure 1: The marketing mix (adapted from Kotler & Armstrong 2012, 76, Figure 2.5).

Kotler and Armstrong (2012, 76) highlights that a commerce may select practical ways to accomplish its promotional aim through implementing a mixture of approaches that is irrespective of the quantity of arrangements, as the core arrangements consider all matters needed. That is, picking a supportive promotional platform that is constructive and which equally benefits consumers too (Kotler & Armstrong 2012, 76). This exhibits that a commerce may characterise a direct and suitable way it would uniquely approach an aimed for marketplace, with what its situation is individually proposing.

Kotler and Armstrong (2012, 75-76) further demonstrates that a product is what is potentially offered to an intended marketplace regarding what an establishment anticipates selling. Whereas, the price is what an establishment evaluates what consumers are likely required to pay to acquire the then offered commodity. Then through promotion and accordingly the place where the commodity is situated through signifies the means and marketing approaches that are productively applied. In other words, an intended marketplace through these applied actions comprehends that the commodity exists and is essentially thereafter obtainable (Kotler & Armstrong 2012, 75-76).

Consequently, this demonstrates that when the aim of an establishment is to station itself commercially it can focus on each angle productively to create a synthesis of needed approaches. Yet equally it is worthy to upfront grasp what a business's clear situation is, since every characteristic related to it is evenly significant to contemplate about beforehand.

2.5 SWOT analysis

Westwood (2013, 29-30) accordingly highlights that within an establishment's commerce any recognisable assets that are seen to be a strength and any known vulnerabilities that are recognised as a weakness are what contribute with a viable positioning. Correspondingly, any uncontrolled benefits that may further provide an opportunity for the establishment together with any risks that are reviewed to be a threat thus makeup an intact positioning. Namely, a position an establishment is heading towards regarding its projected commodities (Westwood

2013, 29-30). Henceforth, this suggests that a business can uniquely uncover its whereabouts regarding a market.

Correspondingly an establishment's viable positioning can be comprehended through constructing a SWOT evaluation to help define a listed breakdown. This then raises attention towards if it is productively able to meet with what it is aiming to reach (Westwood 2013, 30).

3 Methodology

Saunders, Lewis and Thornhill (2016, 165) represents that a qualitative study approach is usually aimed towards collecting quality forms of information, which is considered to be pragmatic that thenceforth does not broadly entertain using innumerable quantities. Whereas, a quantitative study approach employs applying an opposite approach which is considered to be a numerical practice aimed more towards gaining an assembled amount of measureable information. Consequently, the manner in which these two study approaches can receive necessary information when selecting one for a study, is to determine what the dissimilarities are between the two (Saunders et al. 2016, 165).

The research development need included within this thesis was implemented by applying a quantitative method, as a quantifiable assessment was regarded to provide a broader insight.

3.1 Quantitative research

Saunders, Lewis and Thornhill (2016, 496) proposes that a conducted study which generates quantities of unrefined numerical statistics is what a quantitative study accordingly can supply. However, until the gathered measurements have been examined, the measurable statistics are regarded to be merely numbers. In other words, the obtained and unrefined numbers are comprehended to be numerical figures, which furthermore need to then be applied into readable practices. Namely, the practices which can assist and achieve a readable result is by inputting the numbers into diagrams and charts. This practice then allows that the study can be compared to further understand what it may suggest (Saunders et al. 2016, 496).

The research development need included in the thesis needed to distinguish the correct research unit for conducting a quantitative study.

Saunders et al. (2016, 165) accordingly represents that questionnaires can symbolise a practical methodology for gathering numerical measurements generated for a quantitative study.

Therefore, a questionnaire was selected for the research development need which was embraced within this thesis as it would provide the needed outcome for the author. Furthermore, constructing the questionnaire for the research development need then required an understanding about its design to achieve its general purpose.

A central consideration is to acknowledge that a questionnaire type of study achieves a better result when there is reassurance that it has been well-prepared and responders similarly comprehend what is essentially asked. What is more, standardised types of topics are better applied regarding this central consideration (Robson 2011, cited in Saunders et al. 2016, 439).

Therefore, the research development need's questionnaire presented a choice of comprehensible questions with several choices to select from.

3.2 Survey approach

The research development need included in the thesis was based on obtaining an insight regarding how anonymous users' opinions ranked and rated webpage content's features and actions. The purpose for the research development need was to obtain an insight beforehand regarding opinions about webpage content and its arrangement. The research development need focused on features and actions included on a webpage concerning webpage design.

By conducting this type of study beforehand it can help the author understand the best way for designing a well-organised platform. The outcome from the conducted study for the research development need may help to develop meaningful communication if the business concept is therefore activated.

Obtaining a realisation near the beginning of the planning stages concerning webpage content can be good for the author of this thesis. This is because it is equally important to understand how others may regard webpage content too. Plus, distinguishing what may be essential content for a homepage regarding actions and features and its assembly of content can help arrange a realistic interface.

The research development need was achieved through a quantitative study of distributing a questionnaire. The questionnaire included 9 standardised, coherent, and closed-ended questions. The aim of the questionnaire was for responders to choose from a selection of arranged answers. The questions offered a variety of choices that either provided a range of answers to choose from, or a rating or ranking selection.

The assembled outcome from the concluded study is featured under the following survey outcome section. The questionnaire referred to webpage's blogs, images, video, keywords and text, as well as carousel images, typeface, and homepage topics. The questionnaire had an introduction about the aim of the research development need. The study which was held during mid-May provided a meaningful insight.

The unprocessed numbers which were collected from the conducted study were afterwards added to charts and tables. The questionnaire provided 9 questions of which 4 questions were demographic and 5 questions were related to webpage content's features and actions. The

demographic questions included a range of pre-set answers to choose from, so as to provide a broader perceptive when studying what the outcome of the study may propose. The questionnaire is displayed within the appendices section under Appendix 1.

4 Findings

The research development need focused on an objective to obtain an insight from anonymous opinions concerning webpage content's features and actions, and its arrangement. The questionnaire concentrated on topics related to webpage content's blogs, images, videos, keywords and text, as well as the homepage, typeface and carousal images. The purpose for the study was to obtain a broad insight to support the author of this thesis understand more about a webpage's assembly. A quantitative approach was applied to answer a theory connected about webpage content's arrangement regarding webpage design. An insight for arranging webpage content constructively has been grasped because of the completed study.

The quantitative measurements gained 42 anonymous responses. The outcome provided a useful understanding about webpage content's features and actions and its arrangement. The outcome from the completed study gave a practical insight for when utilising content for a homepage.

4.1 Survey outcome

A general objective was for the study to help answer a research development need included in the thesis. The primarily goal for the thesis topic is to construct a business plan for the business concept and is featured under the findings section. The business concept proposes to operate through a web shop so an insight about qualities concerning webpage content's arrangement is meaningful to understand beforehand.

The outcomes from the research developed need provided a useful opportunity to recognise how webpage content may be arranged when bearing in mind a homepage. This insight may support the author of the thesis afterwards regarding the business concept. As the aim was to comprehend how users' opinions equally regarded webpage content's actions and features concerning the questions.

The following charts and tables show the full outcome for the research study. As mentioned within the survey approach section, 4 questions were demographic related and 5 questions were related to webpage content's features and actions. The four demographic related questions may be perceived as redundant yet may support the author gain a broader perspective.

When studying the outcome for the five questions related to webpage content's features and actions it was valuable to realise in what way questions 8 and 9 suggested that 'images' and

‘quality and descriptive word-based narratives’ ranked the highest value. Both of these two questions required that they were ranked in order of importance. The ranking in order of importance concept was achieved by 1 signifying the least importance and 5 signifying the highest importance. These two questions also provided instructions for all of the choices of options for each question be ranked. Correspondingly, every choice would then have a value.

When the outcome for question 7 was studied it highlighted that ‘carousel images’ may be time consuming, yet may likewise be measured as not being time consuming. This is since ‘neutral’ valued the highest rating for its question, which can be further comprehended as having no bearing in either case. This is because it may materialise that none of the other four choices related. The outcome for question 6 showed that the ‘typeface’ design on a webpage should sometimes only have one design, which is an interesting concept to likewise realise. What is more, the outcome for question 5 showed that the ‘homepage’ for a website is often the most important page. These latter three questions all applied a rating scale approach instead of a ranking method where it was instructed that only one value be chosen.

Hence, the study has conveyed a broader and clearer perspective concerning the obtained outcomes related to the research development need’s topic. When analysing the scores, it was decided to not compare quantities but instead seek a percentage range which happens for every table and chart regarding the outcome of the study. The following 4 questions represent the outcome for the demographic related questions included in the questionnaire.

Figure 2 below shows the percentage of the 42 anonymous responses received. As shown, 52% of the study were female responders and 48% were male responders.

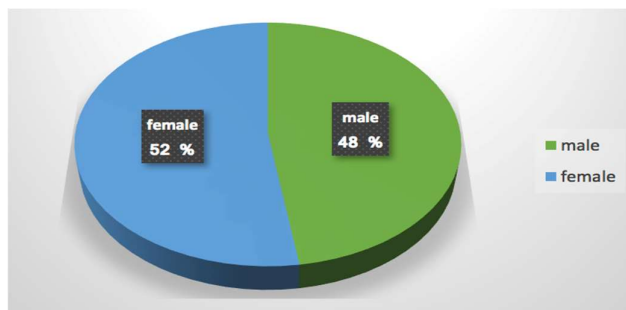


Figure 2: Gender percentage

Figure 3 below shows the percentage of the adult age range for the 42 anonymous responses. 43% of the study was measured from the age range of over 18 to 25 year-olds and was the highest percentage received. 26% of the study was from the age range of 26 to 35 year-olds and was the second highest percentage. 5% of the study was from the age range of 36 to 45

year-olds. 22% of the study was then from the age range of 46 to 55 year-olds, which is recognised as the third highest percentage. The study then decided to combine the age range percentage for 56 year-olds and older which was 4% of the total study.

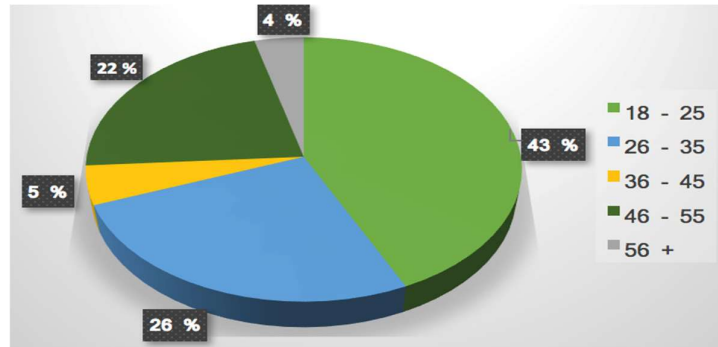


Figure 3: Adult age range in percentage

Figure 4 below displays the occupational status of the 42 anonymous responses. The highest occupational status was for 'employed in a company' which totalled 52% of the study. The second highest percentage was for 'students' which totalled 35% of the study. The third highest was for 'homemakers' which totalled 7% of the study. The fourth highest was for 'retired' which totalled 4% of the study. The fifth highest was for 'unemployed and seeking employment' which totalled 2% of the total study. Neither 'unemployed and not seeking employment' and 'self-employed' occupational statuses gained any percentage from the study, as both received 0%.

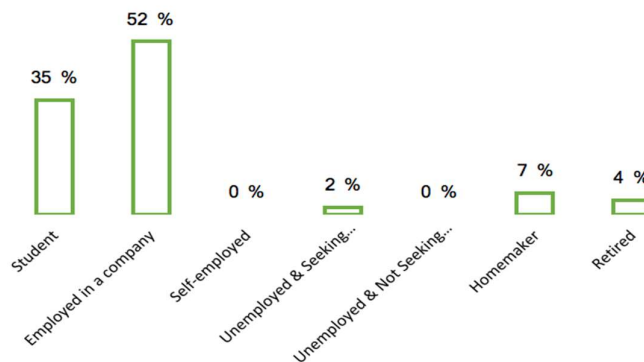


Figure 4: Occupational status in percentage

For the following questions shown in the following four charts a direction was given which instructed that only one answer be selected for questions 4, 5, 6 and 7.

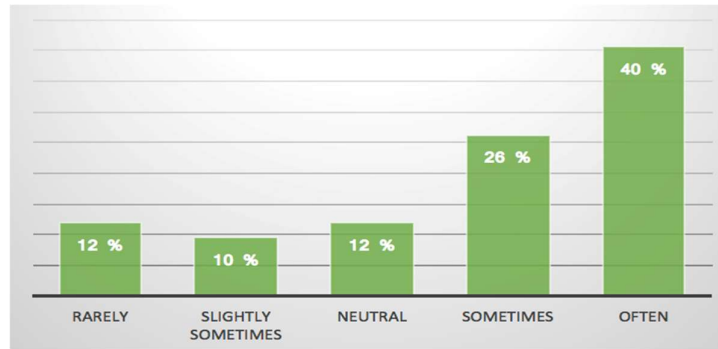


Figure 5: Outcome for question 4

Figure 5 above shows the outcomes for question 4 which asked whether the anonymous responses shop online. The highest percentage was for 'often' which gained 40% of the study. This was followed by 'sometimes' which gained 26% of the study. Then the following two answers for 'rarely' and 'neutral' both gained 12% each. The answer which gained the lowest percentage was for 'slightly sometimes' which gained the remainder 10% of the total study. What may be considered regarding 'neutral' is that it can be perceived that neither of the other four choices applied. This choice can accordingly be considered to therefore present an impartial value. This question used a value approach which applied an assessment of 1 to 5.

Accordingly, Figure 5 concludes the outcome for the four demographic related questions.

The following five figures show the outcome for the quantitative study regarding the five leading questions associated with webpage content. Questions 5, 8 and 9 also mentioned that apart from products and a secure payment method for respondents to rank and rate the offered choices.

Questions 5, 6, and 7 represented the study's outcome about webpage content's features and actions. These questions represented a value approach too which applied an assessment of 1 to 5. This value was shown next to each provided answer choice. Also, as mentioned above an instruction was provided that only one answer be selected.

The valued assessment characterised that: 'rarely' represented a value of 1; 'slightly sometimes' represented a value of 2; 'neutral' represented a value of 3; 'sometimes' represented a value of 4; then 'often' accordingly represented a value of 5.

Figure 6 below shows the outcomes for question 5 which asked whether the website's homepage layout and content is the most important page regarding the users' experience. As displayed 'often' received the highest gained value which obtained 62% of the study. Then 'sometimes' received a value of 28% and was the second highest rate. The remainder 10% ex-

hibited that 'neutral' was valued as the third highest value. What may be considered 'neutral' is that it can be perceived that neither of the other four choices applied. This choice can accordingly be considered to therefore present an impartial value. Both 'rarely' and 'slightly sometimes' received 0% of the value.

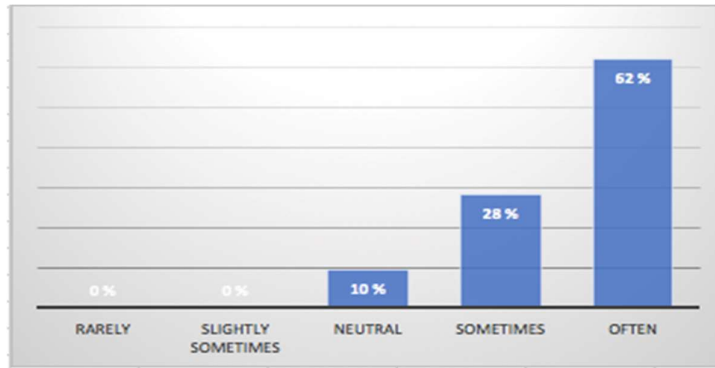


Figure 6: Outcome for question 5

Figure 7 below shows the outcomes for question 6 which asked whether the responders felt it is important to only have one design of typeface on a webpage. As presented 38% of the study selected 'sometimes' which was rated the highest. 26% selected 'neutral' which was valued as the second highest. What is likewise considered regarding 'neutral' is that it can be perceived that neither of the other four choices applied. This choice can accordingly be considered to present an impartial value as well. Then 'often' received 17% and 'rarely' received 12%. The least rated value was for 'slightly sometimes' which received 7%.

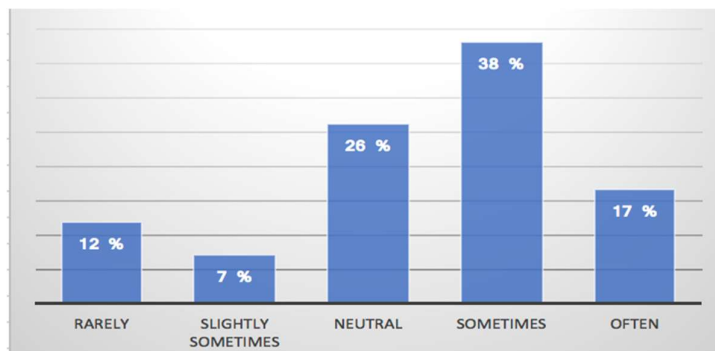


Figure 7: Outcome for question 6

Figure 8 below shows the outcomes for question 7 which asked whether carousel images are time consuming when featured on a homepage. As seen 26% of the study selected 'neutral' which was valued to be the highest. What might be considered here regarding 'neutral' is

that it can be perceived that neither of the other four choices applied. This choice can accordingly be considered to represent an impartial value. 'Often' and 'slightly sometimes' both received 24% each of the rated value. Then 'sometimes' received 21% and 'rarely' received the remainder 5% for this provided question.

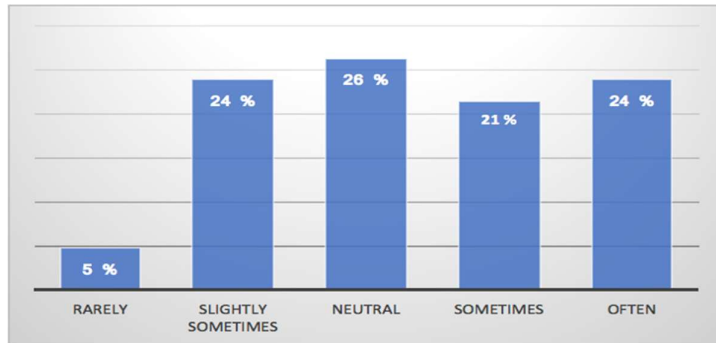


Figure 8: Outcome for question 7

The following questions 8 and 9 used a ranking scale where responders were instructed to rank the answers in accordance with the highest importance. This method used numbers 1, 2, 3, 4 and 5. Number 1 was valued as the lowest and number 5 was valued as the highest. An instruction directed that all of the five presented choices of options gain a ranked score.

Figure 9 below shows the outcomes for question 8 which asked to rank a selection of options in order of importance. 'Images' received the most percentage of 27%. 'Text' ranked the second highest with 22%. 'Videos' ranked the third highest with 20%. 'Keywords' ranked the fourth highest with 18%. Whereas, the lowest ranked content feature was for 'blogs' which received the remainder 13% for this presented question.

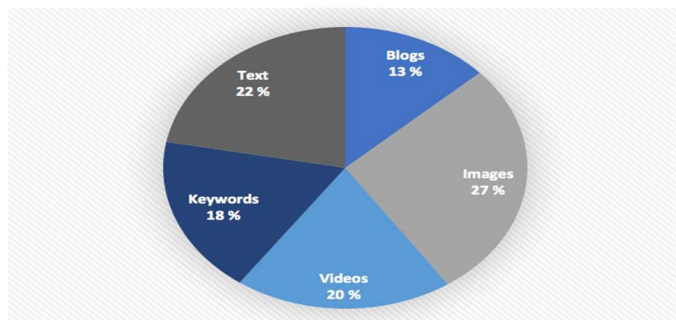


Figure 9: Outcome for question 8

Figure 10 below shows the outcomes for question 9 which asked to rank a selection of options in order of importance. As shown 'quality and descriptive word-based narratives' ranked the

highest with 23%. Then 'direct and clear language to help with navigation' and 'colourful and detailed images' both received 22% each. Next 'brief and related videos about products' received 19% and 'updated and maintained blogs' gained the balance of 14%.

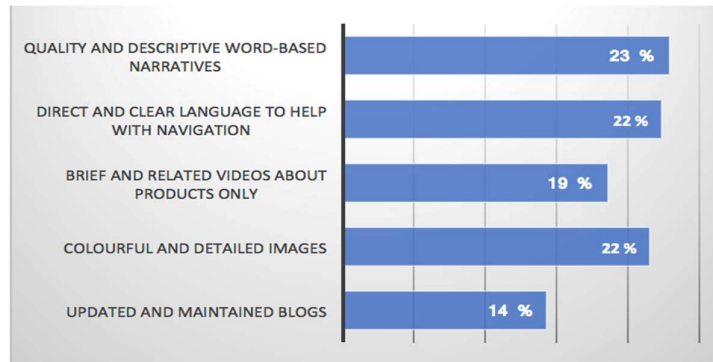


Figure 10: Outcome for question 9

The study provided the author and conductor of the research with a broader perspective about how anonymous users' opinions assessed webpage content. Based on the outcome from the study the author will require developing a well-structured homepage and aim to narrow down its webpage design when considering the typefaces used. Also, it is useful to apprehend that carousel images received a varied conclusion, therefore they could be functional. Then besides from incorporating effective images related to products and a secure payment method the website will provide quality and descriptive word-based narratives, as well as direct and clear language. Furthermore, supplementary images will assist with the arrangement for providing a practical and user-friendly website.

The overall outcome presented the author with a practical insight about webpage content's features and actions, with how it was ranked and rated. A relevant understanding was accordingly acknowledged about what is basic and subsequently central features and actions on behalf of a well-thought-out website for the projected business concept.

A broader understanding about the study can be realised from the questionnaire displayed in the appendices section under Appendix 1.

4.2 SWOT analysis for the business concept

A SWOT analysis will recognise what the business concept may basically provide the intended ecommerce marketplace with. So, by breaking down its proposed condition regarding the business concept's projected operation may help comprehend what its anticipated circumstances may be more clearly.

The leading difficulties the business concept will encounter will be competition, appealing to the marketplace, and correspondingly the local economy's situation. This is since ecommerce businesses which have established a position and provide a similar type of service as the proposed business concept aims to provide will be its leading competition. Then potential competitors who have found a market position may already have established loyal customers. Furthermore, the local economy when it is low will have an effect on a newly established and small business.

As the business concept will propose operating within the retail industry and aim towards operating within the Finnish ecommerce marketplace, it is necessary to therefore realise what this intended market's situation entertains.

Statista (2018a) shows that projections made for online business transactions regarding the business-to-consumer market sector calculated for the Finnish region gradually growing. This mentioned market sector has accordingly risen during a four-year span since online transactions performed to rise progressively towards year 2017. In other words, online transactions appear to have advanced from year 2014 onwards. Online transactions have correspondingly risen for the in-between years as well, as there were further signs of a projected rising growth (Statista 2018a).

Accordingly, the Finnish ecommerce marketplace offers an impression that there is available room within its market for newly developing online businesses to subsequently enter into.

Statista (2018b) presents by 2016 "4.1 billion euros" was a projected amount consumed on clothing during a nine-year period when observing the Finnish domestic region. Namely, an assessment which was valued regarding the utilisation for this retail category (Statista 2018b). The retail industry within this recommended market region on behalf of apparel therefore appears to be productive.

However, it is practical to realise that the proposed business concept will aim to enter into an existing industrialised market sector where procurement is high and supply is already available.

The business concept may discover that because it proposes to enter an ecommerce marketplace which shows signs of growth does not necessitate that it will be successful. This is since the business concept may encounter unproductive situations especially if there is no demand for its proposed goods.

This is why a market analysis about the business concept's anticipated circumstances can characterise what its anticipated advantages could be within the intended ecommerce marketplace. In addition to this, by separating what any general circumstances are can further determine whether the business concept is accordingly practical or not.

A SWOT analysis on behalf of the business concept will highlight its projected disadvantages too. Correspondingly, by distinguishing what the market situation may represent for the business concept can evenly support the concept to comprehend what its projected possibilities might be. These likely situated factors will accordingly help to further decide if there is actual room for the business concept to potentially grow within the intended ecommerce marketplace and whether the concept has any viability.

Plus, as the business concept is simply a suggestion for a business and therefore not activated the analysis will correspondingly be based on anticipated situations only. These situations will accordingly relate to particular aspects in which the business concept purposes to likely encounter and therefore embrace.

Figure 11 represents an anticipated SWOT analysis for the projected business concept, which displays the proposed type of service and commodities it will aim to provide to the Finnish ecommerce marketplace.

<p style="text-align: center;">Strengths</p> <ul style="list-style-type: none"> • Aim to offer items made from quality-made materials. Therefore, items that are assessed and considered to be more eco-friendlier which are ethical and more sustainable. • To be customer-centric and act responsibly by the conduct of operating business. • Obtain loyal customers through a quality and honest conduct of operating business. 	<p style="text-align: center;">Weaknesses</p> <ul style="list-style-type: none"> • Lack of online awareness. • Lack of appeal from the customers regarding the style of products offered. • Too few customers.
<p style="text-align: center;">Opportunities</p> <ul style="list-style-type: none"> • Opportunity to be noticed by other regions' online market. • Expanding awareness (if implemented) through business concept's other established social media channels. • Local online availability 24/7. 	<p style="text-align: center;">Threats</p> <ul style="list-style-type: none"> • Too high operating costs. • When the local economy is bad then the online business concept may suffer. • Too many already existing and new online competitors who are successfully established.

Figure 11: SWOT analysis for the business concept

The **strengths** the business concept may propose having will be to aim and offer quality-made products. The textile materials in which the products will be made from will support this central aspect. This is a strength which will require that an assessment has been conducted by the supplier to ensure that any materials used regarding the fashion and accessory products are recognised as sustainable, natural and ethically produced. This strength will be related to both the short-term and long-term goals of the business concept regarding all products, as home décor product items too need to support being sustainably, naturally and ethically produced. The aim will be that the textile products in which the fashion and accessory items as well as particular home textile décor items are made from use textiles which are considered eco-friendly and kinder towards nature.

The proposed business concept's approach will employ a customer-centric attitude and offer products which are quality-made through an honest and transparent service, regarding the business's intended operations. The main intentions regarding the type of products and service the business concept will aim to offer is because it aims to start business off by acting responsibly with what it purposes to offer to the marketplace. The business concept will aim to develop a network of commercial associations and provide quality-made products, as well as building honest customer relationships. This will be achieved through providing a business that values honesty which will be a central value the business concept will implement throughout its entire proposed business activities. Transparency will be displayed through the activities the proposed business concept aims to accomplish through responsible business decisions.

The core **strengths** of the business concept will aim to offer quality-made products. The products will accordingly need to be ensured by suppliers too. Namely, this will entail in what way the textile materials have been grown and produced and made into the intended products. Ethically correct production and how natural resources have been incorporated within the process with how the materials have been produced or from where the materials have come from will be an important issue for the proposed business concept. Through implementing an ethically correct code of conduct concerning its intended operational activities will support the goal for the proposed business concept to act responsibly towards its business. Honesty will be what the business concept will operate through and morally correct behaviour will be vital for its business operations, as sustainable business will be perceived to be meaningful.

The internal **weaknesses** will be from other online competition who already operate through similar types of web shops, as they have now found a position within the intended marketplace. This weakness can be a challenging factor for the proposed business concept because other established businesses have already entered the projected ecommerce marketplace and productively distinguished loyal customers.

Another weakness may involve the lack of appeal from consumers regarding the style and design of the projected products, in which the business concept would aim to offer to the intended marketplace. This weakness can then produce a lack of consumer engagement with the proposed web shop and therefore would result in an insufficient number of customers and sales.

The business concept may appeal to another region's online marketplace which would potentially help to boost its online position due to audiences viewing the proposed web shop. This may then be seen as an **opportunity** for the business concept as this can help its proposed website with search engine optimisation.

Accordingly, another proposed opportunity will be to honestly create additional business-related social media platforms which link towards the primary website. Also, local shoppers who are legally eligible to shop online can visit the online platform and view the products and shop. These opportunities will enable the web shop to be viewable twenty-four-hours-a-day and seven-days-a-week.

The outside **threats** for the business concept may include too high operating costs, because it will only want to offer and sell quality-made products. Through offering only quality-made products that have been evaluated to meet with the expectations of the business concept may accordingly generate higher operating costs too. However, the projected web shop will value quality and ethically made products only. The economy will likewise have a leading effect on the proposed business concept, especially when it is at a low.

Also, an already established ecommerce business may likewise see the proposed business concept to be a threat to them too, and hence adjust their own business strategy. This will then be an obstacle for the proposed business concept, as loyal customers may choose to stay loyal with a familiar business rather than trust in an unfamiliar one due to their past experiences.

4.3 Business plan for the business concept

The business plan for the business concept will incorporate a moderate scope about particular components, which are seen to have an impact on the proposed business model. The components will relate with the decision-making practices regarding the business concept. Then a projected marketing approach will follow and incorporate digital marketing practices to support with online promotion and positioning.

The business plan will act as a roadmap for the author of this thesis and be considered as a platform from where the business concept will begin from. This is since the business concept is recognised as the first stage needed prior to deciding whether to resume further with the business plan or not.

The business concept is primarily based on operating as a web shop which would offer fashion and accessory products. The business concept would then aspire to develop its operations and incorporate selling particular categories of home décor items too. The proposal will be for products that are made from textiles to be accordingly prepared from sustainable materials, as well as other natural materials. The aim will then be for the particular home décor items to be reusable. The aim will be for products to be quality-made and ethically produced.

To help maintain a lead then the financial figures for the business concept will be omitted from the contents of the business plan. Real suppliers and actual product items will correctly be omitted too, since they have not been established. The executive summary component will likewise omit the financial figures section. A partial account about what the proposed model aims to contain regarding the business concept will be what the summary outlines.

The constructed business plan for the business concept will therefore represent a straightforward and detailed description about what the business's proposed arrangements aim to be. As the business plan will integrate particular practices that may have a real influence on the proposed business's organisation and operations. Then following the business plan there will be a subsection for a projected marketing approach. The business plan will conclude in what way the business concept intends reaching its primary aims and objectives. Then the business plan will highlight if the business concept has any potential within its intended marketplace and if it is realistic to proceed with it or not.

The structure of the business plan will henceforth focus on the general business related operational components the business concept would aim to implement regarding its proposed organisation. These components will help introduce the business concept to the proposed marketplace, as well as influence how it plans to start off. This is because these covered areas will effectively be core subjects that will have an impact on the suggested business model.

4.3.1 Proposed Executive summary, vision and mission statements

The projected structure of the business concept will be for it to operate through a web shop and focus on operating within the Finnish ecommerce marketplace.

The business concept will aim to have a well-functioning web shop, which proposes to offer eco-friendly fashion and accessory items to represent its planned short-term goal. Then the long-term goal will be for the business concept to further develop its operations and offer additional home décor items as well. The design of the web shop will adapt a down-to-earth approach when observing the ambiance that it will aim to be characterised by.

The proposed vision will be to act responsible and value sustainable business and support an ethical code of conduct. The business concept will aim to build honest relationships with suppliers who themselves value the same approaches towards business.

The business concept will seek to use resourceful arrangements of packaging to help achieve an objective to act responsibly due to receiving, delivery and returning of products. It will accordingly adapt responsible behaviour concerning the effects its operations can therefore have. The business concept will recognise applying a responsible behaviour because of high consumerism generated from online retail.

The business concept will want to act responsible and start business through an ethically correct attitude. Packaging design will not be applied for a selling approach. Only good practices of marketing will be applied. Adapting a responsible behaviour throughout the projected business concept will hence be implemented as this will be what the author of this thesis values.

If the business concept is established, then it will follow all guidelines enforced regarding the process needed to make it active. If suitable, then the business concept will aim to operate by way of a private trader. This process will be achieved by announcing the business concept with the correct authorities within Finland, so that it is recognised legally and for it to obtain a business-related identification code. If the business concept is therefore approved and made active, it will then aim to sell in the beginning sustainable fashion and accessory items.

The business concept will consequently aim to operate through a web shop and aim to build an honourable character within the intended marketplace. It will ensure that business is managed accurately and properly. This will be achieved by acting through honest behaviour.

An objective will be for the business concept to operate through transparency and would likewise expect this when forming projected partnerships regarding its operations. The business concept will pursue and ensure that any partnerships are equally legal to operate.

The mission will be for the variety of projected products to be quality-made which will support quality and a reusable attitude. This objective will not be applied for selling purposes but be applied because the types of products the business concept aims to offer will value quality. This objective will aim to offer products made from materials which have been assessed to be sustainable including products made from sustainable cotton or other similar types of textiles. The business concept will seek products that have a lesser impact on nature's resources, which have been produced from sustainable materials. Ethical practices will be valued. The projected business concept will aim to support a sustainable way of conducting business.

Through building a network of responsible partnerships then the business concept may reach its vision and mission. The business concept will apply a customer-oriented outlook through supplying quality-made products and value delivering an honest and dependable business.

4.3.2 Proposed description, organisation and operation

The description the suggested business concept aims to represent will be for it to operate as a web shop and offer particular eco-friendly fashion and accessory products. In addition to these products the business concept will further aim to expand and offer particular home décor items too. The targeted textile materials used in the fashion and accessory products, as well as textiles if used for home décor products will necessitate that they have been assessed to be sustainably and ethically produced.

The proposed business concept will focus on operating within the Finnish ecommerce marketplace. The business concept will if started follow all of the lawful requirements enforced that are needed for it to be legally operational. The proposed business concept will follow the correct registration process within Finland through the correct authorities. If it is conceivable and the correct type then the business concept will aim to operate by way of a private trader.

The proposed business concept's operation will be to primary operate through a web shop, however, another aspect may be considered regarding the notion for a pop-up shop. This notion if applied will hence require a brick-and-mortar location to temporary operate from. This notion will however only be considered afterwards and relate with the business concept's long-term goal. A pop-up shop could develop an awareness towards the concept regarding the intended marketplace, as the local market may need to acknowledge that the idea exists and a physical location may help to achieve this.

An idea of including a pop-up shop however may not be economical for the business concept during its early stages if it is established, as extra leasing expenses associated with renting the ideal location would clearly materialise.

Once the business concept has correctly followed all of the compulsory registration procedures and received an identification code and has been accepted by the correct authorities, it will then need to establish further administrative operations.

The business concept will require a business bank account regarding its operations and likewise need to employ the services of an authorised accountant to maintain that its proposed operations are kept up-to-date. Therefore, necessary administrative procedures to maintain that the business concept is operating legitimately regarding payable sums it is required to pay out and receivable sums it receives in. This would include paying necessary taxes associated with its proposed operations.

Then among other additional organisational expenditures there will be the need to pay for self-employed payments regarding the business concepts titleholder's pension, health insur-

ance, and salary. Also, additional payments if the business concept requires any extra employees. Paying adequate insurance for the proposed business concept and its operating costs for leasing a warehouse plus inventory, and other overheads will all require a business bank account to accordingly document all of the administrative actions.

A further activity related to the proposed business concept's organisation will involve designing and operating through a well-structured digital platform where the envisioned web shop is accessed from. The website will be the primary platform where potential customers and other potential businesses can assess the shop and see what the business concept's organisation includes. If the business concept is implemented, then clear and meaningful information will be clearly provided throughout an envisioned website to support its operations. Terms and conditions, as well as safety of privacy will likewise be communicated. An aim will be for the web shop to be opened through the top ribbon of each webpage in a clearly marked menu bar. The aim will be for the website to be user-friendly and provide meaningful content which is not misleading.

Data privacy matters will be an important issue regarding the business concept's intended operations. Therefore, since the proposed business concept aims to operate through a web shop then any data concerning consumers and their privacy rights will be respected and followed.

Furthermore, commissioning an authorised ecommerce payment system to help secure that payments received from customers are safely made will be organised into the proposed business concept's administrative operations. So, the business concept will require the services of an authorised ecommerce payment business. Then customers who are of legal adult age and eligible to shop online and also use the payment services may become potential customers.

Another recognised administrative operation will be to commission the services of a lawyer regarding forming partnerships and contracts. This will ensure that documents about products and services on behalf of arrangements made with the business concept are made lawful and correct.

Therefore, the proposed organisation and operation the business concept aims to implement will be to begin by selling fashion and accessory items which will be considered its short-term goal. Then there will be an aim to expand and introduce particular home décor products too. This latter aim will be regarded as the business concept's long-term goal which may span over a duration of five-years from the time of potential launching. The long-term goal will incorporate the idea of having the pop-up shop notion if it is cost-effective and needed. The short-term goal will help to establish the proposed business concept in its intended marketplace and the long-term goal will support the business concept expand its inventory.

As the proposed business concept's core organisation will operate through a web shop then a needed recognition will concern packaging. Therefore, the business concept will incorporate within it administrative practices responsible behaviour and use packaging materials which are assessed to be sustainable. This will necessitate that the same category of packaging is provided throughout the whole operation too, which will mean that similar types of packaging is used during the delivery process to the business concept from projected suppliers.

It will also be paramount that the packaging is durable so products during the receiving process from potential suppliers, as well as during the delivery process from the business concept to potential consumers is upheld. The objective will accordingly be to use packaging which delivers on this need. Therefore, safeguarding that products arrive undamaged to the business concept which aims to support sustainable resources will enable the business concept to provide its projected service. This aim will require that during the process of seeking reliable partnerships with suppliers that they are able to deliver on this expectation too.

As mentioned transparency will be an importance value for the proposed business concept when building strong business-to-business relationships. Honest and transparent interactions will equally be provided from the business concept when building business-to-customer relationships.

The quality-made fashion and accessory products together with the home décor items the proposed business concept aims to provide will offer a variety of designs and colours to appeal to a broader audience. This aim will likewise require that products have been ethically produced by using sustainable materials which support the vision and mission of the business concept.

The products the business concept proposes to deliver through its business model will correspond with its overall ambition to be a fashion and accessory web shop which offers eco-friendly textile products considered to be ethically and sustainably made. Then further correspond with this aim and incorporate additional items to support its long-term goal of expanding and offering particular home décor items too.

Therefore, the value proposal the business concept aims to provide the marketplace with will be through the quality-made products it aims to stock regarding its proposed inventory. Then the business concept will aim to offer through its main operations, proposed products, and overall service to operate responsibly and sustainably.

Observing the effects of its projected operations is why the business concept will aim to operate through a responsible manner. The proposed business concept will regard honourable behaviour as important. As well as, maintaining a responsible business outlook which understands employing a correct code of conduct towards people, business, and nature. This will

be what motivates the business concept to aim to succeed. Plus, the projected business concept will safeguard that consumers' rights are followed.

Another significant administrative operation regarding the proposed business concept will include the labels which will be included with the projected product. The labels will accordingly be an important feature accompanied with the products the business concept aims to offer, as this will be the means which will relay necessary communication onto potential customers. The organisation of this setup will be a feature the proposed business concept will equally take seriously and all necessary communication which is required to be incorporate with a product will hence be included. Plus, as the goal will be to operate within the Finnish ecommerce region then all relevant information will be relayed in the required languages.

The envisioned website will feature a business-related blog to help share descriptive communication with customers and other parties about the proposed business concept's operations.

As mentioned, a key activity will relate to safeguarding products during the receiving of stock and then during the delivering processes both with the business concept and with potential consumers. Therefore, storing the projected inventory will likewise be an essential operation for the business concept to correctly implemented in order for it to be able to function well.

A leading intention will be to lease a dependable and secure location where the business concept's proposed commodities are hence protected. This is because by keeping the products protected will help to ensure that the business concept's inventory is securely maintained. This is important so that potential customers receive a quality service too. A warehouse facility will productively help the business concept achieve its aim of operating efficiently and consequently be an essential activity to employ. A real consideration will be made about the whereabouts the proposed web shop would aim to operate from, as this will be the hub of its core operations.

As the business concept proposes to operate in Finland which is a member state of the European Union then it will follow administered regulations which concern this zoned area too. So, an objective will economically be for the proposed business concept to find reliable suppliers with businesses who are themselves located within the EU single market zone.

Accordingly, the local whereabouts where the business concept's operation is conducted from will affect its whole operation. So as to reduce transportation costs and the effects its operations will have on nature it will aim to order products within the EU and in volume.

Therefore, the general visualization regarding the description, organisation and operation of the proposed business concept will be to adapt a responsible attitude regarding its decision-making processes. The fashion and accessory items integrated into the business concept's

proposed short-term goal require that they are made from ethically correct natural textile materials, that are produced from sustainable resources. The accessory textile products will represent having a reusable value and be seen as items that are not easily discarded, which likewise need be made from ethically correct textile materials too, which uses sustainable resources. The home décor items included in the long-term goal must likewise incorporate qualities that support sustainable means.

4.3.3 Proposed marketing approach

An essential quantity the business concept will incorporate within its proposed operations will be to represent itself through implementing honest behaviour. The marketing approach in which the proposed business concept will implement will be to follow good practices of marketing.

Therefore, based on the assumption that the business concept is feasible and established it will require an effective marketing approach to help situate it within the Finnish marketplace. The proposed business concept will require a marketing approach that will help establish a needed online presence for it, as it will aim to operate digitally. Therefore, its marketing approach will accordingly include clear forms of marketing which will help this objective reach its proposed goal.

The value the proposed business concept will aim to offer will be through the proposed eco-friendly fashion and accessory products, as well as the home décor items. Therefore, the proposed service will establish honest relationships with anticipated suppliers and likewise with the projected marketplace.

The aim for the proposed business concept will implement a customer-centric attitude towards providing an efficient service. Therefore, the objective for the marketing approach will be to effectively communicate with the intended marketplace.

The aim for the proposed business concept will be to operate as a web shop and therefore it will require customer engagement for it to productively and economically succeed.

The criteria about the sustainable fashion and accessory products will be relayed through the business concept's primary platform which will be a proposed website. The website will be the main channel for communicated information about the projected products as well as other information about the intended business operations.

So, building online content will support an online position for the business concept, especially since it primarily aims to operate within the ecommerce marketplace. Digital marketing approaches will be the primary promotion applied.

The website which will support the web shop will provide internal links throughout the site's arrangement to help maintain that potential customers are able to easily navigate it. Building administrative content about the terms and conditions, privacy, about us, policies, and other significant information will be an important requirement. This is so the business concept may communicate valuable information about the proposed business onto future audiences.

The aim for the business concept will be to include accurate content on a website that may be internally linked, so future consumers may navigate the site easily. The business content will incorporate effective keywords to support its actions, which are maintainable and clear.

Search engine optimization will be a key approach for the proposed business concept regarding marketing content. The business concept will provide thorough and descriptive language which is not misleading to help boost an online position regarding its intended website. This will likewise require that the proposed business concept employs in content creation which does not include any disingenuous information.

Detailed images and exact information about products will likewise be implemented in order for any proposed audiences to see exactly what the products look like prior to buying them. Also, discount coupons may be featured on the website during promotional campaigns.

The proposed business concept's marketing approach will implement and create links towards its other business-related social media platforms as well. This will accordingly help with marketing as additional platforms will communicate with the business concept's primary website.

Therefore, creating additional business-related social media platforms will be established. If the proposed business concept's web shop and website are implemented, then creating a network of business platforms will broadly support with awareness about it and online marketing.

Another digital advertising communication to incorporate into the marketing approach which will further support online marketing for the proposed business concept will be the objective of employing a purchased campaign. The proposed business concept will accordingly invest in online promotion if it is launched, as this will help the envisioned website regarding search engine marketing.

Effective keywords will correspondingly be implemented to connect the projected business concept with searched topics and relate with the products the business concept aims to offer. Also, the keywords will support the business concept with the purchased campaign it may invest in.

The projected website will incorporate an updated blog because it will aim to operate through a digital approach. A business-related blog will accordingly support the business concept with customer engagement by relaying active and up-to-date content that is real and

practical about its operations. This feature may then support with search engine optimization due to the down-to-earth and sufficiently distributed content.

The proposed blog will create a network of communication for the business concept so that potential audiences can read about what the suggested business concept symbolises. Furthermore, the blog will entertain different categories of blog posts, which will be easy to locate on the anticipated website. The blogs' may then be linked to other internal content on the intended website which will support the proposed business concept.

Besides the need to build awareness about the proposed website the business concept will also value an effective offline marketing approach regarding what word-of-mouth may provide it with. Therefore, through the aim of providing a reliable service by the business concept which would aim to offer quality-made products will support this form of extended communicate. As the business concept's operations may then inspire others to speak about the projected business concept because of the service it wishes to provide.

Another aim regarding the business concept and marketing will be to digitally build awareness towards it without the need to use additional resources of tangible practices. This will then help the business concept to operate in a more modern-day approach through digitalization.

The business concept will accordingly need to comprehend in what way it will aim to situate its proposed products within the intended marketplace.

4.3.4 Proposed marketing mix

Applying the marketing mix regarding the four primary features as seen in Figure 12 will support the proposed business concept's position and projected products, which is important to therefore understand. This is because the marketing mix will focus on particular marketing practices that may coincide with the type of business the business concept aims to symbolise.

Product	Price
Promotion	Place

Figure 12: The 4 core features of the marketing mix (adapted from Kotler & Armstrong 2012, 76, Figure 2.5).

The actual marketing approaches may accordingly utilise various traits of marketing, however, the primary aim will be for the business concept to be marketed through digital procedures.

The following marketing approach will accordingly be based on the business concept's anticipated conditions only, as it is currently non-operational.

As the business concept will entertain operating through a web shop then its marketing approach will primarily focus on the ecommerce marketplace. It will accordingly focus first on its short-term goal regarding the intended sustainable fashion and accessory products.

Pricing the fashion and accessory products will accordingly take into consideration the cost structure of other similar and existing commodities, which are already available to buy online. However, the aim will be for the business concept to offer quality-made products which are affordable for consumers to purchase. So, if existing online products are hence priced too high then the business concept will take into consideration its operating costs and then price accordingly. The business concept will aim to maintain that the web shop does not develop an upmarket persona.

The marketing approaches that the proposed business concept will necessitate will be to plan ahead of time and establish additional business-related social media platforms to help create awareness about the projected web shop. Furthermore, the business concept will develop a well-informed website with productive communication and practical blogs to draw attention towards its business.

The marketing methods the business concept will therefore apply will be indirect approaches which will support with marketing. Intended social media platforms will connect to the projected website. This may be achieved for example through presentation of the web shop and through creating a business-related homepage with familiar networking platforms. This approach will help develop attention about the business and enable it to form a network of business-related channels. This process may likewise help to promote the projected products through the correct places regarding the ecommerce marketplace and support potential consumers to comprehend that the business and products potentially exist.

This outlook therefore applies a less assertive approach, as the business concept will value building awareness about its website through good practices of honest communication. Building content will consequently enable that core links are linking topics to products. Plus, promoting a purchased campaign will boost the business concept with operational keywords. These methods subsequently will support with search engine optimisation, as building active content will help to digitally market the proposed business concept.

What is more, all of the marketing approaches in which will help promote the proposed business concept will apply only ethically good marketable practices.

5 Conclusion

The proposed business concept will entertain operating at first through a short-term goal, which will be to initially offer a collection of eco-friendly fashion and accessory products. This will then be followed by a long-term goal to expand and continue to offer the aforementioned items and include a category of particular home décor items too. The aim for the products will be for them to be made from categories of natural as well as sustainable textile materials which have been ethically produced.

The proposed business concept will aim to operate through a web shop, however, a tangible approach has not been ruled out regarding its long-term goal of including a temporary pop-up shop.

The leading objective nonetheless will be to operate through a web shop and accordingly build a user-friendly online platform to help with customer engagement.

The projected web shop and pop-up shop would represent a down-to-earth theme and offer a variety of quality-made products. The projected business concept's overall objectives will be to operate through a sustainable and responsible approach.

The proposed business concept if implemented will focus on the Finnish ecommerce market and follow all of the correct implemented guidelines regarding establishing and registering it, so as to operate correctly and legally.

The proposed business concept will value transparency and build honest business-to-business associations and business-to-consumer relationships.

The type of products the proposed business concept will aim to provide to the projected ecommerce marketplace will accordingly be lightweight. Therefore, this will entail that lesser packaging materials may be used; however, the product items must successfully reach the end customer undamaged. The projected business concept will incorporate responsible packaging materials during the delivery processes regarding delivery to and from the projected web shop.

Operating online and offering products which are cost related to the intended ecommerce marketplace will help the business concept position itself correctly. The proposed business concept will research reliable suppliers and then make dependable partnerships within its intended market region. The aim will be to order products from reliable suppliers in volume to

help maintain transportation costs. This will then entail using lesser shipping transportation means which will likewise reduce the price structure for the end customer too.

Locating products which are closer to the intended market region will be preferred. As the business concept will aim to locate local suppliers within the EU region to help maintain costs. Locating a secure location from where products will be received and maintained will likewise be important for the business concept.

Honesty will be an important feature throughout the decision-making policies regarding the projected business concept when building business-related relationships. The business concept will implement morally correct approaches which support good practices of marketing that support a sustainable attitude.

Through planning and constructing the business plan it has therefore offered a valuable insight for the author of this thesis to understand if the business concept is feasible.

The primary goal and vision for the proposed business concept will be to sell fashion and accessory products which are assessed to be sustainable. Then it will aim to develop its operations and sell particular home décor items which favour reusability. The products will be quality-made from natural, sustainable and ethically produced resources.

So, and among other things such as the cost structure, the leading feasibility which has arisen during the construction of the business plan for the business concept depends on obtaining the correct suppliers of products.

Without finding the correct suppliers who are able to provide the projected business concept with the products which have been made from sustainable materials then the idea is not feasible. Then in this situation the idea will not succeed. Moreover, all products likewise must be ethically produced and assessed too, so finding suppliers who are able to meet these expectations of the business concept may take time. Furthermore, finding the correct suppliers who themselves value the same approach to business as the business concept proposes will affect this goal.

However, as the business concept is not introducing to the marketplace a new idea as fashion and other similar products are currently offered throughout other retail shops too. Therefore, the aim of the business concept has potential, however, competition will accordingly effect the feasibility of the proposed business concept's success as well. Although, purpose and the overall visualisation may accordingly help support the business concept to potentially succeed.

If the business concept is established then the author will follow all guidelines regarding among other responsibilities, the type of business it aims to be, registration, bookkeeping, establishing partnerships, and honouring privacy as well as rights. So as to start-off business through a responsible approach.

The research development need incorporated within the thesis provided the author with a valuable insight about users' opinions regarding webpage content's arrangement. The study fulfilled its intentions as an appreciated assessment was therefore made.

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Figures

Figure 1: The marketing mix (adapted from Kotler & Armstrong 2012, 76, Figure 2.5).	18
Figure 2: Gender percentage.....	22
Figure 3: Adult age range in percentage.....	23
Figure 4: Occupational status in percentage.....	23
Figure 5: Outcome for question 4.....	24
Figure 6: Outcome for question 5.....	25
Figure 7: Outcome for question 6.....	25
Figure 8: Outcome for question 7.....	26
Figure 9: Outcome for question 8.....	26
Figure 10: Outcome for question 9.....	27
Figure 11: SWOT analysis for the business concept.....	29
Figure 12: The 4 core features of the marketing mix (adapted from Kotler & Armstrong 2012, 76, Figure 2.5).....	40

Appendices

Appendix 1: Questionnaire on behalf of Karen Mölkänen a Business Management student and author of the thesis.....	49
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Appendix 1: Questionnaire on behalf of Karen Mölkänen a Business Management student and author of the thesis.

Questionnaire regarding users' opinion about content arrangement for a webpage

The purpose of this questionnaire is to help answer a research development need which will be included in a Bachelor's Thesis for a Business Management student. The Thesis will primarily be a business plan for a business concept. The vision for the business concept will be to operate online by selling particular items of eco-friendly fashion and accessory products, as well as particular home décor items. The gathered data from this study will help develop an understanding about the users' opinion on behalf of webpage ***Content** and its arrangement, particularly regarding the Homepage. The data may help with online communication for if the business plan is implemented. If implemented, then the plan will be for the web shop to be accessed from the top ribbon of each webpage. Likewise, every page will show for example a homepage button, an about button, blog button, a contact us button, search button, etc. The data obtained from this questionnaire will then be added to charts and tables to help analyse it. The charts and tables will thereafter be added to the Thesis's content under a survey section to support the research development need.

For this study purpose ***Content** features will refer to: **Blogs, Images, Video, Keywords and Text.**

1) Gender:

Male ☐

Female ☐

2) Age:

18 - 25 years old ☐

26 - 35 years old ☐

36 - 45 years old ☐

46 - 55 years old ☐

56 + ☐

3) Occupational status

Student ☐

Employee in a Company ☐

Self-employed ☐

Unemployed & Seeking Employment ☐

Unemployed & Not Seeking Employment ☐

Homemaker ☐

Retired ☐

***For the following four question a rating scale of 1 to 5 is used, where 1 is valued as 'rarely' and 5 is valued as 'often'.**

4) Do you shop online? *Please choose only ONE of the following answers.

(1) Rarely ☐

(2) Slightly Sometimes ☐

(3) Neutral ☐

(4) Sometimes ☐

(5) Often ☐

5) Apart from the products and a secure payment function, do you feel that the website's Homepage layout and **Content** is the most important page regarding the users' experience? ***Please choose only ONE of the following answers.**

- (1) Rarely ☐
- (2) Slightly Sometimes ☐
- (3) Neutral ☐
- (4) Sometimes ☐
- (5) Often ☐

6) Do you feel it is important to **ONLY** have one design of **Typeface** on a webpage? (Typeface refers to the style of text known as Font used for headlines, sub-headlines, and word-based content). ***Please choose only ONE of the following answers.**

- (1) Rarely ☐
- (2) Slightly Sometimes ☐
- (3) Neutral ☐
- (4) Sometimes ☐
- (5) Often ☐

7) Are **Carousel Images** time consuming, particularly when featured on a Homepage? (Carousel images are images which rotate often by showing a series of different programmed images). ***Please choose only ONE of the following answers.**

- (1) Rarely ☐
- (2) Slightly Sometimes ☐
- (3) Neutral ☐
- (4) Sometimes ☐
- (5) Often ☐

***For the following two questions a ranking scale is used where 5 is ranked as the highest importance and 1 is ranked as the lowest importance. Please rank ALL choices.**

8) Apart from products and a secure payment function, please rank from 1 to 5 the following **Content** features in order of importance. ***Please rank ALL of the choices provided.**

- Blogs ☐
- Images ☐
- Videos ☐
- Keywords ☐
- Text ☐

9) Apart from products and a secure payment function, please rank from 1 to 5 the following **Content** actions in order of importance. ***Please rank ALL of the choices provided.**

- Updated and maintained blogs ☐
- Colourful and detailed images ☐
- Brief and related videos about products only ☐
- Direct and clear language to help with navigation ☐
- Quality and descriptive word-based narratives ☐