

VIRTUAL WARDROBE

For the people's comfort
in the stream

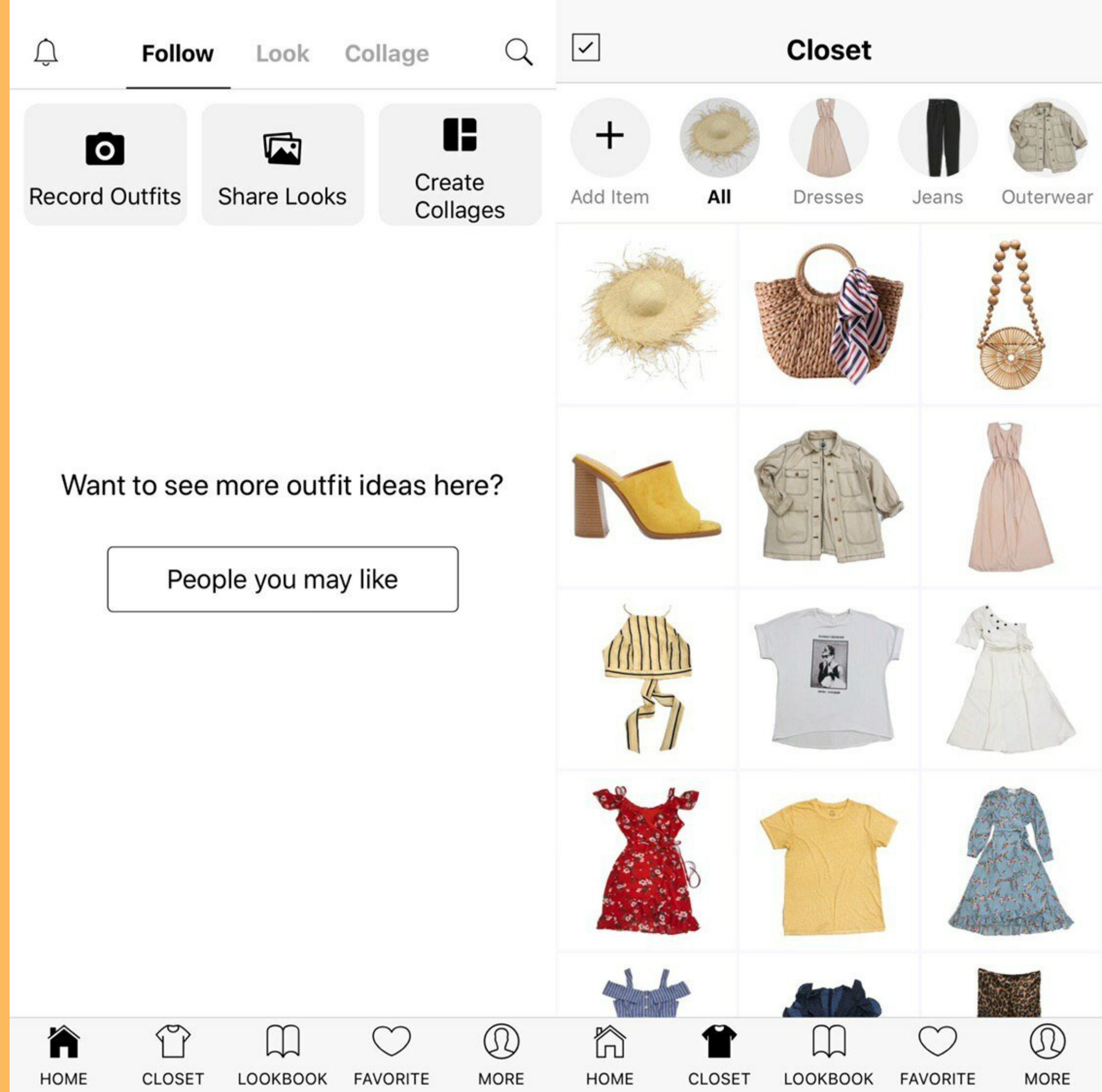
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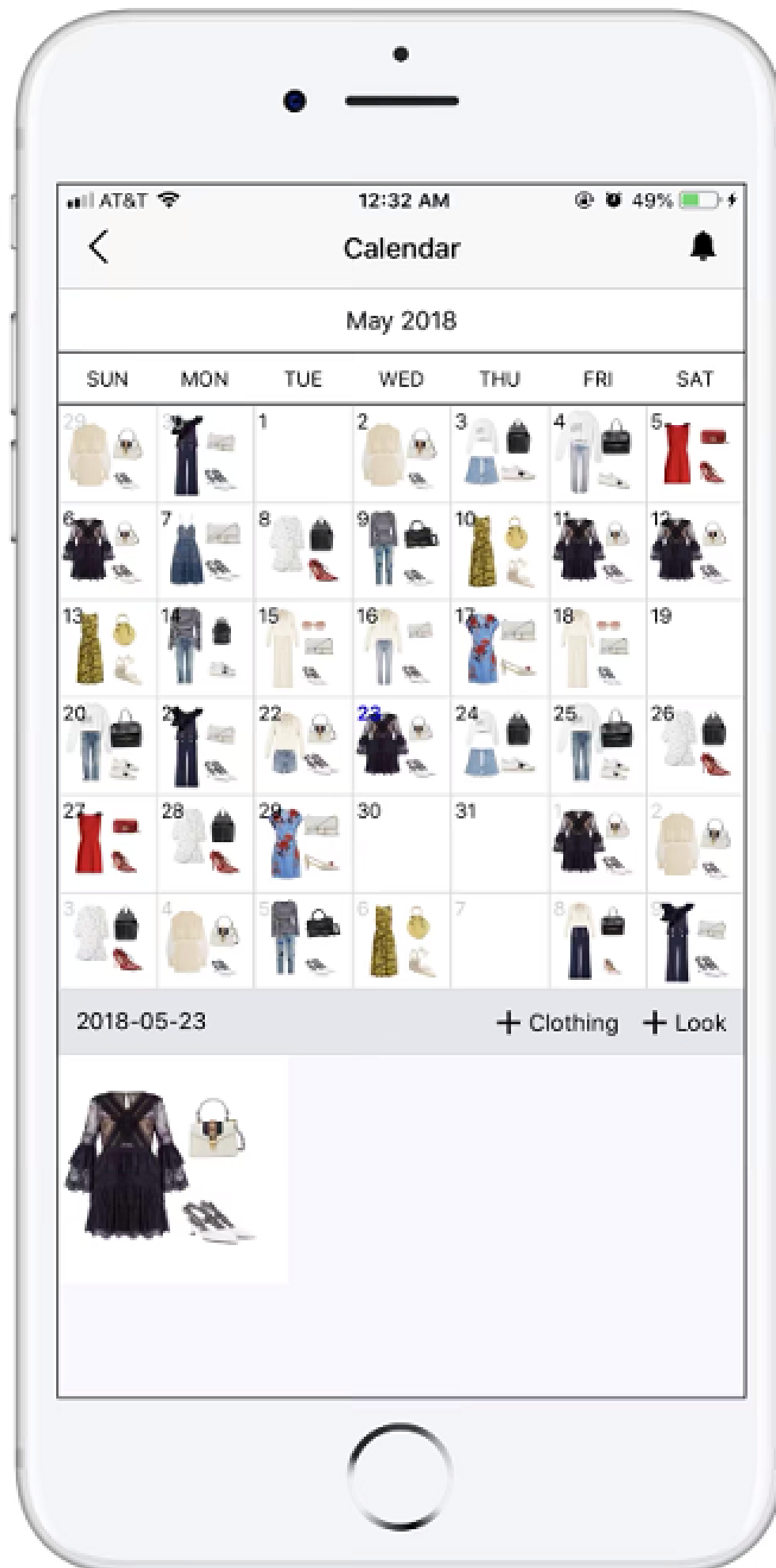
Year 3

Department of Economics
Profile - Finance and credit
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What is a virtual wardrobe?

Convenient
assistant in the
selection of your
outfit





HELLO, I'M A VW!



Online bot assistant in your phone

The online bot is an integral part of the mobile app: selecting a model, size, color, combination with other wardrobe items-this is all and not only implements our online bot.

Balance of color and fashion sense

The VW app allows users to compare certain models of clothing or shoes and make the right choice.

POTENTIAL MARKET SIZE

simplicity and convenience are
the key to success

If we talk about people who are 15 years old to 65 years old – 74 %. So we can **argue** that this app is necessary for this group of people who begins to study, for people who already have jobs and for people who are really into fashion and their appearance (for example, media people).





ADVANTAGES AND DISADVANTAGES

- + Online assistant
- + Speed and convenience
- + Support the main languages
- + The VW app allows users to compare certain models of clothing or shoes
- High production cost



PEST-ANALYSIS



P - this technology will bring fashion to a new level in the world market.



E - increase profits to the creator who realize this app because of the increasing demand for this app. Increased sales of this app abroad, which will allow to use this app international and as a consequence, the increase in profits.



S - simplification of work with clients of all age groups who need the help to create their style.



T - it will bring **technology** to a new level of **artificial intelligence** and give new opportunities for application in other fields of science and life.



COSTS

Cost of launching the project	10 000\$
Subscription cost	The cost of a monthly subscription is 5\$ and 2\$ for additional functions
Production	70 000\$
Advertising	40 000 \$

EASE OF USE

Clothes so comfy, you'll
want to live in them

01

Download the app

02

Register in the app

03

Consult an online bot

04

Make a purchase

05

Wear it with pleasure

Find us online



Android

PLAY MARKET

iOS

APPLE

APP STORE



Instagram

@VWAPP

ASK US

We'd love to hear from you

ANYTHING

Email

vwsupport@vwsite.com

Website

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Phone number

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