

E-Commerce Business Game

GROUP 2:

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AirGuard

PART 1

ANALYSIS

- Market Analysis
- Objective
- Target
- Supplier
- Channels
- Timing





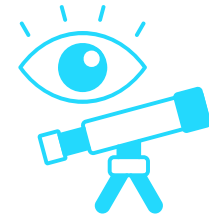
Market Analysis

The AirPods cover market is **highly competitive** and continues to grow. Apple's AirPods have set a high standard for wireless earbuds since their launch in 2016, largely dominating the sector.

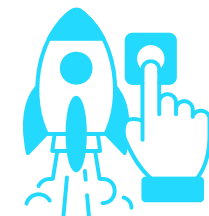
Key factors driving demand include:



Growing demand for wireless products: with the removal of the headphone jack in mobile devices, interest in wireless earbuds has significantly increased



Technological innovations: Apple has continuously improved AirPods, introducing features like Active Noise Cancellation (ANC) and spatial audio, making them even more appealing to the consumer



Global market: AirPods have wide global reach, with strong impact in advanced markets like the United States, Europe, and China



Premium branding: AirPods are considered a premium product, sought after for their design, advanced functionality, and the Apple brand, which attracts a wide range of consumers

COMPETITORS

These are the main competitors for low cost AirPods cases.



Spigen is a renowned brand in mobile accessories, particularly recognized for producing high-quality, protective cases. The brand emphasizes functional design combined with superior protection.

SOCIAL MEDIA STATISTICS:

Instagram: 407k followers

TikTok: 598k followers

Their AirPods cases are sold at 19\$.



JETech is a budget-friendly brand in the mobile accessories industry, known for its affordable and protective AirPods covers with a straightforward design.

SOCIAL MEDIA STATISTICS:

Instagram: 2.6k followers

Their cases are sold at 12\$.



Elago is known for providing budget-friendly AirPods covers that stand out due to their colorful and creative designs, appealing to those who want an affordable yet stylish product.

SOCIAL MEDIA STATISTICS:

Instagram: 97k followers

TikTok: 46k followers

Their cases are sold at 12\$.

Why AirGuard?



Easy promotion on social media: cases are ideal for visual campaigns on Instagram and TikTok, and can generate free advertising through word-of-mouth.

Growing demand: AirPods are very popular, with millions of users looking for accessories like cases, creating an expanding market.

Low initial investment: you can start with a small stock or through dropshipping, minimizing startup costs.

High profit margins: cases have low production costs but can be sold at higher prices for unique designs and features.

Product versatility: you can have different styles in stock, which can be appealing to a wide range of customers, increasing the product's value.

Global market: by selling online, you can reach customers worldwide.

Easy shipping: Cases are lightweight and easy to ship, reducing logistical costs.

Product protection: cases meet the need to protect expensive devices like AirPods, combining functionality and style.

Expansion opportunities: after initial success, you can expand your product range to other tech accessories, increasing sales opportunities.

OBJECTIVES

1

UNIT
Achieve 30+ AirPods cases purchases.

2

MARGIN
Achieve at least 50% margin per unit sold.

3

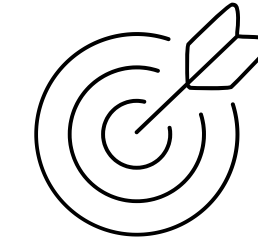
SOCIAL MEDIA AWARENESS
Reach 100+ followers on the brand's Instagram and TikTok accounts.
Use social media icons to reflect brand awareness.

4

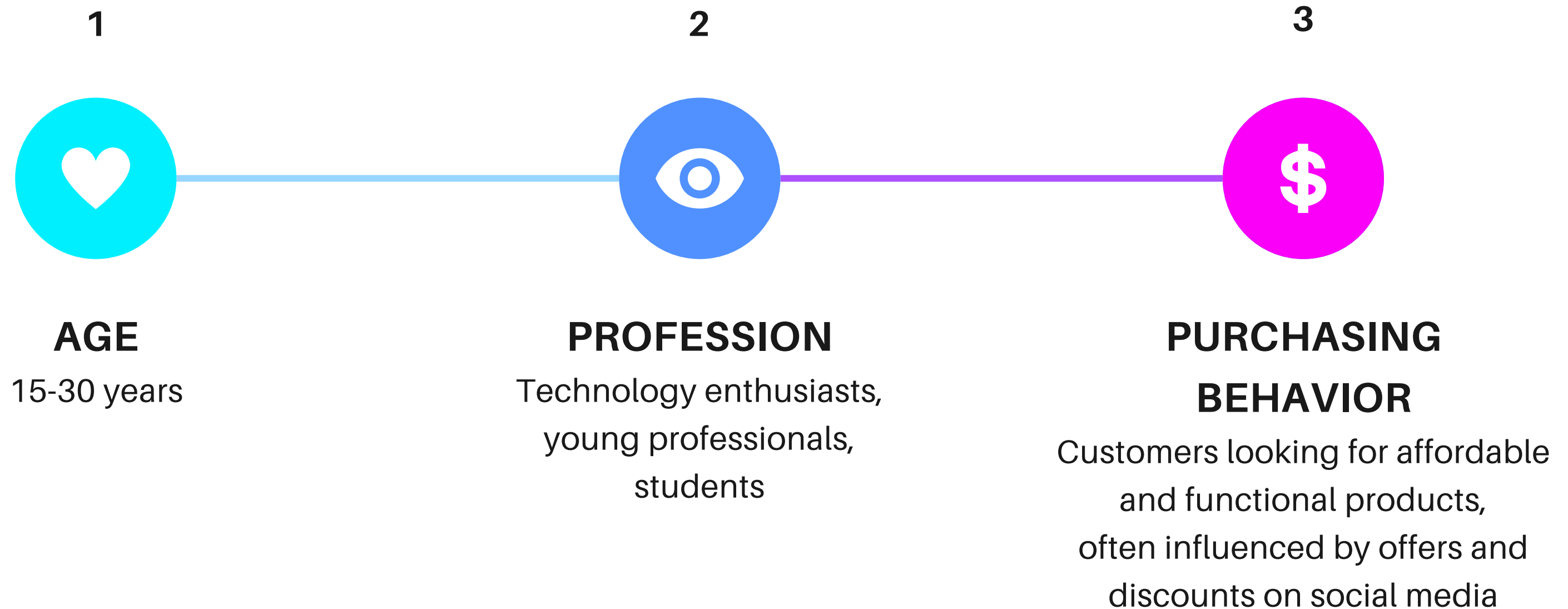
WEBSITE
Achieve 200+ clicks per month on sales platform.

A brief look at some of the main objectives.

TARGET GROUP



The main group of audience to reach.



BUYER PERSONA



Andrea
30 years old
Manager

Andrea is a **busy manager** with a **fast-paced lifestyle**, balancing meetings, business trips, and gym sessions. He frequently uses his AirPods for important **business calls** and podcasts throughout the day. For him, **practical and durable** accessories are crucial, especially a **protective case** for his earbuds that fits easily in his work bag. He values **sleek and elegant designs** that align with his professional style.



Martina
24 years old
Graphic designer

Martina is a **freelance graphic designer** who enjoys working from **various locations**, such as cafés and parks. Her AirPods are essential for both work and relaxation. **Detail-oriented and creative**, Martina looks for accessories that match her **unique style**, seeking an earbud case that is not only **practical and protective** but also **colorful and reflective** of her dynamic, creative lifestyle.

EMPATHY MAP

SAYS

"I need a cover that will **protect my AirPods from scratches and drops**"
"I want something **unique** to **personalize** my AirPods"



THINKS

"Is it really worth the price?"
"Will it **protect my AirPods** from damage, or is it **just for looks?**"



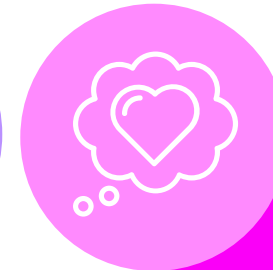
DOES

Browses through multiple product pages to **compare designs and prices**.
Reads **product reviews** and check **ratings** to evaluate quality.



FEELS

Excited about **customizing** their AirPods and making them **unique**.
Worried about whether the product will **actually protect** the device.



SUPPLIER - AliExpress™

Online Chinese retailer AliExpress will be the main supplier.



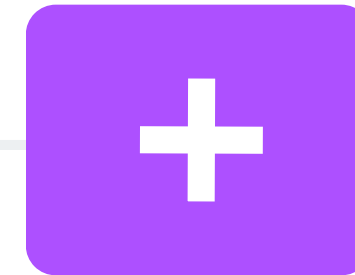
PURCHASE PRICE

~ €0.50 - €2.00 per unit.



SHIPPING COST

Free shipping for orders over €29.00, €3.90 for orders below €19.00.



EASE OF USE

Easily integrable in Shopify.



SHIPPING TO CUSTOMER

Receive the products ordered after an initial preorder phase, and ship them to the final customers.

Channel for Selling



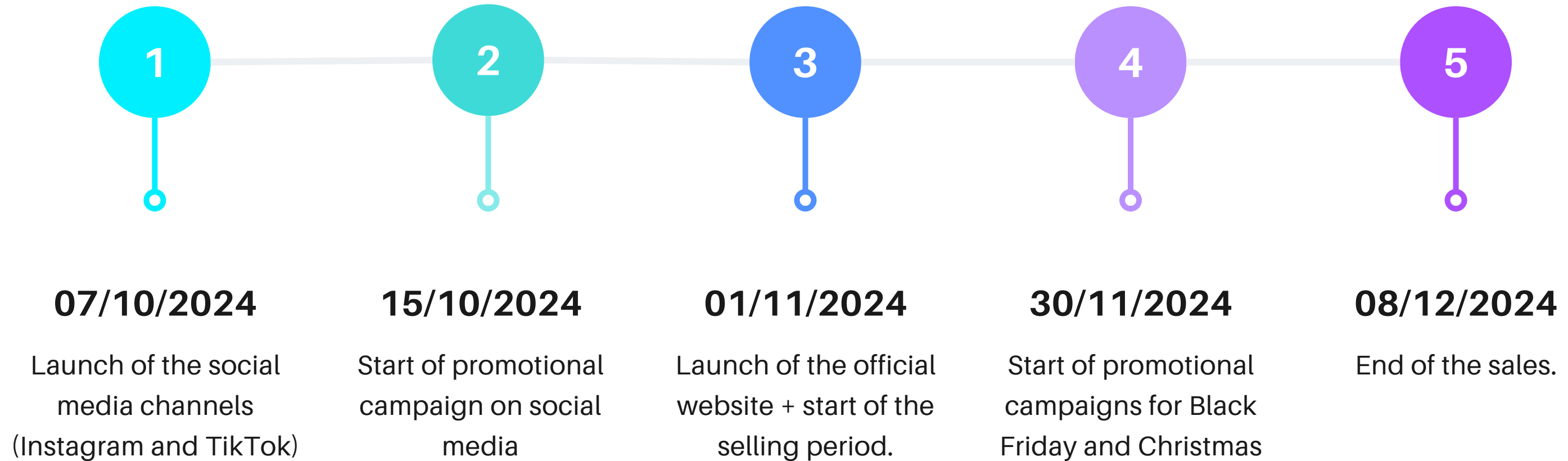
Main website: **Shopify**, with secure payment options like **PayPal**, **Apple Pay** and many others.

Social media: use **Instagram** and **TikTok** to efficiently show off the available products, with **sponsored contents** on both platforms to **increase visibility**.



TIMING & ROADMAP

The roadmap of the project's development.



PART 2

OPERATIONS

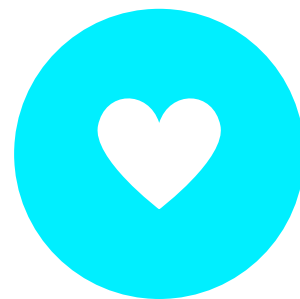
- Marketing Strategy (4 Ps)
- Tools
- Supply



MARKETING STRATEGY

How we are going to push our products on the market.

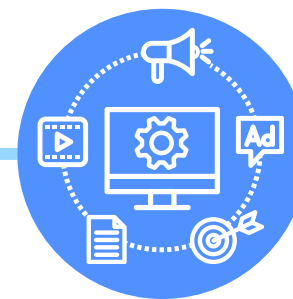
1



MAIN GOAL

We aim to offer our customers a product that perfectly **complements their active and trendy lifestyle**, while making them feel **stylish and unique** in every setting. The objective of our campaign is to enter the minds of consumers and **convert their interest into actual purchases**.

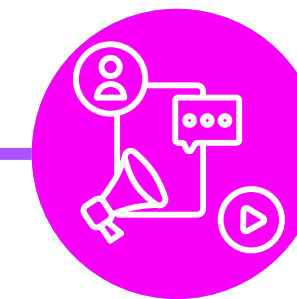
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STRATEGY

To achieve this, we will leverage key touchpoints in the customer journey, including **social platforms** like **TikTok** and **Instagram**, by producing **engaging content**, collaborating with **influencers**, and driving visibility. For sales, we'll target our **Shopify store** as the primary channel to reach our target audience.

3

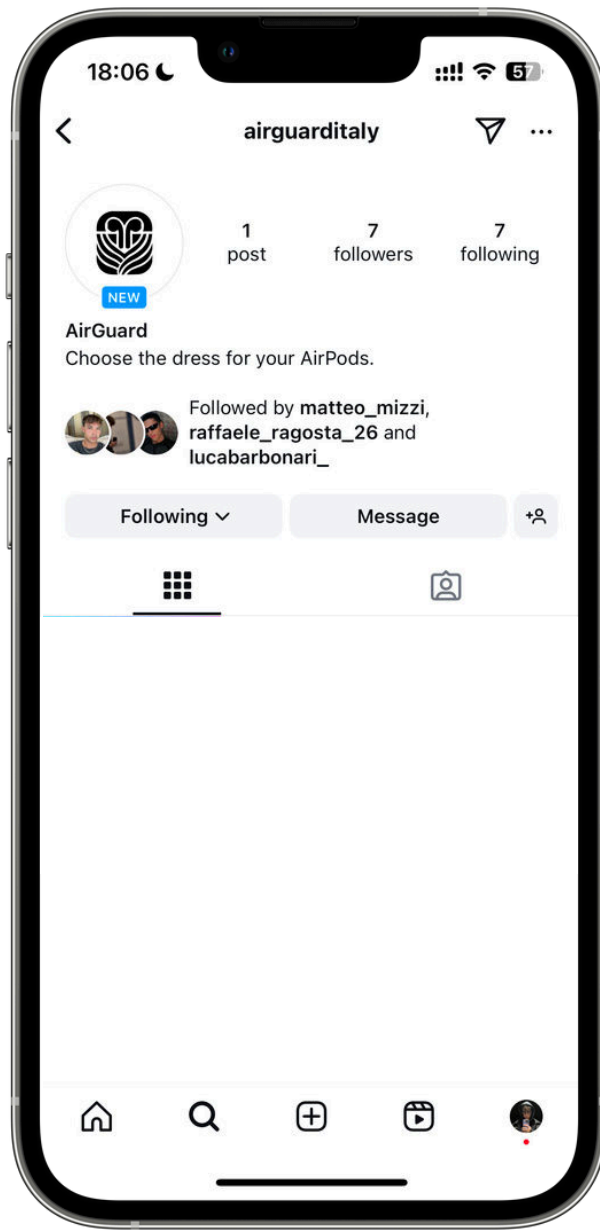


COMMUNICATION

Our approach will focus on an **integrated communication strategy**. Specifically, we will build **strong awareness** among potential customers with the goal of achieving **Top of Mind** status for our "sporty and trendy AirPods covers" line.

TOOLS

All of the different platforms & tools used.



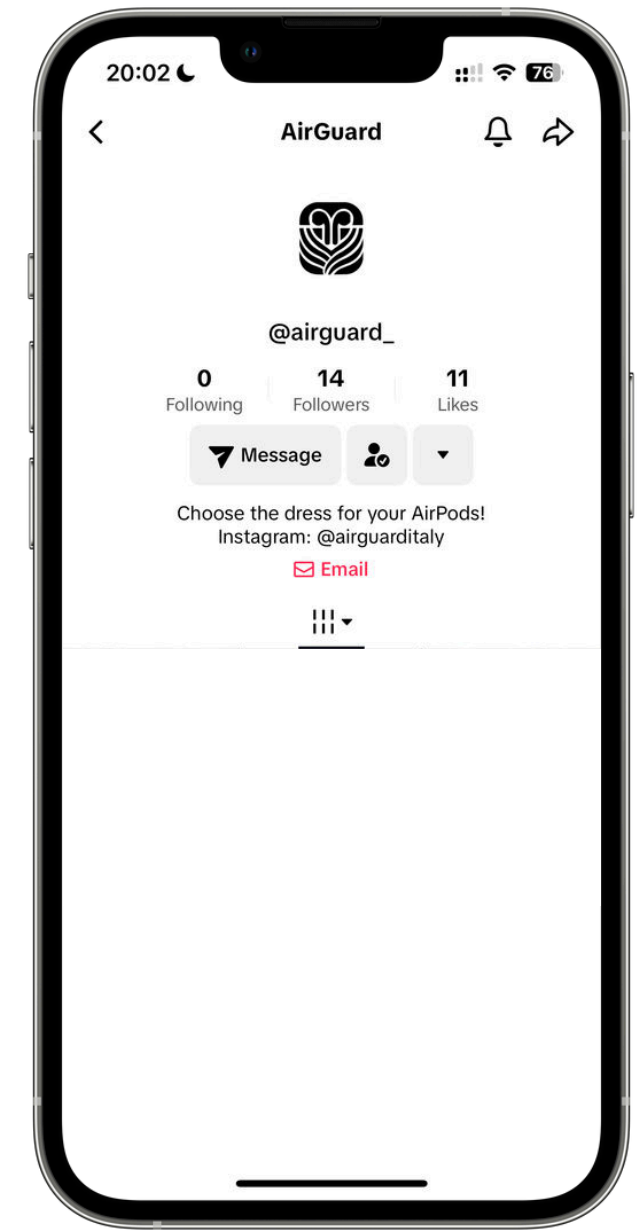
INSTAGRAM
@airguarditaly

- **2 weekly posts, 1 story every 2 days** and using **Instagram ads**
- **Continuous advertisement** of the different available products
- The goal is to get our advertising to **as many people as possible** through ads and **continuous engagement**



TIKTOK
@airguard_

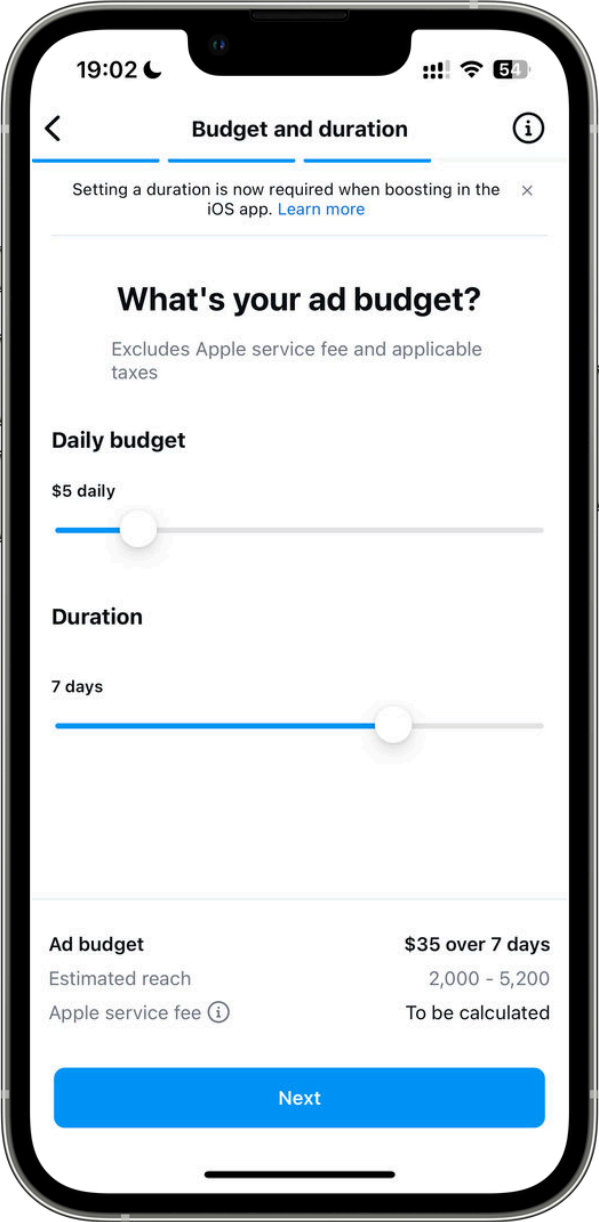
- At least **2 weekly videos** and using **Tik Tok ads**
- Create a **prized contest** in which people have to comment a video **tagging 2 friends**
- Trying to create **viral contents** to ensure **continuous engagement** and interest in our products



MEDIA PLAN

All of the different platforms & tools used.

KPI	BUDGET	IMPRESSION	CTR	CLICK	CPC	VTR
Instagram	10€	~1250	10%	125	0.08€	1%
TikTok	10€	~5000	5%	250	0.04€	1%



DELIVERY

Managing to give customers the best delivery experience.



WHY:

- **Centralized management** of shipping tasks
- Integrations with **multiple carriers** for flexible delivery options
- **Automatic shipping rate calculations** based on destination and weight
- **Real-time tracking** and notifications for customers

PAYMENT

Ensuring safe payments and protecting our customers' personal data.



WHY:

- **Global trust & brand recognition**
- Easy, **fast checkout** (no card entry needed)
- **Buyer protection** for secure transactions
- Wide currency & **international support**

PART 3

SUMMARY

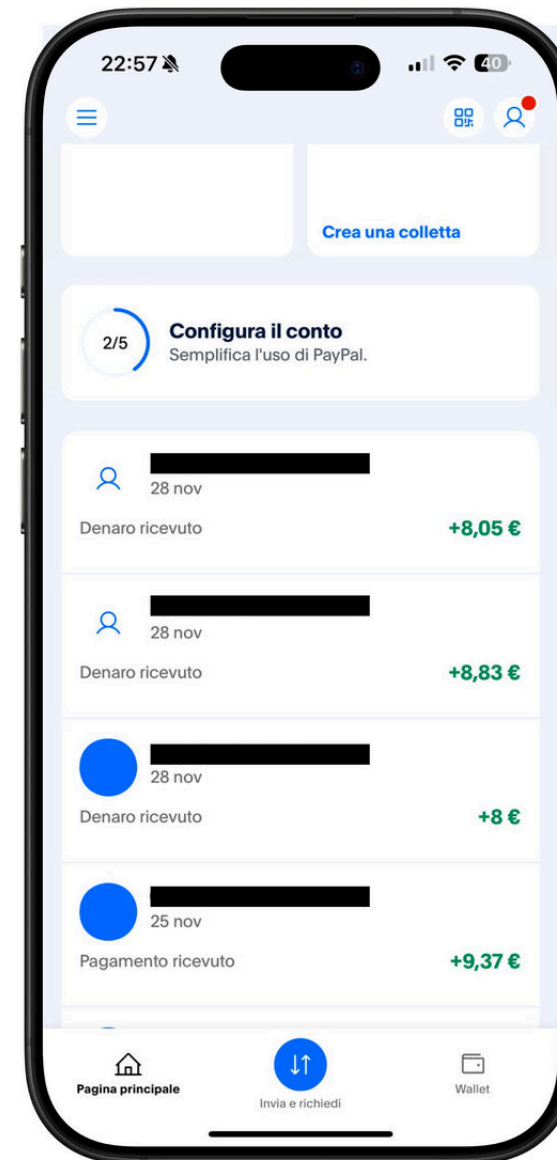
- Economic Analysis
- Conclusions
- Learnings



ECONOMIC ANALYSIS

A brief summary of the economic aspect.

COSTS	Value
Product	from €0.50 to €2 / unit
Shopify Hosting	€20 / month (1 month)
Instagram Ads	€10
TikTok Ads	€10
REVENUES	Value
Products sold	31
Net revenue / unit	~€4 (not fixed)



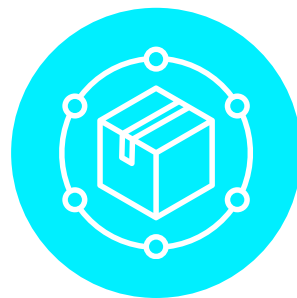
TOTAL COSTS	€40
TOTAL REVENUES	€124,06
NET	€84,06

N.B.: the voice "TOTAL REVENUES" only considers the **net revenue per unit**, so the revenue after shipping & cost from the supplier. The voice "TOTAL COSTS" **does not consider the price / product**. Doing everything above, the net profit is maximized as much as possible, being the website based on a dropshipping model.

LEARNINGS

What we understood during the process.

1



CHECK SUPPLIER EFFICIENCY

We had some **problems with the original supplier**, so we had to switch to a different one.

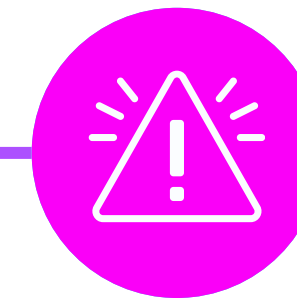
2



FOCUS ON ONE PLATFORM

We originally planned to use **two different platforms**. We soon realized this was not needed at all, as it is more efficient and convenient to just **focus on one**.

3



BETTER RISK MANAGEMENT

We initially **struggled to recover** from the problems we had with the original supplier, as the work needed was **much more than the original plan**. We eventually managed to do a better job, **recovering well**.



Check Supplier Efficiency

SHEIN ➡ **AliExpress**TM

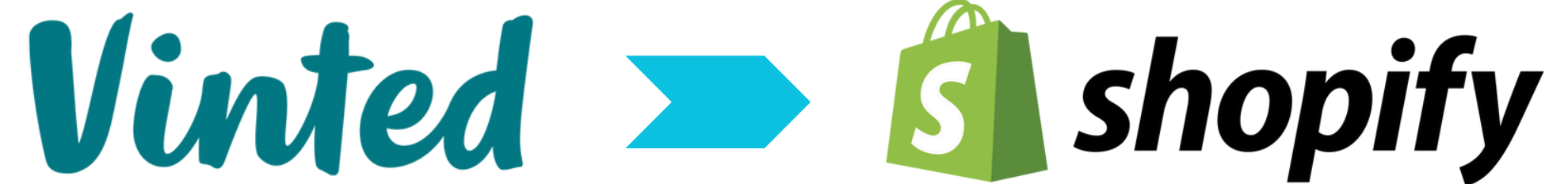
We had some problems with the original supplier, so we had to switch to a different one.

We originally thought of the chinese fast fashion retailer **SHEIN** as the main supplier. After a couple of test orders, we soon realized its unreliability with scheduled shippings.

We decided to switch to **AliExpress** to ensure a better stock management of our products. AliExpress was also more easily integrable into our Shopify web store, so this was also another important reason.



Focus on one Platform



We originally planned to use two different platforms. We soon realized this was not needed at all, as it is more efficient and convenient to just focus on one.

We decided to just focus on **Shopify** rather than selling also on **Vinted**, as we originally thought.

This guaranteed:

- Better **brand awareness** (we purchased a **custom web domain** for our Shopify store);
- More **engagement** from the customers;
- Higher **overall reach**.

CONCLUSIONS

Revising our initial objectives.

1

UNIT

Achieve 30+ AirPods cases purchases.

We sold 31 product units.
The objective was reached.

2

MARGIN

Achieve at least 50% margin per unit sold.

This was unrealistically estimated for the market we are in, but we managed to achieve a ~40% margin / unit.

3

SOCIAL MEDIA AWARENESS

Reach 100+ followers on the brand's Instagram and TikTok accounts.
Use social media icons to reflect brand awareness.

We reached a good brand awareness on both platforms.

4

WEBSITE

Achieve 200+ clicks per month on sales platform.

The website had a good reach, with an average of 529 clicks per month.

OUR RESULTS

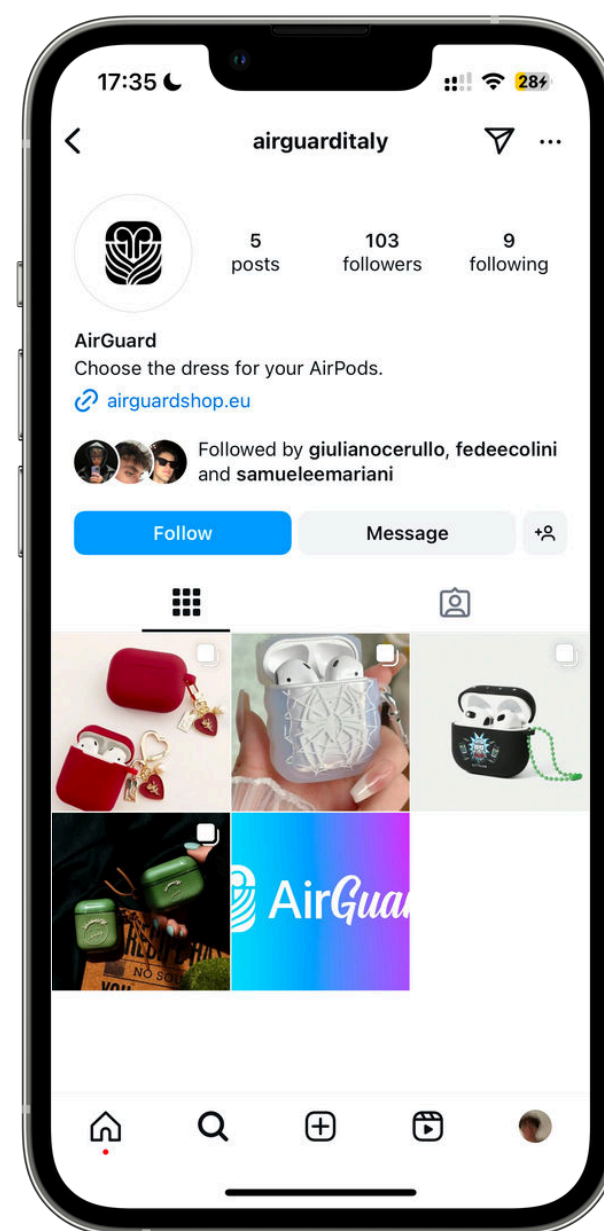
Some of the results achieved.

SHOPIFY

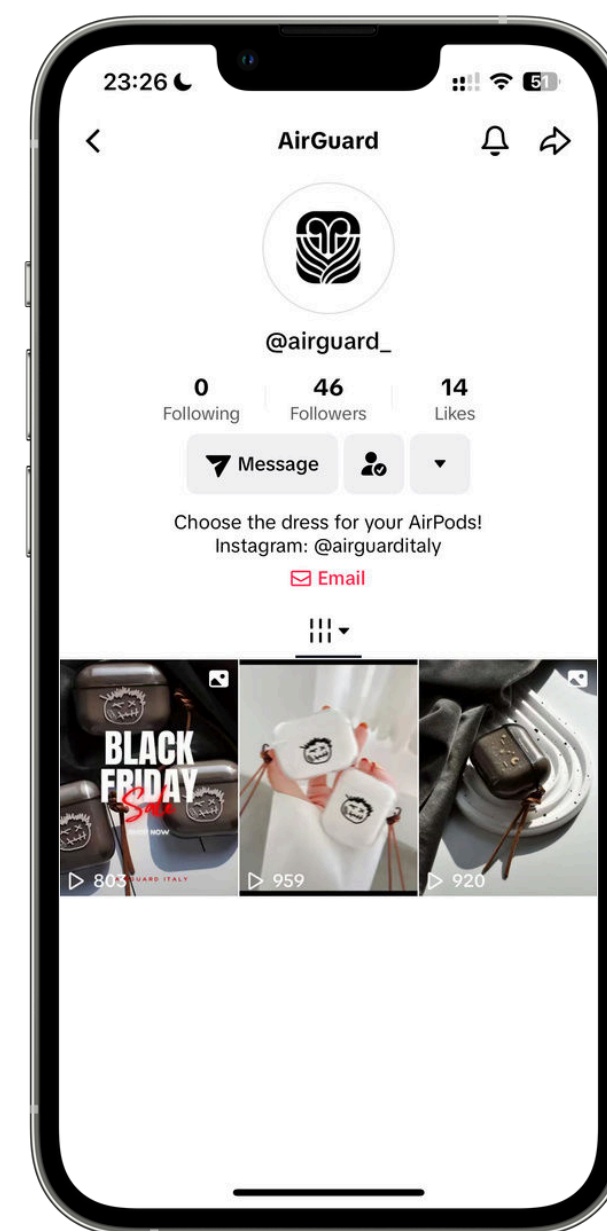
Monthly website visits 

529 ↗ 2.033%

INSTAGRAM



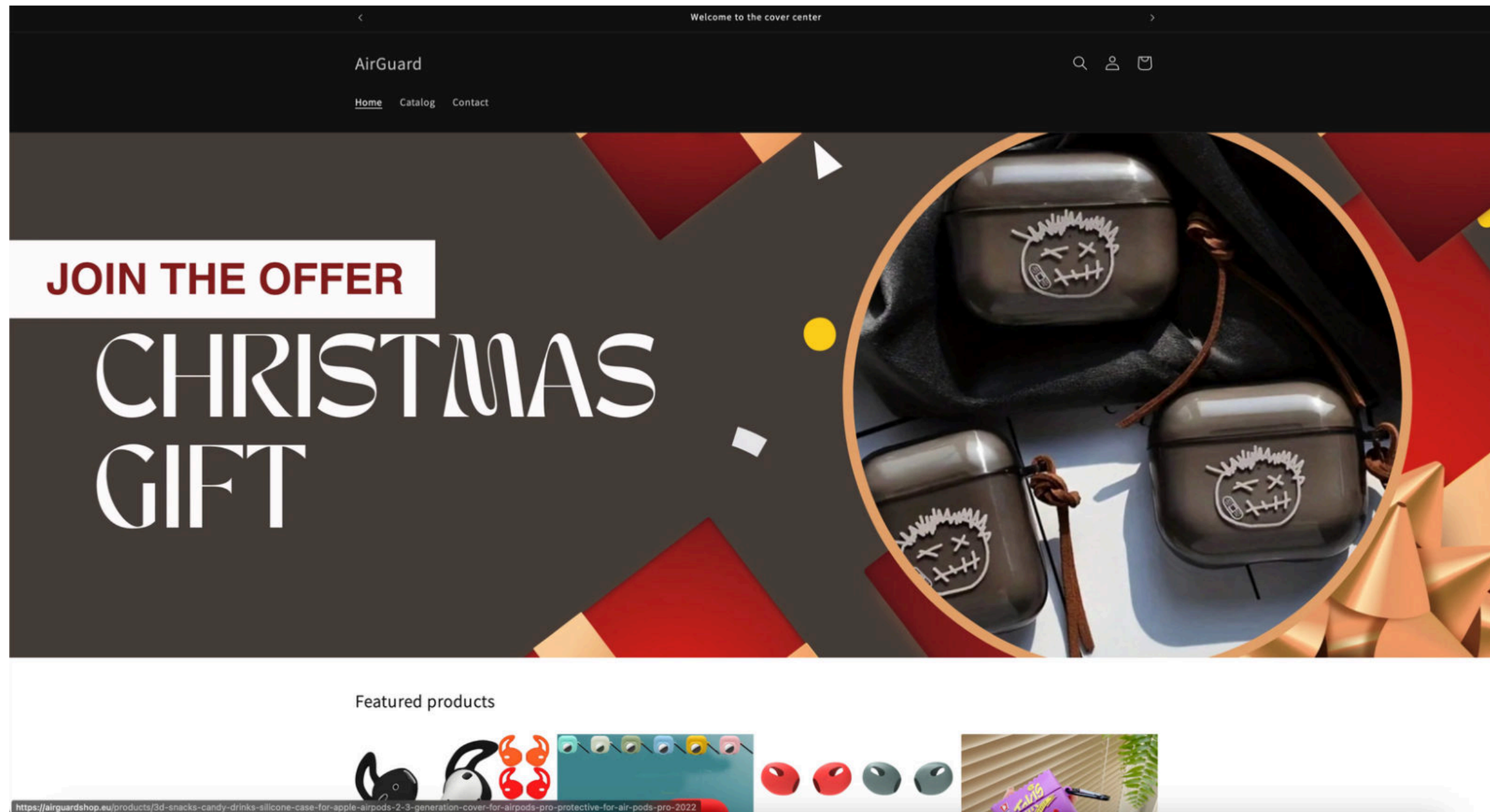
TIKTOK



WEBSITE

The landing page of our Shopify store.

<https://airguardshop.eu>



DONATION

We donated all of the profit to Save the Children.

Ciao Giuliano Cerullo



Hai pagato €84,06 EUR a Save the Children España

Vedi o gestisci pagamento

Codice transazione

[14L18255YL061245C](#)

Data transazione

8 dicembre 2024

Commerciante

Save the Children España

webmaster@savethechildren.es

+34 915 13 05 00

Totale parziale

€84,06 EUR

Totale

€84,06 EUR

Pagamento

€84,06 EUR

Pagamento inviato a

webmaster@savethechildren.es

Hai pagato Save the Children España con

Saldo PayPal

€84,06 EUR

Vedi o gestisci pagamento

 Save the Children

Tu donación marca la diferencia

Gracias a tu donación podremos apoyar a la infancia en el mundo, garantizando que se cumplan todos sus derechos.

Como sabes, si has realizado la donación a través de domiciliación bancaria, esta se cargará durante las próximas semanas en la cuenta bancaria que nos has facilitado.

Como parte de Save the Children, recibirás información vía email del impacto conseguido gracias a tu colaboración y te invitaremos a participar en nuestras actividades y campañas. También recibirás por correo tu Certificado de Donación para que puedas desgravar hasta el 80% de tus donaciones en tu declaración de la renta.

Para ello es importante que contemos con tu dirección postal y tus datos, si todavía no los has facilitado, te dejamos las siguientes opciones para que elijas la que te resulte más cómoda:

- Enviando un mail a: colabora@savethechildren.org
- Llamando a nuestro teléfono gratuito de Atención al Socio, Socia y Donante: **900 37 37 15** (de lunes a viernes de 9 a 21h).

Esperamos que esta información sea de tu utilidad.

Un saludo,

El equipo de Save the Children

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THANK YOU.