



[Company name] are a startup gif ing company, of ering a wide variety of gif s for every occasion from birthdays and weddings to anniversaries and holidays! We specialise in sustainable and eco-friendly gif s – anniverscript on

We would like students to carry out a competitive review of successful e-commerce entry strategies as well as consumer research into the Generation Z and Alpha audiences.

Some questions we would like to answer are should we invest in developing our online website as our 'store-front'? Should we use and enter existing e-commerce platforms such as Amazon, Etsy and Shopify etc? How about social media platforms such as TikTok and Instagram?

In terms of consumer research, we are keen to find out Generation Z and Alpha shopping habits, and their perspectives and decision-making in relation to sustainability.

Based on this in addition to students' ideas, our deliverable aim is for students to help us develop a strategy on entering the e-commerce space targeting specifically the Generation Z and Alpha audiences.

We expect the project to include a mixture of desktop, academic and field research. We will be able to support students with relevant data on our company, products and recommend reading on the sustainability products and gifting sector. Students will need to retrieve consumer data from field research into Generation Z and Alpha audiences.

Introduction / kick-off meeting

Fortnightly check-ins

We can check-in with students as and when needed throughout the project

As we are a fully online company, we do not have an office space for meetings but would be happy to come onto campus for the intro meeting or final presentation if that is an option