

## EXECUTIVE SUMMARY

“Cyber Group is pleased to present this business proposal to Fashion Superstore. We know that the company sells fancy and fashionable apparel to millennials mainly and it took advantage of e-commerce to increase its sales five years ago. However, in the last two years online sales have been dropping steadily.

As you are aware, younger shoppers are making most of their clothing purchases online, but these days they demand more immersive and "try-before-you-buy" customer experiences. Therefore, you need an e-commerce store that allows your customers to virtually try on the garment on themselves.

We propose a new e-commerce site with virtual and augmented reality tools that will enable shoppers to virtually try clothes on from the comfort of their homes. Augmented reality is proven to drive more browsing among shoppers, higher conversion rates and fewer returns.

Our team has helped Trendy Fashion and All-Smart transform their e-commerce sites into a more enjoyable and emotionally satisfying shopping experience, just to name a few. As a result, most customers surveyed claimed that the AR and VR apps made the shopping process easier and customers more active and curious.

Our proposal outlines in more detail how we will create those results. If you are ready to increase your online sales drastically, do not hesitate to contact us. Thank you for this opportunity to aid you in making your online business thrive”.