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BUSINESS MODEL INNOVATION AT WILD-FANG





Introduction

This paper also provides a detailed case of Wildfang to demonstrate how a disruptive fashion brand has to overcome the potential issues and how it can leverage on the Business Model Innovation. This particular paper focuses on the following questions: How does Wildfang create a unique position within the highly competitive retail market?



Organization focuses

The company's grundation for Wildfang is based on the principles of diversity and the right to self-actualization. The company also went against traditional expectation of women dressing modestly by providing mitigation labeled 'tomboy' apparel to women who refuse to conform to conventional dressing.



Sustainability Initiatives

The failure to synchronize products with the current ethical standards of production and purchasing in sourcing.



Conclusion

Based on the case of Wildfang, one gets a clearer perspective of how business model innovation fosters formation of opportunities in specific sectors. Applying Wildfang's best practices to its goals and visions and responding to customers' preferences, it offers insight on how to transform the market.

The background is a detailed historical painting of a harbor. In the foreground, several large wooden sailing ships with multiple masts and white sails are docked or moving through the water. To the left, there are smaller, rowing vessels. In the middle ground, a large city with numerous buildings, domes, and minarets is situated on a hillside overlooking the water. The sky is filled with soft, golden-brown clouds, suggesting a sunset or sunrise. The overall style is that of a classical oil painting.

Resource

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