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BUSINESS MODEL INNOVATION AT WILD FANG



INTRODUCTION


The Wildfang case focuses on analysing why and how an innovative startup company can develop a highly potent model to unseat conventional markets. Launched in 2013, Wildfang disrupted the women's wear industry to fill gaps within consumer experience that opted more towards a tomboy styled fabric.





CONSUMER APPROACH


He brought change in the company with the help of internet sales and utilized Face book and other social sites to sell the reach the consumer directly.





FINANCIAL SUSTAINABILITY


The problem of how to achieve a fast growth rate while maintaining profitability at the same time, never disappeared.





CONCLUSION

The experience of Wildfang points to the role of business model innovation as something needed to develop and maintain a competitive advantage. Thus, the company in question has shown how startups are capable of fitting the circumstances in fast-growing industries and remain loyal to their values.





RECOMMENDATION

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

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