

## Identifying the attractiveness of opportunity

When evaluating Greenesta's potential attractiveness for a B2C vegan marketplace, the framework of **Product/Market Fit**, **Product/Company Fit**, and **Product/Business Fit** can help assess its feasibility and attractiveness.

Let's begin by assessing each of the components:

### **Product/Market Fit: Is there a need?**

When we think about veganism, the first thing that comes to mind is food, but come to think of it veganism has grown beyond just food choices to include lifestyle products like clothing, accessories, and household items. And though changing one's food habit might be difficult, say using a non-leather belt, instead of a leather one, can be a simpler choice to make, and that's what we're looking to capitalize on. We believe, if Greenesta offers a wide range of eco-friendly and verified cruelty-free products, it can address this need by simplifying the shopping experience for these customers.

### **Product/Company Fit: Can we excel?**

Now to succeed, Greenesta needs expertise in both understanding eco-friendly materials and procuring them, so having strong relationships with vendors, and a robust supply chain helps. Building a B2C marketplace also requires effective branding, user-friendly design, and efficient logistics, especially when you consider competition with the likes of Amazon, which has built an unparalleled machinery and that's just one of the aspects it does really well. So, Greenesta must also evaluate its e-commerce, digital marketing, and customer service capabilities to deliver a seamless experience to its potential niche customers.

Standing out in this competitive market could mean focusing on verified vegan products, fostering an eco-conscious community, and establishing a reputation for sustainability. It would also mean educating the customers, especially those who are not vegan, to try out cruelty-free products, because they can also be high quality, cost-effective, cruelty-free and environment friendly too, which can help Greenesta a much larger market share, much beyond the vegan audiences.

### **Product/Business Fit: Is it profitable?**

Our hypothesis is that, consumers are often willing to pay more for cruelty-free and sustainable products, offering potential for strong revenue. Success will depend on Greenesta's ability to

attract regular customers, drive repeat purchases, and balance costs with lifetime customer value. Models like subscriptions, memberships, or partnerships could enhance profitability. However, managing costs while scaling operations and validating market demand will be key.

Positioning of the business will also play a very key role, because some people might be very anti-vegan, some might just discard it, because they might not fit into the mold of a vegan, some might not even give it a thought, but the wider opportunity lies beyond the vegan audience.

In short, Greenesta's B2C vegan marketplace has the potential to fill a market need, leverage company strengths with the right adjustments, and generate revenue. However, ensuring sustainable growth will require careful planning around customer demand, competition, positioning and operational scalability.