

ETH Store

Social Entrepreneurship

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University Stores...

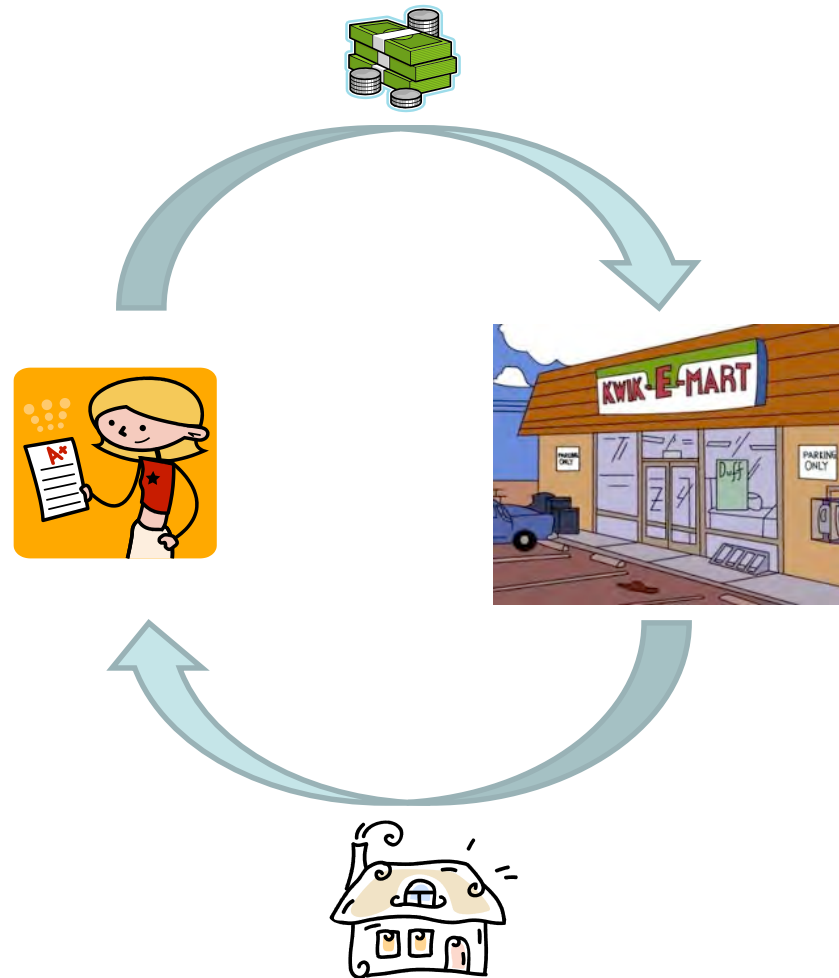


Business Opportunity

- ETH???
- Not appealing
- Low quality
- Low variety
- High Price



Business Model



Roadmap

Sale of products
in Bookstore



Internet Store



ETH Store



Product Portfolio

- T-shirts
- Polo shirts
- Sweaters
- Sportswear
- Hats
- Mugs
- Notebooks
- Umbrellas
- Teddy bears
- Watches
- Toothbrush???
- Picture frames
- Backpacks
- Car plate frames
- Jackets
- ...

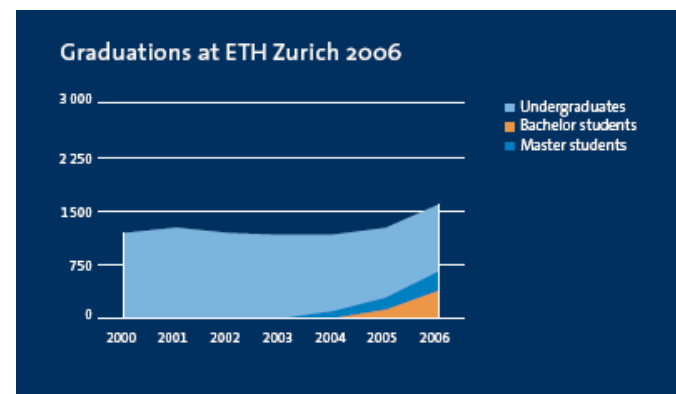
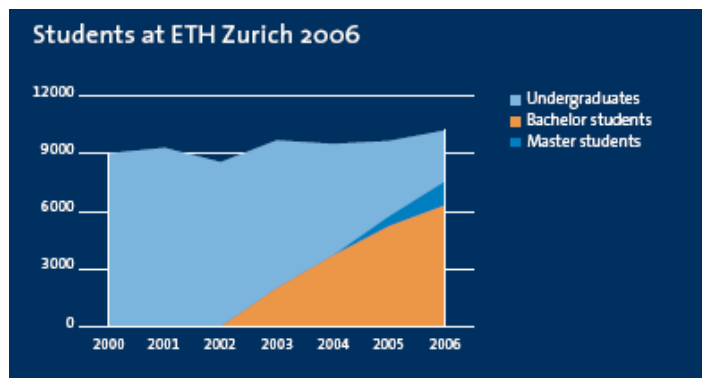
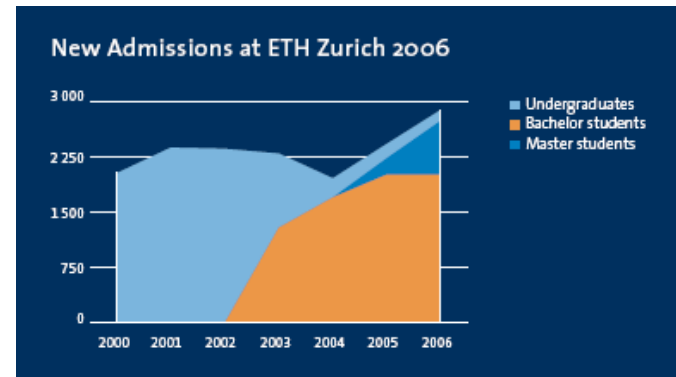


Strategies

- Designs and marketing
- Interaction with customers
- Free agendas to all students with advertisements from ETH Store
- „Design your own product“
- Promotions
- Segmented products for departments or institutes

Market

- 10,000 students
- Faculty members
- Alumni
- Employees
- Public in general





Why invest on the ETH Store?

- Proven concept
- Qualified team
- Scale up opportunity
- Simple
- Easy implementation
- Social purpose



Thank you for your attention