

**BeBe Brasileiro**  
E - Commerce - Business Plan

**MOONSHOT**

BeBe Brasileiro is the most loved e-commerce platform by parents that will all want to subscribe to have their products delivered home for their babies given that all suppliers and producers will want to sell their products on the platform because of its success in Brazil.

The goal is to be present in the whole family during the initial cycle of a baby's birth until its first steps and the platform aims to be a point of reference and assistance for young parents with an accelerated routine, serving as an assistant in offering products and information during the different phases of the baby's growth.



## OPPORTUNITY COST

These costs are viewed as the best alternative forgone and not as any other alternative, as the next-best alternative goods that can be produced by BeBe Brasileiro strategy with the same value of factors which are more or less the same.

### ➤ Dropshipping ecommerce model vs Wholesale ecommerce model

The opportunity cost arises here by making the conscious choice to buy products from the supplier before or after a customer buys from BeBe Brasileiro. If I buy inventory before sale, I incur the costs of the products until sold plus the cost of warehouse storage and the cost of shipping to the customer. If items are not sold then I must find a way to dispose of the excess products. This model is quite costly upfront. With Dropshipping it is less cost upfront making the Opportunity Cost low. Only buy products from the supplier when orders come in from customers. The product is shipped straight to the customer.

### ➤ Two-sided market model

The opportunity cost is created in the two-sided network, as an intermediary economic platform having two distinct user groups that provide each other with network benefits. BeBe Brasileiro creates value primarily by enabling direct interaction between customers and retailers by sharing the space with traditional products and service offerings. Playing an intermediary role, the platform makes possible exchanges that would not occur without BeBe Brasileiro and create value for both sides.

### ➤ Pricing structure

Changing retailers with target preference for the high end customers and very expensive products could mean an increase per unit cost but higher quality products. In the short term, invest more money than before and consider increasing the price of the product for the customer. But in the longer term, these high-quality products can lead to happy customers. Customers will, in return, promote my products to friends if prices are kept steady, leading to strong market share.

**Product Diversification** Some of the leading players in the segment have broadened their product catalogue in an effort to retain consumers for a prolonged period. These initiatives can be related to the characteristic of this market niche of being limited to a specific lifetime period, which spans only a few years. Aside from offering products designed for the period of early childhood, some of the major baby products e-commerces have either launched or affiliated themselves with online retailers focused on other age segments, such as those for pregnant women and children.

