

Business plan



LUNAMAR - Bikinis Store and Production

Key Partners

- Suppliers of sustainable fabrics.
- Local seamstresses and sewing studios.
- Eco-influencers and sustainability content creators.
- Environmental NGOs for potential collaborations.
- Eco-conscious logistics and delivery companies.



Key Activities

- Design and production of bikinis.
- Quality and sustainability management.
- Digital marketing and social media.
- Logistics and order fulfillment.
- Building partnerships and networking in the eco sector.

Key Resources

- Fashion designers with a sustainability focus.
- Certified suppliers of eco-friendly materials.
- Production team (in-house or local contractors).
- E-commerce and digital marketing platform.
- Initial capital for production and promotion.



Value Proposition

- Sustainable bikinis made with recycled and eco-friendly materials (e.g., (SASIA, Reciclagemtextil, Jomafil, organic cotton).
- Modern, comfortable, and durable designs.
- Ethical and local production.
- Recyclable or reusable packaging.
- Limited collections to reduce waste and promote exclusivity.



Customer Relationships

- Personalized support via social media and email.
- Eco-loyalty program (e.g., discounts for returning old swimwear for recycling).
- Online community with tips on sustainability and conscious fashion.
- After-sales support focused on durability and repairs.

Channels

- Online store (own website and platforms like Etsy or Amazon Handmade).
- Social media (Instagram, TikTok, Pinterest).
- Pop-up stores and eco fairs.
- Partnerships with sustainable fashion stores.



Customer Segments

- Women aged 16 to 35 who care about fashion and sustainability.
- Consumers who value socially and environmentally responsible brands.
- Niche markets: vegans, eco-tourists, eco-influencers.

Cost Structure

- Purchase of sustainable materials (often more expensive).
- Skilled and fair labor.
- Website development and maintenance.
- Marketing and social media campaigns.
- Eco-friendly packaging and shipping.

Revenue Streams

- Direct sales of bikinis and accessories (e.g., beach cover-ups, hats).
- Limited edition drops and special collaborations.
- Additional services: custom swimwear.
- Subscription model (e.g., annual "summer bikini" box with exclusive perks).