Writing a Review

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Agenda

- Overview
- Go to Market Strategy
- User Persona

- User Experience
- Customers Verdict
- Key Metrics

Overview

Founders

Key Statistics

- 6M+ served customers

- 1Cr+ products sold

- 3000+ style trends

- INR 2 cr+/month transactions

- Shipped over 90+ countries

- 2.5M+ Monthly Active Users

Bewakoof, founded in 2012, is an Indian online fashion and lifestyle brand that offers a wide range of trendy clothing and accessories for men, women, and youth.

The brand's name itself embodies a carefree and bold attitude, reflecting its target audience's desire for distinctive and vibrant fashion choices.

Competitors

Go to Market Strategy (1/2)

- Prabhkiran Singh and Siddharth Munot, the visionary founders of Bewakoof, embarked on their journey by identifying a gap in the market for bringing humour and relatable content to the lives of college students.

- Their brainstorming led them to the idea of t-shirt printing, which perfectly aligned with their mission.

- They delved into researching youth trends and designing quirky quotes for t-shirts, setting the foundation for Bewakoof.

- In 2010, they seized the opportunity by acquiring the domain name Bewakoof.com, a name that resonated humorously with the youth.

- With April Fool's Day approaching, the timing was serendipitous, and the brand's humorous essence was set.

- While the domain purchase occurred in 2010, the website officially launched in 2012. Primarily targeting college students, Bewakoof.com created a unique niche by offering t-shirts adorned with witty designs that captured the various aspects of a college-goer's life.

Go to Market Strategy (2/2)

- Bewakoof's Go-to-Market strategy revolved around a deep understanding of their target audience: college students seeking relatable humour.

- By tapping into the youth's preferences and trends, they crafted designs that resonated and stood out. The decision to launch near April Fool's Day added an element of fun and curiosity.

- Their online presence leveraged the quirky domain name, and the platform officially went live in 2012.

- The founders' focus on catering to college life and their distinctive approach to humour garnered attention from the right audience.

- Through strategic branding, relatable content, and timing, Bewakoof established itself as a go-to platform for humour-infused apparel, effectively capturing the essence of the youth culture and lifestyle.

User Persona

Chris is a 30-year-old software engineer living in Bengaluru. Known for his practical and comfortable style, Chris prefers clothing that allows him to move freely while ensuring he looks put together for casual outings and work.

Needs and Goals:
- Comfortable Clothing: Chris prioritizes comfort in his clothing choices to support his active lifestyle.
- Versatility: He looks for clothing that is versatile enough to wear both at work and during leisure activities.
- Minimal Maintenance: Chris prefers clothing that is easy to care for and doesn't require frequent washing or ironing.
- Casual Appeal: His style leans towards casual wear that reflects his down-to-earth personality.

Challenges:
- Finding Comfortable Styles: It can be challenging to find comfortable clothing that still looks stylish.
- Balancing Work and Leisure: Chris needs clothing that seamlessly transitions from work to social events.

Sam is a 24-year-old content creator based in Mumbai. As a social media influencer, Sam is always in the public eye and needs to stay up-to-date with the latest fashion trends. Sam has a vibrant and dynamic personality and is known for experimenting with different styles.

Needs and Goals:
- Trendy Styles: Sam is always on the lookout for the latest fashion trends to feature in content.
- Expressive Clothing: Sam prefers clothing that allows self-expression and represents a unique style.
- Convenience: As a busy content creator, Sam values online shopping for its convenience and time-saving nature.
- Affordable Fashion: Sam appreciates fashion that doesn't break the bank, allowing for frequent wardrobe updates.
- Quality and Durability: While Sam loves affordable options, quality and durability are essential for clothing items.

Challenges:
- Keeping Up with Trends: Staying updated with the ever-changing fashion landscape can be challenging.
- Time Constraints: Balancing content creation and personal life leaves limited time for shopping.
- Finding Unique Pieces: Sam seeks pieces that stand out and align with personal brand aesthetics.
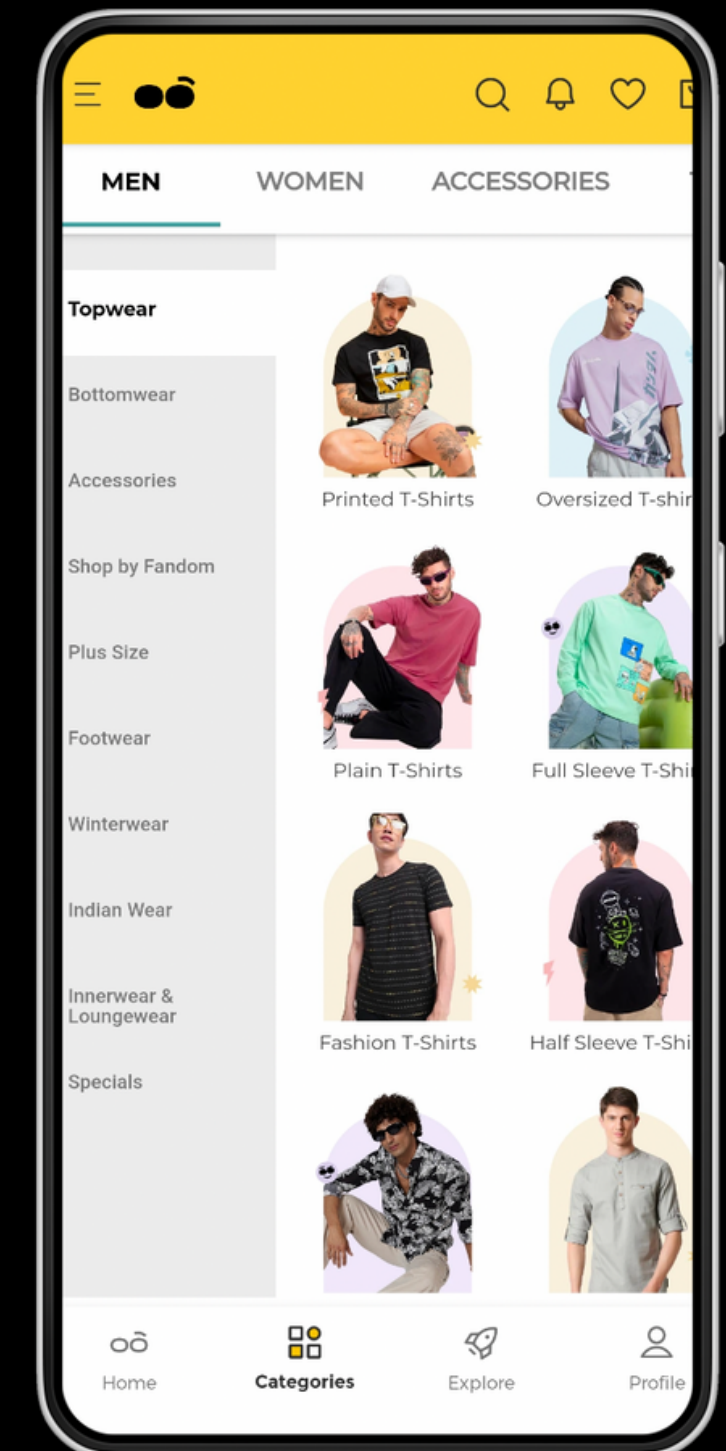
User Experience - Writing a Review
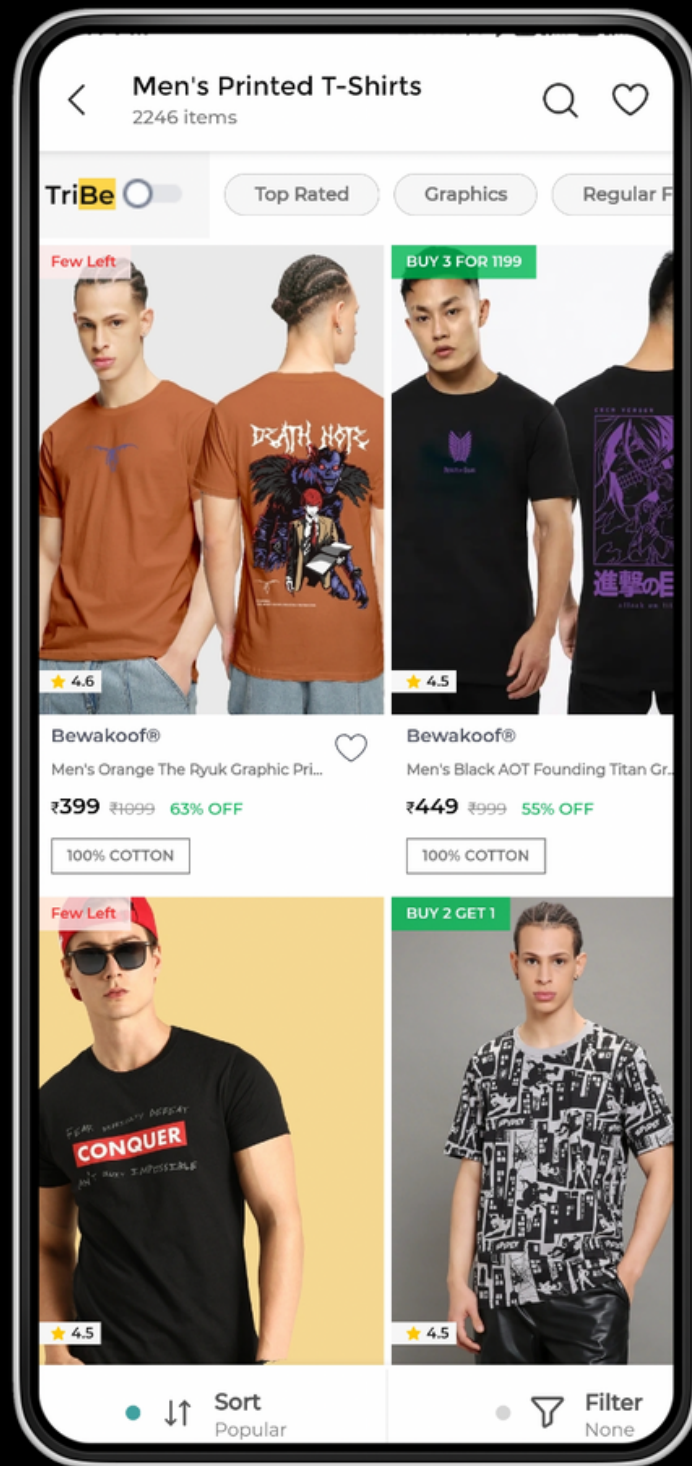

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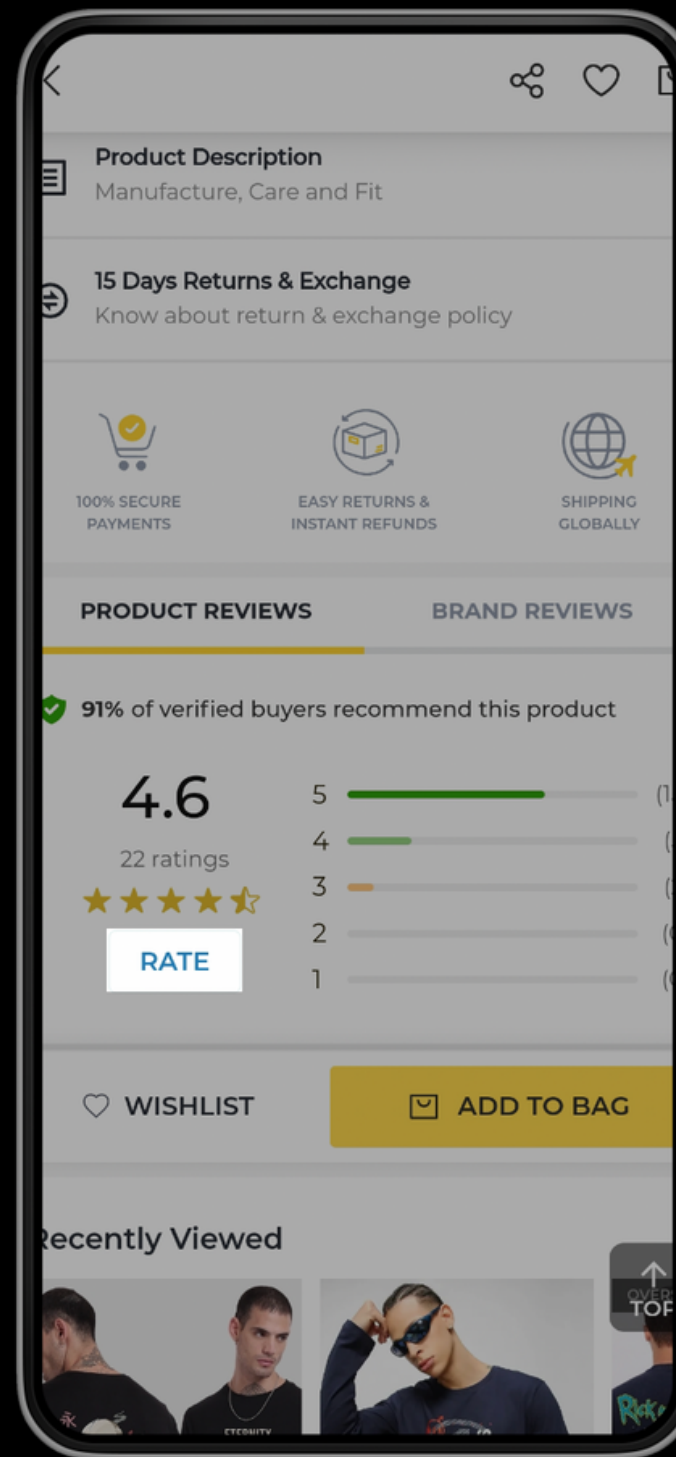

Clicks on the menu
button
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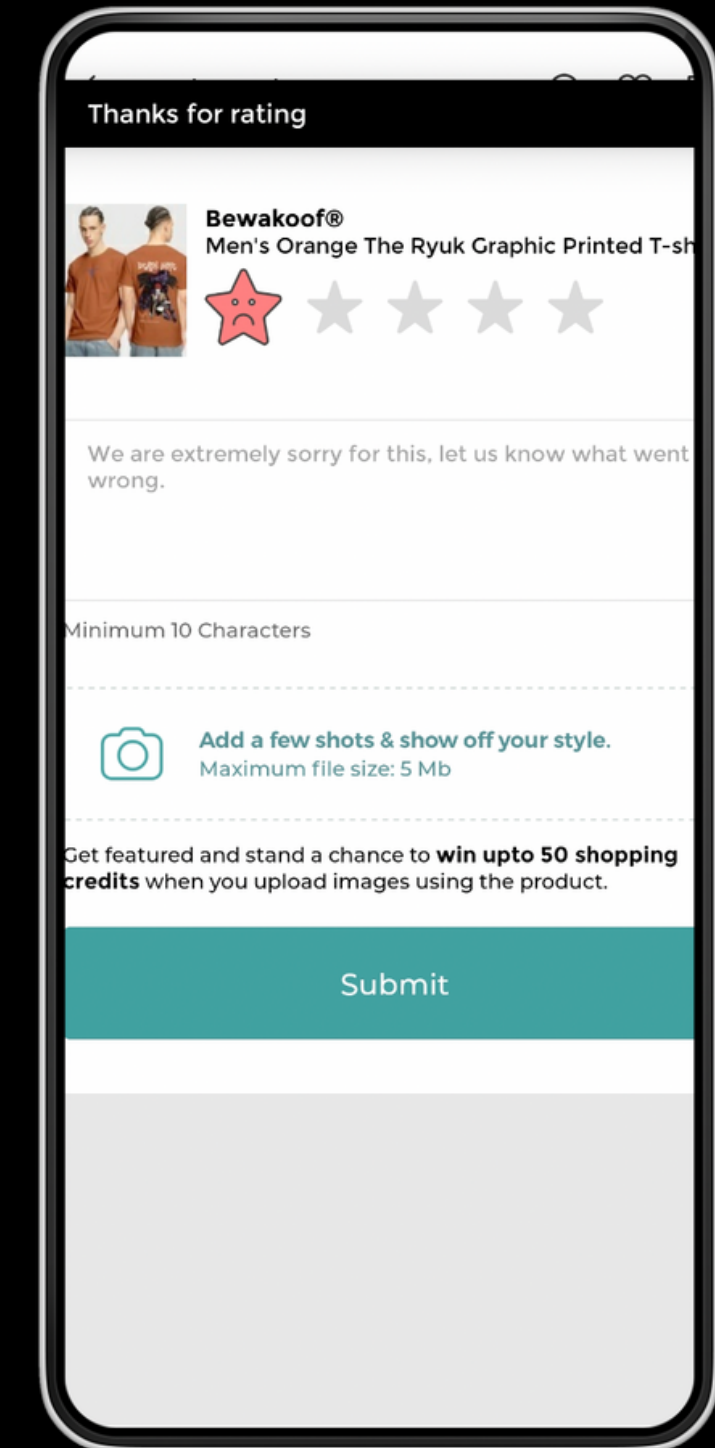

Selects a category
of choice

User selects any
apparel
to review

Scrolls down
and clicks on the
'RATE' button

Gives a star rating,
write
comments and
Submit

Customers Verdict (1/2)

The Good

★★★★★ 21 July 2023

The quality and how it looks like the exact as shown in the photo, the prints and designs are absolutely amazing and the affordable prices!! this is absolutely one of the best online apps for buying clothes in India.🤗

★★★★★ 15 May 2023

I recently discovered BEWAKOOF and I am so impressed with their customer service. Their website is really intuitive and navigating through the product pages is a breeze. Plus, they have great discounts on their products which makes them even more attractive. One thing that stands out is how quickly they respond to queries and how well the page keeps track of what I looked at even when I go back and forth between product pages. Highly recommended!

★★★★★ 28 April 2023

By far I love it. The exclusive collection, the official merchandise, and customer service is really good. It deserves a 5 star. Just needs to improve delivery service though I can't blame them as I live in a remote village where I am the only one ordering from Bewakoof. So it's acceptable to me. Best of Luck for better future and growth team Bewakoof. Best wishes.

Customers Verdict (2/2)

The Bad

⭐☆☆☆☆ 28 July 2023

The app is too slow. While ordering something it takes too long to check the details and even sometimes the app itself crashes . The major problem is that the app is full of glitches.

⭐☆☆☆☆ 19 May 2023

I ordered a t-shirt and paid online. Now bewakoof ke is just delaying my product delivery 15days have been passed. There is no sign off delivery time and just. It just looks like they have done a fraud with me by getting the payment before delivery. Pathetic experience ever of my life in online shopping. I'm not gonna suggest to anyone for the online shopping.

⭐☆☆☆☆ 12 April 2023

Worst shopping app...1st I got the wrong product and the I exchanged it but in exchange I got the same wrong product....2nd order was correct but the print was too small than shown in the pictures as well as some reviews....I an not gonna order anything from this app. But...😐 Writing this after 6 months, After getting 2-3 products delivered correctly now I am facing delivery late problem from previous 2 orders that both of them ar 2 days late than the expected date....plz fixed😓

Key Metrics

- Total number of written reviews per day

- Total number of written reviews per week

- Total number of written reviews per month

- Drop-off rate during review writing/Bounce rate %

- Average Product rating: The rating given by users out of five stars.

- % Quality Reviews - (% of reviews published to number of reviews submitted)

- % Review Marked Useful - % review marked useful by readers to number of published reviews

References

- https://startuptalky.com/bewakoof-success-story/
- https://www.bewakoof.com/
- https://www.myhubble.money/blog/what-makes-the-quirky-witty-and-highly-successful-bewakoof-brand-stand-out

Thank You for reading!