

CHELSEALYA TANASHA TJANDRA
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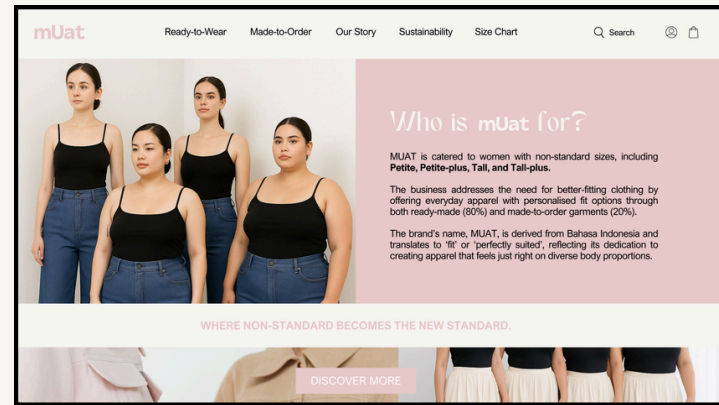
24/25 Enterprise Pathway FMP Business Plan 24/25
BA (Hons) Fashion Marketing
Unit Leader: Ruth Lawrenson



ART&FACTS
WEBSITE RANGE

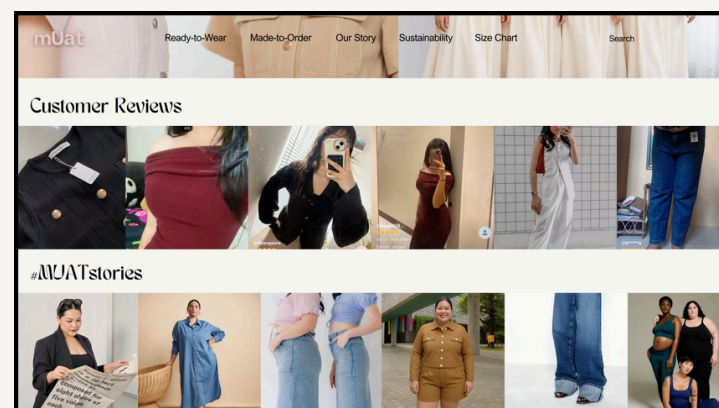
“I, Chelsealya Tanasha Tjandra, certify that this is an original piece of work. I have acknowledged all sources and citations. No section of this artefact has been plagiarized.”

Home Pages



Upon landing on the website, visitors are introduced to MUAT's mission and target audience, ensuring clarity on who the brand caters to and avoiding any customer mismatch.

Click **"Discover More"** to begin exploring the collections



Scrolling down the home page will show **Customer Reviews & #MUATstories Campaign**

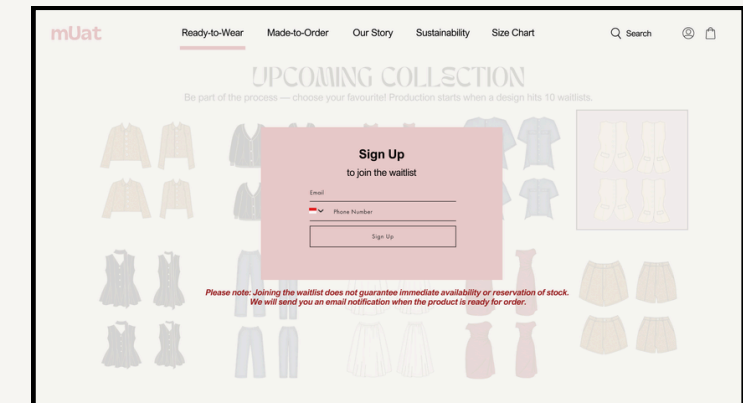
- Click on any post to see how MUAT fits real people with different body types.

Ordering the Ready-To-Wear

WAITLIST SIGNUPS FOR UPCOMING COLLECTION

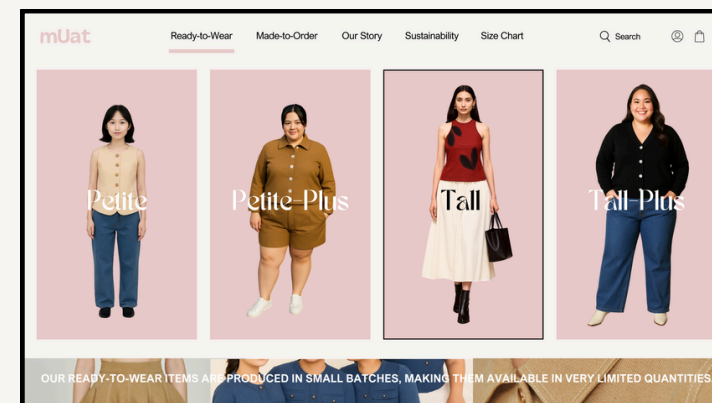


- Participate in design selection. Visitors choose favourite design(s); production begins once a design hits 10 waitlists.
- Click on a piece to join the waitlist

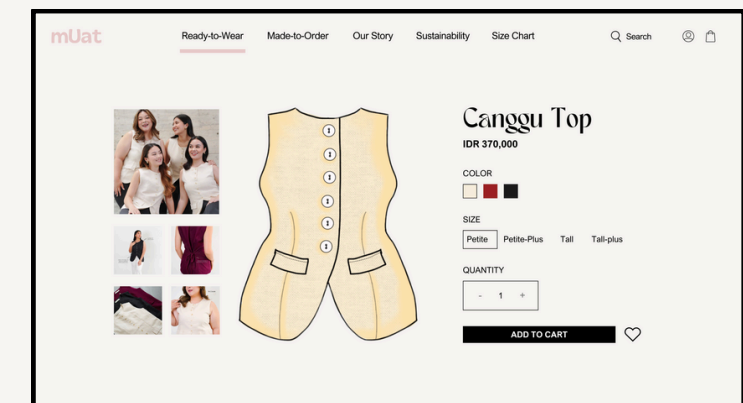


- After choosing a design, visitors will enter email and phone number to join the waitlist.
- Disclaimer is shown "This is not a guaranteed order."

ORDERING PRODUCTS THAT ARE ALREADY AVAILABLE

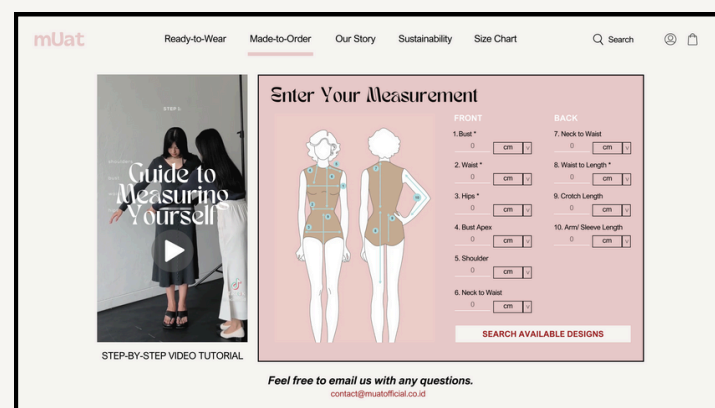


- Choose size category: Petite, Petite-Plus, Tall, or Tall-Plus.

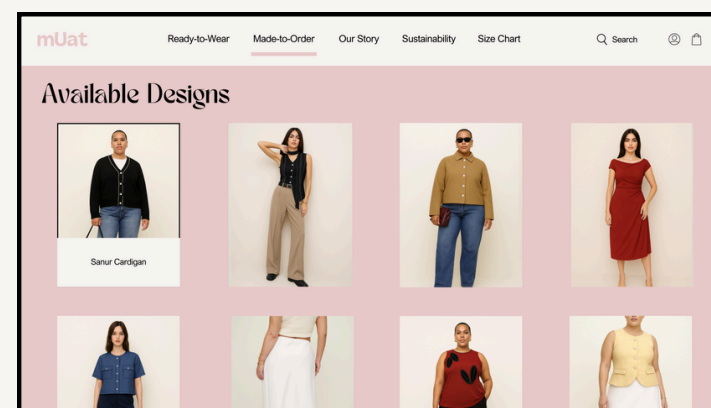


- Select size and color.
- Images showing garment worn by models in each sizes
- Add to Cart once ready.

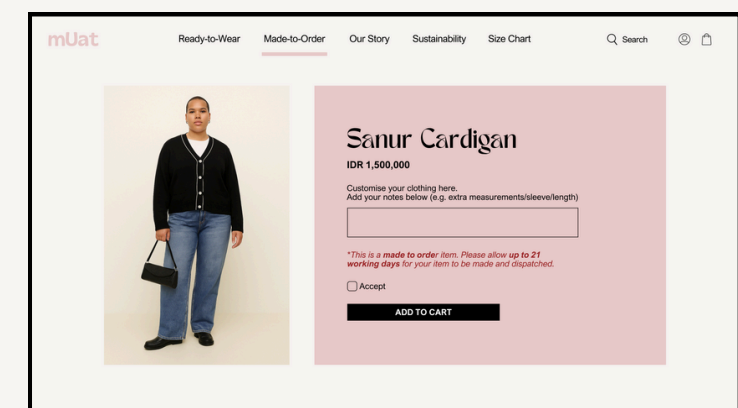
Ordering the Made-To-Order



- Watch the measurement tutorial to take own measurements accurately.
- Input measurements to search available made-to-order designs.



- Click on a design to view details and customize.



- Fill in extra customisation details in the provided space
- Click "Add to Cart" to complete order.

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