

# The ends of starting a sports apparel eCommerce business: Retail Consultants YRC

*YRC is a retail and eCommerce consulting brand with a budding international presence.*

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/EINPresswire.com/ -- The team, while acknowledging the rising challenges for online sports apparel and accessories businesses, also asserts that having the right fundamentals in place helps keep many challenges at bay. The omnichannel consulting experts support businesses in managing both their online and offline fronts. In this communiqué, YRC exemplifies four key fundamentals in [starting a sports apparel eCommerce business](#).



## Product Offering

When no product or value chain specialisation is at disposal, a straightforward product selection strategy is to go for a general product mix. The product portfolio decisions then are governed by market demand, margins, favourability of the supply chain, ease of doing business, etc. These factors are also applicable to other approaches discussed next.

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YRC is a Management Consulting Company, especially for the B-C Sector. Empowering Retail & E-commerce businesses.”

*Nikhil Agarwal*

Another approach is making use of specialised domain knowledge and expertise. It allows targeting niche segments. For instance, a good golfer would know much more about golfing products than non-golfers. The catch here is knowing for sure that there is expertise.

Yet another strategy for the product offering decision is

the presence of expertise and influence over the supply or value chain. It could be in the areas of raw materials, production, logistics, warehousing, distribution channel, etc. As an example, a

sock manufacturer is in a more advantageous position to trade in sport-specific socks and go niche.

## Product Procurement

Various product procurement strategies available to businesses are adopting the franchise model, do own manufacturing, procuring from distributors or independently from manufacturers, or any other model in any combination as it suits them. The driving factors here are demand for branded versus non-branded products, product quality, production and delivery timelines, costing and profitability, capabilities of supply chain partners, value proposition requirements, etc. Despite having any specialised domain expertise, a business may still choose not to indulge in production if it has reasons to believe that it may not be able to meet, say, the quality standards or the value proposition requirements.

## Value Proposition

The concept of value is relevant for all businesses alike. This value is what a business delivers to its customers and customers are willing to buy it. This value could be a resolution to any active need of a market segment. It could be a problem solver. Or it could also be something of previously unrealised value. The important factor with the value proposition is its uniqueness. For example, an online sports [apparel business](#) could think of this value in terms of providing lifetime membership with benefits like credit purchases and discounted pricing for future purchases. Offering products for a niche segment alone could stand as a value. The same could be said for having exclusive online selling rights of a particular sports apparel brand.

## Operations Management

Customers presume eCommerce businesses to operate with superior speed and accuracy. Thanks to the standards of order fulfilment established by the big marketplace brands. And if online sports apparel businesses want to maintain such superior operational standards, it must first reflect in their operational planning. The operational standards required for running an eCommerce brand cannot be achieved without process orientation and SOPs (Standard Operating Procedures). Veteran online business consulting experts are often seen taking the side of SOP implementation ( <https://www.yourretailcoach.in/standard-operating-procedures-consulting/> ) for operational excellence in eCommerce.

YRC offers business solutions in the areas of market research, [business model development](#), formulation of business plans, IT strategy, SOPs, and more. For more insights into how to start a sports apparel eCommerce business and YRC's retail consulting services, please visit <https://www.yourretailcoach.in/>

Get advise for Retail Business Consulting : <https://www.yourretailcoach.in/contact/>

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