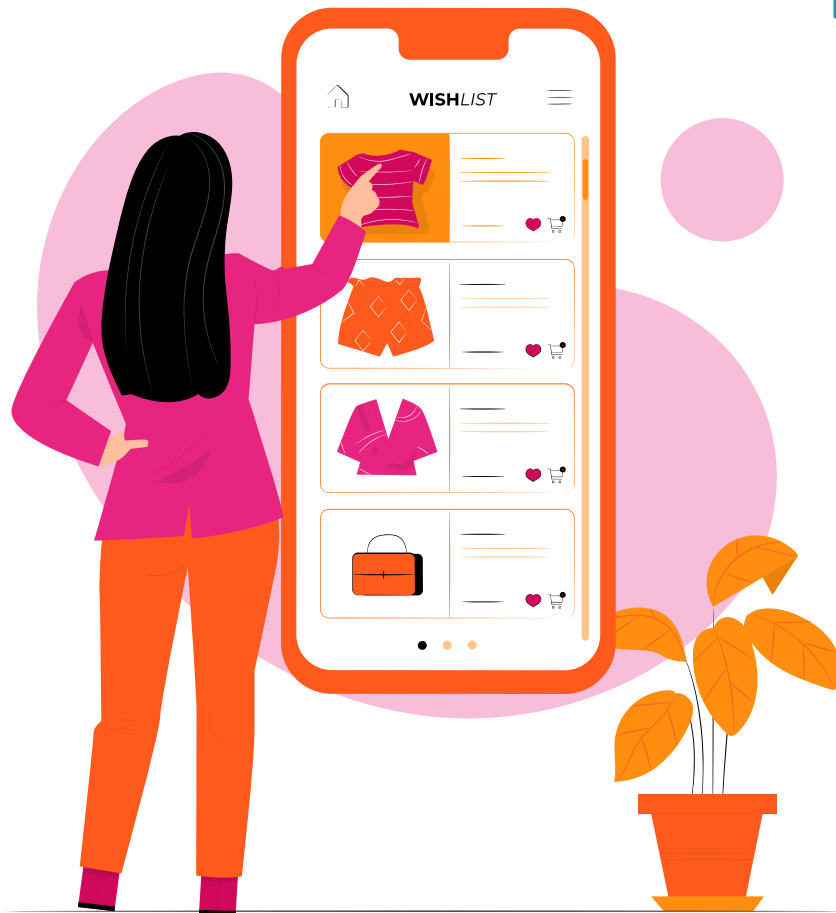




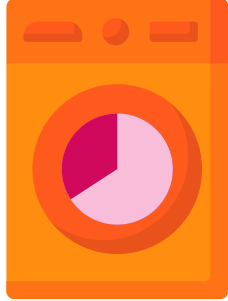
Poshmark:

SWOT & Competitive Analysis

BY RAE GODFREYSEN

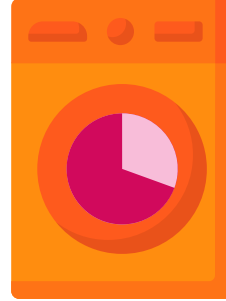


SWOT Overview



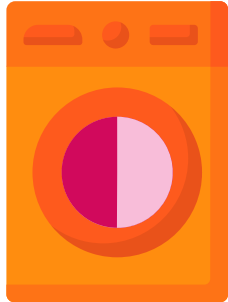
Strengths

Trustworthy, Social App,
Product Variety, Ethical,
Well-Known Brand in Space



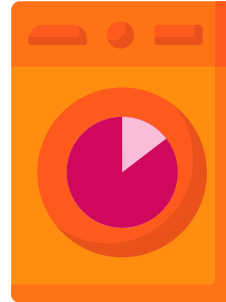
Weakness

Disorganized App &
Product, Higher % Than
Other Resale Apps



Opportunity

International Growth,
Bundles, Gen-Z,
Partnerships, ESG



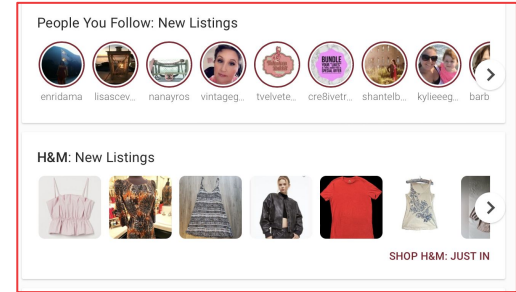
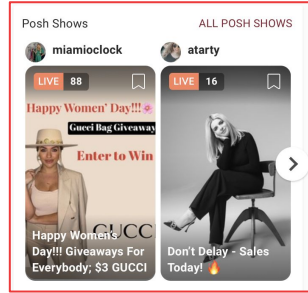
Threats

Lack of Sustainability
Emphasis, Casual
Closet-Cleaners,
Brand/Luxury Focus

Strengths

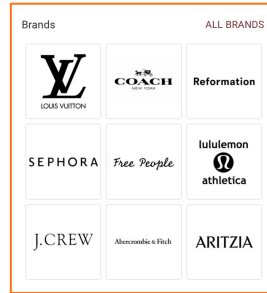
Social Media

- captures the *Mall Feeling*: social media features on app like stories, lives, posh n coffee, poshparties
- most registered users for online thrift



Trustworthy

- luxury verification process



Variety

- offers many options for brands, styles, and has even expanded into products like makeup/jewelry

Sustainability

- whether it's by thrifting or knowing the word CSR, Gen Z loves a sustainable, ethical company

Celebrity Support

- Khalid x Posh collab for charity



Weaknesses



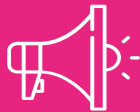
Rudimentary Access

Before logging in, users get a vague and inaccurate idea of the site & must log-in before exploring



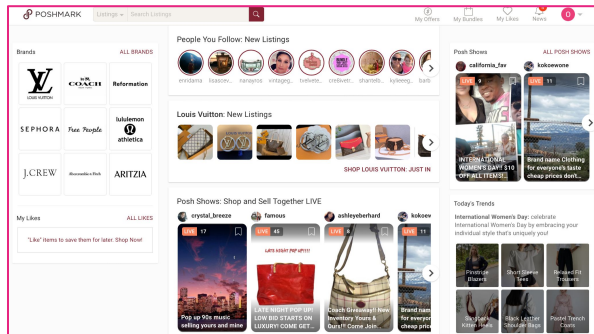
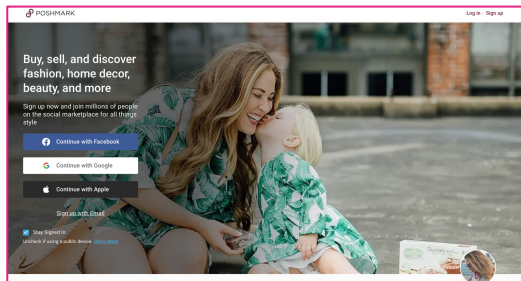
Disorganized Time-Suck

Once you've logged in, you are bombarded with options



Unclear Product

Poshmark advertises itself as a fashion retail market, but includes electronics and pet supplies



International Expansion

Opportunities

Gen-Z

- 90% of Depop's 30M users are -26, so there is a huge potential for Poshmark in catering to Gen-Z
- Secondhand market expected to more than double by 2026



Emphasize Sustainability

- More customers are choosing sustainable options every day so let them feel good for making a difference
- Rebrand Poshmark with a green logo, make it one of the core values

Opportunities

Brand Partnerships



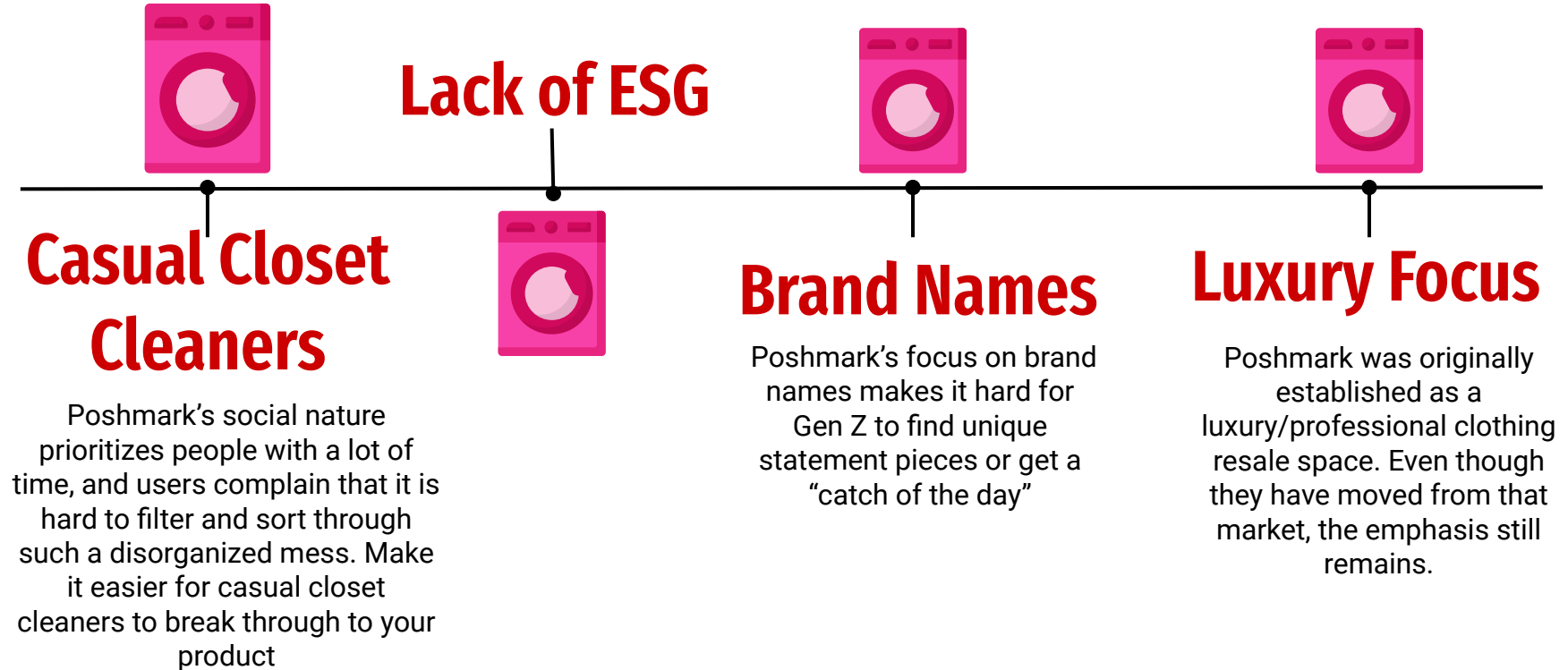
- Poshmark can partner with companies similar to their own so that users can post their items on both sites at the same time, expanding users and reach
- On-Campus Activations, like a Poshmark sorority cloth sale



Bundles/Outfits

- Poshmark already offers “bundles” and “party” features, but it’s made by customers
 - Let the sellers also create bundles and encourage more discounts because everyone loves a deal!

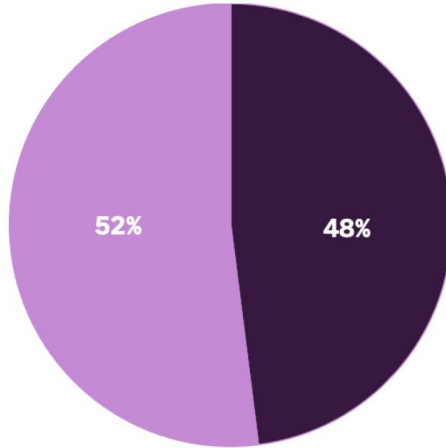
Threats



Proof

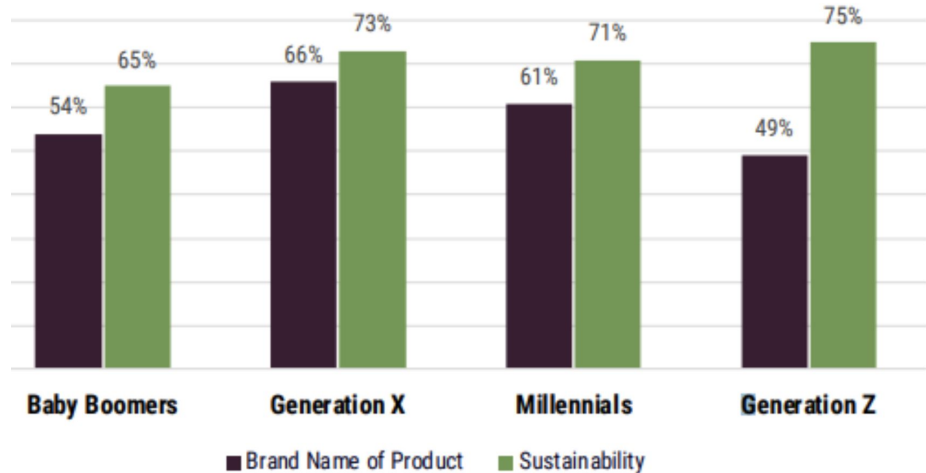
How Do They Define Luxury?

- Any recognizable brand name item
- A historically high-end brand name item

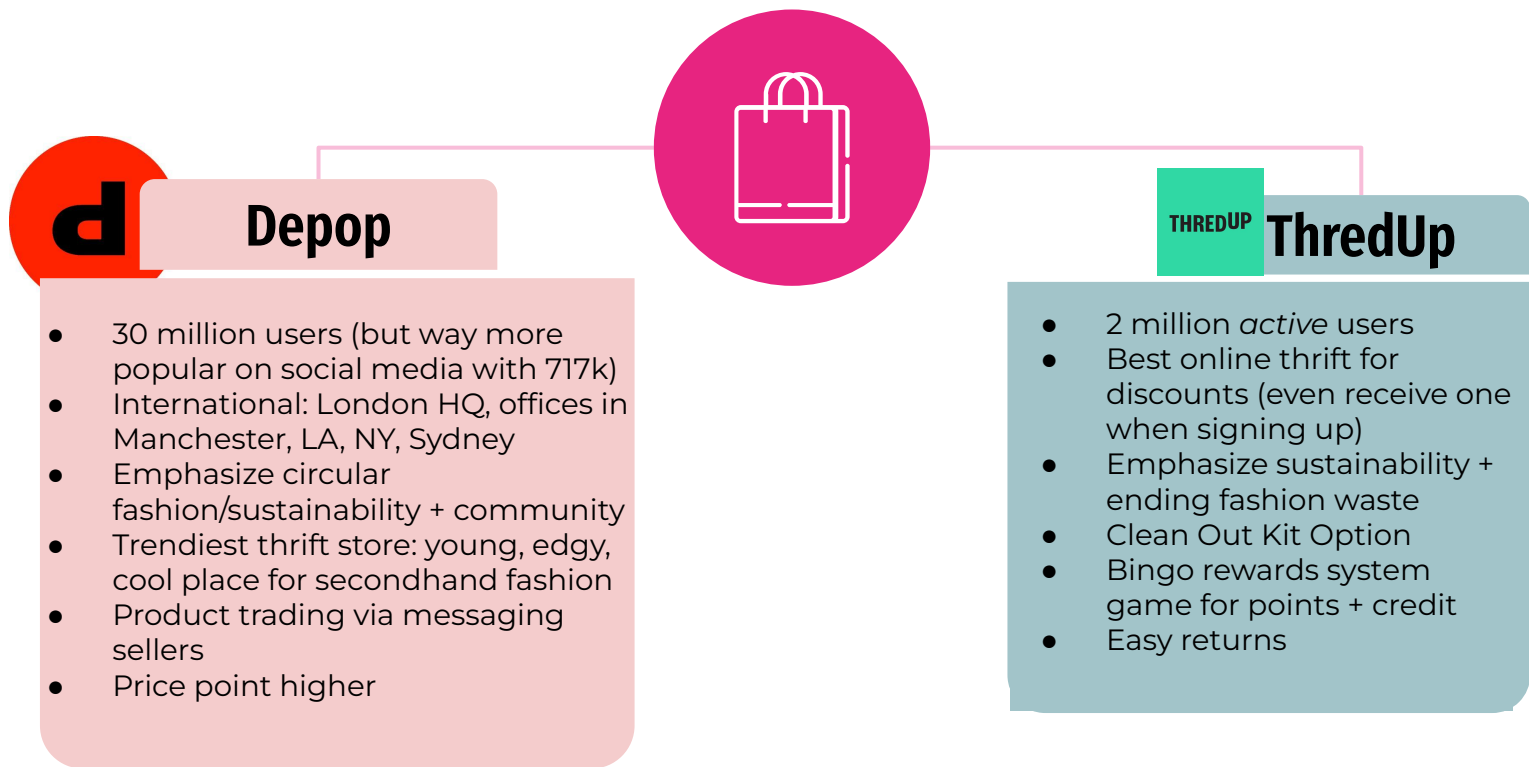


Source: YPulse Survey Data | Mass Merch Mentality Trend Survey | n=1450 13-39-year-olds | April 2022

HOW DO YOU RATE THE IMPORTANCE OF THESE FACTORS WHEN MAKING A PURCHASE?



Competitive Analysis



Competitive Analysis

