



OAKHURST VENTURES

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## BUILDING E-COMMERCE EXPERIENCES

WE BRIDGE THE GAP BETWEEN THE ANALOG AND DIGITAL WORLD  
BUILDING A WORLD LEADING E-COMMERCE, GENERATING BRAND  
AWARENESS AND ESTABLISHING THE BRAND WORLDWIDE USING  
TECH-DNA DRIVEN STRATEGIES.



## WHO WE ARE

We design, develop & manage **Online Flagship Stores & Online Multibrand Stores** for leading artisanal & luxury brands, developing **world class e-commerce shopping experiences**, while dramatically **enhancing** the sale channels of each company we work with.

Drawing upon decades of experience in the industry, we understand manufacturing, quality, shipping, **branding, marketing**, but most importantly, we ourselves are consumers of luxury wear.

*Because of this, we look through the lens of the customer, and are able to understand the driving forces behind their consumption.*

Using our experience we provide **comprehensive all-in-one solutions**, improving key metrics such as; time spent on site, reducing bounce rates, optimizing conversation rates and increasing the average per transaction spend.

Our ultimate goal is to seek & find not only **strategic opportunities** that create long-term value, but also to focus on **Growth Hacking**, setting priorities for customer acquisition, ensuring online customer satisfaction in all areas, scaling the online business through Up-Selling methods, while developing & implementing ideas to drive continuous growth.



AN OAKHURST ORIGINAL: THE ORAZIO LUCIANO SOCIAL MEDIA CAMPAIGN:  
PROVIDING INSPIRATION & GENERATING REACH

## OUR MISSION

Beginning with the development of the online business strategy, all the way to the concept, the design and the development of the website, our primary goal is not only to deliver a successfully completed e-commerce project, but to accompany & drive the project as your online partner through its growth & scaling - **True to the motto "Expansion always and in all ways"**

## HOW WE PROCEED

A true e-commerce experience is driven equally by design, technical functionality (UI & UX) and compelling on-site **content that drives the users emotions.**

With emotional impulsiveness being the single biggest driver of online sales, where 95% of all purchasing decisions take place in the subconscious mind of the consumer according to Harvard professor Gerald Zaltman, we focus to resonate emotionally with the customer.

**We achieve this with a state of the art Content Creation that ensures conversions.**

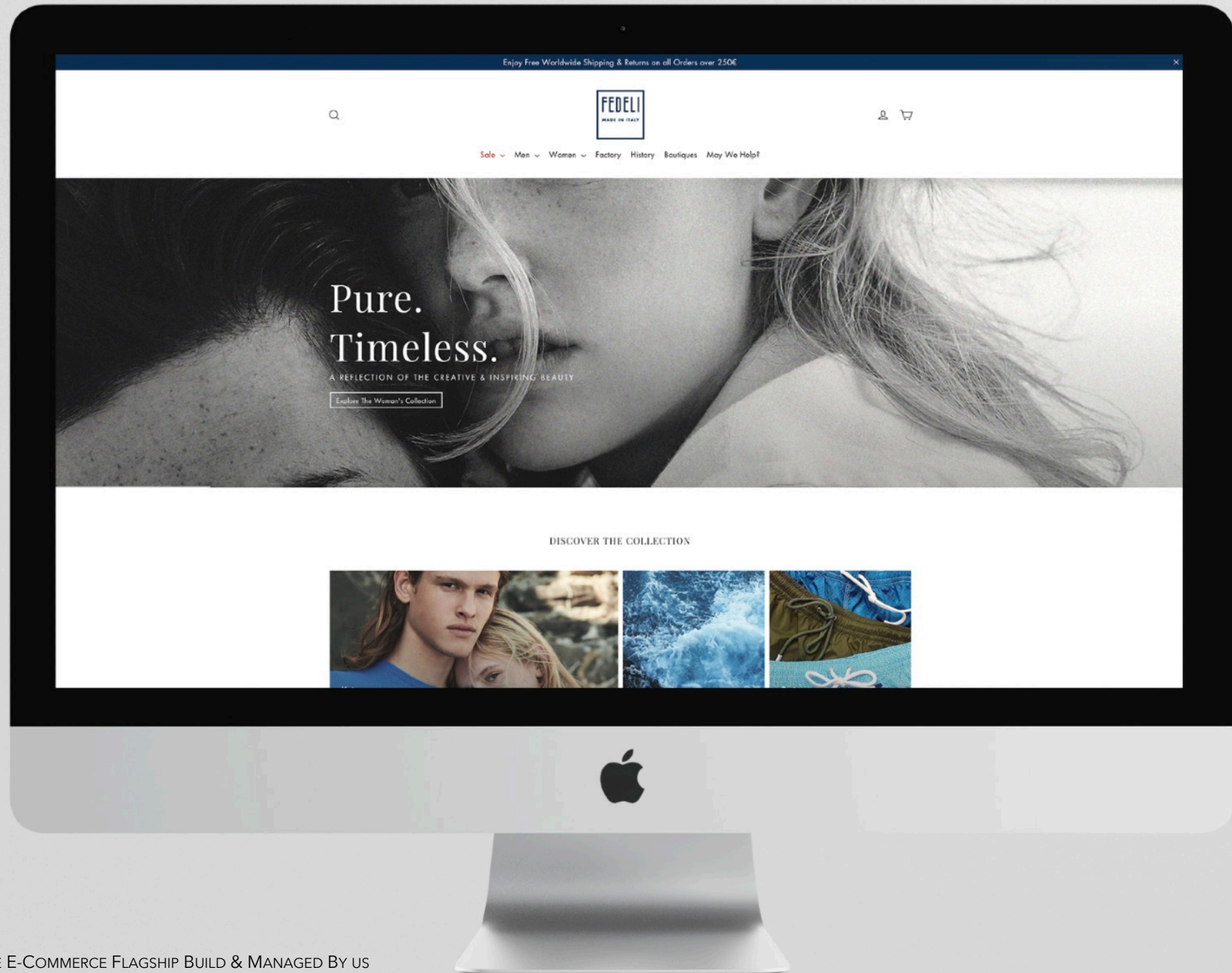
Each e-commerce experience is designed not only to enhance e-commerce sales, but goes hand in hand

with the corporate presentation, being the ultimate reference point for global consumers, whether online or offline - enhancing the brand image.

**This ensures synergy across all outgoing communications and makes sure that smaller sub-strategies compliment one another in terms of brand building.**

With our interdisciplinary approach in the areas of **Online Business Development, Content Creation & Marketing & our years of experience** in online retail sales, we have valuable insights in to how particular collections are sold online - giving us a competitive advantage which parameters are important to be measured in order to grow your online business from day one.





THE FEDELI CASHMERE E-COMMERCE FLAGSHIP BUILD & MANAGED BY US

[WWW.FEDELICASHMERE.COM](http://WWW.FEDELICASHMERE.COM)

## WHAT WE OFFER

We build, manage & grow an exceptional e-commerce Shopping Experience featuring a concept that is both usable and pleasing, delivering information and building the brand reputation, while being technically sound and visually coherent - continuously emphasizing on e-commerce sales.

**With this approach we bridge the gap between Online & Offline, so you don't lose connection to the world wide growing consumer base.**

The success measure is to be able to establish a strong web presence, attract large numbers of users, raise the ROI, effectively promote the products and provide excellent & economical customer support.



DETAILS MAKE PERFECTION & PERFECTION IS NOT A DETAIL – EVEN ONLINE.  
EXCERPT FROM THE ORAZIO LUCIANO SOCIAL MEDIA CAMPAIGN





THE ORAZIO LUCIANO E-COMMERCE FLAGSHIP - BUILD & MANAGED BY US

[WWW.ORAZIOLUCIANO.COM](http://WWW.ORAZIOLUCIANO.COM)

# MARKETING & BRAND BUILDING

Nowadays building a successful e-commerce is not any different from establishing a successful brand.

A convincing product is the basis, but product quality and price alone are no longer sufficient today.

It is mandatory to take customers seriously with their preferences, wishes & needs - on all channels.

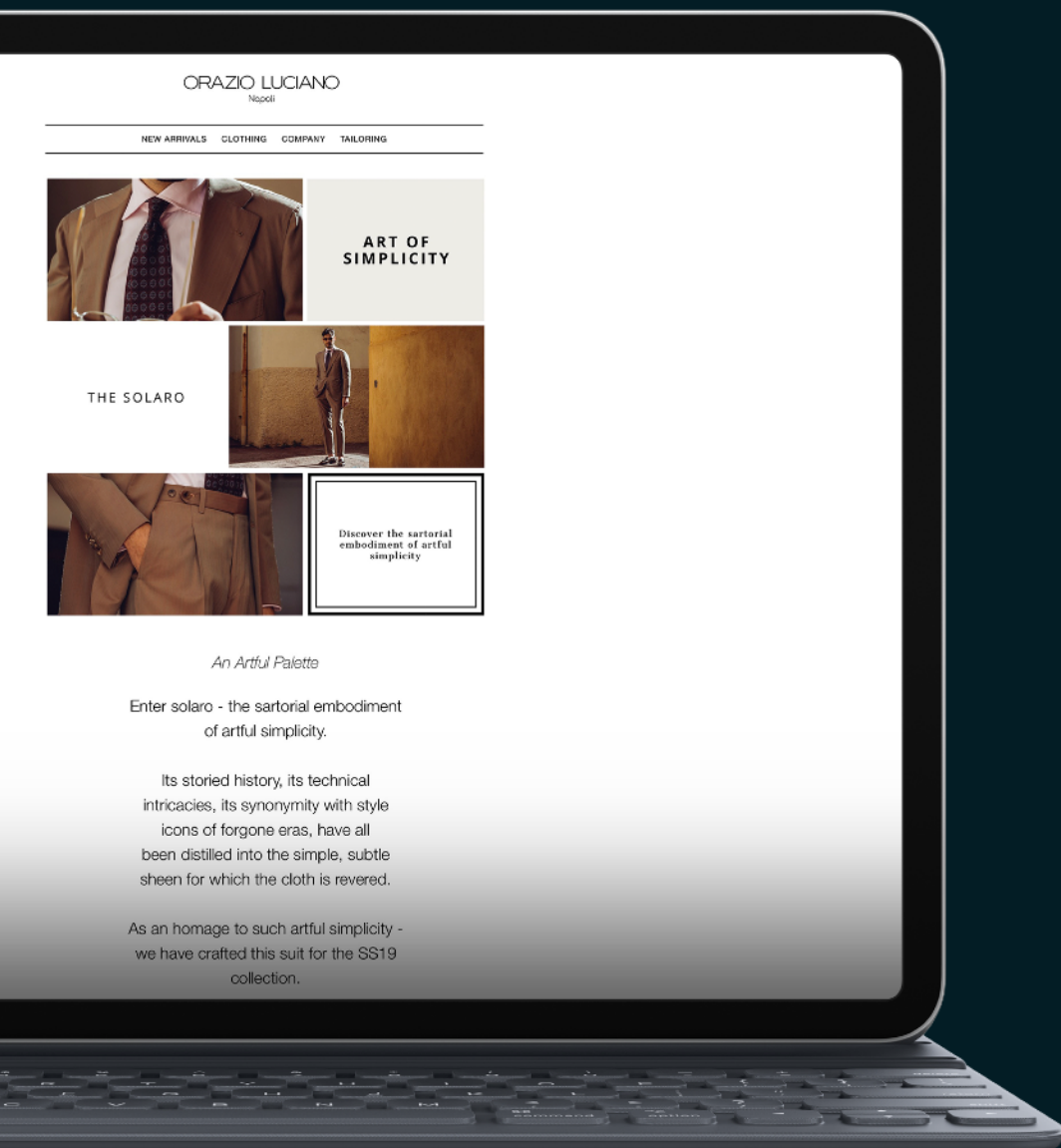
This communication has to be worked out in the framework of the Brand Building process and prominently placed in the digitalized + globalized world in order to establish an emotional bond with the customers.

Because consumer behavior has changed a lot over time, social media creates space for communication & brands benefit from being present in social networks.

*Digital natives have different brand requirements than generations before. Above all, they deal with brands in the social networks: from loose interest to concrete product search to purchase.*

They define themselves over the purchase and the employment with the Brand and associate with a group of like-minded people - or delineate themselves. Therefore, it is logical that brands play a major role, especially in social networks.

Digital implementation and distribution are derived from this. If you want greater visibility and reach for your brand, you should know in advance what and for whom you want to create it - this is the basic requirement - We help brands to achieve this by developing comprehensive content strategies that make a difference.

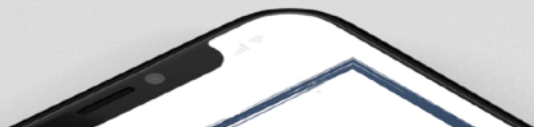


## RESULTS

- I. We drive explicitly qualified traffic to the e-commerce
- II. Keep things easy & smooth for our partners
- III. Build a lifetime customer base
- IV. Stimulates the users emotions
- V. Build relationships with existing customers
- VI. Continuously grow website traffic
- VII. Continuously grow the brand awareness & brand clarity.

## THE OVERVIEW: AREAS OF EXPERTISE WITHIN OUR COMPREHENSIVE ALL-IN-ONE SOLUTION:

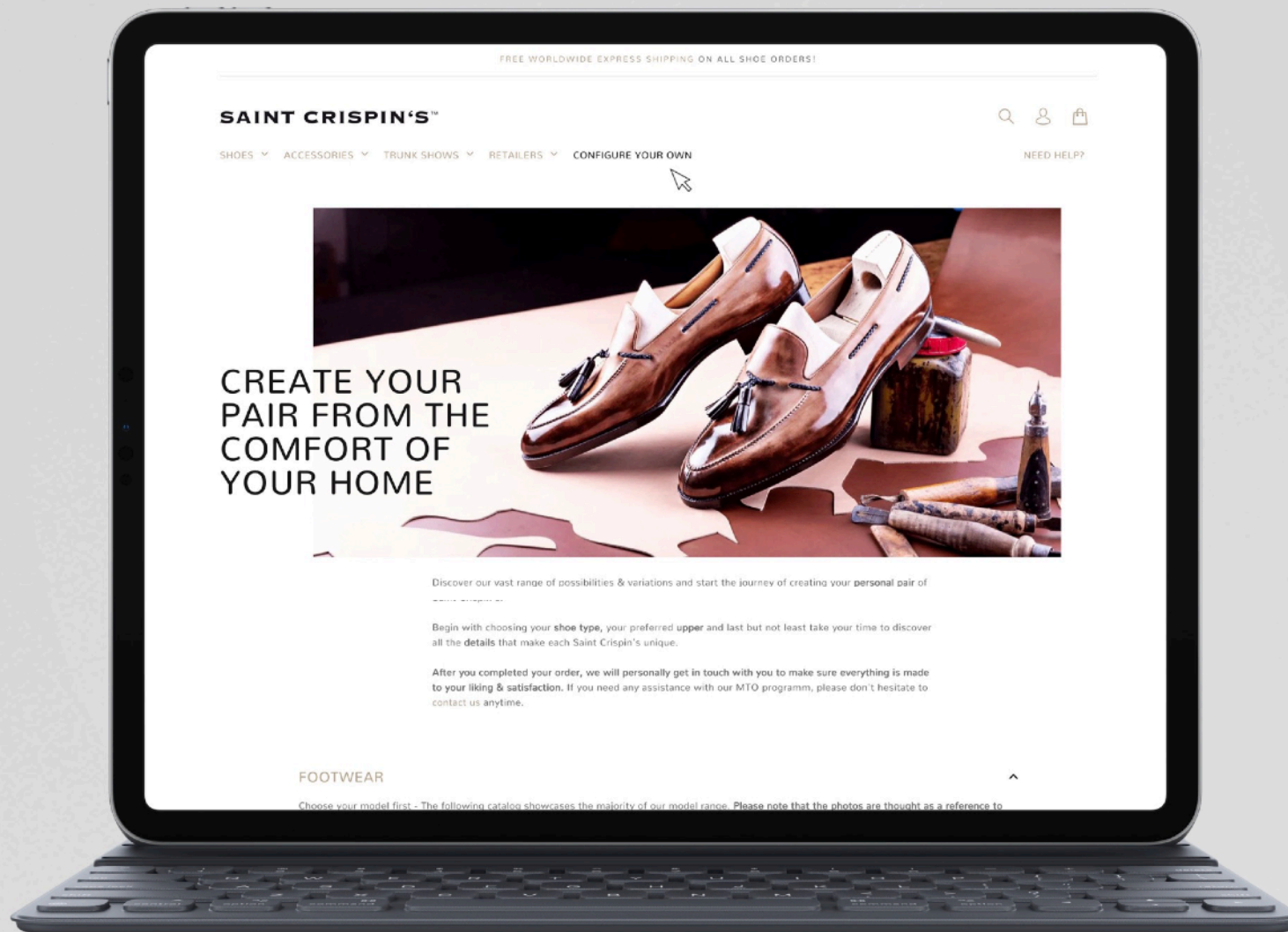
- 1 E-commerce Strategy & Online Business Development
- 2 Design & Creative Concept
- 3 Web Development & Technology
- 4 Content Creation & Branding
- 5 International Multi Channel Marketing
- 6 E-Store Management & Operation
- 7 24/7 Support
- 8 Continuous Online Business Development
- 9 CRM Management
- 10 E-commerce Maintenance: Legal, Software Updates, Stability-Monitoring etc.











THE SAINT CRISPIN'S E-COMMERCE FLAGSHIP WITH MADE TO ORDER SHOE CONFIGURATOR - BUILD & MANAGED BY US

[WWW.SAINTCRISPINS.COM](http://WWW.SAINTCRISPINS.COM)

## OUR MODEL OF WORKING TOGETHER

Projects of this scale & nature require large investments in time, expertise and human capital on behalf of the contractor, and because of this, are typically reserved for large companies with large budgets.

**We see value in adopting a hybrid model to make large scale projects more accessible, whereby we reduce the upfront and ongoing expenses in exchange for a commission on sales once they reach a certain level.**

Based on the existing data of past projects, experience shows that already existing e-commerce solutions grow only at approximately 10% and newly launched e-commerce solutions have a real tough time to enter the market at all.

- I. Reduce upfront & ongoing expenses
- II. Minimize risk
- III. Maximize potential upside
- IV. Deliver a high-end solution on a lower budget
- V. Incentivize each other to meet targets
- VI. Results-driven model which holds us accountable

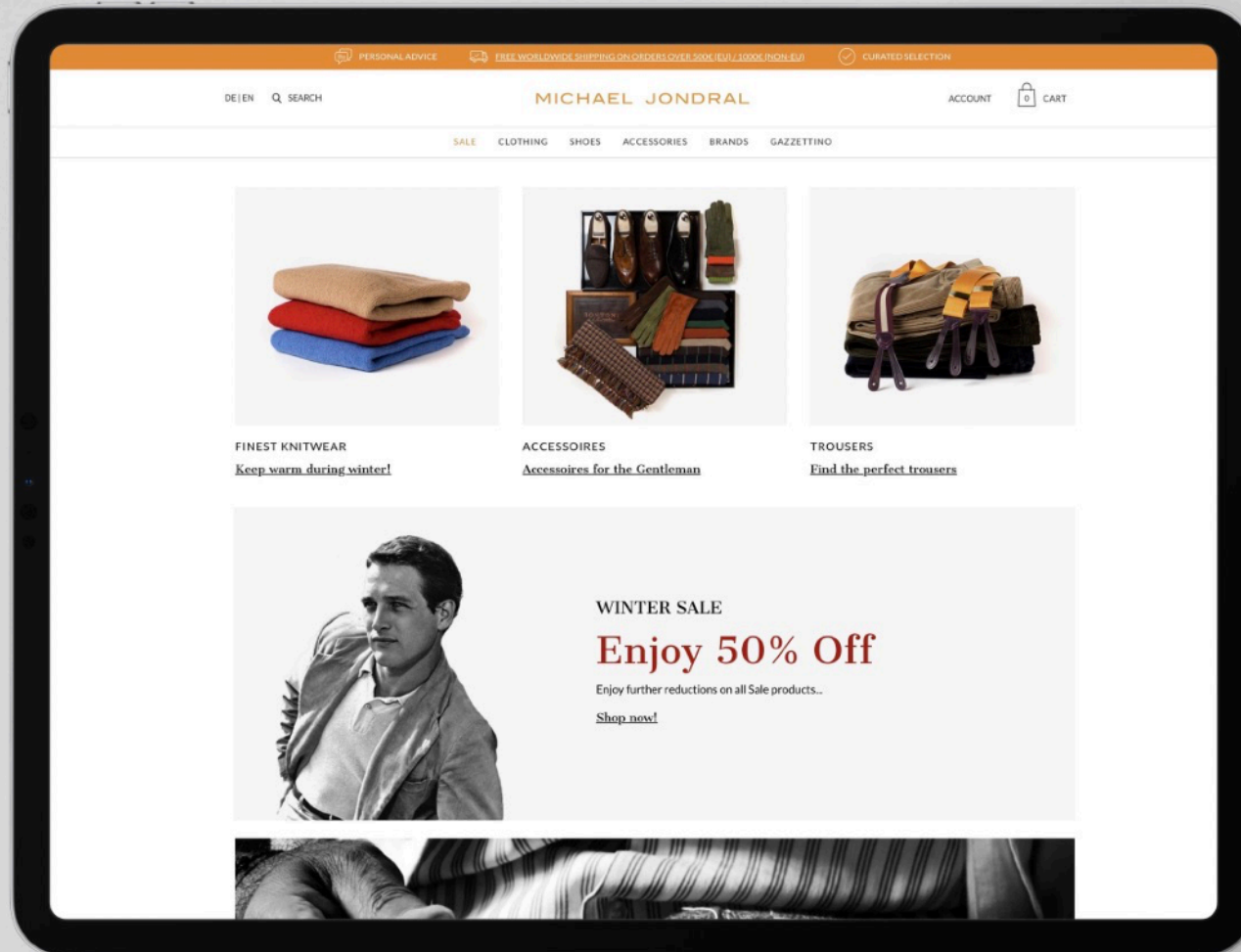
## PROJECTIONS & NUMBERS

This table outlines the possible net benefit working with us. The final figures in bold highlight the net revenue gain based on our projections for already experienced projects - **showcasing an already existing shop without proper Business Development.**

Year	Before	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue <b><u>without</u></b> Us	e.g. 460,493	506,542 €	557,196 €	612,916 €	674,207 €	741,628 €
Approx. revenue <b><u>with</u></b> Us	e.g. 460,493	790,752 €	1,061,636 €	1,306,169 €	1,521,093 €	1,800,064 €
<b>Difference with Us</b>	N / A	<b>+ 284,210 €</b>	<b>+ 504,439 €</b>	<b>+ 693,253 €</b>	<b>+ 846,885 €</b>	<b>+ 1,058,435 €</b>

Your growth over the course of 5 Years: **+ 61%**

Your growth **working with us** over the course of 5 Years: **+ 291%**



THE MICHAEL JONDRAL MULTIBRAND E-COMMERCE FLAGSHIP: ONE OF THE NR. 1 HABERDASHERS WORLDWIDE – BUILD & MANAGED BY US

[WWW.MICHAELJONDRAL.COM](http://WWW.MICHAELJONDRAL.COM)

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