

**WARBY PARKER**

Home Try-On: Making online Shopping even better than in-store Shopping

[Researcher Name]

[Institute]

## **Company Overview**

Warby Parker is a US based digital business that is retailer of stylish and high-end prescription eyewear and sunglasses. It is established at the agenda of “buy one pair, give one pair”, where for every eyewear bought at Warby, it donates another to someone in need. The company aims to break the monopoly of Luxottica, the sole provider of quality eyewear in US as it aspires to promote online eyewear buying. The company wants to make buying eyewear fun and easy along with satisfaction. In this regard, Warby Parker’s business model is based on “Home Try-On” strategy where potential consumers can try up to 5 glasses for 5 days and they can buy any one pair they liked the most afterwards. Hence, the company aims to provide quality eyewear with complete customer satisfaction through building trust and loyalty. Moreover, the whole process of trial and return is completely cost free for the customers.

## **Objectives**

Our main objective is to make buying of good-looking prescription glasses affordable. This is successfully done through our business model of trying before buying. We aspire to continue doing so through making our employee and loyal customers the influencers for brand.

Our other main objective is to make affordable prescription eyewear accessible to the needy people worldwide. We aim to do so by donating a pair for the sale of each pair at Warby to our partners that work to deliver it to the needy people.

## **Strategies**

Warby has developed the following strategies to accomplish its goals.

- 1) Value for money
- 2) Value for comfort
- 3) Value for quality

Value for money is offered in form of affordable and competitive prices. Value for comfort is presented through “Home Try-On” scheme. And above two prepositions combined will determine the quality of the product for the customer.

## **Operations**

Operating model of company has the following features;

**Vertical Integration:** It directly outsources its raw material to manufacturers.

**Online Business:** Company directly sells the products through online website.

**Organizational Culture:** Warby’s culture is highly data-driven. Regulating customer feedback is our top priority.

## **Home Try-On**

*What is it?*

Home try-on allows customers to try up to 5 products for 5 days at home. After 5 days, they are to be returned with the free shipping ticket provided to the subjects with the original package. After which customer can choose to buy any of the ones afterwards. The trial ordering process is online and completely free of cost for the customer. Customer is informed about his order via email. Online portal provides a number of options to choose from that include frame shape, color, size, and a lot of other choice variants.

*What is its purpose?*

The program is our fundamental strategic element on which our whole business model lies. Unlike other online shopping products, buying prescription glasses and sunglasses online is a difficult choice as it demands the product to be highly up to the mark of the customer’s needs. Despite the need and affordability, customers find it a risky option due to low confidence in the quality of online products.

Through Home Try-On scheme customers can try and check for themselves the quality and desired specifications of the product free of cost before buying it.

*What possible problems the program can create?*

There are three main problems that can arise:

- 1) What if the Home Try-On does not result in the sale at the end?
- 2) What if the returned products are damaged?
- 3) What if the products are never returned?

*What are the possible solutions?*

Home try-On is a clever marketing strategy that is based on endowment effect. People are more willing to buy the product they have already tried for the 5 days. Because they have already owned the product and giving it up after the trial is unlikely. Roughly, more than 80% of sales are likely to happen after the program.

As for the second problem, Warby is likely to incur loss by receiving damaged products. In order to avoid the loss, the customer should be asked to pay for the loss.

Third can be addressed through careful tracking of the inventory. Products should be shipped to the registered customers only. There should be a contract to ensure the terms and conditions and penalize offenders.

## **Recommendations**

Careful implementation and targeting of audience will ensure the profitability. Warby's organizational culture and environment should be aligned with its goals and policies. As it is a strictly online business, employee should be accommodating to any customer queries and timely response should be ensured.