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EXECUTIVE SUMMARY

CustomKey Creations is a teen-run business that designs handmade, customizable keychains and bag charms for teens who want accessories that reflect their personality, interests, and style. The mission is *“to help teens express their personality by creating custom keychains and bag charms so that they can carry accessories that feel unique and meaningful.”* Because the creator is part of the same age group as the target market, the brand naturally understands current trends, colors, and aesthetics. Every product is fully customizable—customers choose their colors, themes, names, and styles—making the business stand out from mass-produced accessories that “all look the same.” CustomKey Creations solves the problem of boring, generic keychains by offering affordable, expressive designs that feel personal and meaningful.

The business operates as a one-person company, with all production, marketing, finances, and customer service handled directly by the founder. Sales are made through social media, school events, craft fairs, and pop-up tables, keeping the model fully Direct-to-Consumer. The market shows strong demand for personalized accessories, and competitors like Claire’s, Etsy sellers, and small Instagram shops leave gaps in affordability, personalization, and availability. With low startup costs, manageable monthly expenses, and multiple revenue streams—including custom orders and event sales—the business is positioned for steady growth. Over the next year, key milestones include completing the first product batch, reaching 100 followers, attending the first event, making at least 20 sales, and reinvesting profits to expand product options.

Mission and vision

Mission statement

“To help teens express their personality by creating custom keychains and bag charms so that they can carry accessories that feel unique and meaningful.”

Vision statement

“To inspire kids to think creatively by designing handmade toys so that families can enjoy lasting, imaginative play.”

Identity

CustomKey Creations exists to help teens express their personality through handmade, customizable keychains and bag charms. I believe everyday items should feel personal and fun, not plain or generic, so every product I make can be tailored to a customer’s style, interests, and favorite colors. My designs are inspired by real teen trends, because I’m part of the same age group and understand what people actually like right now. Whether someone loves sports, anime, pets, initials, or aesthetic color themes, I want them to have accessories that feel meaningful and unique. My mission is to make creativity and self-expression easy and affordable through small items that still make a big impact. CustomKey Creations is built on the idea that even simple accessories can help people feel more confident, expressive, and true to themselves.

problem	solution
<p>CustomKey Creations makes personalized keychains and bag charms for teens who want accessories that match their style, interests, and personality. Every product is handmade and fully customizable, which helps my business stand out from the basic, mass-produced items sold in stores. Because I'm the same age as my customers, I understand current trends, colors, and aesthetics in a way that feels natural and authentic. My designs are inspired by what teens actually like right now, from popular themes to unique color combinations. I focus on giving customers the freedom to express themselves through small accessories that feel personal and meaningful. My brand values creativity, self-expression, and fun, and I want every customer to feel like their keychain represents who they are. Overall, CustomKey Creations is a teen-centered brand built on individuality, trend awareness, and the joy of creating something that feels truly your own.</p>	<p>CustomKey Creations solves the problem of boring, generic accessories by offering handmade keychains and bag charms that teens can fully customize. Instead of settling for the same mass-produced designs everyone else has, customers get to choose their own colors, themes, names, and styles to create something that actually feels personal. This gives teens a way to express their personality through accessories that match their aesthetic and interests. My products work better than store-bought options because they're made specifically for each customer, not pulled from a shelf. They're also affordable and trendy, which makes them accessible for teens who want something unique without spending a lot. Since I'm part of the same age group I'm designing for, I understand current styles and what people actually like right now. Overall, my solution gives teens the customization, creativity, and self-expression they've been missing.</p>

Business description

What we do	How the business will operate
<ul style="list-style-type: none"> ● CustomKey Creations exists to help teens express their personality through handmade, customizable keychains and bag charms. ● I tailor every product to a customer’s style, interests, and favorite colors. ● My designs are inspired by real teen trends because I’m part of the same age group. ● I want customers to have accessories that feel meaningful, unique, and expressive. ● My mission is to make creativity and self-expression easy and affordable. ● CustomKey Creations is built on confidence, individuality, and fun. ● I make personalized keychains and bag charms for teens who want accessories that match their style and personality. ● Every product is handmade and fully customizable, helping me stand out from mass-produced items. 	<p>Production</p> <p>I make every keychain by hand and manage all supplies and packaging myself. <i>“I also serve as the Operations Manager, creating the keychains, managing supplies, and packaging each order.”</i></p> <p>Customer Experience</p> <p>I answer messages, take custom requests, and help customers with any questions. My goal is to give teens accessories that feel personal and meaningful.</p> <p>Sales Channels</p> <p>I sell directly through social media, school events, craft fairs, and pop-up tables. <i>“All of my sales will be Direct-to-Consumer.”</i></p>

- I understand current trends and aesthetics naturally because I'm the same age as my customers.
- My brand values creativity, self-expression, and fun.
- CustomKey Creations is a teen-centered brand built on individuality and trend awareness.
- I solve the problem of boring, generic accessories by offering fully customizable handmade keychains.
- Customers choose their own colors, themes, names, and styles.
- My products work better than store-bought options because they're made specifically for each customer.
- They're affordable, trendy, and accessible for teens.
- My solution gives teens the customization, creativity, and self-expression they've been missing.

Operations & Workflow

I run the entire business myself — production, marketing, finances, and customer service. I track sales, expenses, budgeting, inventory, and social media content. I don't pay myself wages; I earn money from profit.

Branding & Atmosphere

My brand is creative, expressive, and fun. My designs reflect real teen trends because *"I'm part of the same age group and understand what people actually like right now."*

Growth Plan

My goals are to finish my first batch within a month, reach 100 followers in three months, make at least 20 sales within six months, improve my workspace, and earn enough profit by year-end to restock materials and expand my product options.

Market Analysis

Target Market

The competition for my business includes any place where teens can buy keychains or accessories instead of buying from me, including big brands, Etsy sellers, and small Instagram shops. Large companies like Claire's offer trendy accessories, but their products are mass-produced, not personalized, and many teens end up with the same items. Etsy sellers such as CustomKeychainCo provide handmade, customizable designs, but their prices are higher and shipping takes longer, which isn't ideal for teens with limited budgets. Small Instagram shops like KeychainKraze appeal to Gen Z with aesthetic designs, but they often have limited stock and inconsistent restocks. These competitors each have strengths, but they also leave gaps in personalization, affordability, and availability. My business stands out by offering affordable, customizable keychains made specifically for teen aesthetics, with faster delivery and more consistent inventory. This combination allows me to compete with both big brands and small creators while giving teens the personal, unique designs they actually want.

Marketing activities

CustomKey Creations is currently run entirely by me, and I handle every major responsibility needed for the business to operate successfully. As the Founder and CEO, I make all important decisions and guide the overall direction of the company. I also serve as the Operations Manager, creating the keychains, managing supplies, and packaging each order. In addition, I act as the Marketing Manager by running social media, posting content, and promoting the business both online and at events. I take on the role of Finance Manager as well, tracking sales, expenses, and budgeting to keep the business organized. I also handle Customer Service by responding to messages, taking custom requests, and helping customers with any questions they have. Since I am the only person in the business, I do not pay myself wages — instead, I earn money from the profit the business makes — and in the future, I may add a helper to assist with packaging or social media as the business grows.

Customer profile

- Age: 13–18 years old
- Gender: All genders
- Location: Mostly local (school + community) and online through social media
- Budget: Teens who typically spend \$5–\$20 on small accessories or gifts
- Interests: Sports, anime, pets, initials, aesthetic color themes, and current teen trends
- Personality: Creative, expressive, and style-focused
- Needs: Accessories that match their personality, interests, and aesthetic
- Frustrations: Most keychains in stores are *“basic, mass-produced, and all look the same”* and don’t feel personal
- Buying Motivation: Want affordable, customizable items that feel meaningful and unique
- Why They Choose Me: Handmade products, full customization, trend-aware designs, and a creator who is *“part of the same age group and understands what people actually like right now.”*

MARKET ANALYSIS pt 2

Industry Overview

The accessories market for teens is crowded with mass-produced keychains and charms that often look the same. Most options lack personalization, which leaves a gap for handmade, customizable products. Reviews and online comments show that many customers want more personalized accessories but struggle to find designs that match their favorite colors or interests.

Customer Demand

Teens want accessories that match their personality, interests, and aesthetic. However, most keychains in stores are “basic, mass-produced, and all look the same.” Teens often waste time searching online or in stores and still end up settling for something they don’t love. This shows a clear demand for affordable, customizable items that feel personal and unique.

Target Market

My primary customers are teens ages 13–18 who care about expressing their style. They typically spend **\$5–\$20** on small accessories and shop locally at school events or online through social media. They value creativity, trends, and personalization, and they want accessories that represent who they are.

Competitive Landscape

My competitors include big brands like Claire’s, Etsy sellers, and small Instagram shops. Claire’s offers trendy items but they are “mass-produced, not personalized.” Etsy sellers provide handmade options but are often more expensive with slower shipping. Instagram shops appeal to Gen Z but struggle with limited stock and inconsistent restocks. These gaps create an opportunity for me to offer affordable, customizable keychains with faster delivery and consistent availability.

Competitors & how my business will stand out

Competition

The competition for my business includes any place where teens can buy keychains or accessories instead of buying from me, including big brands, Etsy sellers, and small Instagram shops. Large companies like Claire's offer trendy accessories, but their products are mass-produced, not personalized, and many teens end up with the same items. Etsy sellers such as CustomKeychainCo provide handmade, customizable designs, but their prices are higher and shipping takes longer, which isn't ideal for teens with limited budgets. Small Instagram shops like KeychainKraze appeal to Gen Z with aesthetic designs, but they often have limited stock and inconsistent restocks. These competitors each have strengths, but they also leave gaps in personalization, affordability, and availability. My business stands out by offering affordable, customizable keychains made specifically for teen aesthetics, with faster delivery and more consistent inventory. This combination allows me to compete with both big brands and small creators while giving teens the personal, unique designs they actually want.

How my business will stand out

CustomKey Creations will earn money by selling personalized keychains directly to customers through social media and in-person sales. My main revenue stream is product sales, where each keychain is priced between \$5 and \$15 depending on the design and level of customization. I will also make additional income from custom orders, where customers can request specific names, colors, or themed designs for an extra fee. Another secondary revenue stream will come from selling at school events, craft fairs, or pop-up tables, which gives me more opportunities to reach teens in person. All of my sales will be Direct-to-Consumer, meaning I sell straight to the customer instead of to other businesses. These revenue streams help keep my products affordable for teens while still allowing my business to earn steady income. By offering both standard and custom options, I can meet different customer needs and grow my business over time.

Team and key roles

CustomKey Creations is currently run entirely by me, and I handle every major responsibility needed for the business to operate successfully. As the Founder and CEO, I make all important decisions and guide the overall direction of the company. I also serve as the Operations Manager, creating the keychains, managing supplies, and packaging each order. In addition, I act as the Marketing Manager by running social media, posting content, and promoting the business both online and at events. I take on the role of Finance Manager as well, tracking sales, expenses, and budgeting to keep the business organized. I also handle Customer Service by responding to messages, taking custom requests, and helping customers with any questions they have. Since I am the only person in the business, I do not pay myself wages — instead, I earn money from the profit the business makes — and in the future, I may add a helper to assist with packaging or social media as the business grows.

Products and services

Product/Service Description

CustomKey Creations makes handmade, customizable keychains and bag charms designed for teens who want accessories that match their style, interests, and personality. Every item is made by hand and tailored to the customer's chosen colors, themes, names, or designs. My products give teens a fun, expressive way to show who they are through small accessories that feel meaningful and personal.

Features & Benefits

- Fully Customizable: Customers choose colors, themes, names, and styles.
- Handmade Quality: Each keychain is crafted individually, not mass-produced.
- Trend-Aware Designs: Inspired by real teen trends because I'm part of the same age **group**.
- Affordable: Prices range from \$5–\$15, making personalization accessible for teens.
- Fast & Reliable: More consistent inventory and quicker delivery than many small shops.

Future Product & Service Ideas

- Event-Exclusive Designs for school events, craft fairs, and pop-ups.
- Custom Order Themes (sports teams, pets, initials, aesthetic color palettes).
 - Seasonal Collections based on trending colors or popular themes.
 - Bundle Packs for gifts, friend groups, or matching sets.
- Online Pre-Orders for limited-edition drops or personalized batches.

MANAGEMENT & TEAM:

CustomKey Creations is currently run entirely by me. I manage every part of the business, including creating the keychains, purchasing supplies, packaging orders, running social media, tracking finances, and helping customers. As stated in my plan, “I handle every major responsibility needed for the business to operate successfully.”

Current Roles I Manage:

- Founder & CEO – I make all major decisions and guide the direction of the company.
- Operations Manager – I create each keychain by hand, manage supplies, and package orders.
- Marketing Manager – I run social media, post content, and promote the business online and at events.
- Finance Manager – I track sales, expenses, budgeting, and inventory.
- Customer Service – I respond to messages, take custom requests, and help customers with any questions.

I do not pay myself wages — “I earn money from the profit the business makes.”

This aligns with my financial plan, where all expenses go toward materials, packaging, events, and marketing rather than payroll.

MANAGEMENT & TEAM pt 2:

Cost Structure for Operations

My management structure is designed to stay affordable while the business grows. Current operating costs include:

- Fixed monthly costs: \$295
- Variable monthly costs: \$581
- Total monthly operating cost: \$876
- Total yearly operating cost: \$10,512

Because I run all roles myself, I avoid payroll expenses and keep the business profitable even at a small scale.

Future Team Expansion

As the business grows and sales increase, I plan to add:

- Packaging/Social Media Helper – to assist with order preparation and content creation during busy seasons or events.
- Operations Assistant – to help with production and inventory as demand increases.
- Finance Support – to help with budgeting and long-term financial planning once revenue grows.

Milestones

Over the next year, CustomKey Creations has several key milestones that will help the business grow from an idea into a real operation. My first goal is to finalize my keychain designs and create my first full batch of products within the next month so I can begin selling. By the three-month mark, I plan to build my online presence by posting consistently and reaching at least 100 followers on TikTok or Instagram. Within six months, I aim to attend my first school event or craft fair and make at least 20 in-person or online sales to establish early customer demand. I also plan to organize my materials and improve my workspace so production becomes faster and more efficient. By the end of the year, my goal is to earn enough profit to restock materials and expand my product options. These milestones will help me track my progress and show that CustomKey Creations is steadily growing and becoming more successful.

Marketing and sales

Marketing Activities

- Post consistently on social media to promote new designs, custom options, and behind-the-scenes content.
- Respond to customer messages, take custom requests, and stay active online to build engagement.
- Highlight that every keychain is handmade, customizable, and designed with real teen trends in mind.
- Attend school events, craft fairs, and pop-up tables to reach teens directly and build local visibility.
- Maintain a brand identity focused on creativity, self-expression, and fun — a style that stands out from mass-produced accessories.

Four P's of Marketing

Product

Handmade, fully customizable keychains and bag charms designed for teens. Customers choose colors, themes, names, and styles. Trend-aware designs inspired by what teens actually like right now.

Price

Affordable pricing between \$5–\$15, with optional add-on fees for custom names or themed designs. Prices stay accessible for teens with limited budgets.

Place

Sold directly through social media, school events, craft fairs, and pop-up tables. All sales are Direct-to-Consumer, allowing fast delivery and consistent availability.

Promotion

Social media posts, custom order showcases, event participation, seasonal drops, and trend-based content. Branding focuses on creativity, individuality, and teen-centered style.

Marketing and Sales Continued

Sales Process

- Customers discover my business through social media, school events, craft fairs, and word-of-mouth.
- They browse my posts, message me for custom requests, or visit my table at in-person events.
- I greet customers, show examples of designs, and explain customization options like colors, themes, and names.
- Customers choose their keychain style, place their order, and pay directly through social media or at the event.
- I follow up with updates, photos of their custom design, and delivery or pickup details.

Customer Retention

- Consistent social media posts with sneak peeks, new designs, and behind-the-scenes content
- Seasonal drops based on trending colors and themes
- Custom order highlights to keep customers engaged
- Friendly communication and fast responses to messages
- High-quality handmade products that feel personal and meaningful
- Returning-customer perks at events (small discounts or bundle deals)

Short Marketing Budget (Monthly Estimate)

(Based on realistic teen-run business costs)

- Social media ads (optional): \$20–\$40
- Event fees for school fairs/pop-ups: \$20–\$50
- Packaging supplies + display materials: \$15–\$25
- Printing small flyers/cards: \$10–\$20

Estimated Total: \$65–\$135 per month

Revenue streams

CustomKey Creations will earn money by selling personalized keychains directly to customers through social media and in-person sales. My main revenue stream is product sales, where each keychain is priced between \$5 and \$15 depending on the design and level of customization. I will also make additional income from custom orders, where customers can request specific names, colors, or themed designs for an extra fee. Another secondary revenue stream will come from selling at school events, craft fairs, or pop-up tables, which gives me more opportunities to reach teens in person. All of my sales will be Direct-to-Consumer, meaning I sell straight to the customer instead of to other businesses. These revenue streams help keep my products affordable for teens while still allowing my business to earn steady income. By offering both standard and custom options, I can meet different customer needs and grow my business over time.

Financials – Revenue Streams

Primary Revenue: Personalized Keychains

- Main products: handmade, customizable keychains and bag charms
- Price range: **\$5–\$15** depending on design and customization level
- Custom add-ons (names, themes, colors) bring in additional income
- Sold directly through social media and in-person events
- Share of total revenue: **majority of sales** since keychains are the core product
- *“CustomKey Creations will earn money by selling personalized keychains directly to customers...”*

Secondary Revenue: Custom Orders & Event Sales

- Custom requests with specific names, colors, or themed designs
- Extra fees for detailed or special-theme orders
- Sales from school events, craft fairs, and pop-up tables
- Helps increase visibility and reach more teens in person
- *“Another secondary revenue stream will come from selling at school events, craft fairs, or pop-up tables...”*

Financials – Revenue Streams continued

Pricing Considerations

- Prices kept affordable for teens with limited budgets
- Customization fees stay small to encourage more orders
- Direct-to-Consumer model keeps costs low and profit margins steady
- *“These revenue streams help keep my products affordable for teens while still allowing my business to earn steady income.”*

Future Revenue Growth Plans

- Expand product options once enough profit is earned
- Introduce new themes, seasonal designs, and trend-based collections
- Increase event participation to boost in-person sales
- Grow online presence to reach more customers
- *“By the end of the year, my goal is to earn enough profit to restock materials and expand my product options.”*

Overall Impact

- Multiple revenue streams create stability
- Custom orders + event sales increase flexibility
- Affordable pricing keeps demand strong
- Personalization gives the business a competitive advantage

Financials Pt 2

Startup Costs

- Keychain materials (charms, beads, cords) **\$150**
- Tools (pliers, cutters, organizers) **\$60**
- Packaging (bags, labels, thank-you cards) **\$40**
- Display supplies for events **\$50**
- Branding materials (stickers, signage) **\$30**

Permit / License (if required) **\$50**

- **Total** **\$380**

Yearly Costs

- Materials restock (based on sales) **\$300–\$600**
- Event fees (school fairs, craft shows) **\$100–\$200**
- Social media tools / apps **\$0–\$50**
- Packaging restock **\$60–\$120**

Misc. supplies (replacement tools, upgrades) **\$50–\$100**

- **Total** **\$510–\$1,070**

Variable Costs (Monthly)

- Materials for orders (beads, charms, cords) **\$20–\$40**
- Packaging (bags, cards, labels) **\$5–\$10**
- Merchant platform fees (if used) **\$5–\$10**

Event prep supplies **\$5–\$15**

- **Total** **\$35–\$75**

Financials pt 3

Sales Numbers

- Selling price per unit: **\$5–\$15**
- Average cost per unit (materials): **\$1–\$3**

Average profit per unit: **\$4–\$12**

- *(Handmade items have low material cost but high customization value.)*

Projected Expenses

Year 1 – \$510–\$1,070

Year 2 – \$600–\$1,200

Year 3 – \$700–\$1,350

(As the business grows, more materials, packaging, and event fees increase slightly.)

Projected Income

(Based on realistic small-business sales: 300–600 units per year)

Year 1 – \$1,500–\$4,500

Year 2 – \$2,000–\$6,000

Year 3 – \$2,500–\$7,500

Profit / Loss

Year 1 – \$430–\$3,430 profit

Year 2 – \$800–\$4,800 profit

Year 3 – \$1,150–\$6,150 profit

Appendices

costs	monthly	yearly		
Tools & Equipment	\$120.00	\$1,440.00		
First Materials	\$55.00	\$660.00		
Packaging Supplies	\$35.00	\$420.00		
Branding Materials	\$30.00	\$360.00		
Event Setup Items	\$35.00	\$420.00		
Storage Organizers	\$20.00	\$240.00		
	\$295.00	\$3,540.00		
variables	monthly	yearly		
Resin Restocks	\$60.00	\$720.00		
Charms & Beads	\$75.00	\$900.00		
Letter Beads/Initials	\$20.00	\$240.00		
Key Rings & Chains	\$25.00	\$300.00		
Glitter & Add-Ins	\$24.00	\$288.00		
Clear Bags/Pouches	\$20.00	\$240.00		
Bubble Mailers	\$12.00	\$144.00		
Thank-You Cards	\$8.00	\$96.00		
Labels/Stickers	\$25.00	\$300.00		
Tape	\$10.00	\$120.00		
Event Fees	\$60.00	\$720.00		
Extra Display Items	\$25.00	\$300.00		
Transportation	\$20.00	\$240.00		
Boosted Posts	\$60.00	\$720.00		

Small Ad Campaigns	\$20.00	\$240.00		
Giveaway Prizes	\$20.00	\$240.00		
Influencer Samples	\$12.00	\$144.00		
Shipping Costs	\$80.00	\$960.00		
Extra Padding	\$5.00	\$60.00		
total	\$581.00	\$6,972.00		
sales numbers				
selling price per unit	\$20.00			
cost per unit	\$8.00			
profit per cost	\$12.00			
projected income (revenue)				per year
year 1	\$8,400.00			420
year 2	\$9,660.00			
year 3	\$11,109.00			
projected expenses				
year 1	\$6,972.00			
year 2	\$8,017.80			
year 3	\$9,220.47			
Profit/loss				
year 1	\$1,428.00			
year 2	\$1,642.20			

year 3	\$1,888.53			

+ Untitled spreadsheet

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