

# PSYCHO BOMB

The Exploration Of Japanese Streetwear

**Brick-and-Mortar Business Plan**  
Wenyi Chen

# Business Overview

- Multi-brand Japanese Streetwear Business
- Men's & Women's & Unisex
- Street Fashion Goods & Arcade Games & Snacks and Beverages
- Brick-and-Mortar Store
- Website





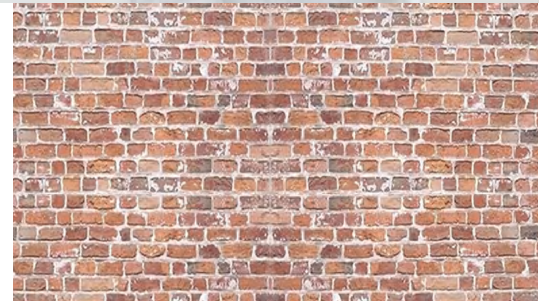
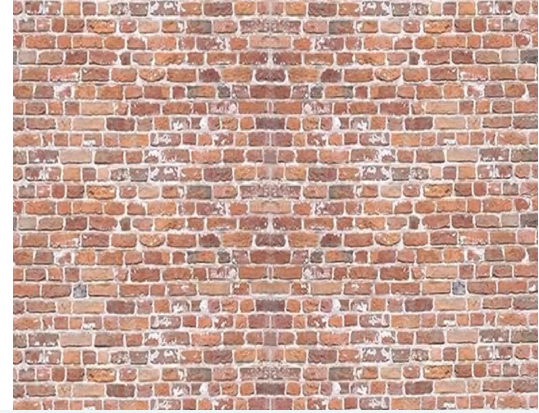
# Mission & Vision Statement



**Psycho Bomb is a place to explore Japanese culture through incredible street fashion goods and unique in-store experiences to exceed customers' expectations. Our goal is to share products and create an atmosphere for customers who acquire available limited styles to gain attention and show personal identities.**

# Hip-Hop Culture

- Origin of the streetwear
- Popular rappers have created their own streetwear brand and collaborated with well-known brands





# The Boom of Japanese Tourism

- Annual population of tourists traveling to Japan increased from 3.3 million to 8.4 million
- Rising at the highest rate

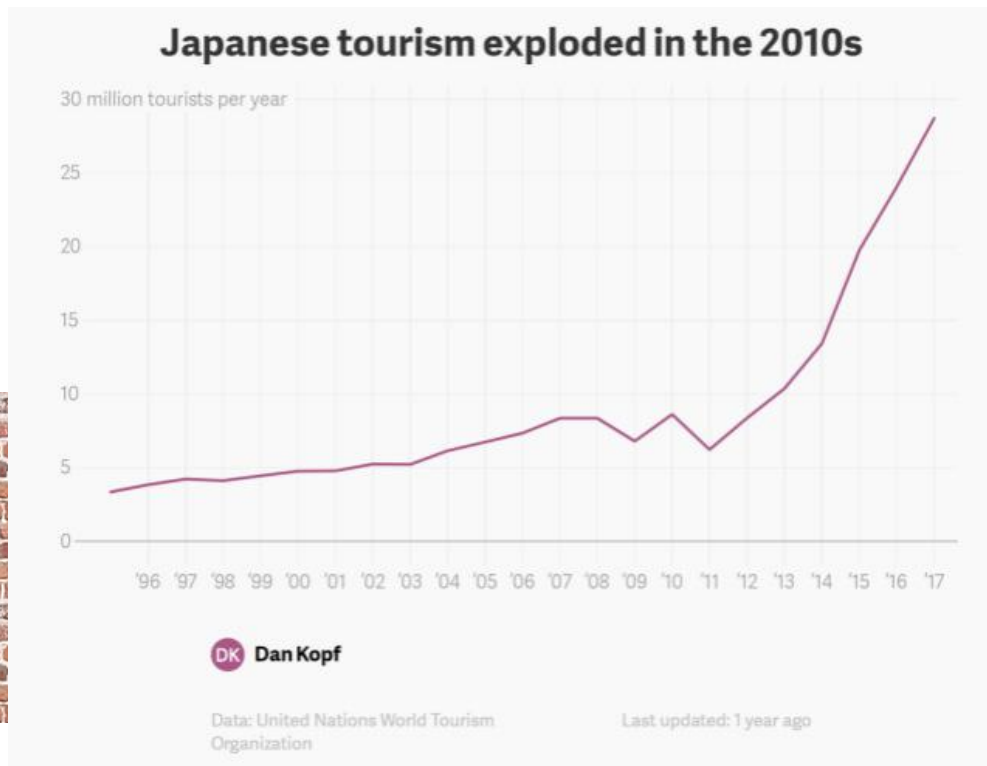


Figure 1.3 Japanese Tourism exploded in the 2010s  
Source: United Nations World Tourism Organization

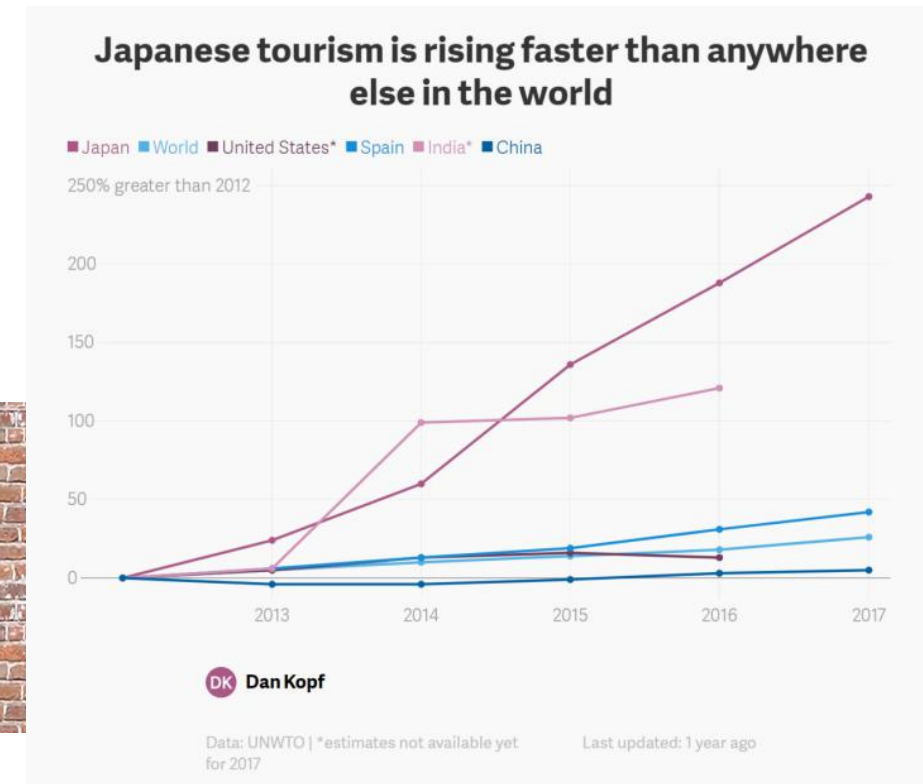


Figure 1.4 Japanese Tourism is rising faster than anywhere else in the world  
Source: United Nations World Tourism Organization

# Customer Experience

- Customers are willing to pay more for great experiences
- Personalized experiences can motivate customers to make purchases



EXHIBIT 1 | Greater Personalization Boosts Customers' Spending and Brand Satisfaction



Source: BCG-Google, Business Impact of Personalization in Retail Study—Customer Survey (n = 3,144), US, 2019.

<sup>1</sup>Survey question: Did you ultimately buy something different than you had originally planned?

<sup>2</sup>Survey question: Did you ultimately spend a different amount of money than you had originally planned?

<sup>3</sup>Net promoter scores were gathered from respondents only during their last trip to the retailer.

Figure 1.6 Greater Personalization Boosts Customers' Spending and Brand Satisfaction

Source: BCG-Google



# Consumer Behavior Change Due to COVID-19

- Shifting to online shopping
- Tend to go back to more brick-and-mortar business after the subsiding COVID-19

## Consumers Intend to Increase Their Support of Brick-and-Mortar Business Across Industries

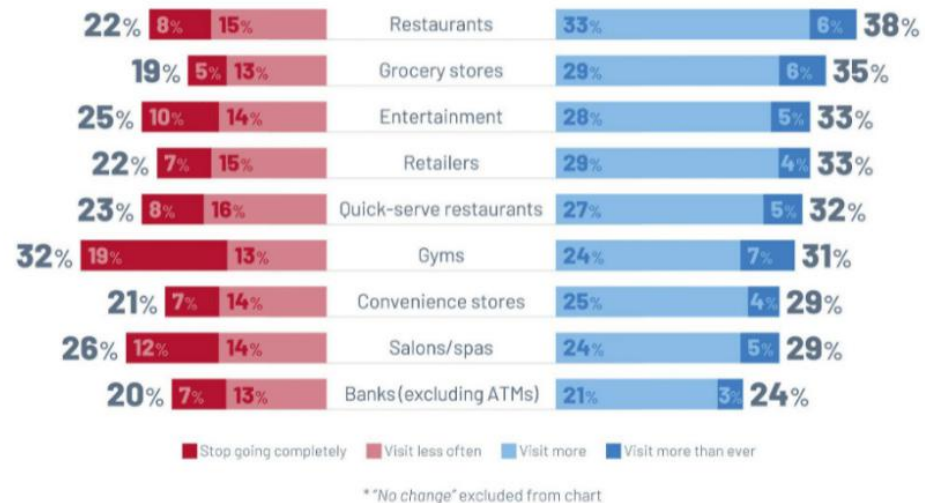


Figure 1.7 Consumers' Increased Demands to Brick-and-Mortar  
Source: MomentFeed

## Consumer Preferences Have Shifted to Online Businesses During COVID-19

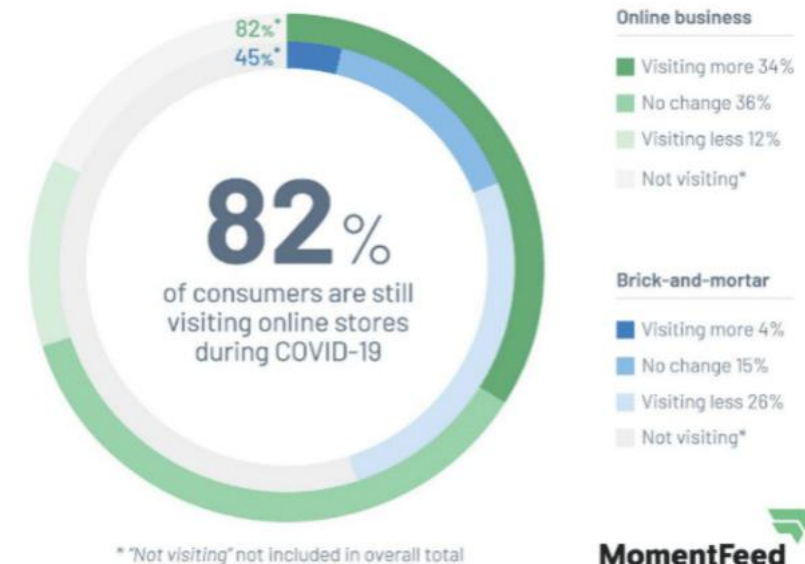


Figure 1.8 More Shifting to E-commerce  
Source: MomentFeed



# Los Angeles - the Fairfax District

- Epicenter of streetwear
- Low seasonality
- Variety of places to hang out in the surrounding area



Los Angeles Climate Graph - California Climate Chart

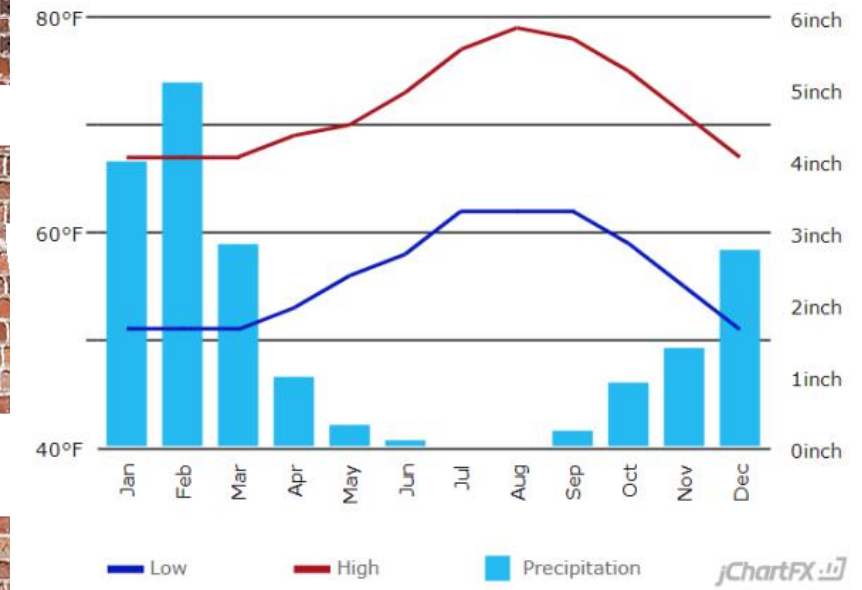


Figure 1.9 Los Angeles Climate Graph - California Climate Chart  
Source: U.S. Climate Data

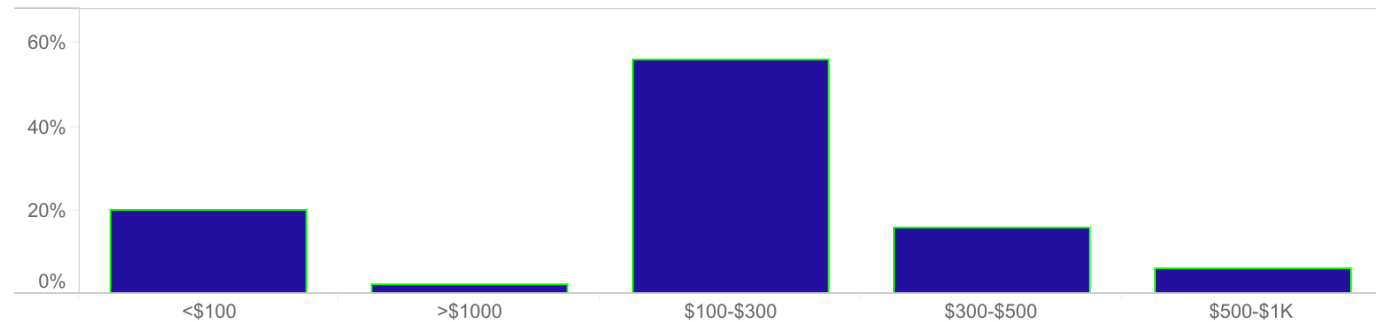


# Consumer Preference

## Preference on Streetwear

- Spend \$100-\$300 on average on a single item of streetwear
- Hoodies, T-shirts and footwear are the best-selling products

HOW MUCH ON AVERAGE DO YOU SPEND PER STREETWEAR PRODUCT? (CONSUMER)



WHAT IS YOUR BEST SELLING PRODUCT? (INDUSTRY)

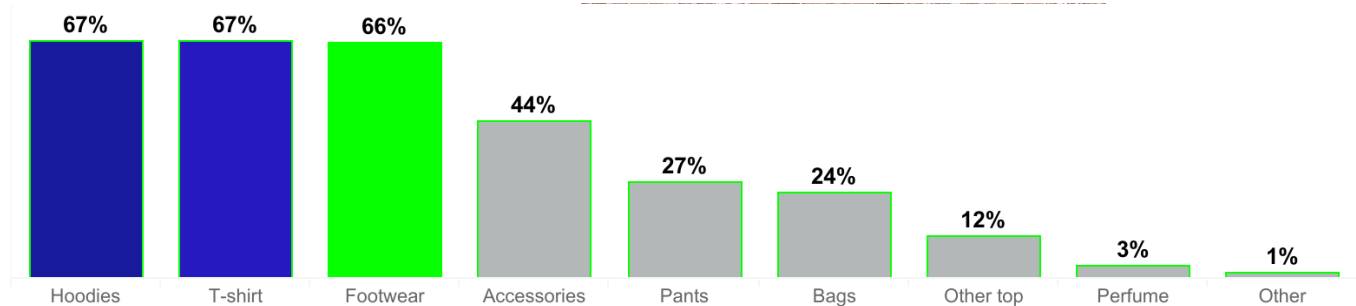


Figure 2.3 Measuring Consumer Spend

Source: Hypebeast and Strategy



# Primary Target Customer

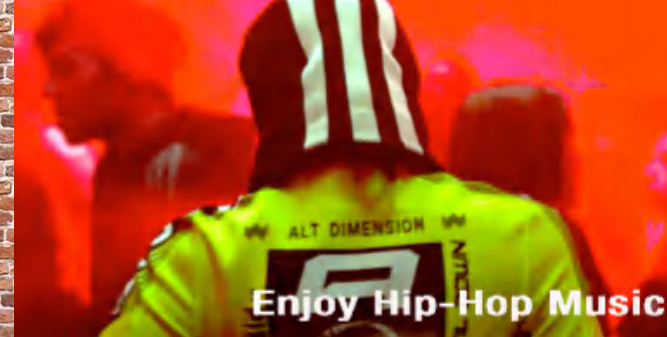
**Age: 20-24**

**Gender: Male and Female**

**Education: College or above**

**Income: \$15k or above annually**

**Occupation: College students, Company Assistants or Interns**



**Enjoy Hip-Hop Music**



**Brick-and-Mortar shopper**



**Video Game Player**



**Hang Out with Friends**



**Care Store Experience**



**Line Up For Drops**



**Social Media User**



# Secondary Target Customer

**Age: 16-19**

**Gender: Male and Female**

**Education: Still in High school or above**

**Income: Less than \$15k annually**

**Occupation: High school or college students**

**Hang Out with Friends**



**Check Everything on Smartphone**



**Line up for Drops**



**Video Game Player**



**Brick-and-Mortar Shopper**



**Affordable streetwear you should cop 🤩**





# Tertiary Target Customer

**Age: 25-30**

**Gender: Male and Female**

**Education: Bachelor degree or above**

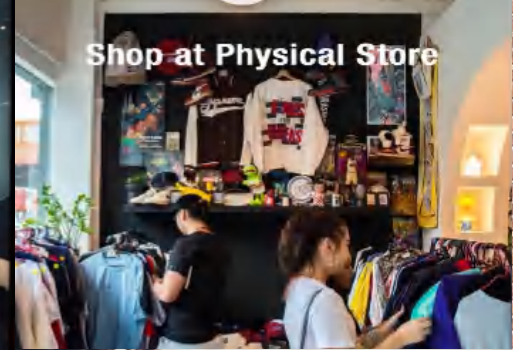
**Income: \$40k or above annually**

**Occupation: Assistants, middle managers, or supervisors in companies**

Hang Out with Friends



Shop at Physical Store



Shop Online



Enjoy Eating Out



Fashion Savvy



Social Media User



Wear Comfortable Clothes





# Competitive Advantages

- The only multi-brand streetwear store to offer Japanese arcade experiences, snacks and beverages.
- Multi revenue streams
- Specialize in Japanese products
- Recognizable old-school store interior
- Diverse product categories





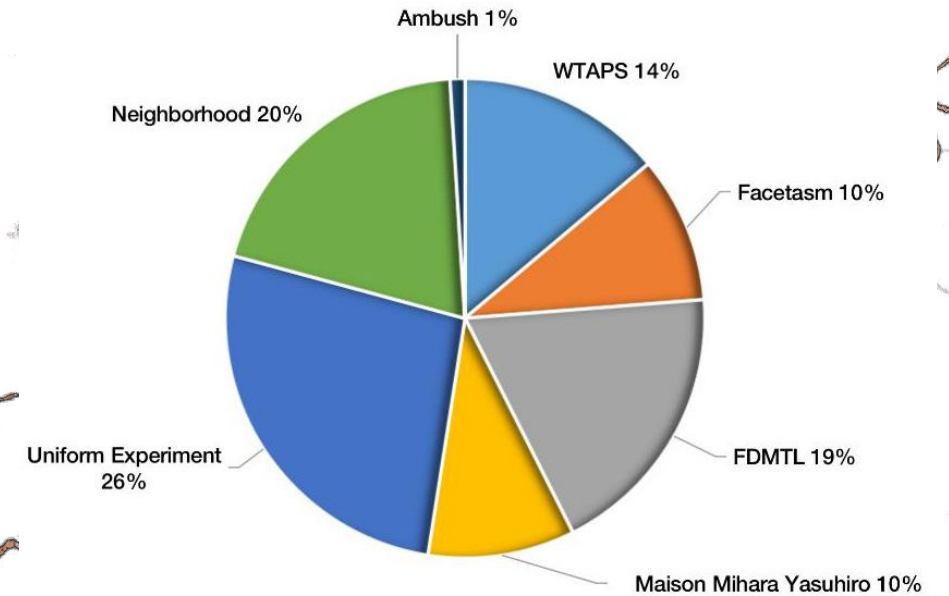
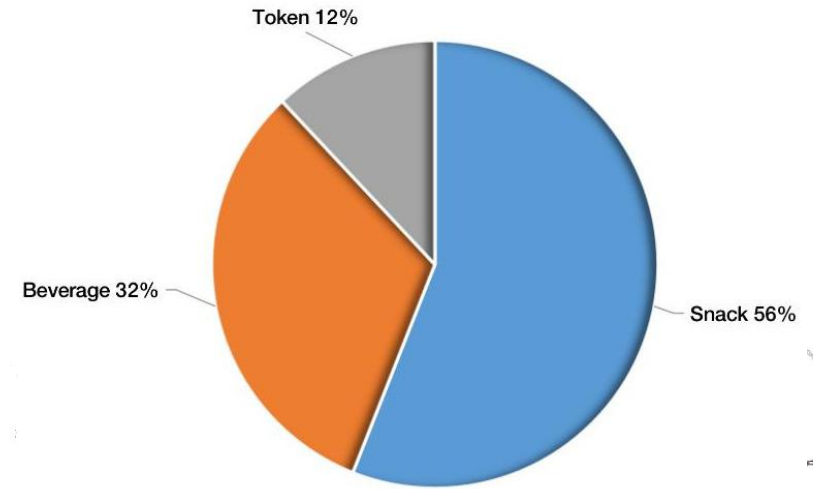
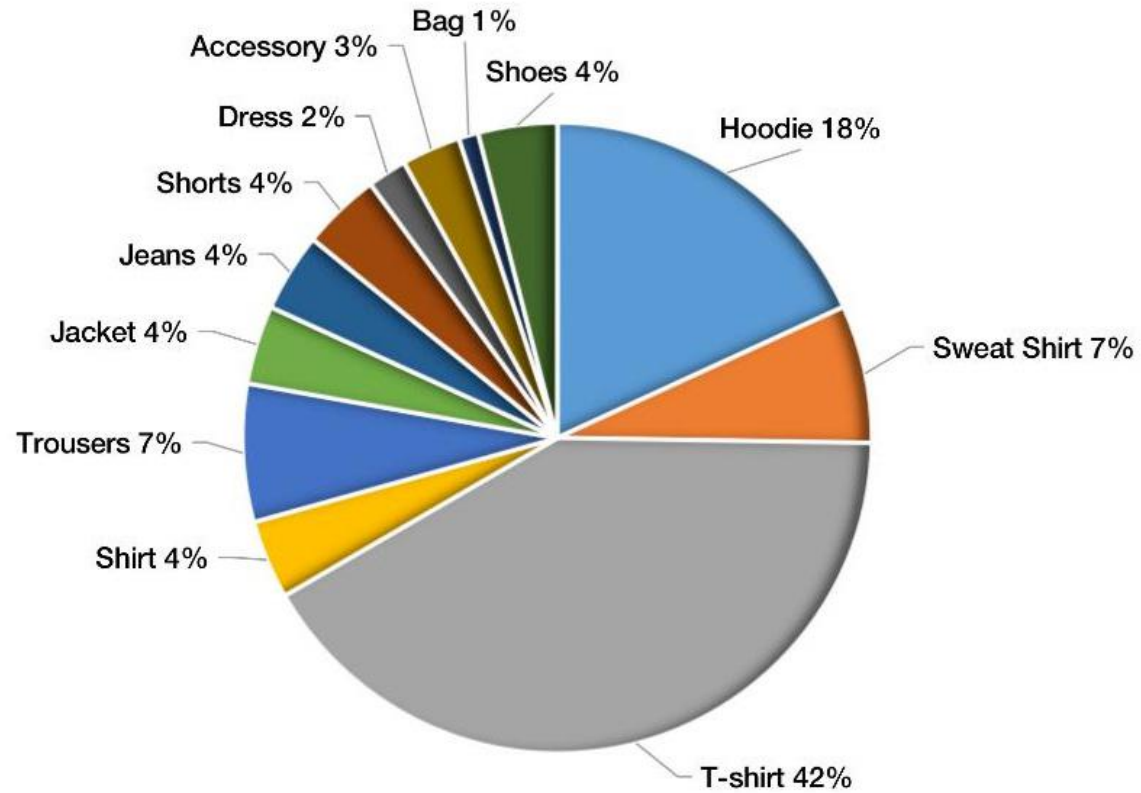
# Buying Strategies

- Mainly carries menswear products including apparel, accessories, bags and shoes
- Japanese brand only
- Price range between \$28-\$773 (better to contemporary)
- Attend domestic and oversea trade shows, and fashion shows
- Keep seeking stylish and streetwear brands
- Diverse product categories

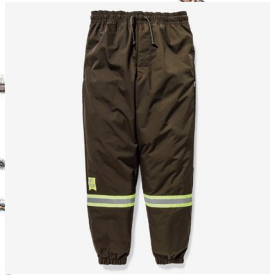




# Product Categories



# Product Images





# Brand Logo

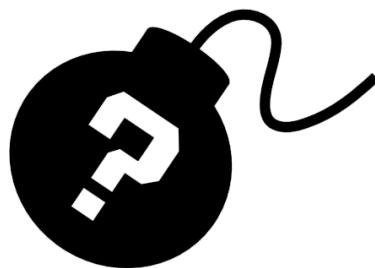
Brand Primary Logo

**PSYCHO**  **BOMB**

Brand Secondary Logo



Brand Icon



**Black**

**R:0 G:0 B:0**

**C:93 M:88 Y:69 K:80**



**White**

**R:255 G:255 B:255**

**C:0 M:0 Y:0 K:0**



**Brick Red**

**R:184 G:77 B:41**

**C:35 M:82 Y:94 K:1**



**Timer Green**

**R:28 G:197 B:72**

**C:71 M:0 Y:89 K:0**



# Brand Colors

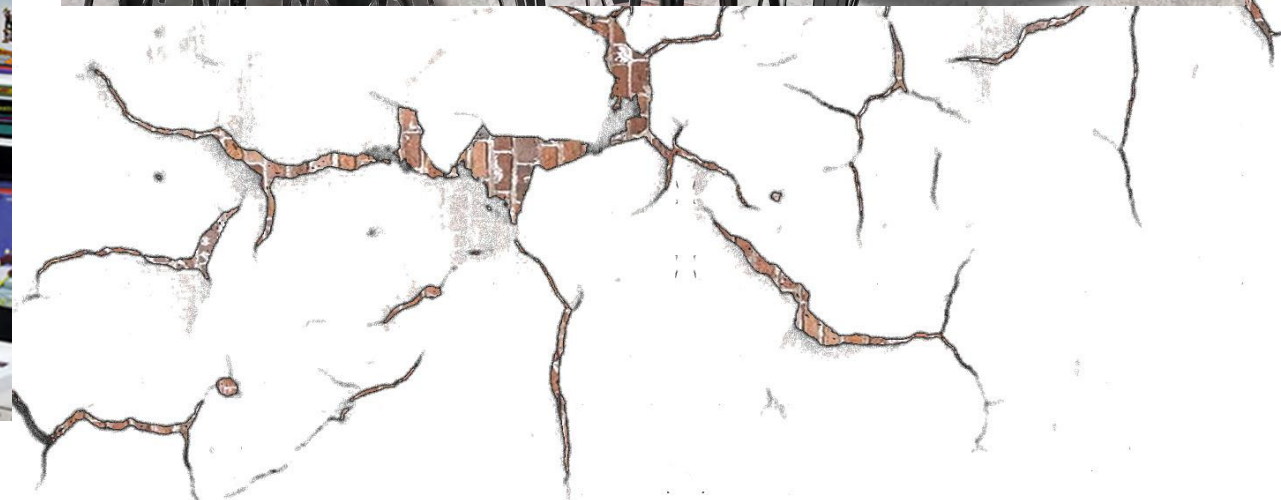


# Window Display





# Interior Elevation





# MARKET Marketing Objectives



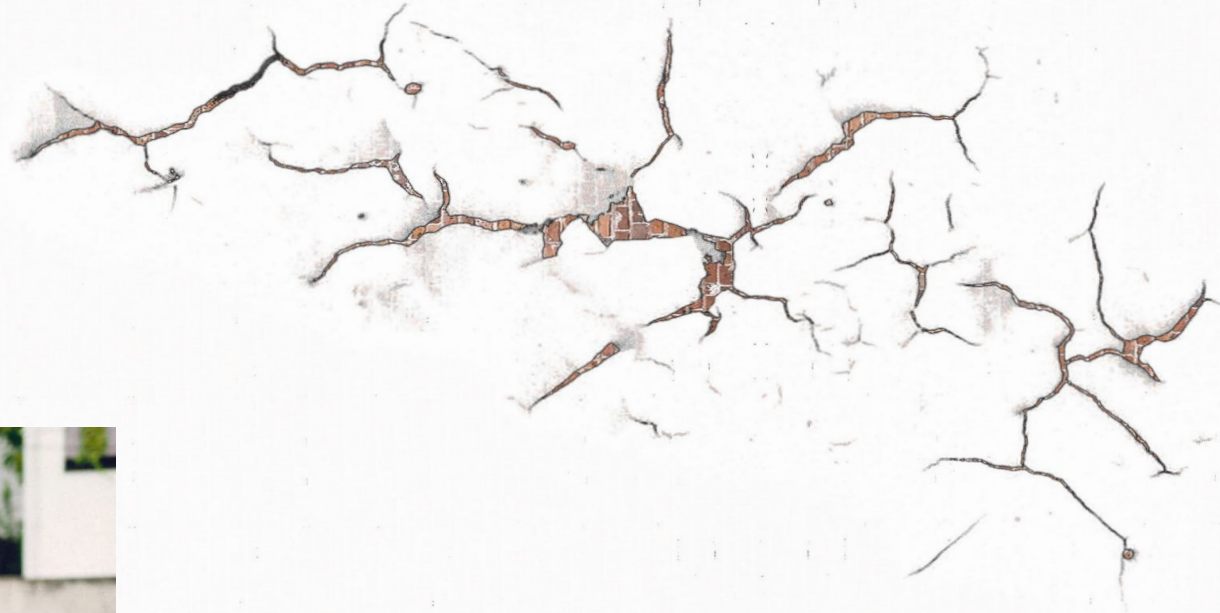
- Increase 30% of both foot and web traffic through creative campaigns to reflect increases of brand awareness.
- Reach \$858,000 sales revenue for the first year.
- Acquire 60k followers from Instagram for the first year.
- Gain 1050 average monthly foot traffic for physical store.
- Get customer base by email subscription through rate of 40% clicks.



# Marketing Strategies

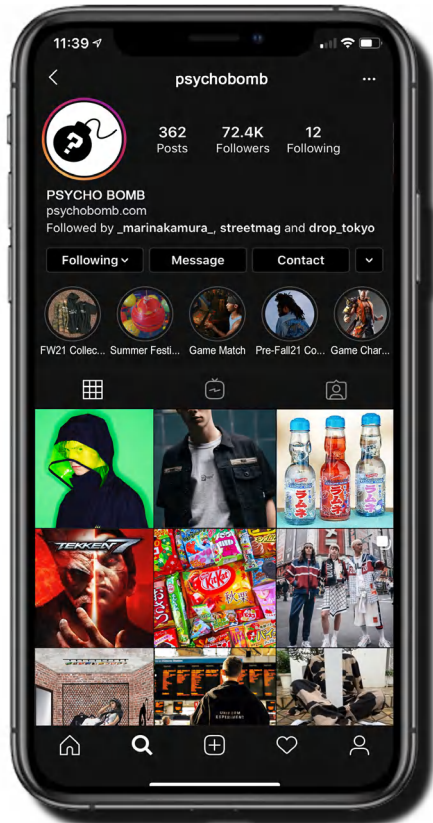


- Launch Collaboration
- Redemption program (Psycho Bomb Fuse)
- Launch 8 Marketing Campaigns for the first year
- Multi-media channels





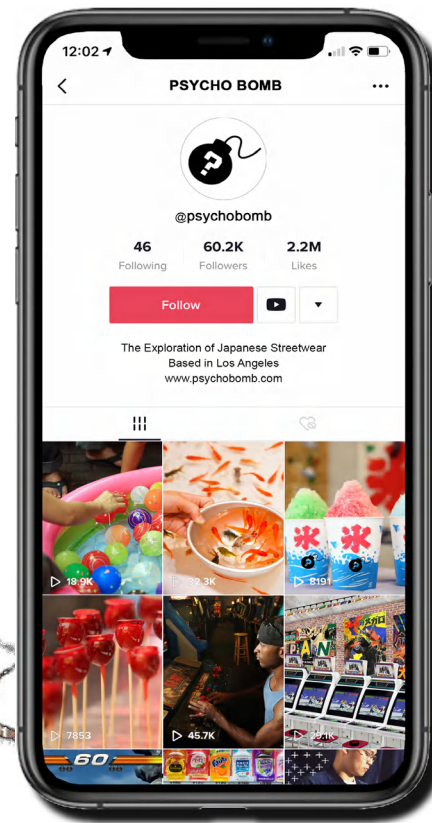
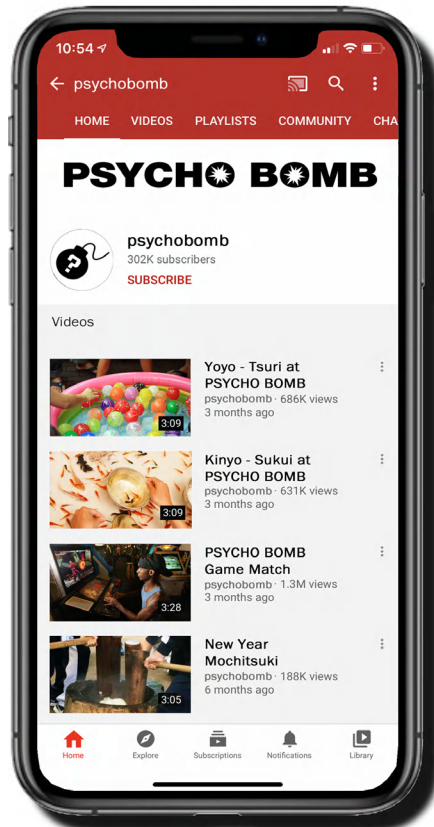
# Social Media



## Instagram

- Most popular social media platforms for Gen z and Millennial
- Primarily used by Psycho Bomb

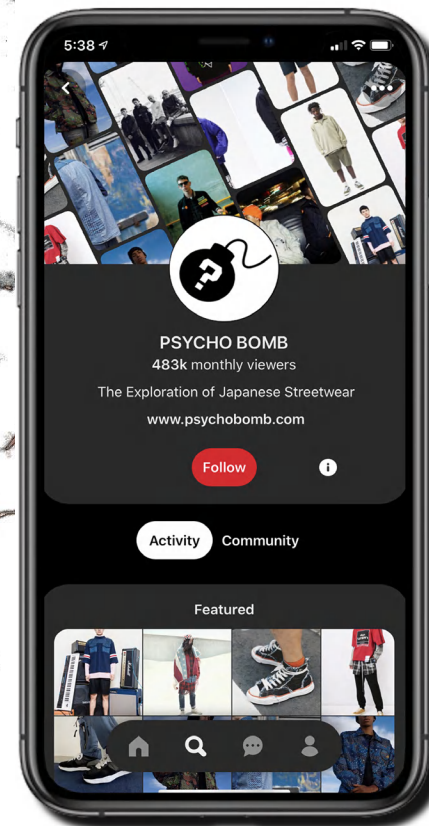
- ### Youtube
- Frequently checked by young people everyday
  - Share concepts by posting short videos



## TikTok

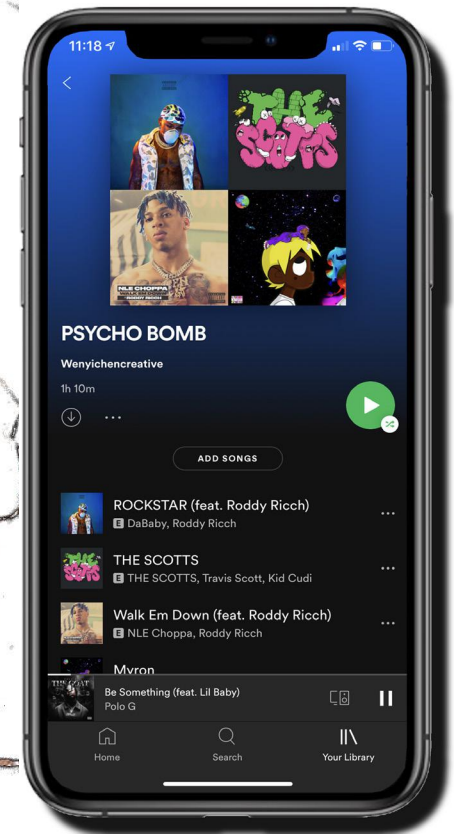
- High popularity for Gen Z
- Build connections with our target customers

- ### Pinterest
- Tool for inspiration
  - Inspire audience and reflect fashion tastes



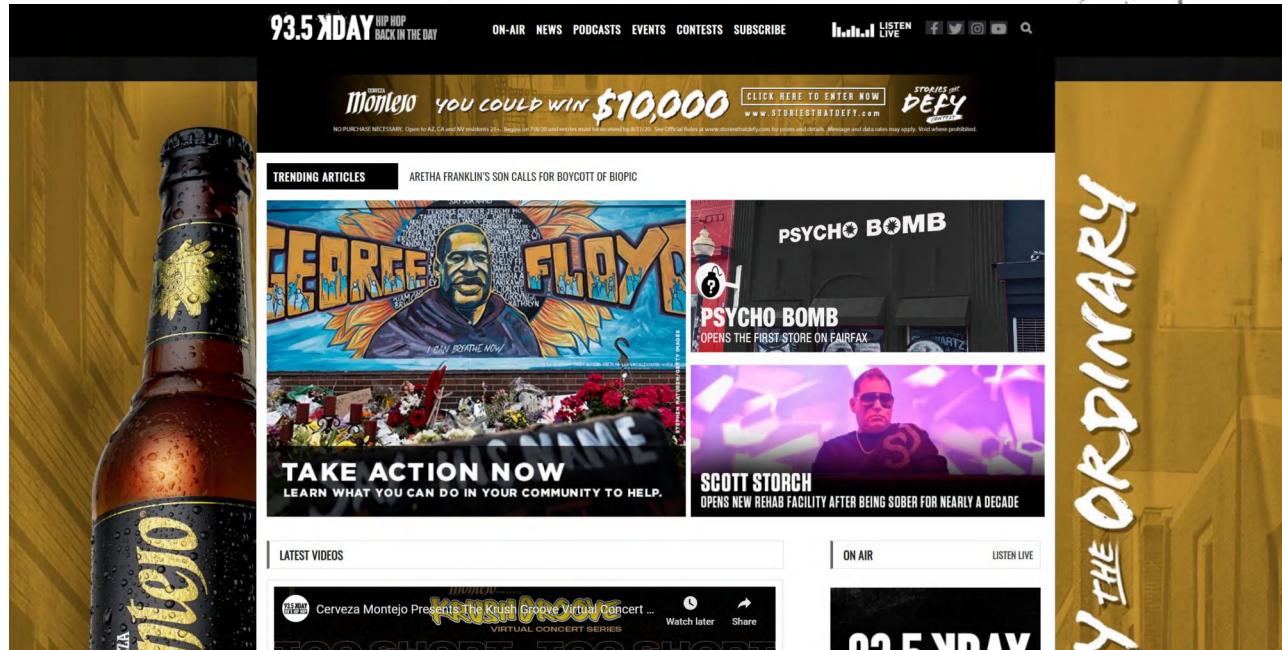
## Spotify

- Main music stream
- Build our own music playlists to Interact with hip-hop culture





# Traditional Media



## Radio Station KDAY 93.5

- Most popular hip-hop radio station in LA
- Build Connections with hip-hop music lovers



## Coffee Sleeve

- Most people drink coffee every day
- Coffee sleeve ads in nearby cafes

# Traditional Media



# New Year Mochitsuki

## Campaign Idea

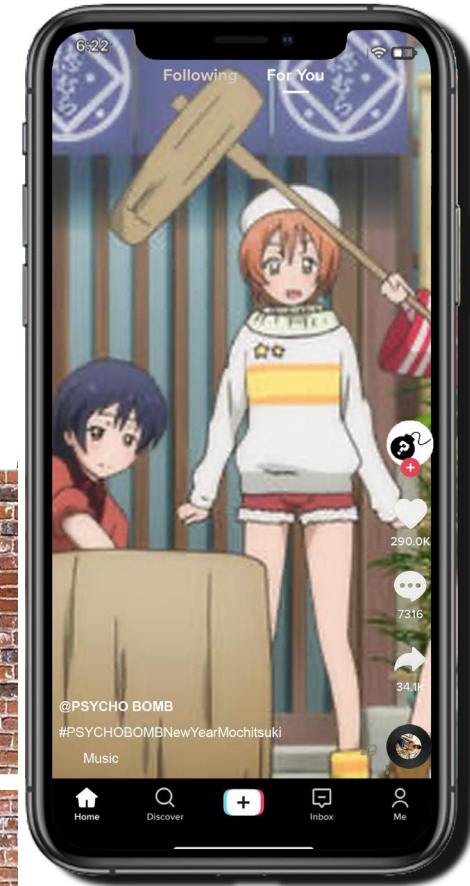
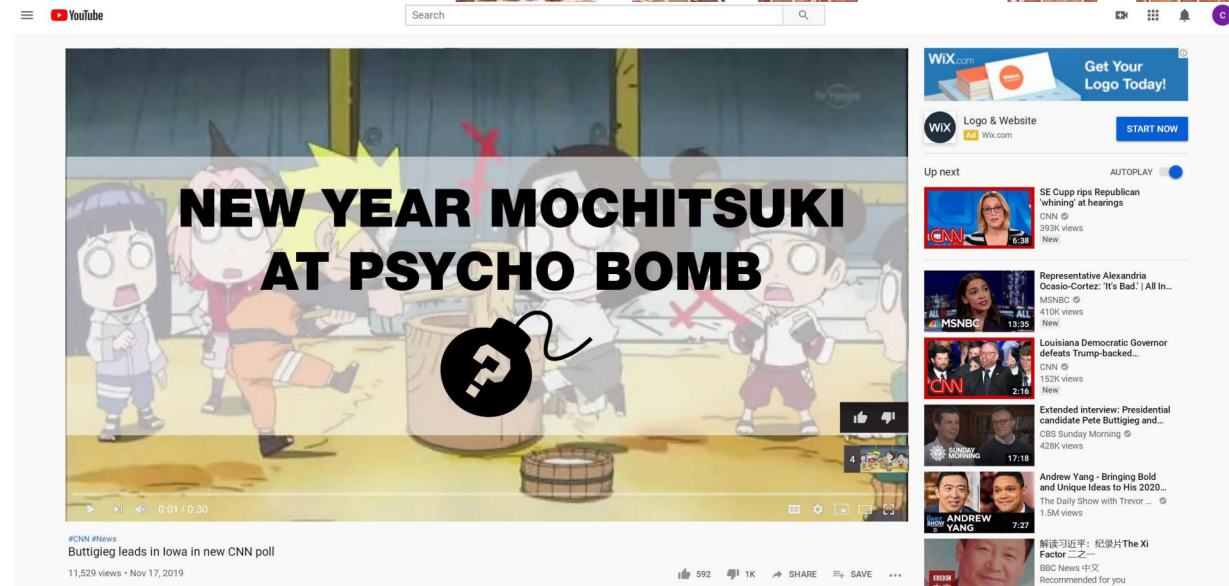
- Digital Mochitsuki(rice cake pounding) experience
- With 80 clicks in 10 seconds, customers can get a small box of mochi
- Mochi can only be picked up at the store
- Mochi with different flavors are available for purchasing
- January 1st

## Campaign Goals

- Increase brand awareness
- Increase sales revenue
- Increase foot traffic for physical store
- Increase web traffic

## Media Channels

- Website
- Unpaid & paid social media
- Email
- SEM





# PSYCHO BOMB

## Summer Festival

### Campaign Idea

- Introduce Japanese summer festivals activities
- Offer Japanese traditional food and games at the store
- Food will be Kakigori(Japanese shaved ice dessert), Ringo Ame(Candy Apple), Watame(cotton candy), and chocolate banana
- Games include Kingyo-sukui(golden fish catching), and Yoyo-tsuru(fishing for water-filled balloons)
- July 20th-27th

### Campaign Goals

- Increase brand awareness
- Increase sales revenue
- Increase foot traffic for physical store
- Increase web traffic

### Media Channels

- Website
- Unpaid & paid social media
- Email
- SEM



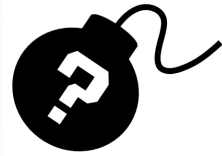


# Financial Summary



## First Year Sales

\$857,924



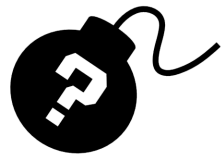
## Average Unit Price

Streetwear Items \$177  
Store Experiences \$4



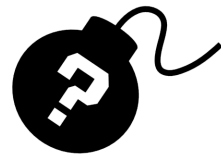
## Expected Daily Foot Traffic

35



## Expected Average Transactions Per Day

Streetwear Items 11  
Token 4 Packs (10 Tokens Per Pack)  
Snacks/Beverage - 5



## Expected Average Unit Per Transaction

Streetwear Items 1  
Store Experiences 1



## Expected Dollar Sales Per Day

Streetwear Items \$1,992  
Store Experiences: \$181



# Future Growth

## Year 2

- Launch private labels
- All products available online

## Year 3

- Collaborate with Japanese game and animation companies
- Open another store in New York City

