



s a e

E-commerce

-Focuses on e-commerce technology, creating web-based business models, marketing innovations for a new fashion brand, and utilizes the latest technique for an enhanced customer interface.

About



sae's story starts from creating basic garments that will last.

It aims to redefine the concept of casual basics such as a hoodie or a t-shirt and create it into something comfortable, durable, and stylish. The brand was rooted from one's own lifestyle where the boundaries between work, fitness, and style has to always stay put together.

From the streets to home, the brand is determined provide the perfect piece of garment to help you be the best version of yourself.

You don't have to sacrifice comfort, style, or practicality with the brand sae.

Target Consumer



Demographic

Location: North America

Gender: Female

Ages: 25-35

Income: \$23000 - \$30000

Professionals with entry level – junior level Jobs

Psychographic

- Enjoys fashion trends & lifestyle centered around health and fitness.
- Active on social media
- Interested in trying out newest trends
- Comfort and practicality is important
- Minimalism + Sustainability

Brand Mood Board



Work on you, for you.



REMEMBER
WHY
YOU
STARTED

Competitors

TALENTLESS



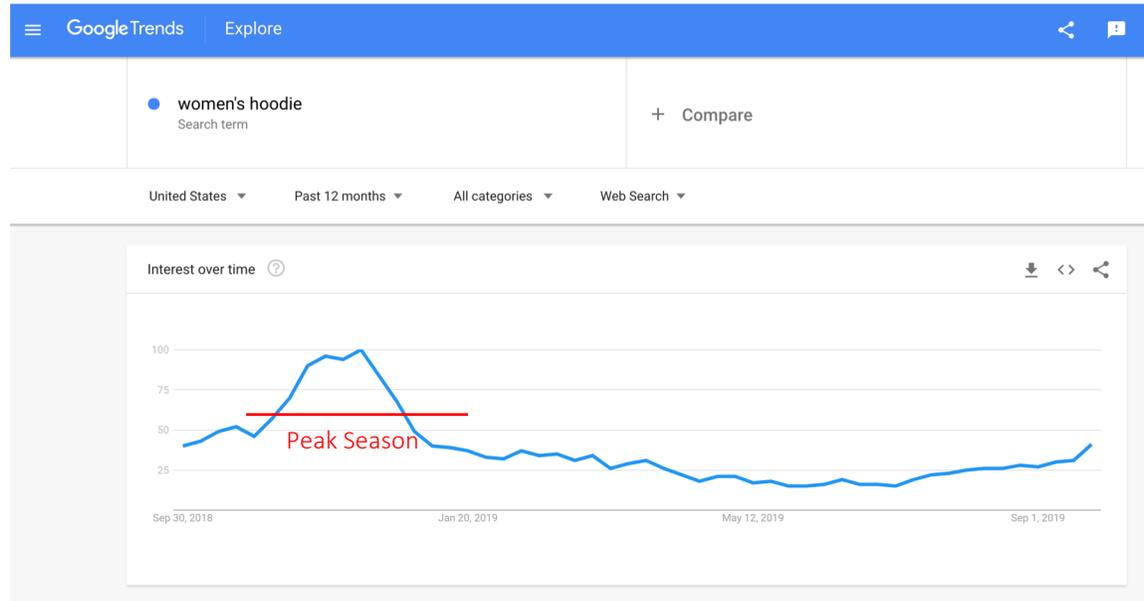
KITH



I.A.M.GIA



3 Month Peak Seasons



- The peak season is October, November, and December.

“best friend”

Peak Season Merchandising Story



Product Page

Log In Home Shop About Contact



Best Friend Hoodie

\$100.00

Color

Size

Quantity

ADD TO CART

Details

- 80% cotton, 20% polyester
- Machine Wash
- Relaxed Fit
- Model is 5'10/175 wearing size S

Returns & Refunds

Let's Chat!

Link

<https://Ohomefoodtherapy0.wixsite.com/saesae/product-page/best-friend-hoodie>

Cart & Check Out

My Cart (1)

	Price	Qty	Total
 Best Friend Hoodie SKU: 00002 Color: Black Size: M Remove	\$100.00	1	\$100.00

Promo Code

Add a note

Subtotal	\$100.00
Shipping California, United States	FREE
GST/HST ?	\$7.25
Total	\$107.25

Checkout

Check out with **PayPal**

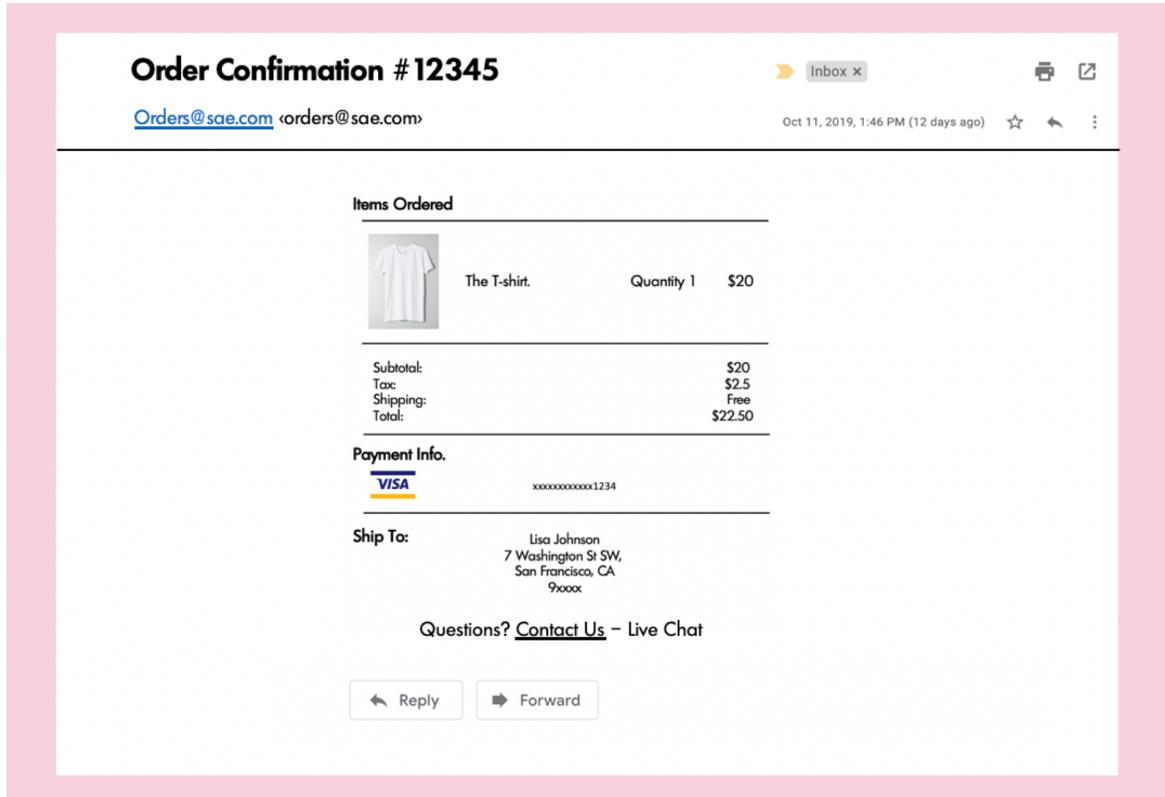
Let's Chat!

SSL SECURE SHOPPING
Your data is safe and secure.

Link:

<https://Ohomefoodtherapy0.wixsite.com/saesae/cart?appSectionParams=%7B%22origin%22%3A%22cart-popup%22%7D>

Confirmation Page & E-mail



Customer Communication

FAQs

Find answers to your questions [here](#)

Contact Us

Phone

#123-456-7890
Mon - Fri 7:00 AM - 9:00 PM PST
Saturday 8:00 AM - 9:00 PM PST

E-mail

contact@sae.com

Live Chat

Mon - Fri 7:00 AM - 9:00 PM PST
Saturday 8:00 AM - 9:00 PM PST
Available on bottom right corner,
ask a question to activate chat
with a live agent!



 Let's Chat!

Link to Contact Us Page

<https://0homefoodtherapy0.wixsite.com/saesae/contact>

Main KPI

- **Site Metric KPI:** Conversion Rate (Number of order/Number of Site visitors X 100)

Once the brand launches a new collection or a campaign and wants the consumers to take action, this can help the brand test out CTAs or masthead designs for one's advantage.

- **Merchandising Metric KPI:** Average Unit Retail AUR (Gross sales/Number of Units sold)

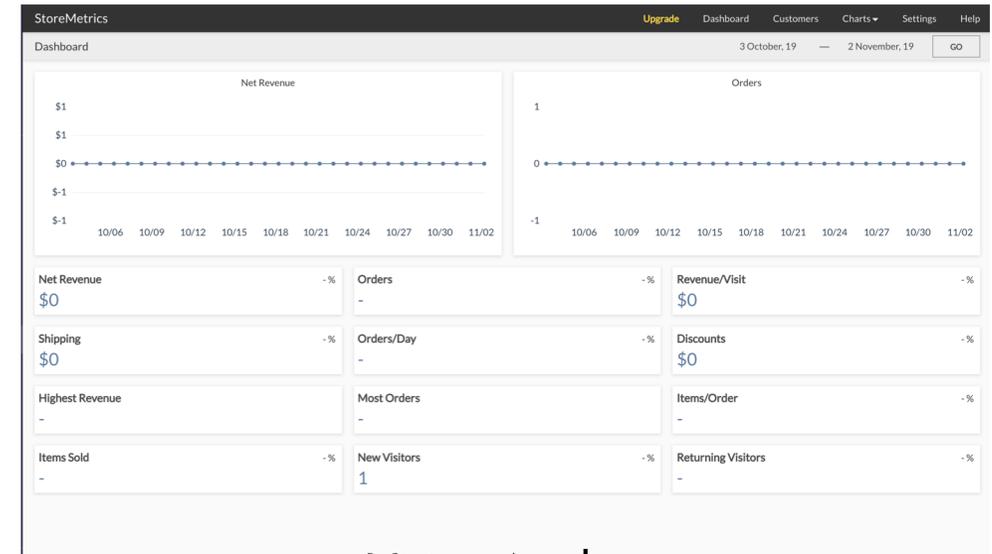
When releasing a new product line and the brand is unsure of the right pricing for that product, one can take the AUR data and implement the right pricing strategy.

- **Revenue Metric KPI:** Net Sales (Gross sales – Sales Adjustments)

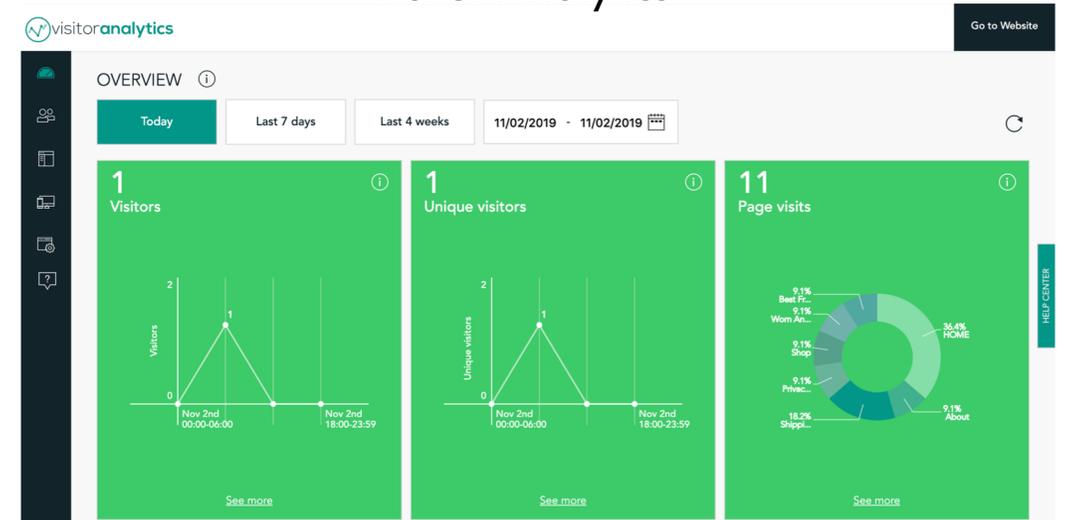
For an apparel brand like sae looking at the net sales is a better way to measure sae's revenue. By understanding how much your brand is making, one can help on set the right budget for running the company.

WIX Analytics Software

StoreMetrics



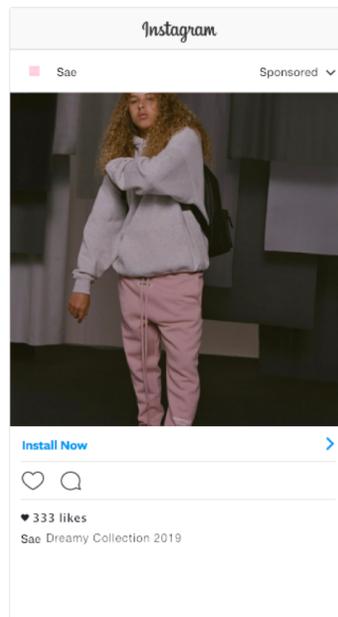
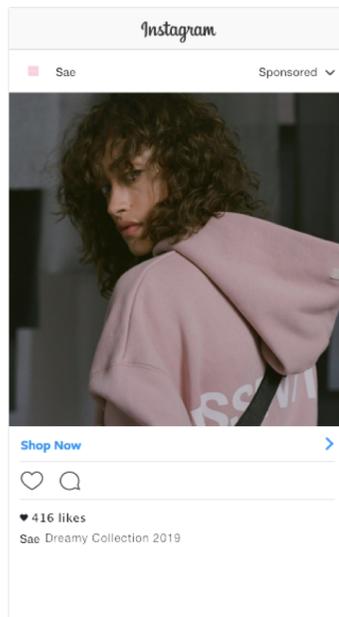
Visitor Analytics



Marketing Campaign

BRANDING CAMPAIGN

- **Name:** DREAMY COLLECTION CAMPAIGN
- **Time:** October 1st – 30th
- **Objective:** To promote the new collection for F/W collection 2019 and generate traffic and sales.
- **Estimated Costs:** \$500 for content photo shoot and image creation



PROMOTIONAL CAMPAIGN

- **Name:** 100 people only "Free Matching Jogger" Gift
- **Time:** Starts on November 15th and ends when it is sold out.
- **Objective:** To encourage consumers to make a purchase and drive traffic to the website.
- **Estimated Costs:** \$1 500 (*\$15 per joggers)



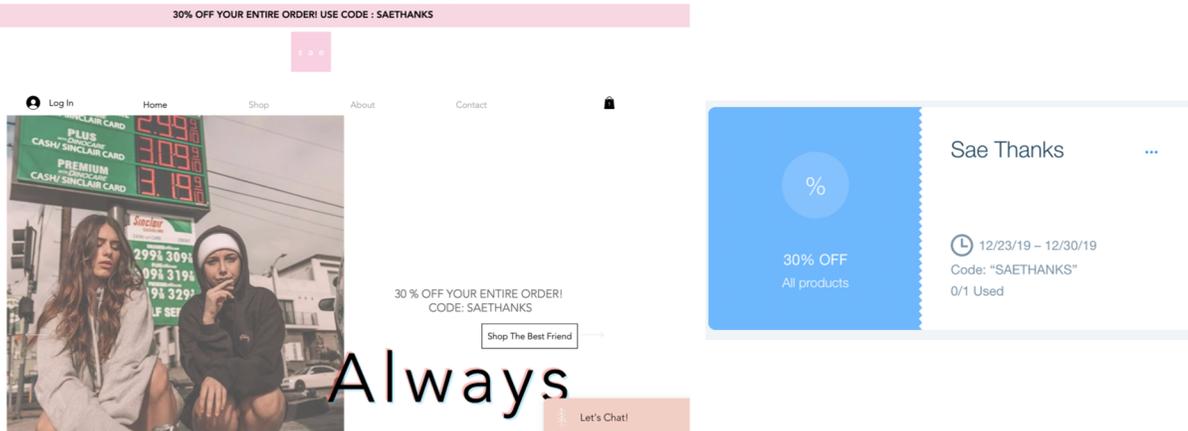
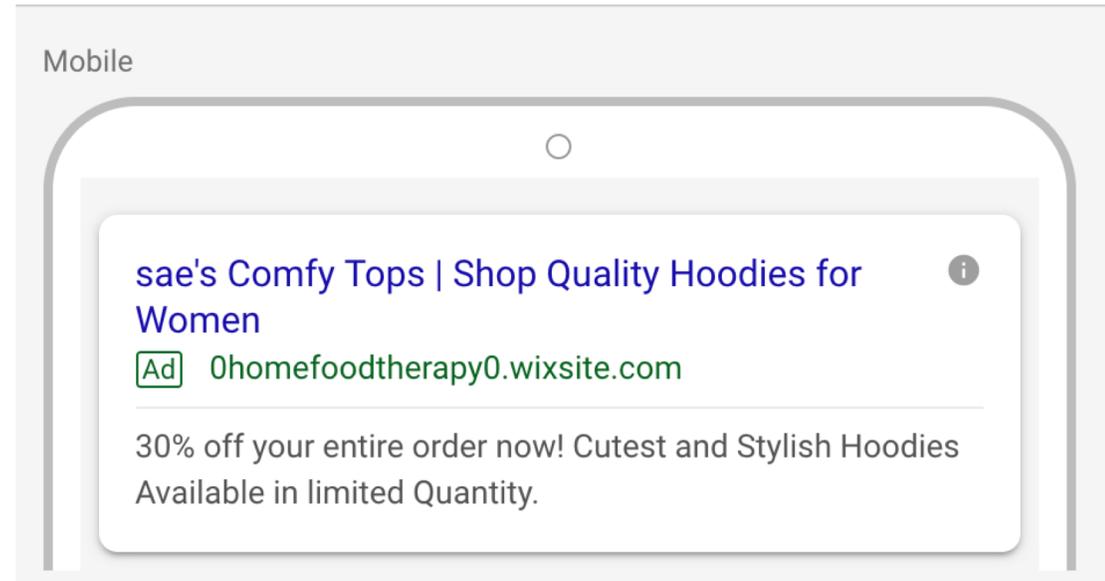
Marketing Campaign

SALES CAMPAIGN

- **Name:** Sae Thanks (*Coupon Code SAETHANKS)
- **Time:** December 23th – 30th
- **Objective:** This is a price reductions campaign where the main objective is to increase website traffic and orders to increase the revenue before the end of the fiscal year.
- **Explanation:** The consumer gets 30% off the entire order online. This event will include both sales and new items.
- **Estimated Costs:** \$150 (*banner design & display for 2 weeks)
- **Link to Homepage:**
<https://0homefoodtherapy0.wixsite.com/saesae>

Search Engine Marketing (SEM)

- The following strategy aims to have the e-commerce site easy to locate in the parts of SERP so more products are promoted and sold.
- The phrases describing the link to the store is written to gain more traffic to the site.
- Click Bid: \$1/Click. (50 clicks/day)
- **Estimated Costs:** \$1500 per Month



Search Engine Optimization (SEO)

- The same two keyword “hoodies for women” and “comfy tops” will be applied to optimize the brand’s e-commerce site.
- By utilizing both on-page ranking factors with the keywords and also off-page ranking factors from successful backlinks, this SEO strategy will help one to appear more on the organic search results. **Estimated Costs:** \$500 per Month
- **Link to the Optimized Site:**
<https://0homefoodtherapy0.wixsite.com/saesae>


About 1,050,000 results (0.36 seconds) [Advanced search](#)

- Everything
- Blogs
- News
- More

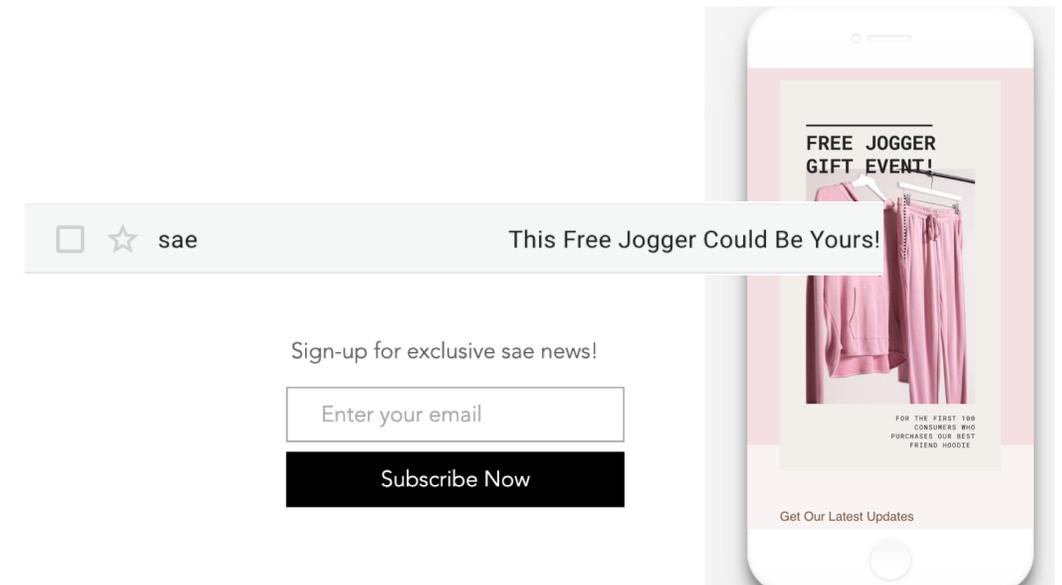
Comfy Tops! Hoodies for Women, Only at sae

<https://0homefoodtherapy0.wixsite.com/saesae>

sae is all about comfy tops such as hoodies for women. Get comfy and get style with sae's hoodies for women.

E-Mail

- The brand wishes to create meaningful e-mails that are not entirely promotional to increase the number of subscribers in our mailing list.
- Those who sign up for the first time gets 10% off will be asked to subscribe during the check-out process. **Estimated Costs:** \$10 per month
- **Link to the E-mail:**
<https://shoutout.wix.com/so/93Mwzm3BW#/main>



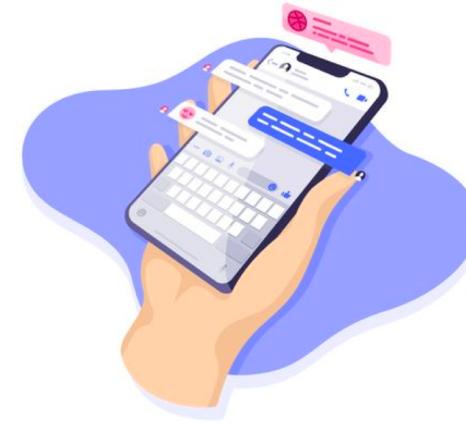
Display Ads

Estimated Costs: \$500 per month

Social Media Marketing (SMM) Social Media Advertising (SMA)

COSMOPOLITAN style beauty sex politics astrology subscribe newsletter US

beauty trends + style tricks

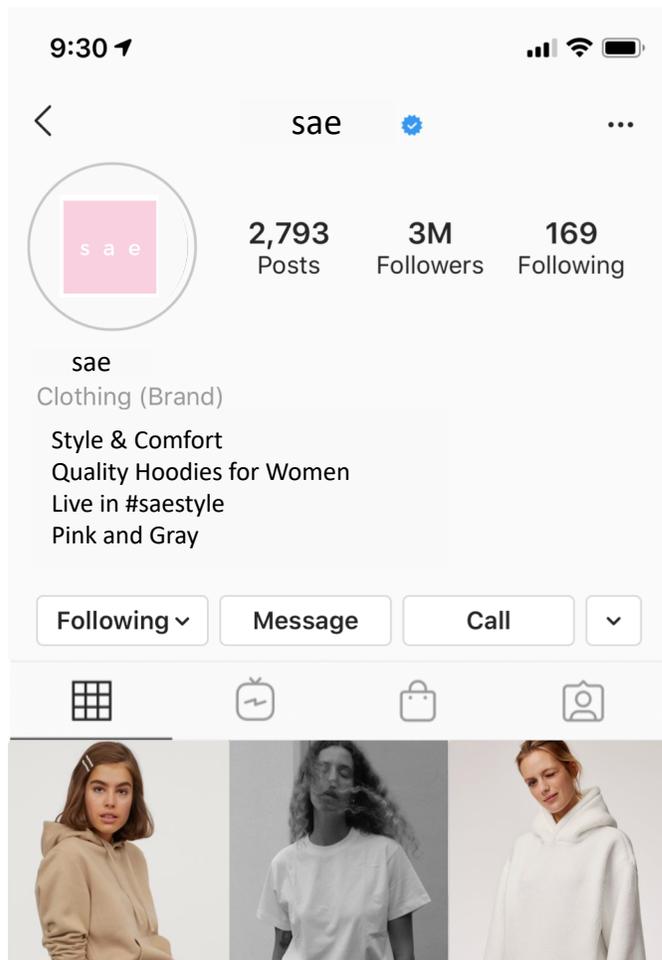


Homepage link with social bar at the footer: <https://ohomefoodtherapy0.wixsite.com/saesae>

- sae's target audience are digital generation prone to utilizing multiple social media channels. This results in the brand's focus on platforms such as **Instagram, Facebook, Twitter, and Pinterest**. The first two platforms will be for branding purposes and a channel for the consumers to collectively follow. Twitter will be used for lively updates and community meme sharing, Pinterest will serve as platform that communicates the brand's aesthetics.

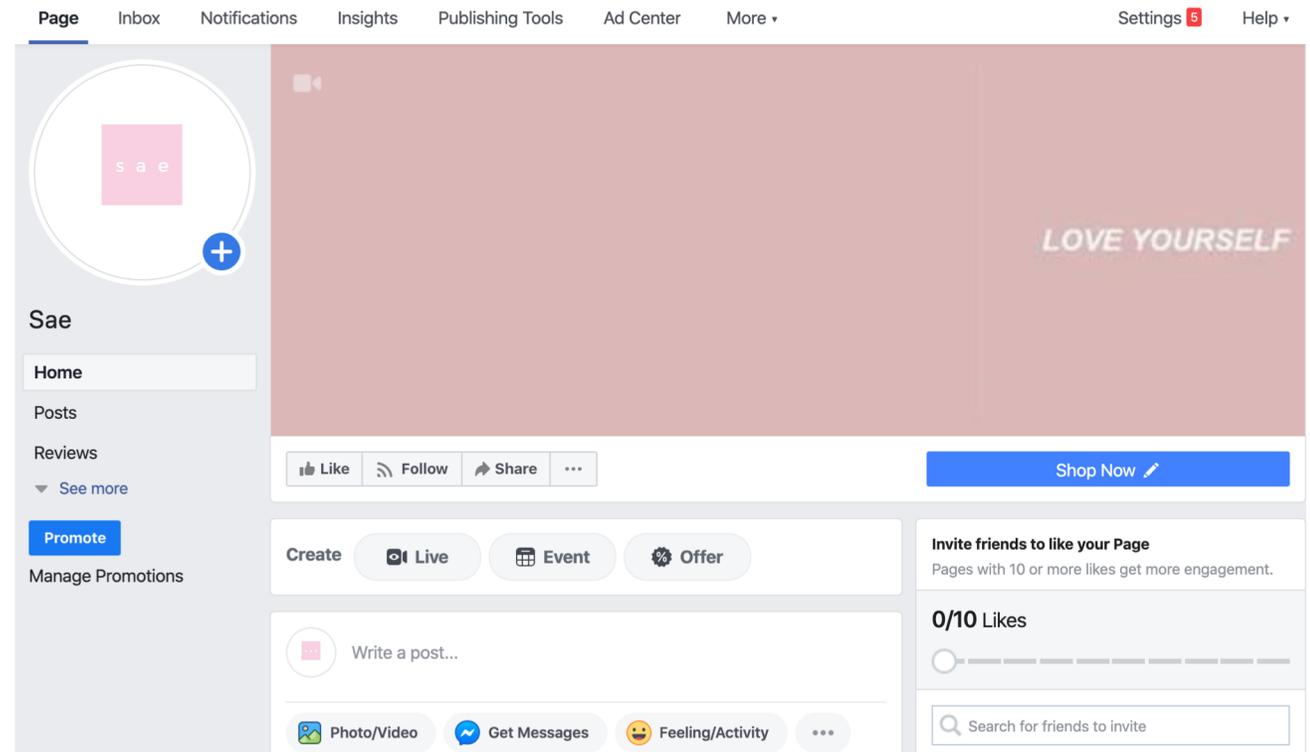
Instagram Page Mockup & Sponsored Posts

- **Estimate Cost for SMA:** $\$0.5 * \$2500 = \$1250$



- **SMM**

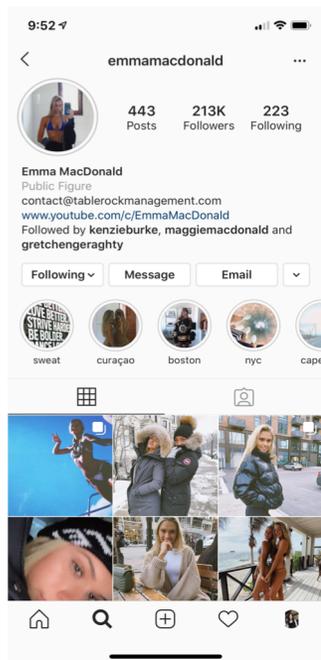
Facebook Page Mockup



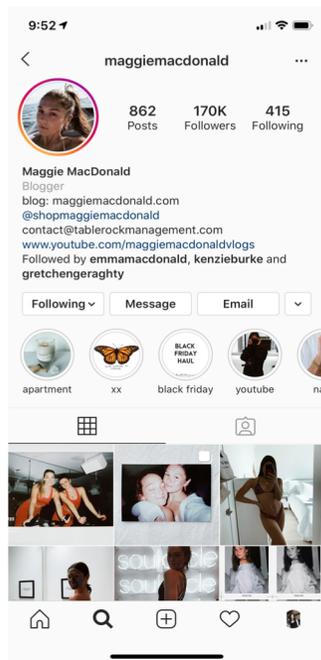
- **SMM**

Influencers

- sae will contact 3 lifestyle influencers for promotions. They are females aged around 20 – 27 which is the primary target audience of the brand itself. With a follower community of around 200k.
- **Estimated Costs:** \$500 gift card where the influencers can pick out the product that they want to feature on their channel + \$2000=\$2500



213K



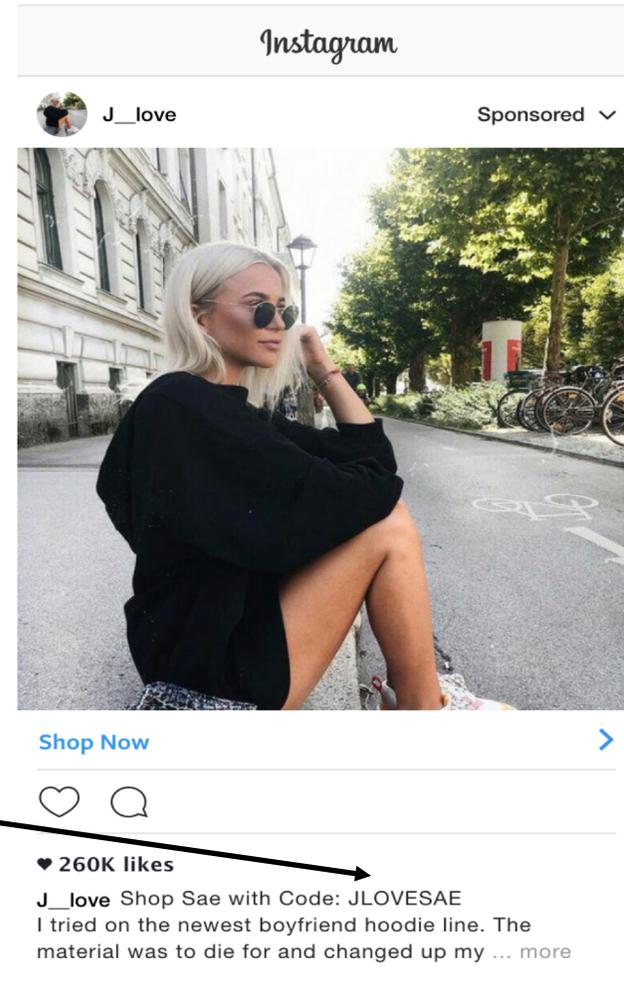
170K



173K

Affiliates

- **Estimated Costs:** \$250 (affiliate hiring fee) + 4% of the entire order



CODE



♥ 260K likes

J_love Shop Sae with Code: JLOVESAE
I tried on the newest boyfriend hoodie line. The material was to die for and changed up my ... more

SPECIFIC CODE PER AFFILIATES

Sample Link: <https://0homefoodtherapy0.wixsite.com/saesae/jlovesae>

Pop-up Store

- Located in the Melrose shopping district in LA, California. The location's unique attitude towards athleisure and the global exposure through the international tourists makes it a perfect location.
- The space is to serve as an overall experiential retail space.



Multi-Channel Features, Services, & Integration



- Online Ordering Service (*inventory lookup)
- Cross Channel Returns
- Styling Service
- Limited edition hoodie only available at the pop-up.
- Multiple Photo Zones throughout the store.
- Free welcome drinks for visitors.

Multi-Channel Features, Services, & Integration



- **Online Ordering Service (*inventory lookup)**

Pop-up stores are limited in inventory, so consumers are available to try on sample pieces and order extended sizes and colors that are not available directly at the store.

- **Cross Channel Returns**

Online purchases can be returned during the there weeks duration of the pop-up being held. This makes things convenient for the consumers while also increasing foot traffic.

- **Styling Service**

- **Limited edition hoodie only available at the pop-up.**

- **Multiple Photo Zones throughout the store.**

- **Free welcome drinks for visitors.**

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