

Creating a Competitive
Business Strategy

“GOOD COLORS”

Inspired in Ancient Cultures
Fall 2019

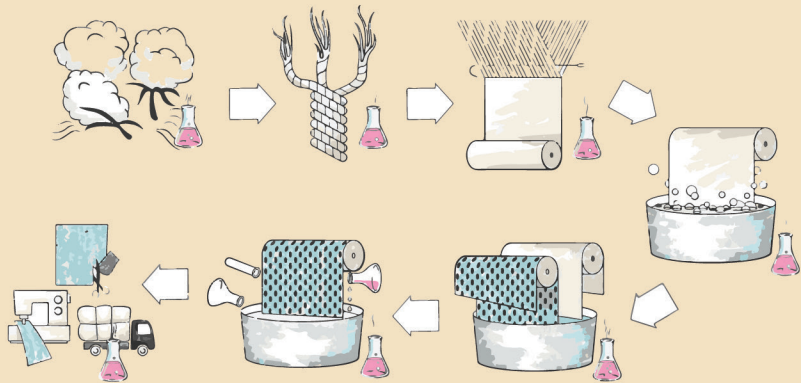


Business Overview

- **Mission:** to preserve cultural heritage by getting inspiration for our designs and dying techniques from cultures around the world
- **Vision:** to create sustainable high quality pieces that can carry someone else's story throughout the years
- **Type of business:** direct-to-consumer e-commerce business model
- **Target customer:** "green" millennials, 25-42 years old
- **Location:** San Francisco, Austin, Nashville, Seattle, New York, Boston, and Washington D.C.
- **Product:** high quality knits
- **Price:** "bridge" level
- **Place:** e-commerce website
- **Promotion:** digital marketing and partnerships



Business Objectives



Good Colors will address the following problems:

- How long do **synthetic materials** take to truly disappear after we dispose of them?
- Once the garment hits the ground and starts “decomposing”, the toxic chemicals are also released into the environment. What happens to the water when **toxic chemicals** are released into it?
- What kind of dyes are we using, and why? This will open up an opportunity to connect with **cultures from around the world**

Market Overview

Industry: Women's Clothing

Market Size: expected to grow from \$167 billion in 2019 to \$184 billion by 2024 (DeSalva)



Industry Trends

Separate Wardrobes Don't Work

Anymore: distinction between workwear and casual wear is becoming something from the past (DeSalva)

Women Turn More Conscious Shoppers:

younger generations are showing a stronger interest in reducing their carbon footprint and buying sustainable items with more sustainable fabrics (DeSalva)

More Than Half Of Women Shop

Frequently: 94% shopped for clothes last year and 60% of them shop at least 5 times a year (DeSalva)

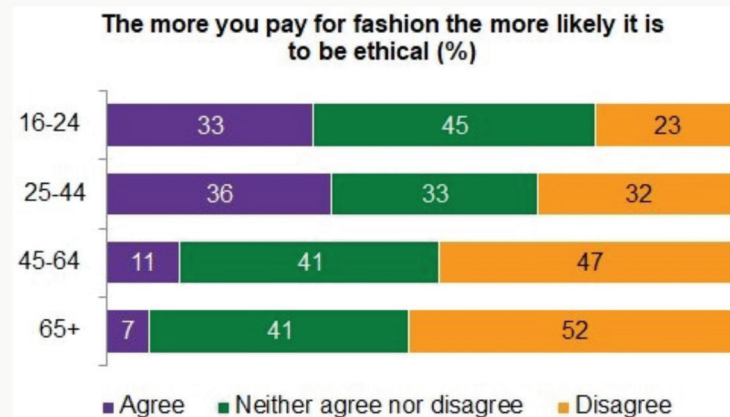
Current Movement: Fashion Sustainability



Development & Current Status

Transparency: retailers are disclosing their suppliers a lot more than before (Baram). Even if the items are not made sustainable, “67% of people agree that fashion retailers should be letting [them] know” (Baram)

Younger consumers: agree that a higher priced goods are more likely to be ethical. 40% of Gen Z agree that being vocal and raising awareness should be a priority (Baram)



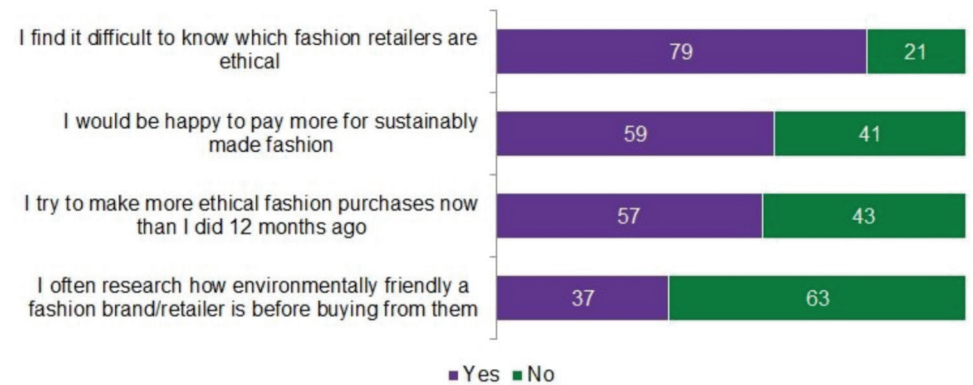


Millennials: treatment of workers and animal welfare are the most important concern (Baram)

Sustainability Is Confusing: 79% of consumers finds sustainability confusing (Baram)

Urbanites Care More: people in cities are more likely to shop sustainably, and those in more rural areas tend to get more confused about sustainability (Baram)

Sustainable fashion behaviours (%)



Target Customer Profile

Primary Target

Demographics:

- Age: 33-42 years old
- Sex: female
- Education level: college level and above
- Income level: \$75,000 and above (per year)
- Marital status: single or married with one or two kids
- Occupation: Influencer Marketing Manager at Tom's

Geographics:

- Lives in cities such as San Francisco, New York, Washington D.C., and Nashville

Psychographics:

Behavioral characteristics:

- Web-savvy
- Research online the best and cleanest products

Interests:

- Facebook, Instagram, and Twitter
- Online blogs
- Traveling is an important part of their lives
- They believe that each of their decisions have an impact
- Spirituality and peace of mind is always a priority



Target Customer Profile

Secondary Target

Demographics:

- Age: 25-32 years old
- Sex: female
- Education level: college level and above
- Income level: \$55,000-80,000 (per year)
- Marital status: single
- Occupation: Graphic Designer Contractor at a Digital Content agency

Geographics:

- Lives in cities such as Los Angeles, Austin, and Brooklyn

Psychographics:

Behavioral characteristics:

- Money is always on their mind
- Paying off student loan debt
- Always on the lookout for new technology
- Hanging out with friends and going on hikes have become a common interest

Interests:

- Facebook, Instagram, Twitter, and Youtube
- They follow brands on social media
- Traveling is also important but on a budget
- Healthy recipes often come from Pinterest
- High quality are worth the extra dollars


















Our Concept

- **Goal:** create an ethical knitwear brand that will target “green” women within the millennial population
- **The problem:** fast-fashion companies that have no regards for the planet, animals, or people involved in the supply chain. The notorious climate change that is endangering the future of our planet is inspiring consumers to question the impact of their clothes
- **Opportunity:** inform consumers about the dangers of fast fashion, the negative implications of man-made materials, the benefits of natural fabrics and natural dyes, and the people behind our supply chain
- **How:** cultures from around the world will serve us as inspiration for our manufacturing and design processes. We will create stories around our products that will connect cultural heritage with sustainability

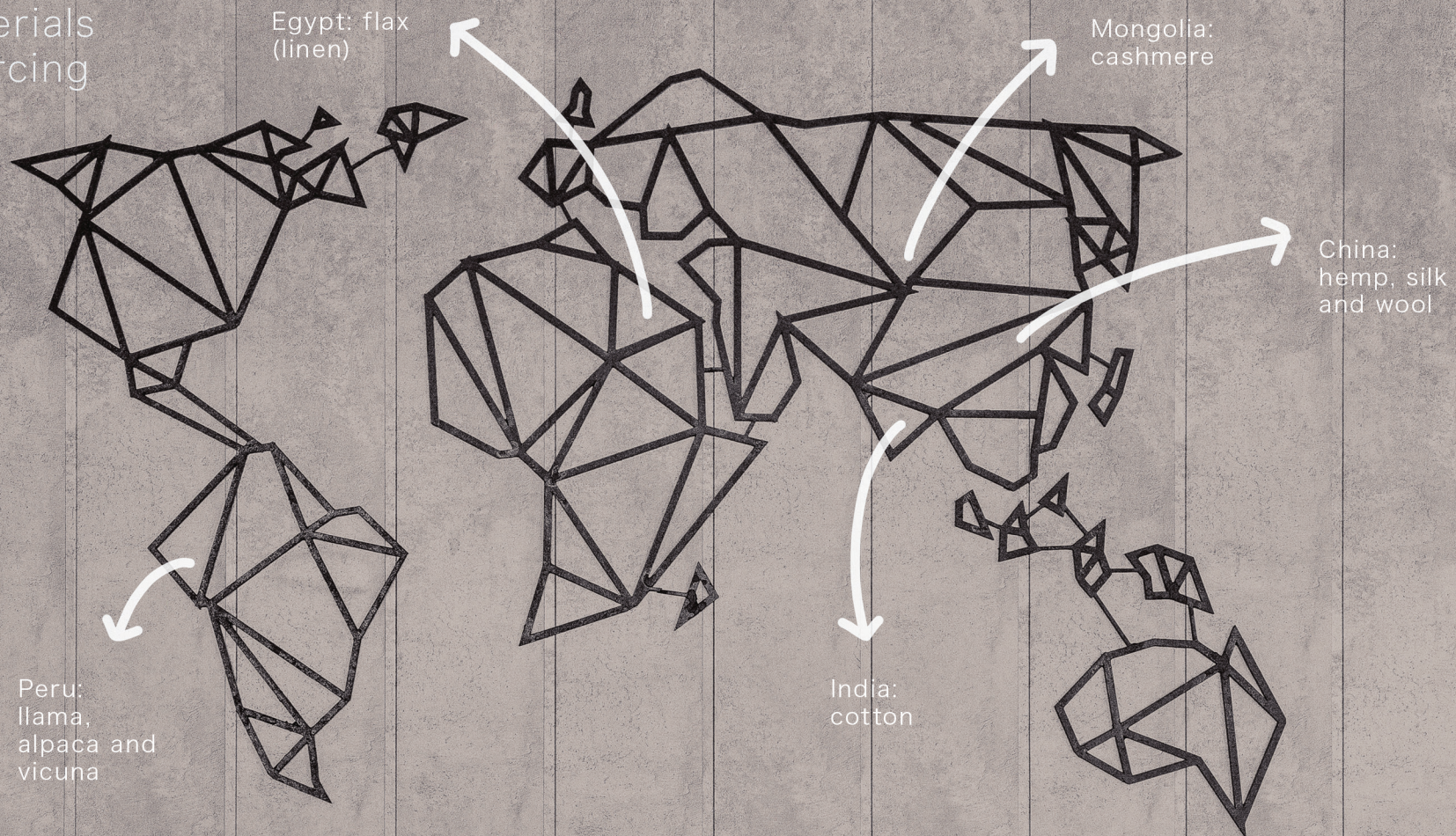


Products

We will focus on creating high quality knits in neutral tones with a few color accents. The categories will include:

Categories	Classifications	Materials	Price	Inspiration			
Blouses & Tees	<ul style="list-style-type: none"> Short Sleeve T-Shirts 3/4 Sleeve T-Shirts Turtlenecks Knit Blouses 	<ul style="list-style-type: none"> Pima Cotton Wool Alpaca Silk Organic Cotton 	<ul style="list-style-type: none"> \$80-\$400 				
Sweaters	<ul style="list-style-type: none"> Cropped Sweaters Cardigans Ponchos V Necks Wrapped Coats 	<ul style="list-style-type: none"> Alpaca Llama Cashmere Cotton 	<ul style="list-style-type: none"> \$200-\$1000 				
Dresses	<ul style="list-style-type: none"> Short Dresses Maxi Dresses 	<ul style="list-style-type: none"> Organic Cotton Linen Silk Cashmere 	<ul style="list-style-type: none"> \$200-\$1000 				
Accessories	<ul style="list-style-type: none"> Scarfs Beanies Throws 	<ul style="list-style-type: none"> Cashmere Wool Alpaca Silk 	<ul style="list-style-type: none"> \$90-\$400 				

Raw Materials Sourcing



Key Competitors

- Offer knitwear products at a similar price range as our proposed line
- Supply chains are spread out around the world
- Focus on sustainability

Aiayu

- Type: retailer and wholesaler
- Products: womenswear, menswear, accessories, shoes, home (20-1,000 euros)
- Place: ecommerce and retail stores in Denmark
- Promotion Channels: facebook, instagram, pinterest, email, blog



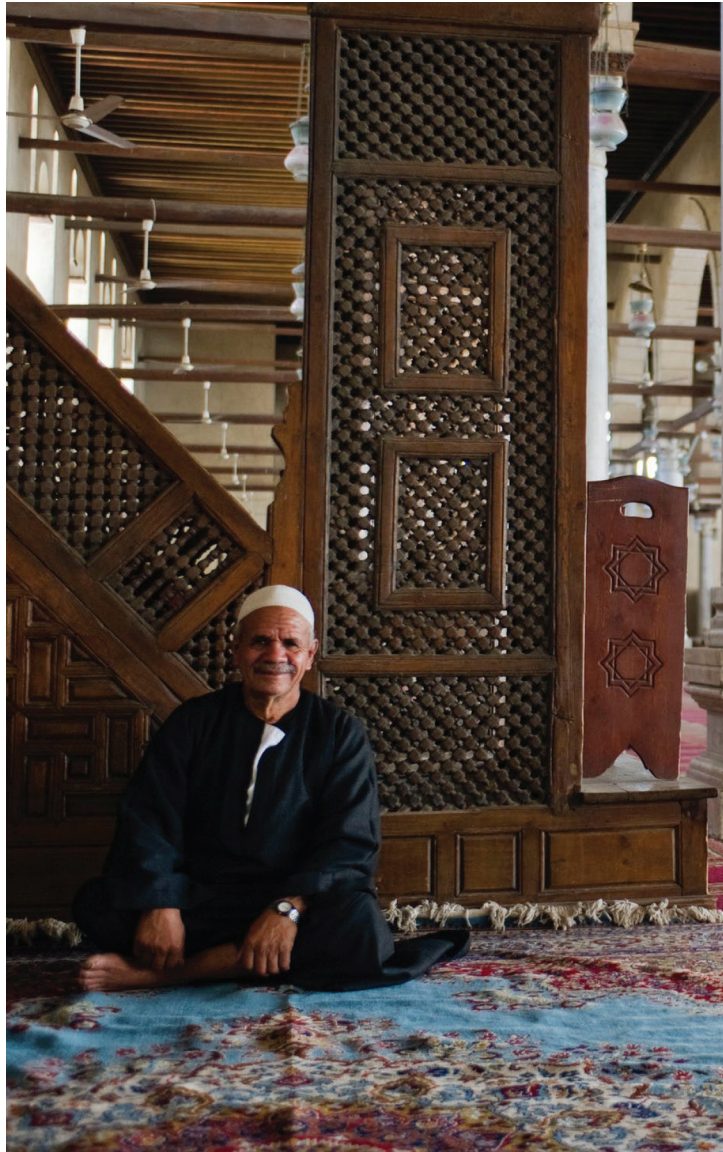
Doen

- Type: retailer and wholesaler
- Products: womenswear, accessories, shoes, kids (\$15-\$900)
- Place: ecommerce and retail store in Santa Monica, CA
- Promotion Channels: Twitter, Facebook, Pinterest, Instagram, Email, Blog, Store Events



Callina

- Type: retailer and wholesaler
- Products: womenswear (knitwear only) / (\$54 - \$275)
- Place: ecommerce
- Twitter, Facebook, Pinterest, Instagram, Email, Blog, Store Events



Competitive Advantages

1. **Natural Dyes:** toxic and non-natural dyes are released into the water and are almost impossible to remove completely. Our goal: to create beautiful pieces leaving the smallest footprint in the environment

2. **Natural Fibers:** biodegradable and a lot more environmentally friendly. Some of the fibers I will explore include: Better Cotton Initiative (BCI) cotton, blends (alpaca and cotton, cotton and hemp, etc.), vicuña, llamas, cashmere, silk, among others

3. **Preserving cultural heritage:** we will learn from different cultures and try to use similar dyeing techniques and fibers that they once mastered thousands of years ago

Launch Plan

- Social media: Instagram, Facebook, and Youtube, given that they are the most used by our target market
- Email Marketing
- SEM (Search Engine Marketing) and Social Media Marketing: paid ads
- Public Relations: strategic partnerships



1 year before launch: begin an Instagram page in order to create a following and learn from real posts

1 month prior: we will start releasing lifestyle photos of our products to generate excitement along with posts announcing the exciting news of the release.

Throughout the launch: continue to update our social media sites to include the new collection that will be released seasonally as well as the “drops” that will be added twice every season.

Business Strategy Summary

- Direct-to-consumer e-commerce retailer that will target millennials from 25-42 years old
- Focus: San Francisco, Austin, Nashville, Seattle, New York, Boston, and Washington D.C.
- High quality knits at a “bridge” price point
- Distribution channel via online website
- Marketing efforts will be based around the creation of digital content



- Opportunity to educate consumers about the impact of synthetic materials and toxic dyes
- Further connect with consumers by touching on the cultural aspect of our garments
- Example: “my sweater was made sustainably with “chilca leaves” dyes that were once used by the Incas to dye their own clothes”

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