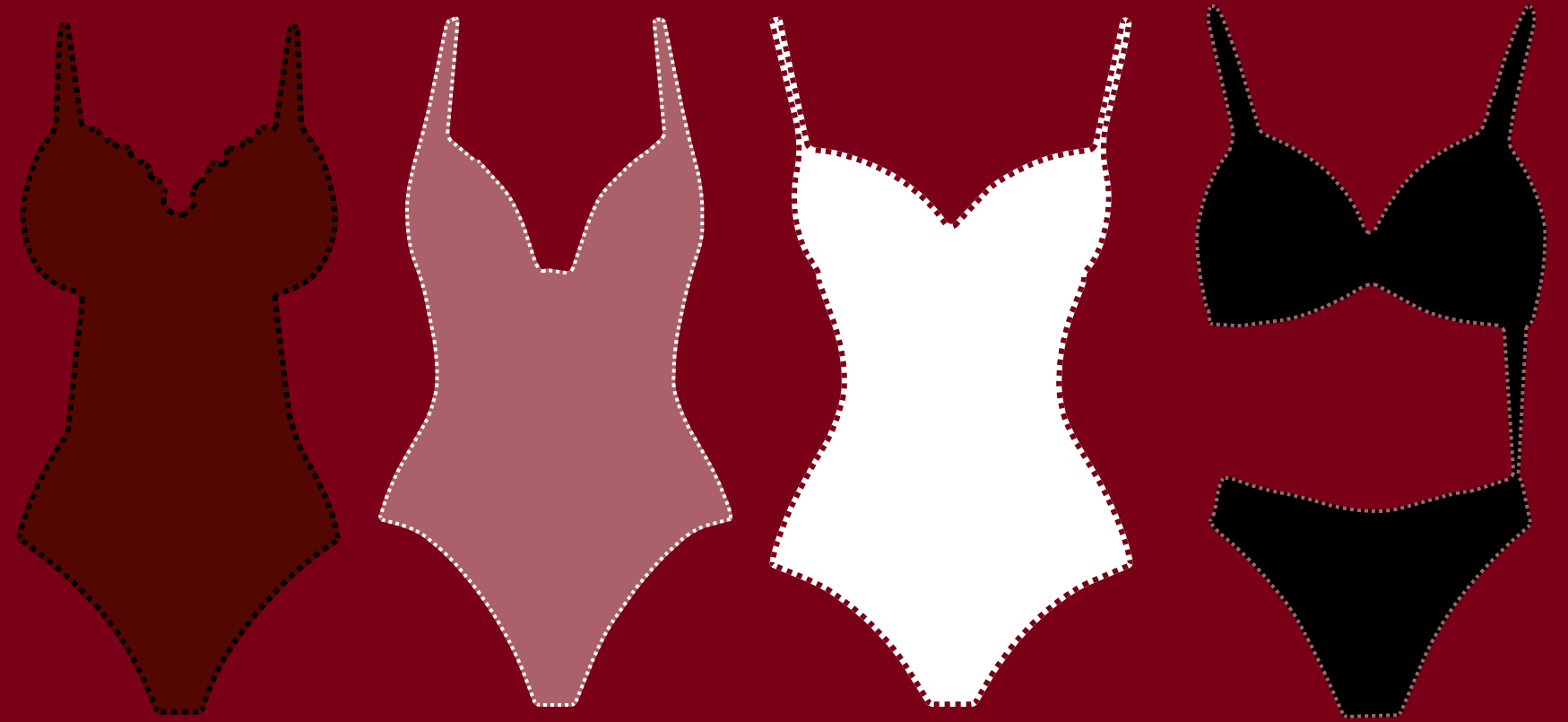

Marketing Plan Project

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Branding



BRAND NAME: BARE BABE
SLOGAN: FOR THE BABES
THAT DARE TO BARE

Brand Concept

OUR MISSION AT BARE BABE IS TO CELEBRATE EVERY WOMAN'S NATURAL BEAUTY BY CREATING LINGERIE THAT EMPOWERS, COMFORTS AND INSPIRES CONFIDENCE. OUR GOAL IS TO MAKE EVERY WOMAN FEEL EFFORTLESSLY ELEGANT AND BEAUTIFULLY SEEN, BOTH IN QUIET MOMENTS AND THE BOLD ONES.

Economic & Business Conditions

INFLATION & RISING COSTS

- PRICES OF FABRICS (LACE, SILK, ELASTICS, ETC) MY RISE, CAUSING BRAND PRICES TO INCREASE
- CONSUMERS ARE MORE PRICE-SENSITIVE

SOCIAL & E-COMMERCE GROWTH

- MORE INCLUSIVITY, SALES, EASY RETURNS INCREASES SALES
- SOCIAL MEDIA DRIVE IMPULSE BUYING
- COLLABORATIONS WITH INFLUENCERS BRING CONSUMERS

RETAIL LANDSCAPE

- BRICK & MORTAR HELP CONNECT WITH CUSTOMERS (I.E BRA-FITTING SERVICES, PERSONALIZED STYLING/SHOPPING, AND MORE COMFORTABILITY)

Social & Cultural Trends

BODY POSITIVITY & SIZE INCLUSIVITY

- CONSUMERS WANT BRANDS THAT CELEBRATE DIFFERENT BODY SHAPES, SIZES, AND SKIN TONES
- CAMPAIGNS THAT SHOW REAL PEOPLE CONNECT BETTER THAN RETOUCHEDED IMAGES

SUSTAINABLE COMFORT

- SOFT FABRICS, WIRELESS BRAS, SEAMLESS PIECES, AND LOUNGEWEAR-INSPIRED LINGERIE ARE TRENDING
- RECYCLED FIBERS, ORGANIC COTTON, LOW-IMPACT DYES, AND ETHICAL SOURCING ARE SELLING POINTS

INFLUENCE OF SOCIAL MEDIA

- TIKTOK INFLUENCERS ADVERTISING THEIR FAVORITE LACE BODYSUIT
- GENERATED INSTAGRAM ADS THAT DISPLAY LINGERIE SETS.

LUXURY FOR EVERYDAY

- CONSUMERS WANT LINGERIE THAT FEELS SPECIAL ENOUGH FOR NIGHTS OUT OR SPECIAL OCCASIONS, BUT WEARABLE DAILY
- LACE, SATIN, MESH INCORPORATED INTO FUNCTIONAL PIECES

Swot Analysis

STRENGTHS

- STRONG IDENTITY
- INFLUENCE PURCHASE AND CONSUMER BEHAVIOR
- WIDE RANGE OF SIZES, COLORS , AND COMFORTABILITY
- INCLUSIVE AND INNOVATIVE

WEAKNESSES

- POSSIBLE HIGH PRODUCTION COSTS
- SLOWER SAMPLE AND DESIGN PROCESS
- HIGHER PRICE POINT

OPPURTUNITIES

- GROWING DEMAND
- SUSTAINABILITY
- ROOM FOR EXPANSION
- COLLABORATIONS WITH INFLUENCERS AND CELEBRITIES

THREATS

- COMPETITION FROM OTHER BRANDS
- TREND SHIFTS
- DISRUPTIONS IN THE ECONOMY (TARIFFS, ECONOMIC POLICIES)

Competitive Analysis

VICTORIAS SECRET

- NUMBER 1 BRAND IN LINGERIE
- ICONIC COLLECTIONS (DREAM ANGELS
- FASHION SHOWS
- RECOGNIZED IN THE US LEGACY MARKET
- MAJOR RETAIL FOOTPRINT



SAVAGE X FENTY

- INCLUSIVITY
- VERY FASHION FORWARD
- FAST GROWING
- CELEBRITY RECOGNITION
- TREND DRIVEN

AERIE

- AFFORDABLY
- GOOD MARKETING
- ACTIVE ON SOCIAL MEDIA
- INFLUENCER ORIENTED
- STRONG PROMOTIONS
- CUSTOMER LOYALTY



Target Market

DEMOGRAPHICS

AGE: 20–30 YEARS OF AGE

GENDER: FEMALE

OCCUPATION: STUDENTS, ENTREPRENEURS, CREATIVES,
FASHION PROFESSIONALS

EDUCATION: COLLEGE EDUCATION, BACHELOR'S DEGREE
OR HIGHER

INCOME LEVEL: MIDDLE TO UPPER CLASS, DISPOSABLE
INCOME FOR PURCHASES

GEOGRAPHIC: BASED PRIMARILY ON LONG ISLAND

RELATIONSHIP STATUS: IN RELATIONSHIP / MARRIED

PSYCHOGRAPHICS

INTERESTS: INTO FASHION, BEAUTY, SELF CARE

HOBBIES: PHOTOGRAPHY, DOING MAKEUP,
JOURNALING, YOGA, SHOPPING,

VALUES: FUNCTIONALITY, BODY POSITIVITY,
SUSTAINABILITY, AND COMFORT

LIFESTYLE: PRODUCTIVE, WORK–LIFE BALANCE,
ACTIVE ON SOCIAL MEDIA

PERSONALITY TRAITS: CONFIDENT, CONSCIOUS, AND
OPEN–MINDED

BUYING MOTIVATIONS: DESIRE TO FEEL THEIR BEST,
SUPPORTING NEW BRANDS, TRENDS, AND
CONVENIENCE.

Marketing Mix: Product

STYLE #1



DESCRIPTION: MAROON LACE
UNDERWEAR AND BRA SET

STYLE #2



DESCRIPTION: BLACK LACE
BODYSUIT

STYLE #3



DESCRIPTION: SILK & LACE
SLIP DRESS

Marketing Mix: Price

STYLE #1 : MAROON LACE UNDERWEAR AND BRA SET PLACED AT \$85.00

STYLE # 2 : BLACK LACE BODY SUIT PLACED AT \$68.00

STYLE #3 : SILK SLIP NIGHT DRESS PLACED AT \$55.00

STYLE	COST OF MERCHANDISE \$	RETAIL PRICE \$	MARKUP \$	MARKUP %
STYLE #1	\$55.00	\$85.00	\$30.00	35%
STYLE #2	\$45.00	\$68.00	\$23.00	33%
STYLE #3	\$30.00	\$55.00	\$25.00	45%

Marketing Mix: Promotion


- INSTAGRAM POSTS PROMOTING PRODUCTS AND SIZE INCLUSIVITY
- AD CAMPAIGN PROMOTING CONFIDENCE
- DIRECT MAIL/EMAIL MARKETING

BARE YOUR
CONFIDENCE




Confidence isn't worn—it's uncovered.

BAREBABE

 barebabe



 barebabe



Marketing Mix: Place



- SMALL TO MID-SIZE BOUTIQUE LOCATED IN PATCHOGUE, NEW YORK, ON LONG ISLAND
- PRODUCTS ARE OFFERED IN THE ONLINE STORE AS WELL TO ACCOMMODATE DIFFERENT GEOGRAPHICAL LOCATIONS
- PATCHOGUE IS HOME TO MANY LOCAL BUSINESSES, RESTAURANTS, BOUTIQUES, AND BARS. THERE ARE HIGH LEVELS OF FOOT TRAFFIC AND THE AREA IS POPULATED WITH MANY YOUNG PROFESSIONALS WHO WOULD FALL INTO OUR TARGET MARKET. THIS IS THE PERFECT PLACE TO STROLL AND SHOP FOR A DAY BRINGING IN NEW CUSTOMERS JUST LOOKING AROUND WHILE BEING CONVENIENT FOR EXISTING CUSTOMERS TO STOP IN

Average Prices

AVERAGE UNIT RETAIL PRICE FOR ALL DIFFERENT STYLES

$$(\$85.00 + \$68.00 + \$55.00) / 3 = \$69.33$$

AVERAGE UNIT VARIABLE COST FOR ALL DIFFERENT STYLES

$$(\$55.00 + \$45.00 + \$25.00) / 3 = \$41.67$$

Break Even Analysis

	ITEM	COST
1	STORE RENT	\$54,266
2	SALARIES	\$37,000
3	INSURANCE	\$1,200
4	OFFICE SUPPLIES	\$5,500
	TOTAL FIXED COST	\$97,966

Break Even Unit

$$\$97,966 / (\$55 - \$85) = 3,265.53 \text{ UNITS}$$

Break Even Sales

$$\$97,966 / [1 - (55 / 85)] = \$279,902.86$$

Sales Forecast

MONTHLY PLANNED SALES	PLANNED SALES FOR SELLING PERIOD	SALES PERCENT PER MONTH
FEBRUARY: \$114,750	\$382,500	30%
MARCH: \$95,625	\$382,500	25%
APRIL: \$172,125	\$382,500	45%
TOTAL PLANNED SALES	\$382,500	100%

TOTAL PLANNED SALES: $\$85 \times 4,500 = \$382,500$

Market Research

- ALL PARTICIPANTS FELL WITHIN THE AGE RANGE OF 20–30 YEARS OLD
- ALL PRIORITIZE COMFORT AND AFFORDABILITY STRONGLY
- ALL PREFER COLORS BLACK AND RED FOR LINGERIE PRODUCTS
- MANY OF THE PARTICIPANTS REQUIRED LARGER SIZING
- MOST PARTICIPANTS CITED HAVING TROUBLE FINDING THEIR SIZING IN STORE
- MAJORITY CITED BEING IN A RELATIONSHIP OR MARRIED AT THE MOMENT
- MOST STATED THAT THEY PURCHASE CLOTHING EVERY 1–4 MONTHS AND SHOP ONLINE BIWEEKLY TO BIMONTHLY
- PARTICIPANTS CITED AN 8/10 FOR HOW IMPORTANT MATERIAL QUALITY WAS TO THEM
- SOME PARTICIPANTS STATED THEY WOULD PAY HIGHER PRICES FOR SUSTAINABILITY SOURCED MATERIALS AND PRODUCTS

