Yours in Retro
Marketing Plan

Jamal Jones

Marketing Manager

January 4, 20--

Table of Contents

Title Page 1

Table of Contents 2

Executive Summary 3

Business Description 4

Sales Analysis 6

Sales Goals 6

Sales History and Projections 6

Best Opportunities 7

Situation Analysis 8

Target Market 8

Market Segmentation 8

Competition 9

Marketing Objectives 10

Marketing Strategies 11

Product Decisions 11

Price Decisions 11

Place Decisions 12

Promotion Decisions 12

Bibliography 15

Appendices 16

Executive Summary

*Yours in Retro* is an e-tail business that is an online provider of custom retro T-shirts. This year, we will be adding cotton sweatshirts, sweatpants, shorts, and hats to our product line. We will also be adding a new proprietary, social-cause retro design that can be chosen for both the T-shirts and the new items in the product line. A percentage of the profits from sales of that merchandise will go to selected charities that support the cause.

Currently, customers select a design from our iron-on collection and we place it on the T-shirt. We are dedicated to providing high-quality apparel with unique, vintage designs accompanied by excellent customer service and reasonable prices.

The company goal is to strengthen the business stronghold in the Midwest and expand to national markets. This marketing plan will take advantage of our target market’s familiarity with and frequent use of the Internet. We will convey our vision to operate as a socially conscious company that provides personalized retro clothing printed on demand at reasonable prices.

Our target market includes high schools and colleges— student stores, teams, and individual students. An additional market includes area businesses, such as restaurants and corporations. These companies purchase custom clothing for their employees and to resell in the businesses to their customers.

Our direct competition consists of three custom retro apparel producers: RetroGear, Vintage Ink, and Lucy’s Retro. Each company has a share of the market and loyal customers. Our goal is to take business away from these competitors by offering quality products and competitive pricing.

The marketing objectives for this year are as follows.

* Generate a 10% increase in sales this year.
* Build brand awareness by driving traffic to our website using search engine optimization tools including Google AdWords and AdSense. The goal is to increase web hits by 15% over last year’s statistics.
* Create an Advisory Council by June 1.
* Increase number of contacts in our data base by 20% by using commissioned agents.
* Meet sales goals so that we may donate $1,000 to a social cause.

To meet our objectives, the marketing mix will consists of the following components.

* Pricing: overall, our prices will be 5% less than our competitors. Bulk pricing will be offered as well as coupons.
* Advertising: electronic advertising will be conducted through e-mail and social media. We will participate in exhibit opportunities at colleges, restaurant events, and other trade show opportunities.
* Personal selling: personal selling will occur through our commission based representatives

Multiple metrics will be used to evaluate our success of the promotional plan. These metrics will be based on:

* meeting revenue goals;
* number of new customer leads; and
* number of leads converted to sales.

Business Description

*Yours in Retro* is an online provider of custom retro apparel producer located in Indiana. Our unique selling proposition (USP) is that we are a provider of the highest-quality custom retro clothing at reasonable prices in the Midwest. We are dedicated to providing high-quality apparel with unique, vintage designs accompanied by excellent customer service and reasonable prices.

*Yours in Retro* is taking advantage of the growing interest in all things retro by providing quality retro T-shirts at reasonable prices through our website. Customization currently takes place through retro iron-ons chosen by our customers that are affixed to T-shirts. However, we are expanding the types of clothing offered and into the custom embroidery market as well. We offer unique retro designs for custom personalization in addition to the retro iron-ons for T-shirts.

*Yours in Retro’s* pricing is reasonable and competitive. A single 100% cotton T-shirt is $19.95, which includes the product *and* shipping/handling. A benefit for customers is the free S&H charges.

# Company Goals

Our company goals are as follows:

* Be the number one supplier of custom retro apparel in the Midwest, then nationally.
* Establish our company as socially responsible through a variety of activities.
* Grow the company 10% each year over the next five years.

# Vision Statement

*Yours in Retro* will become the most sought after provider of personalized, quality retro clothing in the Midwest.

# Mission Statement

*Yours in Retro* is a socially conscious company providing personalized retro clothing printed on demand at reasonable prices. Our products are available through a fun, hip, and retro website and store for anyone who craves quality and style.

# Business Overview

*Yours in Retro* is an e-tailer of retro T-shirts. T-shirts are purchased from a US supplier and then customized for the target audience. Short-term goal is to expand the line of clothing this year. Long-term goal is to create a brick-and-mortar location.

The business is a corporation and is operated under the leadership of its CEO, Sam DeHart. The business has been operating for ten years and has been financially successful.

Our unique selling proposition (USP) is our position as the only provider of the highest quality customized retro clothing at reasonable prices in the Midwest. We are also a socially conscious company dedicated to giving back to the community.

# Product Description

Our product line consists of high-quality, 100% cotton short- and long-sleeve T-shirts in five colors and adult sizes. The T-shirts are customized by the customers’ choices of unique 1980’s retro iron-ons. We also have stock shirts that can be purchased off the shelf.

This year, *Yours in Retro* is expanding our clothing line by adding high-quality, 100% cotton sweatshirts, sweatpants, shorts, and hats. In addition to the retro iron-ons, customers will be able to choose from 20 unique proprietary retro designs that are added through custom embroidery techniques. We will offer one *social-cause retro design* that can be applied to any of our T-shirts and other clothing pieces. Ten percent of the profits of these items will benefit selected nonprofit organization(s).

Sales Analysis

# Our sales and marketing teams have collaborated to develop specific selling goals for the coming year.

# Sales Goals

Last year sales exceeded $580,000, which was 10% more than projected as part of the business plan. *Yours in Retro* was in its fifth year of business.

Our goal for sales growth is 10% each year. In three years, we will open a storefront in Indianapolis. The storefront will contribute to increased sales in our third year by offering an additional channel for purchasing and increasing awareness of the *Yours in Retro* brand. It is anticipated that the addition of this distribution facility will add an additional 5% in revenue the year the store opens.

Sales goals for this year are as follows:

* Increase sales by 10% over last year.
* Hit the break-even point for operations by June 1.
* Add commissioned sales reps.

# Sales History and Forecast

Sales in the first quarter of Yours in Retro’s operation last year were $120,000. Projected total sales were $82,000. It is forecasted that sales will grow 10% in each of the next two years.

***Sales History (20--)***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| First quarter | Second quarter | Third quarter | Fourth quarter | Total |
| $120,000 | 130,000 | 110,000 | 220,000 | $580,000 |

***Sales Projections***

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| 20-- |  |  |  |  |
| First quarter | Second quarter | Third quarter | Fourth quarter | Total |
| $158,000  | 130,000  | 125,000  | 225,000 | $638,000 |
|  |  |  |  |  |
| 20-- |  |  |  |  |
| First quarter | Second quarter | Third quarter | Fourth quarter | total |
| 175,000 | 130,000 | 130,000 | 267,000 | $ 702,000 |

# Best Opportunities

Our best opportunities for the next year are among Indiana college and university student organizations and high school, college, and university stores. Our bulk pricing, low shipping rates due to geographic proximity, and on-site graphic designer will enable us to capture a larger percentage of the market share among these groups.

The Best Opportunities grid can be found in the Appendices section of this plan.

Situation Analysis

Over the last ten years, retro apparel has become a popular clothing trend with teens as well as adults. The industry is still in the growth stage of the business cycle. The popularity of retro items has launched multiple businesses both online and in brick-and-mortar retail stores. However, few businesses have made retro clothing the primary focus. Therefore, many of these businesses add and then discontinue apparel lines. This lack of industry focus has given us a competitive advantage to offer products at reasonable prices that create a profit for our company.

Increased popularity in buying online has been a competitive advantage for our company. Customers are comfortable making purchases without the face-to-face transaction in a storefront. This has also helped our profit margins by not having the expenses of operating a brick-and-mortar establishment. However, we believe that the success of the online store, followed by a brick-and-mortar storefront, will be a successful endeavor.

*Yours in Retro’s* sales were strong this past year, despite a small marketing budget. Our website is highly interactive, graphically interesting, and user-friendly. We have a small social media presence, but focused and consistent marketing efforts are now essential for growth. Demand for retro custom apparel remains high, particularly among college and university individuals, clubs, and other groups.

Because of the economic downturn, sales for reasonably priced clothing (between $20.00 and $50.00) are still strong, especially through online sales. Reasonably priced clothing sales represent the largest portion of overall retail sales (50%). Retail sales have remained flat for the past two years. However, recent indicators show the beginning of an economic turnaround with clothing sales up 6% over previous year. Inflation is expected to remain flat, so pricing is stable.

# Target Market

Our primary target market includes Midwest high schools and colleges—their student stores, teams, and individual students. This market is technologically savvy and utilizes the Internet for information and many purchases. A second market includes college and university student organizations as well as high school, college, and university stores. An additional market includes area businesses, such as restaurants and corporations, who want to expand their brands through cool retro clothing.

# Market Segmentation

The following are specific market segments that this marketing plan will target:

1. College and university students, ages 18-24, located in the Midwest. This market segment purchases custom retro apparel both individually and on behalf of extra-curricular clubs and groups. Many colleges and universities have 100-200 student organizations. These clubs and groups order T-shirts each school year and for specific events, such as charity fundraisers and fraternity/sorority rushing. Student leaders within these organizations facilitate T-shirt and other custom-clothing purchases. Because student organizations provide bulk sales and consistent business, we will focus on building relationships with student leaders and emphasize our great bulk rates.
2. College and university student organizations and high school, college, and university stores. The average university has over 100 clubs and organizations, not including fraternities and sororities. A majority of these clubs, organizations, fraternities, and sororities have clothing that identifies the group. There is a psychological benefit of being identified as part of a group. The large number of schools in the Indianapolis market alone makes this market attractive. In addition, this market orders in bulk and already constitutes half of our sales. We will emphasize building relationships with ordering supervisors within schools, our low bulk rates, and the appeal of retro apparel among their young adult consumers.
3. Businesses looking for customized apparel for employees and customers.

# Competition

Because *Yours in Retro* offers a very specific customized product line, our competition is limited to other custom-clothing retailers. Our current competitors are other online companies selling custom screen-printed and embroidered T-shirts and other clothing. Based on recent Internet research, there are 124 direct online competitors. Our direct competition consists of three custom retro apparel producers: RetroGear, Vintage Ink, and Lucy’s Retro. No competitor has the specific personalized retro products and iron-on choices we offer, however. While there are certainly a handful of vintage clothing stores in Indianapolis selling 1960s–80s clothing, none offer new custom-designed, retro-look clothing. A competitive analysis on both our direct and indirect competitors is located in the Appendices.

Our Unique Selling Proposition (USP) has enabled us to compete with our fellow custom-apparel producers and to increase our market share annually. Individuals and organizations located in the Midwest currently have no local options and will likely purchase from *Yours in Retro* for the benefit of lower shipping prices. A SWOT analysis (strengths, weaknesses, opportunities, and threats) of *Yours in Retro* is included in the Appendices.

Our USP provides us with the ideal new product model with which to compete. According to Plunkett Research, Ltd., *Yours in Retro* meets all four of the keys to successful new retail clothing products:

* “*High Perceived Value:* The product must convincingly offer a high level of value and durability for the price, and give consumers confidence that their money is well and wisely spent.
* *Quality and Utility As Well As Fashion:* Fashion remains important, but quality comes first in the minds of many consumers. Products that offer quality, utility, AND fashion have a tremendous competitive advantage over products that offer fashion alone.
* *High Brand Reputation Above Style:* The brand must stand for a company that clearly puts customer satisfaction and value above all else. If the brand also stands for a firm with great styling, high social values, such as eco-consciousness, or other ancillary attributes, that is even better.
* *Cheap Chic Still Has a Place:* If a company wants to win the hearts of fashion-conscious and budget-conscious consumers, it must provide unique styles at affordable prices.”

Marketing Objectives

The marketing objectives for this marketing plan are as follows.

* Contribute to increase in sales of 10% through the execution of this marketing plan.
* Create and develop our social consciousness platform by creating a plan for events by March 1.
* Increase our social media interactions by 50% over last year. This goal will be achieved through free social media tools, including Facebook, Twitter, LinkedIn, FourSquare, and Yelp. These interactions will be measured via Facebook Insights and manual calculations of increases in our Twitter followers, etc.
* Increase traffic to our website by 30% each month as compared to last year through paid search engine optimization (SEO) tools including Google AdWords and AdSense. These tools offer free metrics systems to track our success in increasing hits to our website.

The financial goals for the company are as follows.

* Increase sales by 10% each year for the next five years.
* Hit sales break-even point by June 1.
* Invest $30,000 to hire a full-time graphic designer/production assistant to create proprietary designs in the first quarter.
* Invest $20,000 for a commercial-grade screen printing equipment package, a digital garment printer, and one embroidery machine by February 1.

Marketing Strategies

Marketing strategies, or the marketing mix decisions, are those decisions made about product, price, place, and promotion. Marketing strategies outline the who, what, when, where, and how of the marketing process.

# Product Decisions

*Yours in Retro’s* value proposition is to provide the highest-quality retro clothing for the best prices both online and eventually through a hip storefront. Our tagline of “Best in the Retro World” is reflected in the features of our product line. The features of our products are

* high quality
* 100% cotton
* custom vintage designs
* variety of sizes
* variety of colors
* short sleeve and long-sleeve options

The benefits of buying retro clothing through *Yours in Retro* are:

* long-lasting products
* unique customization options available nowhere else
* clothing becomes a personal statement
* competitive pricing
* free, fast shipping
* supporting a social cause

We offer uncompromising customer service, rapid turnaround times on shipping and delivery, as well as fun, unique products. The product appeals to people comfortable buying through the Internet and who want to customize their clothing with unique retro designs. Both the product features and benefits of *Yours in Retro* support our brand.

Quality control is extremely important to the success of our business. Any items that are not perfect will be sold as a seconds for half the individual retail price in the storefront. As an online retailer, it is critical to build customer trust with quality products and exceed order expectations through excellent customer service. A “contact us” e-mail and a toll-free800 number are available for customers with questions prior to ordering or for customer service after receiving the orders. *Yours in Retro* has a 100% customer satisfaction guarantee, and we will take our merchandise back for any reason. If the order was shipped, the customer must pay for return shipping, but will never be charged a restocking fee.

# Price Decisions

Our pricing objectives are both to maximize sales and maximize profit. Pricing is reasonable and competitive. We pay the manufacturer $7 for each T-shirt. We maximize profit by adding a markup of 185 percent. The retail sales price, or base price, for a single 100% cotton T-shirt is $19.95, which includes the product and shipping/handling. The only additional cost to our customers is the required taxes by state. Our online competitors offer a similar pricing structure, although higher by 5–10 percent when their shipping costs are added in.

We provide discount coupons of 10% percent off for first time buyer on an individual order. Volume pricing occurs at the 5, 10, 20, and 50+ levels

# Place Decisions

*Yours in Retro* is the only intermediary between the manufacturer and the consumer. Therefore, the supply chain for our products is short, and the channel of distribution is indirect. We buy directly from manufacturers in the United States and sell directly to the end users.

We use a just-in-time inventory-control system. The minimal amount of inventory to fulfill a month’s orders is purchased and stored in the processing plant. This keeps inventory purchasing and storage costs at a minimum. When orders arrive, we then customize the products, package the finished goods for shipment, and ship completed orders via ground delivery.

The distribution model for the business is very simple. Currently, the distribution process is as follows.

1. Customers place their orders, including size, style, color, imprint design, and quantity through our website’s secure shopping cart.
2. The orders are fulfilled and shipped, or if possible, delivered to schools within 48 hours. We have a corporate FedEx account to save on shipping costs.
3. After the sale, we provide uncompromising customer service to quickly handle any issues with delivery or product.

As the business grows and we add a storefront, our distribution model will be expanded.

# Promotion Decisions

Electronic promotions will be a large part of our plan. We have a limited marketing budget; therefore, many promotional activities will take advantage of free social media, including Facebook, Twitter, LinkedIn, Foursquare, Yelp, etc. We also started a blog called *WearingRetro* about retro clothing on the YoursinRetro.com website. This year, we will use Google AdWords, a paid search engine optimization (SEO) marketing tool. Free Google Analytics and Facebook Insights will track the effectiveness of our promotional efforts and expenditures.

Customers will be driven to the website by social media (daily Twitter and Facebook promotional messages/offers), our commissioned apparel agents, and the Advisory Council’s efforts. We will also provide information about our social networking and *Yours in Retro* blog. We are planning e-mail campaigns to school administrators, coaches, ordering supervisors of school and bookstores, and Chamber of Commerce member lists.

*Yours in Retro’s* creative message (Cool RetroWear) and our “Best in the Retro World” tagline reinforce the company brand. The branding unites our website, blog, and public relations efforts to increase awareness. Our marketing efforts explain the quality/price relationship and show the products to their best advantage. This year, we will also list the social and environmental reasons to wear the *Yours in Retro* product line. We are looking to our Advisory Council to give us good ideas relevant to students for socially conscious projects that *Yours in Retro* can sponsor. This will be the basis of ongoing publicity campaigns.

Additional public relations will be recognized through the Advisory Council, which is composed of 10–15 high school and college students and recent graduates representing the target demographic. The Advisory Council will meet quarterly. Members will receive free products to test and wear. They will provide product input and promote products through their own social media activities. They will also help us to expand the brand directly into the schools and help define the social consciousness of our company.

Personal selling will happen through commission-based apparel agents who will be promoting the product line at special events. Such events can include back-to-school weeks; college freshman orientations; high school, college, and professional sporting events; concerts; restaurant openings; and other venues where our target demographics are gathered. These sales promotion offers will include a 10% discount on items purchased in a 30-day window.

The detailed action plan for the *Yours in Retro* promotional plan is included in the Appendices. Highlights of the promotional activities are as follows.

***Electronic Advertising***

* Continued use of free social media sites, including Facebook, Twitter, LinkedIn, and Yelp.
* Continue to share engaging and interesting blog posts on WearingRetro.
* Enroll in Google AdWords. We will only be charged each time a potential customer clicks on our ad and goes to our website.
* Implement e-mail campaign to school administrators, coaches, ordering supervisors of school stores and bookstores, and Chamber of Commerce member businesses.

***Advisory Council***

* Enroll 10-15 area high school and college students and graduates within our target demographic. Members will meet quarterly to provide feedback, receive free test apparel, and help define our social consciousness efforts.
* Schedule quarterly meetings; plan focus group questions for each meeting.

***Commissioned Apparel Agents***

* Recruit commissioned apparel agents to wear *Yours in Retro* apparel and distribute discount coupons at high school, college and university events.

***Social Consciousness***

* Choose a social cause and identify relevant nonprofit organization(s) based on the feedback of the Advisory Council.
* Create a social-cause design for use on T-shirts and other items; donate 10% of profits from these products to relevant nonprofit organization(s).
* Create awareness of our socially conscious activities through social media, e-mail campaigns, the Advisory Council and shirt sales.

Measuring the effectiveness of our social media campaigns is difficult because gaining another “like” or “follower” does not necessarily translate into increased sales. The most useful goal of a social media campaign is to create awareness and build relationships with customers. Our social media efforts are part of our larger customer service efforts. Google AdWords provides Analytics and Conversion Tracking tools which we will use to measure the effectiveness of our Google Adwords campaign. To measure the ROI on our discount coupons, we will use a simple ROI formula to measure the cost of making and honoring coupons versus sales generated by customers using the coupons.

Similar to social media, social consciousness efforts provide value to businesses and communities that cannot be measured simply in terms of dollars. However, we can measure the ROI on our social-cause products by calculating the amount donated to our charities and our income from sales of those products.

Specific metrics to be used include:

* customer response rate on each promotional activity;
* number of customer contacts in our data base;
* leads from trade shows;
* calls coming into customer service;
* volume of orders;
* dollars of orders; and
* dates met for promotional plan activities.

Bibliography

“Measuring Social ROI... and Why it Might be a Bad Idea.” Research-Live.Com. 28 Sep. 2012. Web. 30 Sep. 2012. <http://www.research-live.com/comment/measuring-social-roi-and-why-iT-mighT-be-a-bad-idea/4008350.article>

"Trends & Data - Internet Retailer." Industry Strategies for Online Merchants. Internet Retailer. Web. 22 Feb. 2012. <http://www.internetretailer.com/trends/sales/>.

"Social Media Key Influencer in Multi-Exposure Purchase Path." - EMarketer. 10 Dec. 2011. Web. 1 Feb. 2012. <http://www.emarketer.com/Article.aspx?R=1008845>.

"Employment Situation Summary." U.S. Bureau of Labor Statistics. U.S. Bureau of Labor Statistics, 18 Sept. 2012. Web. 22 Feb. 2012 <http://www.bls.gov/news.release/empsit.nr0.htm>.

"U.S. Foreclosure Rates." - Department of Housing and Urban Dev. Web. 22 Feb. 2012. <http://usa.gov/search?affiliate=housingandurbandevelopment>.

"Census." Topic Page: STATS Indiana. Indiana Business Review. Web. 04 Feb. 2012. <http://www.stats.indiana.edu/topic/census.asp>.

"Indiana: A Diet Plan Leads to Growth." Site Selection Online. 30 Oct. 2011. Web. 1 Feb. 2012. <http://www.siteselection.com/issues/2010/nov/sas-Indana.cfm>.

"Small Business Resources." IEDC. Indiana Economic Development Corporation, Spring 2010. Web. 27 Jan. 2012. <http://iedc.in.gov/existing-business/small-business-resources>.

"Introduction to the Retail Industry." Retailing Stores Market Research. Plunkett Research®, Ltd., May 2010. Web. 2 Feb. 2012. <http://www.plunkettresearch.com/retailing-stores-markeT-research/industry-and-business-data>.

Appendices

Best Opportunities Grid

Competitive Analyses

SWOT Analysis Action Plan

# Best Opportunities

|  |  |
| --- | --- |
| **Top 10 Opportunities** | **Contacts** |
| Arlington Community High School | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Broad Ripple High School | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Northwest High School | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Emmerich Manual High School | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| John Marshall High School | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Expand contacts at Butler University | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Indiana University/Indianapolis | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Martin University | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Marion College | School-store buyers, sports team coaches, clubs, organizations, and individual students |
| Ivy Tech Community College | School-store buyers, sports team coaches, clubs, organizations, and individual students |

# Direct Competitor Analysis

**(Producers of custom retro apparel)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Competitor | Location | Product Lines | Pricing  | New Retro Apparel Market Share |
| Vintage Ink | Online sales only; production center in Atlanta, Georgia | Custom and predesigned retro short and long sleeve T-shirts, tank tops, hooded sweatshirts and sweatpants | Short sleeve T-shirts: $15.99Long sleeve T-shirts: $19.99Tank tops: $16.99Hooded sweatshirts: $25.99Sweatpants: $28.99 | 35% |
| RetroGear | Online sales only; production centers in San Diego, California and Houston, Texas | Predesigned retro only short and long sleeve T-shirts, tank tops, hooded and crew neck sweatshirts and water bottles | Short sleeve T-shirts: $16.79Long sleeve T-shirts: $21.79Tank tops: $16.79Hooded sweatshirts: $29.79Crewneck sweatshirts: $25.79Water bottles: $9.79 | 25% |
| Lucy’s Retro | Online and store fronts in Portland, Oregon and Seattle, Washington; production centers in Portland, Oregon and Seattle, Washington | Custom and predesigned retro short and long sleeve T-shirts, hooded and full-zip sweatshirts, running shorts, sweatpants, light outdoor jackets | Short sleeve T-shirts: $22.99Long sleeve T-shirts: $25.99Hooded sweatshirts: $37.99Full-zip sweatshirts: $37.99Running Shorts: $28.99Sweatpants: $42.99Outdoor Jackets: $55.99 | 30% |

# Indirect Competitor Analysis

**(Producers of custom non-retro apparel)**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Name of Indirect Competitor | Locations | Product Lines | Pricing | Market Share of Non-Retro Custom Apparel |
| East Coast Prints | Online and storefronts in New York, New York and Washington, D.C.; production centers attached to storefronts | Custom short and long sleeve T-shirts, hooded and full-zip sweatshirts, yoga pants, sweatpants, light outdoor jackets, hats, scarves, water bottles and messenger bags | Short sleeve T-shirts: $19.99Long sleeve T-shirts: $24.99Hooded sweatshirts: $38.99Full-zip sweatshirts: $38.99Yoga Pants: $40.00Sweatpants: $40.00Outdoor jackets: $52.99Hats: $14.99Scarves: $14.99Water bottles: $12.99Messenger bags: $25.99 | 44% |
| Design Market | Online only; production centers in Denver and Boulder, Colorado | Short and long sleeve T-shirts, thermal shirts and leggings, hooded, crewneck and quarter-zip sweatshirts, sweatpants, light and heavy outdoor jackets, winter beanie hats, mittens, scarves, water bottles | Short sleeve T-shirts: $16.99Long sleeve T-shirts: $19.99Thermal shirts: $24.99Thermal leggings: $27.99Hooded sweatshirts: $37.99Crewneck sweatshirts: $32.99Quarter-zip sweatshirts: $38.99Sweatpants: $37.99Light jackets: $45.99Heavy jackets: $60.99Beanie hats: $15.99Mittens: $16.99Scarves: $13.99Water bottles: $12.99 | 30% |
| Cozy Cute Custom  | Online only; production centers in Nashville, Tennessee and Louisville, Kentucky | Short sleeve and long sleeve T-shirts, baseball style shirts, hooded and full-zip sweatshirts, sweatpants, baseball caps, water bottles, mugs, messenger and tote bags | Short sleeve T-shirts: $13.99Long sleeve T-shirts: $15.99Baseball shirts: $16.99Hooded sweatshirts: $25.99Full-zip sweatshirts: $26.99Sweatpants: $26.99Baseball caps: $12.99Water bottles: $9.99Mugs: $9.99Messenger bags: $14.99Tote bags: $9.99 | 26% |

# Analysis of Each Competitor’s Strengths and Weaknesses

|  |  |  |
| --- | --- | --- |
| Competitor | Strengths | Weaknesses |
| Vintage Ink | Lowest prices among custom retro apparel producers; highly interactive website; custom and pre designed options | Recently established, lack of loyal clientele base; quality control -- there have been numerous customer complaints about damaged shirts and designs |
| RetroGear | Mid-priced options; highly rated customer service | Only offers pre designed options; low sales of sweatshirts due to location of production centers |
| Lucy’s Retro | Greatest selection among retro apparel producers with outdoor jackets and running shorts; custom and pre designed options available; user-friendly website | Highest prices among retro apparel producers; limited amount of pre designed options available |
| East Coast Prints | Storefronts in major urban centers and with proximity to many colleges, universities and businesses; high market share | Highest prices among custom apparel producers; no predesigned options available |
| Design Market | Mid-priced options; wide selection of fall and winter appropriate not offered by competitors; proximity to winter sports resorts | New owners have failed to maintain relationships with current clients; slow production time |
| Cozy Cute Custom | Lowest prices among non-retro custom apparel producers; wide selection with baseball shirts and mugs | Numerous complaints about product quality and incorrect orders; market share has declined in recent years |

# SWOT

## Yours in Retro

|  |  |  |  |
| --- | --- | --- | --- |
| **Strengths** | **Weaknesses** | **Opportunities** | **Threats** |
| pricing | limited sales area | expand into business market | recession affecting customer choices based on lower pricing versus higher quality |
| direct supply chain | midwest company, limited presence | build a store front to expand business | new competitors |
| e-retailer | only e-tail business  | expand product offerings | increased shipping costs |
| product produced in USA | prices a bit higher because we do not buy foreign made product | expand into national markets | price competition from lower-end online businesses. |

# Action Plan

**Timeline**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| Action | Details | Who | Date/Place | Status |
| Social media  | Notify followers of new designs, special discounts, social consciousness efforts and blog postings on Facebook, Twitter, Yelp, and LinkedIn | Jones | Daily | Continuous project |
| Social Media | Use Facebook Insights and manual tracking system to monitor social media connections; modify post content and timing as necessary | Jones | Bi-weekly | Continuous project |
| WearingRetro blog posts | Write and promote blog posts focused on retro apparel, highlight our proprietary designs and social consciousness | Jones | Weekly | Continuous project |
| Google AdWords | Create ongoing keyword campaigns in Google Adwords | Jones | 1 January | Pending |
| Google AdWords | Monitor success of Google Adwords through Google Analytics; adjust copy and pricing as necessary | Jones | Weekly | Pending |
| E-mail Campaigns | Aggregate e-mail addresses of Indianapolis-area school administrators, coaches, ordering supervisors of school and bookstores, and Chamber of Commerce businesses | Jones | January 2-10 | Pending |
| E-mail Campaigns | Draft copy and create graphics for e-mail campaigns | Jones; Graphic designer | Last week of each month | Pending |
| E-mail Campaigns | Distribute monthly e-mails  | Jones | 1st of each month | Pending |
| Advisory Council | Recruit 10-15 area high school and college students and graduates  | Jones | January 1-31 | Pending |
| Advisory Council | Plan focus of Advisory Council meetings; write and print meeting agenda; e-mail meeting reminders to members | Jones | Week prior to each quarterly meeting | Pending |
| Advisory Council | Work with members to schedule quarterly meetings; receive feedback and distribute free test apparel | Jones | Quarterly Advisory Council meetings | Pending |
| Commissioned apparel agents | Hire 5 commissioned apparel agents  | Jones | February 1-25 | Pending |
| Commissioned apparel agents | Design and order discount coupons  | Graphic designer | February 15 | Pending |
| Commissioned apparel agents | Host one-day training for apparel agents; distribute discount coupons, and the schedule of events | Jones | March 1 | Pending |
| Commissioned apparel agents | Send apparel agents to school events to wear apparel, distribute coupons, and talk about Yours in Retro | Jones | Weekly beginning March 2 | Pending |
| Social Consciousness | Use first Advisory Council meeting to select social cause and identify relevant nonprofit organization(s) | Jones | First quarterly meeting | Pending |
| Social Consciousness | Contact and meet with nonprofit organization(s) to inform them of our efforts and ask for their involvement | Jones, 1-2 Advisory Council members | February 20-28 | Pending |
| Social Consciousness  | Create social-cause design that can be used on any product. Design will be initially shown on T-shirts. | Graphic Designer | March 1-3 | Pending |
| Social Consciousness | Launch social media, website and e-mail campaign to inform customers of social cause products and other efforts | Jones, Graphic Designer | Continuous, beginning March 10 | Pending |

**Budget**: The budget includes the costs to implement the marketing and promotional activities.

|  |  |  |  |
| --- | --- | --- | --- |
| Item/Activity | Cost per Unit | Units | Total Cost |
| Google AdWords | $300/month to purchase keywords | 12 months | $3,600 |
| Test apparel for Advisory Council and commissioned apparel agents | $7.00 | 85 | $595 |
| Apparel agent and Advisory Council meetings | $30 for refreshments | 5 meetings | $150 |
| Printing of discount coupons | $.50  | 2,000 | $1,000 |
| Discounts incurred by coupons | $2.00 for individual T-shirts, $10.00 for bulk orders |  estimated that 200 coupons will be redeemed | $1,000 |
| Social consciousness T-shirt and other product donations | average $2.00 per product | estimated 300 products | $600 |
| Trade shows | $5,000/show$1,000 expenses | 2 shows  |  $12,000 |
| Contingency fund to take advantage of unplanned opportunities |  |  | $2,000 |
| Total Budget |  |  | $20,945 |