Industry Segment & Market Analysis

Marketing Goals:
- Build brand awareness of social responsibility
- Achieve brand resonance through customer loyalty, creating lifetime value
- Increase customer traffic thus growing gross margin and sales by 5% in three years

Keys to Success
- Target Customer
- Demographics
- Psychographics
- Behavioral
- Price conscious
- Shop at stores like Ross and TJ Maxx
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- Shop at stores like Ross and TJ Maxx
- Shop fast fashion trends
- Brand-loyal
- Love to be unique
- Express themselves through fashion
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Marketing Strategy

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Triple Bottom Line

Business Concept

Jeans & a T-shirt

Jeans & a T-shirt is a small apparel company that is the first to make customized jeans made out of thrifted materials for a lower price and market to multicultural millennials. Prices start as low as $60 for our products. Jeans and a T-shirt brings a new take on a classic outfit for every customer. It is a boutique and does not use factories to produce its products. Customers give a pair of jeans to get a pair of jeans. We transparently share how jeans are produced. We offer customization services with an in-store tailor. Customers can enjoy locally-brewed coffee while they shop our 1,000-square foot store in Williamsburg, Brooklyn, NY. We are an equal opportunity employer. We use profits as innovation for our company.

Our mission is to make trendy sustainable fashion possible. We bring stylish denim products to consumers that may be looking to get rid of old denim. Trends are always changing, so why not keep up while still being sustainable? Our goal is to bring production to a smaller and more personal scale by driving zero waste and customer loyalty through an upcycling process. We produce our products locally in house, utilizing technology and labor and without sweatshops. We want to address consumers that want to stay on trend without extra costs. The price of our product is value-oriented. Jeans and a T-shirt brings value by being environmentally, socially, and economically sustainable.

Sourcing Structure

1. Research & Innovation: Research denim fabrics according to the latest trends. Leverage research to build brand loyalty, increase product innovation, and identify new markets.
2. Material Sourcing: Source materials from thrifted or secondhand. We believe in reusing materials. We will have a higher markup on our materials but will be more cost-effective.
3. Transport & Distribution: Clothes made in-house and sourced will be shipped to customers. We will provide tracking information to customers.

Research & Innovation

Researching & designing new trends to stay on the cutting edge. We are committed to making sustainable denim and to offering new, innovative products to our customers.

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Transport & Distribution

Clothes made in-house and sourced will be shipped to customers. We will provide tracking information to customers.

Budget

Price

$100-$200 depending on the type of jeans

Marketing

$2,000 per month

Transport & Distribution

$10,000 per month

Profit

$5,100

SWOT Analysis

Jeans & a T-shirt

Strengths:
- Utilizes local and secondhand materials
- High-quality, unique products

Weaknesses:
- Limited product offerings
- Production capacity

Opportunities:
- Opportunities to expand to other denim products

Threats:
- Increased competition in the denim market

Product

1. Concept development: We will work with a designer and create our first batch of jeans. We will work with external companies to create our first batch of jeans. We will work with external companies to create our first batch of jeans.
2. Prototype: We will work with a designer and create our first batch of jeans. We will work with external companies to create our first batch of jeans. We will work with external companies to create our first batch of jeans.
3. Production: We will work with a designer and create our first batch of jeans. We will work with external companies to create our first batch of jeans.
4. Packaging & Shipping: We will work with a designer and create our first batch of jeans. We will work with external companies to create our first batch of jeans.

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