

COURSE PROJECT

Distribution and Promotion

Instructions

One of the best places to explore distribution and promotion is in the retail space. Though fashion retail spaces are rapidly evolving, the modern fashion industry is constantly innovating and exploring how elements of distribution and promotion fit into the retail experience. This is especially true for skills such as setting sales goals, establishing product prices, creating assortment plans, and developing promotional plans. In this course project, you will create your own fashion pop-up store concept and build a full distribution and promotion strategy centered around sales goals, pricing, assortment planning, and promotional channels.

Except as indicated, use this document to record all your project work and responses to any questions. At a minimum, you will need to turn in a digital copy of this document to your facilitator as part of your project completion. You may also have additional supporting documents that you will need to submit. Your facilitator will provide feedback to help you work through your findings.

Note: Though your work will only be seen by those grading the course and will not be used or shared outside the course, you should take care to obscure any information you feel might be of a sensitive or confidential nature.

Complete each project part as you progress through the course. Wait to submit the project until all parts are complete. Begin your course project by completing Part One below. A Submit Assignment button can be found on the final course project assignment page online. Information about the grading rubric is available on any of the course project assignment pages online. Do not hesitate to contact your facilitator if you have any questions about the project.



Part One

Building Your Pop-Up Concept

In fashion retailing, your retail format and space are integral to the eventual planning of sales goals, product assortment, and promotion strategy. For this part of your course project, you will create a pop-up store concept as well as an initial plan for both the physical pop-up itself and an e-commerce component. You will also identify your target market, your larger product category, and your competitors. You will use this concept to execute distribution, sales, and promotion strategies in the later project parts.

Note that if you have already developed a real or imaginary fashion brand or line, you can use that for the basis of this pop-up. You can also create an entirely new fashion retail concept or model one after an existing fashion retailer.

1. What is the name of your fashion retail brand?

High Key by Kay

2. What type of retailer is it (e.g., mass merchandiser, department store, boutique)?

Special Retailer

3. What is the overall product category your retailer will carry?

Women's high fashion streetwear. It will be targeted toward females around the age of 20-30 young professionals who have a hobby of social media and/or influencing and enjoy comfortable fashion while having a professional fun look.



4. Describe the mission and values behind your fashion retail brand. What does this retail brand stand for? What does it aim to bring to its customers? How does it distinguish itself from similar retail spaces in the industry?

I am aiming to upcycle men's sportswear and jerseys and rework these items by re-dying them and recreating them into feminine styles such as blazer, crop top, trouser set, or a cute dainty cut out dress but making it out of the upcycled jersey/polyester material into new shapes will make it fun for females to have an edgy masculine inspired style while empowering their femininity. Not only will it aim to target customers with the environmental benefit of upcycling but will also give women new doors in streetwear.

5. Describe your target audience. Be as specific as you can; include elements such as age or age range, gender, gender presentation, geographic location, racial and ethnic identity, hobbies and interests, habits, and fashion preferences.

This brand designs for the young streetwear fashion blogger, or the tom-boy influencer, the young millennial female looking for a comfort chic statement streetwear piece. These females live in big cities, NY, LA, Miami, San Diego, Atlanta, Austin. A young professional millennial 21-29 who has a full time job but has passion has a devoted hobby on the side looking to wear the next best thing. They enjoy working full time during the week and going out to brunch with friends on the weekend taking Instagram photos for the sake of loving their outfit and feeling good.

6. In what physical location or locations will you open your pop-up store?



I will aim to keep my locations in urban areas that are frequented by young females working in business, marketing, or fashion.

7. What will your physical pop-up space look like? What color palettes, decorative styles, and types of displays will you incorporate?

I would keep it bright yet edgy. Minimalistic styled furniture and art, with the backsplash of urban city brick feel. Bright colored Nike sneaker silhouettes, as well as black and white modern minimal furniture, mirrors, and glass cases. Inspired by Virgil Abloh, off-white skateboard urban aesthetic.

8. It can be useful to create a concept board for your pop-up business. Use the space below to add images that you consider to be inspiration for your pop-up retail concept. You can include images describing the physical pop-up space as well as additional images describing the e-commerce component.





Part Two

Creating a Six-Month Sales Plan

The basis of your retail strategy is your sales plan. Your sales plan will help dictate your choices in your assortment plan as well as your marketing and promotion strategies.

In this part of your course project, use the information you developed in Part One to craft a six-month sales plan covering one retail season for your pop-up. Assume that this sales plan is just for the retail pop-up location(s) and not for any assumed e-commerce elements.

As you're developing your plan, think about the physical location(s) of your pop-up and the way your environment impacts your target customer. In particular, consider specific months and how elements such as weather, holidays, and local events can affect your target customer's purchasing habits during those months; that should guide you in creating reasonable sales forecasts for each month.

Retail Season	
Seasonal Sales Goal [planned annual sales x % of sales for the season]	60,000
Year	2022

To develop your monthly sales goal, use the following formula: Monthly Sales Forecast (in dollars) = Monthly Sales Forecast % x Seasonal Sales Goal (in dollars)

Month 1 February	Month 2 March	Month 3 April
Sales Forecast %: 5 Sales Goal: 3,000	Sales Forecast %: 5 Sales Goal: 3,000	Sales Forecast %: 10 Sales Goal: 6,000
Month 4 May	Month 5 June	Month 6 July
Sales Forecast %: 15 Sales Goal: 9,000	Sales Forecast %: 15 Sales Goal: 9,000	Sales Forecast %: 10 Sales Goal: 6,000



Now that you have developed your sales plan, reflect on your plan and how it relates to running a retail fashion business.

What are the months that you expect to be the most profitable for your retail pop-up? Why do you believe those months will be profitable based on variables like your target customer, your physical retail location(s), etc.?

Spring and Summer. Based on my target customers I plan to use an urban setting, in a large city such as New York. People are more frequented outside during these seasons and would appreciate the bright colors at that time along with the sleekness edgy style.

What are the months that you expect to be the least profitable for your retail pop-up? Why do you believe those months will be challenging based on variables like your target customer, your physical retail location(s), etc.?

Fall and Winter. At this time the weather gets cooler and people tend to stay at home and wear more neutral colors and gravitate toward more heavier fabrics such as wool, suede, etc.



Part Three

Establishing Your Garment Pricing

After you establish your sales plan, you can begin to think about your garment pricing and the price point of your retailer. Fashion retailers can be successful and achieve a profit whether they sell discount goods or very expensive items. By strategically choosing garment pricing based on your particular pop-up store's needs, you can establish a situation where your garments are marked up competitively with the market and appeal to your target customer.

1. What price point will your fashion retail pop-up carry? Consider the location of your pop-up, your branding and mission, and your target customer in this circumstance. Your price point should be a direct reflection of those elements.

My pop-up price point would fall under the better bridge category into the designer category. Thinking of affordability and accessibility to my target customer while including the idea on exclusivity and making the garments on my own from upcycled materials.

2. What is the general price range that customers will find at your pop-up store?

The price point will range \$50-100 per item due to the effort of making each piece and having them be different from each other as per the upcycled materials they are made with.

While you do not have to know your full assortment for this part of your course project, think of **two** fashion products that you will definitely offer in your pop-up store. Make one of these fashion products a basic or “low-risk” style, and make the other a fashion or “high-risk” style. These designations should align with the target market you described in Part One.



1. What is the basic or low-risk style that your pop-up retailer will carry?

Basic low-risk style will be a reworked unisex t-shirt.

2. What is the fashion or high-risk style that your pop-up retailer will carry?

High-risk style would be a reworked blazer/coat jacket.

Use an existing fashion retailer that is at a similar price point and in a similar retail assortment category as your described pop-up for this section. Find equivalent items to the ones you indicated above and use them to fill out the comparison chart below; this will help you analyze their retail price point and how that can relate to your pop-up.

	Basic/Low-Risk Style	Fashion/High-Risk Style
Style Name:	Illustrated girl print oversized shirt	BLEACH CHECK PRINT SLOUCH BLAZER JACKET
Product Type:	Streetwear	Streetwear



Link to Style:	https://jadedldn.com/collections/tops/products/illustrated-girl-print-oversized-graphic-t-shirt	HTTPS://JADEDLDN.COM/SEARCH?Q=BLAZER
Product Description:	make heads turn this season rocking our illustrated girl print oversized graphic t-shirt! illustrated girl print oversized fit graphic t-shirt crew neck	stand out this season rocking our bleach check print slouch blazer jacket, pair with the matching trousers for the ultimate co-ord! matching trousers available bleach check print slouch fit part of a co-ord
Retail Price (without markdowns):	\$52	\$111
Why does it fit this category?	Oversized uni-sex t-shirt requires much less risk to create and manufacture.	Made with heavier material and is a tailored fit.
Has this style been marked down recently?		Yes to \$66

Now that you have analyzed your two chosen styles, use the following charts to compare their retail prices and markups. Use the final retail price you indicated in the previous chart and an assumed IMU or markup of 60% to determine the COGS.

Basic Style	Currency Amount
Cost of Goods Sold (COGS)	\$52
IMU (assume 60%)	40%
Final Retail Price	\$130



Fashion Style	Currency Amount
Cost of Goods Sold (COGS)	\$111
IMU (assume 60%)	40%
Final Retail Price	\$227

1. Now that you have analyzed the markups between the two items, which item do you believe will sell more with your target customer base?

The low-risk item.

2. Which item do you believe will be more profitable overall for your retail pop-up?

The high-risk item.

3. Why do you believe it is important to stock both types of items, even if one is more profitable than the other with your customers? What is the value of having a mixture of basic and fashion items in your retail pop-up?

Both items can be beneficial as some people who do not want to spend too much out of their price point can still afford the luxury low-risk item or if they want to afford the more expensive item as a statement piece.



4. What are the limits of having a mixture of basic and fashion items in a retail pop-up setting? What are the challenges that come with having both types of items, and how do you think your pop-up can mitigate those challenges?

I don't see the limits that having both styles of items possess because I think having both will broaden the audience and the profit margins expanding. However, having the mixture of both could inhibit the aesthetic of the environment as well.



Part Four

Developing Your Assortment Plan and Promotion Strategy

Your assortment plan and promotion strategy are the final pieces of your retail pop-up experience. The assortment plan will guide the specific styles and colors you will stock at your retail pop-up experience, while the promotion strategy will help inform your target customers about the products in your assortment.

Answer the questions below to start planning your assortment. Use those responses, along with the information you gathered in Part Three, to craft the beginnings of your assortment plan.

Think back to the overall fashion category for your pop-up retail concept that you indicated in Part One. What subcategories of fashion products within that category does your target customer wear? Which of these subcategories would they associate with your fashion retailer?

The subcategory I am going to focus on is the bottoms for women's streetwear, joggers, pants, skirts, shorts.

After establishing your subcategories, you must identify the breadth and depth of your assortment.

1. How wide will the breadth of your assortment be? How many subcategories will your retailer carry?

I will focus on wide-leg mesh/polyester trousers made from upcycled jersey material from men's sportswear. I will offer shorts, and skirts in the same material and colors.



2. How deep or narrow will your assortment be? Will you offer many options for each subcategory, or just a few?

I will offer the same 4 colors two solids (one neutral) and two patterned dyed.

3. Which of the styles and colors in these subcategories are needs or staples? These will be more likely to sell with your target customer and can be stocked in larger quantities.

I think the printed dyed styles will be a staple and a main for the brand however, more people tend to gear toward solids for their wardrobe needs and will probably sell at a higher rate.

4. Which of the styles and colors in these subcategories are “fashion” categories that are appealing but purchased with less frequency? These will be less likely to sell on a regular basis but still hold appeal for your target market, so they can be stocked but in smaller quantities.

The skirts and printed trousers would probably sell at a slower piece than the shorts or solid trousers.



5. How do the breadth and depth correlate with your sales goals and sales plan? How will elements like projected sales quantity and stock markups impact your ability to stock certain products?

I think my idea correlates with my sale plan by keeping it similar to a true pop-up and offering limited styles, colors, and quantities of each item will bring the high seeking for the pieces.

Once you determine your breadth and depth, you can develop your assortment plan. For the purposes of this part of your course project, create an assortment plan using a **minimum of three unique styles in two different colorways for each style**. So, for example, you might have a “Long-Sleeve T-Shirt” as one of your styles and may stock it in both “Black” and “Navy” colorways.

If you would like to create a broader assortment, you are welcome to do so. You are also welcome to use the styles you analyzed in Part Three of your course project.

Note that in an official retail assortment plan you will also record the SKUs and any other necessary product information. You could also include product images and use another file format such as a Microsoft Excel workbook. For fashion retailers with large assortments, programs such as Excel can be invaluable for keeping track of all of the product information.

Style Name	Price	Color	Size XS	Size S	Size M	Size L	Size XL	Size XXL	Size XXXL
Jersey Trouser	\$89	Print 1, print 2, sage green, baby blue, white	20	30	30	20	10		
Jersey Skirt	\$58	Print 1, print 2, baby blue, white	20	30	30	20	10		
Jersey Shorts	\$62	Print 1, print 2, sage green, baby blue, white	20	30	30	20	10		



A fashion pop-up cannot survive without strategic promotion strategies. Now that you have established your pop-up retailer, consider how you would execute a promotional campaign to inform your target customers that your retailer is operating.

1. With what types of promotional channels does your target customer engage on a regular or semi-regular basis?

My target customer regularly engages with social media especially Instagram on a regular basis, as well as facebook, tiktok, and other forms of internet access.

2. With which of those promotional channels does your target customer actively engage?

Instagram, TikTok.

3. With which of those promotional channels does your target customer passively engage?

Visual representations in stores, and other forms of social media.

4. Of the channels you listed, select three or four that you would use for your promotional campaign.

Instagram, TikTok, Facebook, E-mail, and PR events such as exclusives for influencers.

5. Describe why you chose these particular channels. What is your strategy behind these choices? Is it based on a frequency of messaging or a particular journey or set of journeys your customers can take to purchase items from your pop-up?

I chose these specific channels because they can all be collectively used together, for example holding a PR event such as a pop-up fashion show can be filmed and shown on social media such as Instagram and Tiktok and for those who attended the event and shared a post or story about it they could receive a promotional e-mail for discounts.

6. What elements of your marketing mix make your pop-up stand out from competing fashion retailers in the area or at large? How are these elements unique from your competition?



My pop-up would stand out from other retailers at large for it's raw, realness, and uniqueness to being one of a kind vintage with exclusivity as well as the draw of turning the street into a runway by offering a weekly show outside of the popup for promotional push.

7. What about your pop-up would you emphasize in your promotional content? This could be the physical space and aesthetics, the mission and vision, or specific products in your product assortment.

Keeping it true to streetwear and lounge wear while empowering women to wear these sporty styles by upcycling men's sportswear and jerseys in a mix of masculine and feminine shillouettes that our repainted, redyed, and made to collectively go together.

8. Why did you choose to emphasize this over other elements of your marketing mix?

I chose to emphasize this for the feeling that women can too dominate in a male heavy category.

To submit this assignment, please refer to the instructions in the course.

