



# One & Only

EO4

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# Survey

- Over 100 responses
- All data are from our survey and our primary market research



## Consignment Store (One & Only)

Our consignment store, One & Only will not be like your typical thrift store. We will offer consumers top quality in-store experience by our wide selection of brands and products that will appeal to our target market and the general public as well. Our store will feature second hand quality products (clothing, accessories, furniture)... One & Only features an online look book that allows consumers to preview and reserve items that they would like to try on or view, given the exceptional circumstances of the world we are living in today.

### Our brick and mortar location



Link:

<https://forms.gle/gDSuQkyauqmt81RY9>

# Our Concept

## Consignment store

- Second-hand store

- Clothing, accessories, and furniture

- **\$ back**

- Depend on the quality, brand and value of the items

**Value Proposition:** One & Only offers over 50 brands to consumers and beautifully designed clothes that are on-trend, great quality, and of good value.



## Online Platform

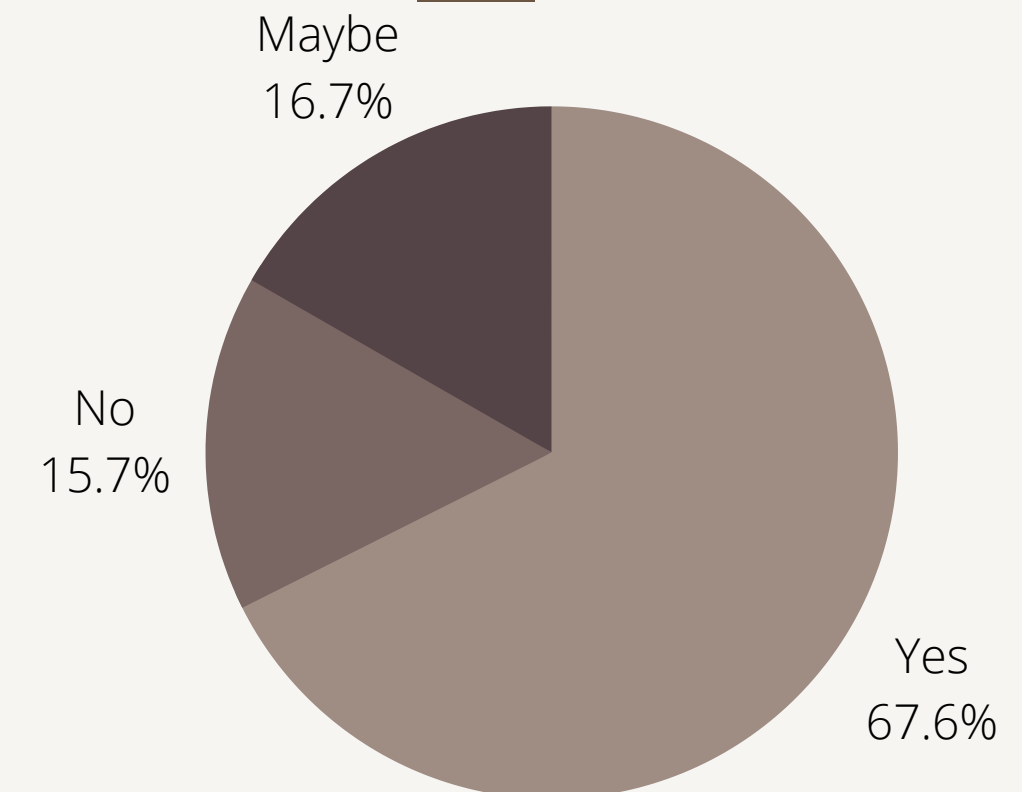
- **Online website**

- Feature all items carried in-store

- **Benefits:**

- Track our consumers interests in products with our reservation feature (48 hours and 2-3 items at a time)

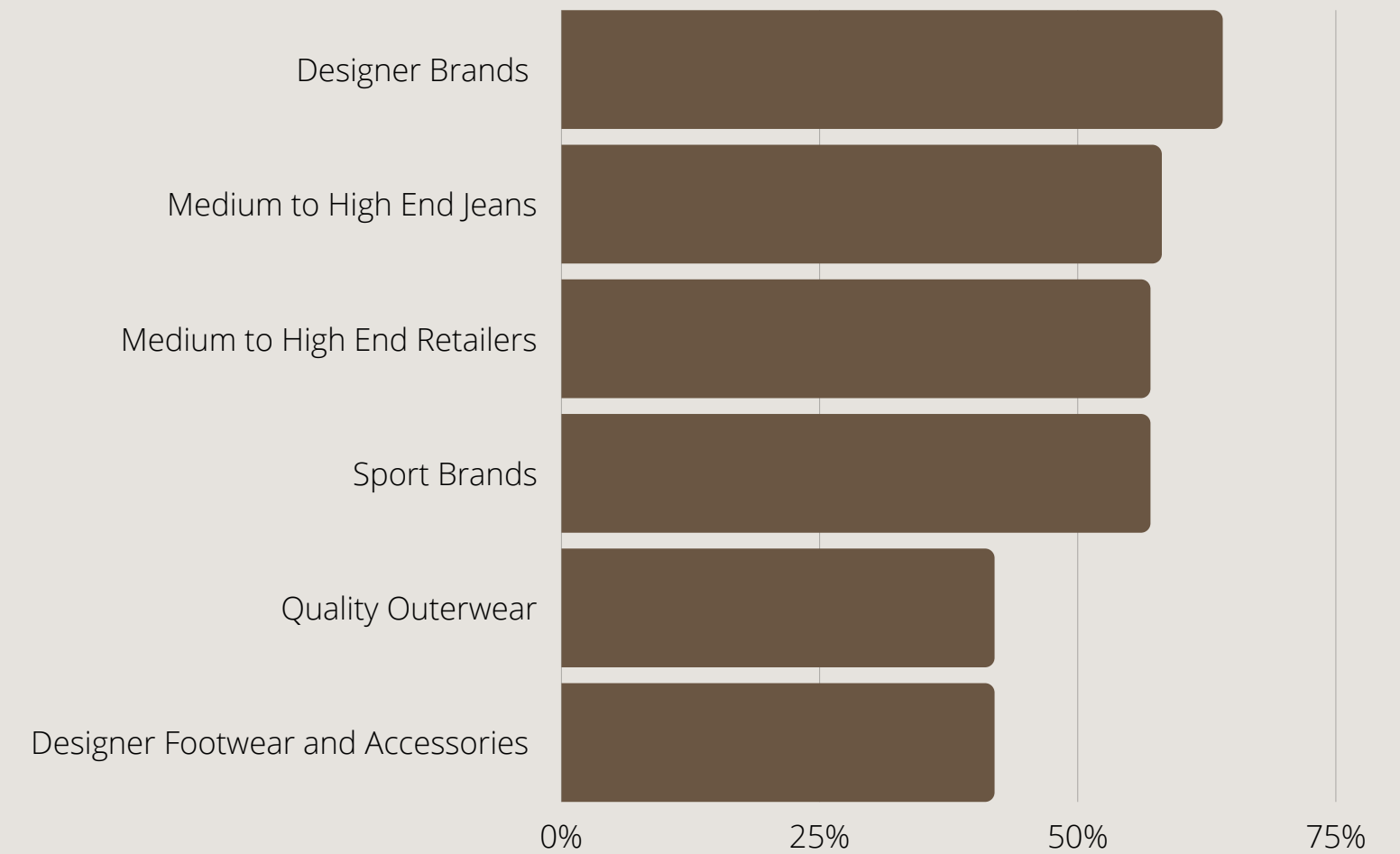
### % of People Who Would Shop at a Consignment Store



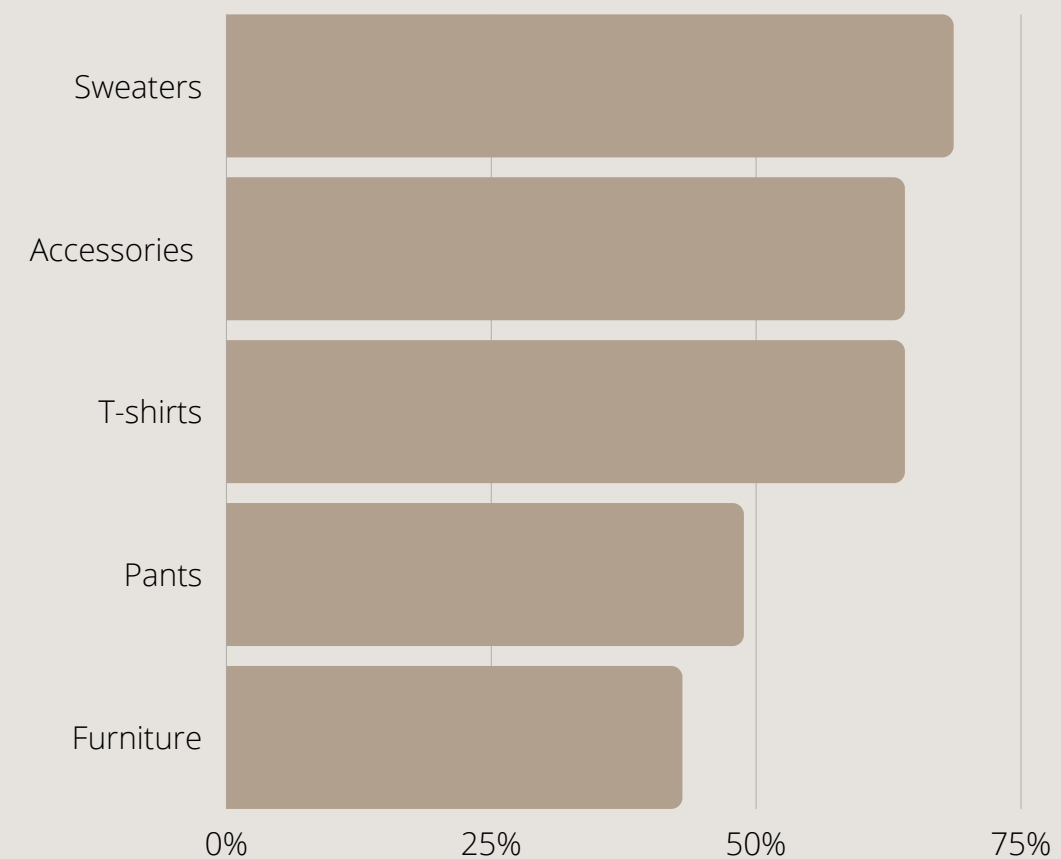
# Need

- People want more second hand clothing stores (exclusive clothing, accessories, furniture)
- Pick and reserve products 48h in advance before coming to the store (Max 2-3)
- Sustainability and less pollution
- Shopping local
- **Membership cards**
  - Exclusive deals
  - Access to new items (1 week before)
  - Accumulations of points with every purchase
  - 3\$ opening fee
- Collecting **data**
  - collect consumer emails, phone numbers,
  - Track consumers taste in brands and items

## Most Sought After Brands



## Most Sought After Products



# Suppliers



## Our own closets

- Clothing, accessories and furniture from our own closets
- Family and friends



## Consumers

- \$ back for their clothing, accessories, or furniture
- Profit will depend on the quality, authenticity, and retail cost value of an item.



## Team E02

- Team E02's closet cleaning business will offer 25% of their findings
- One & Only will select items that fit with our brand



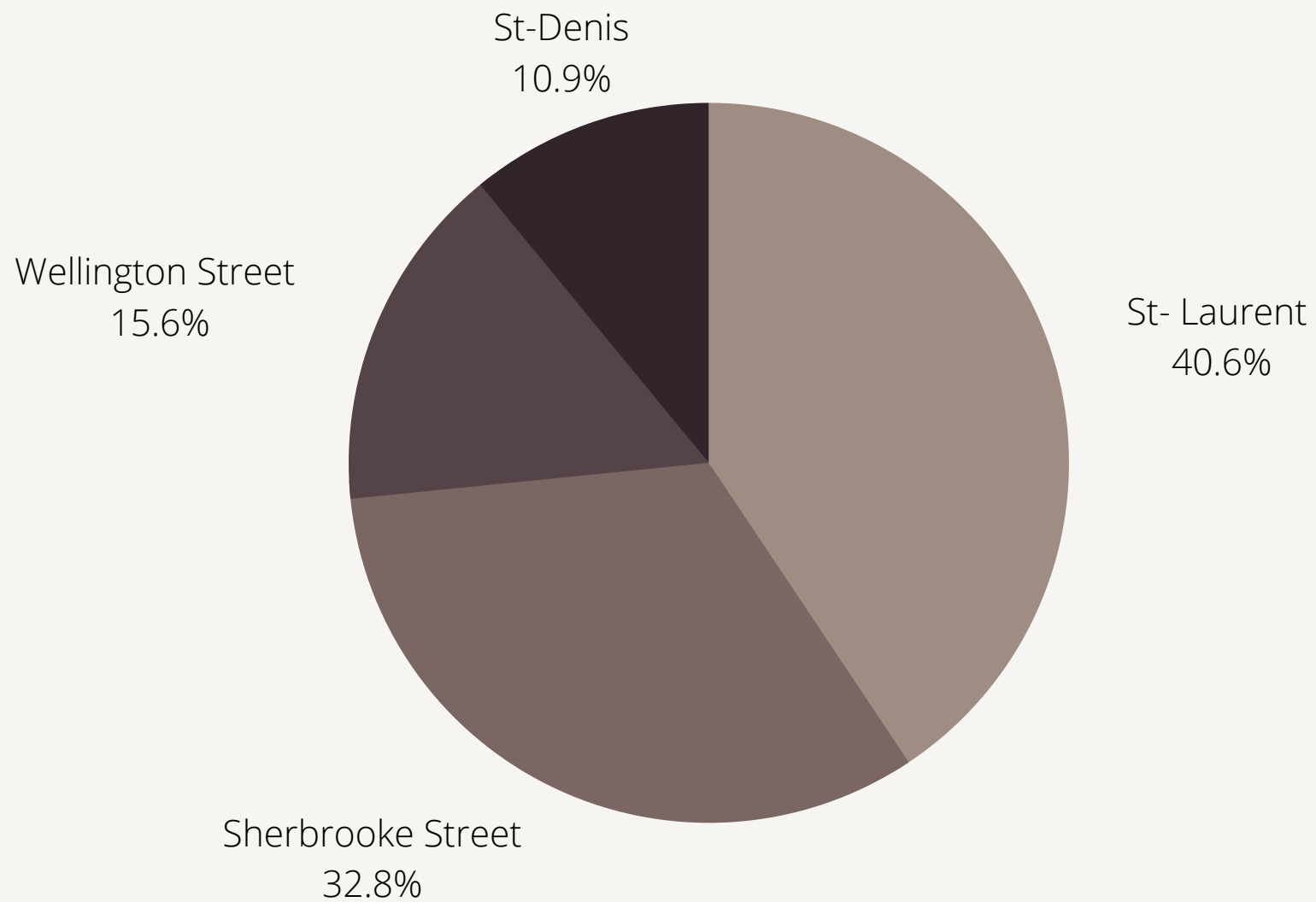
## Shopping at other consignment stores

- Scout out products from other consignment stores (Empire Exchange, LNF Shop, Village des Valeurs)

# Distribution Channel

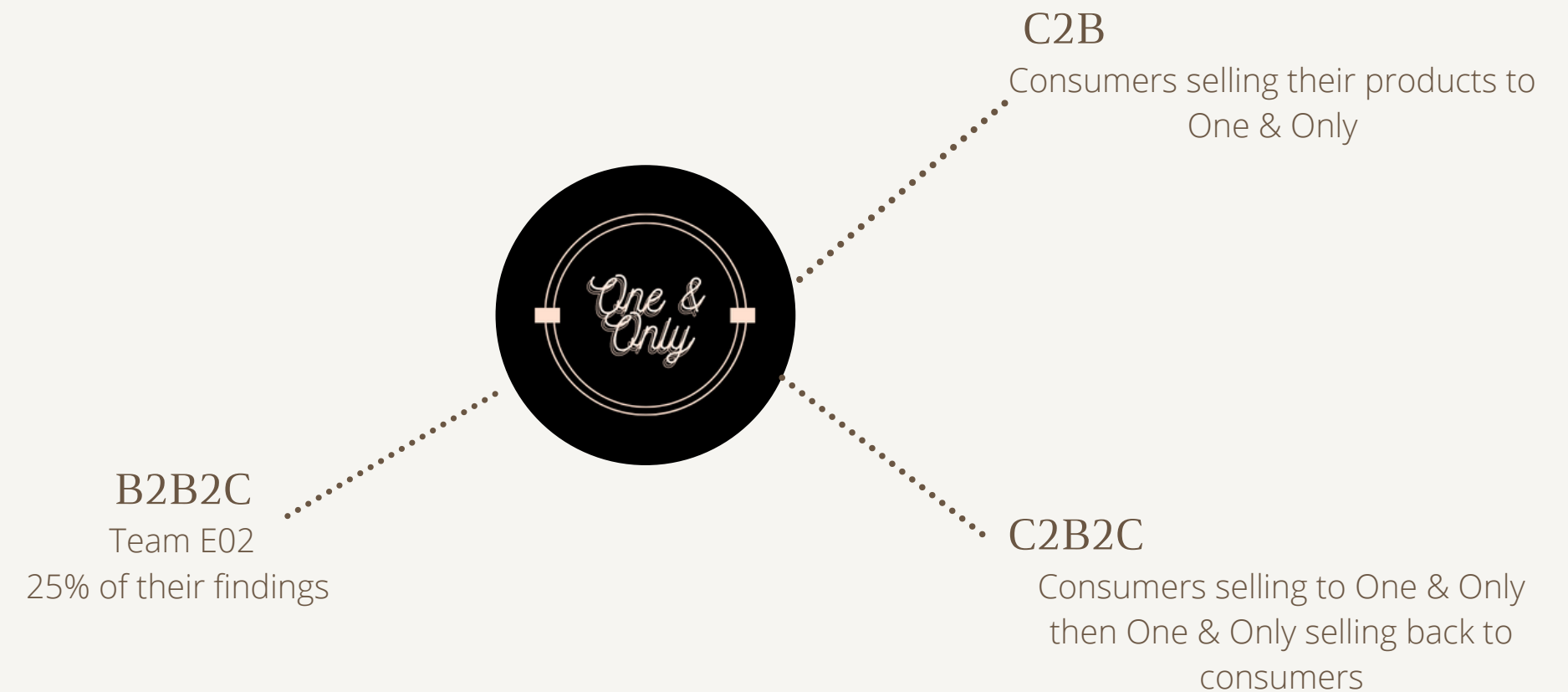
## Location

- Small minimalistic and elegant boutique
- 1000 square feet
- St-Laurent Blvd and Sherbrooke street.
- Next to Café Origine, a popular spot



## Sustainability and Ethical Aspects

- Donate items to local businesses: “Le Chainon”, “Jeunesse au Soleil” after a period of time
- Reduce energy consumption by washing clothes with powder detergent (need to wash clothing less often)
- Furniture and accessories would be cleaned with ammonia free products
- Hiring of the less fortunate from organizations like “Le Chainon”, “Jeunesse au Soleil”



# Target market

## LOCAL MONTREAL MARKET

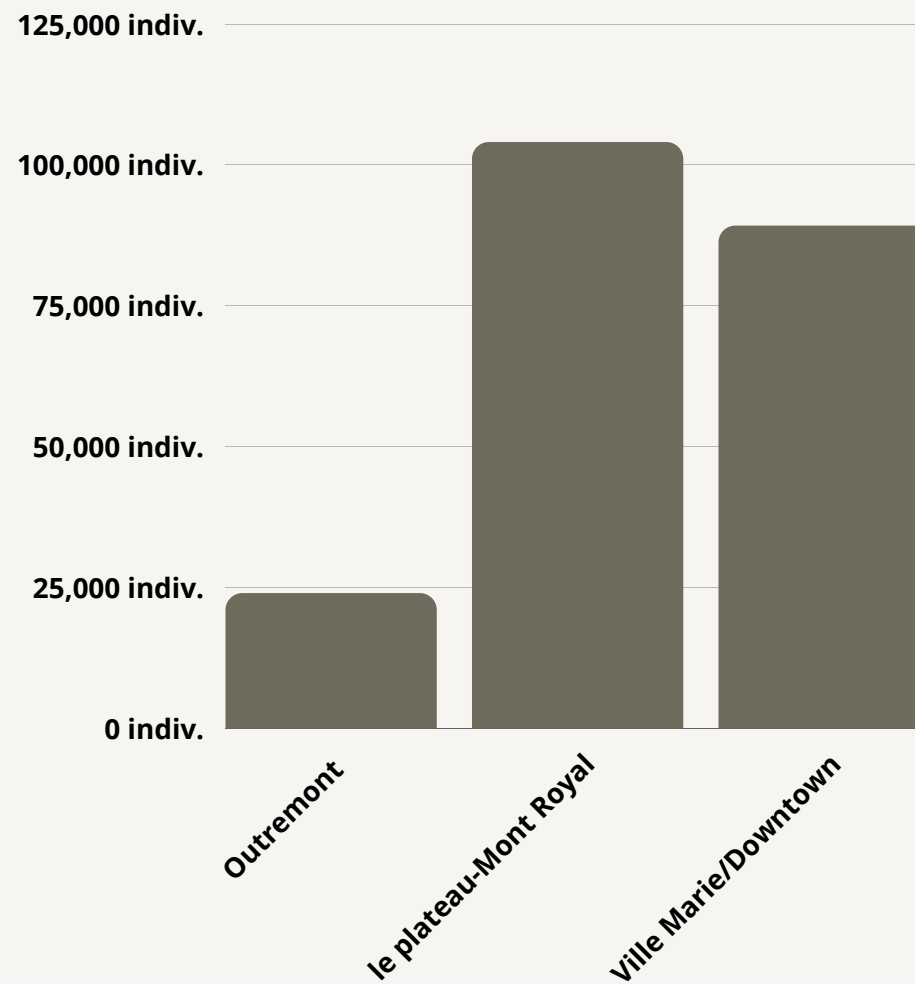
Outremont

Plateau/Mount Royal

Ville-Marie/Downtown

These surrounding areas are close to our shops location.

Population of these areas consists of young adults to mid thirties.



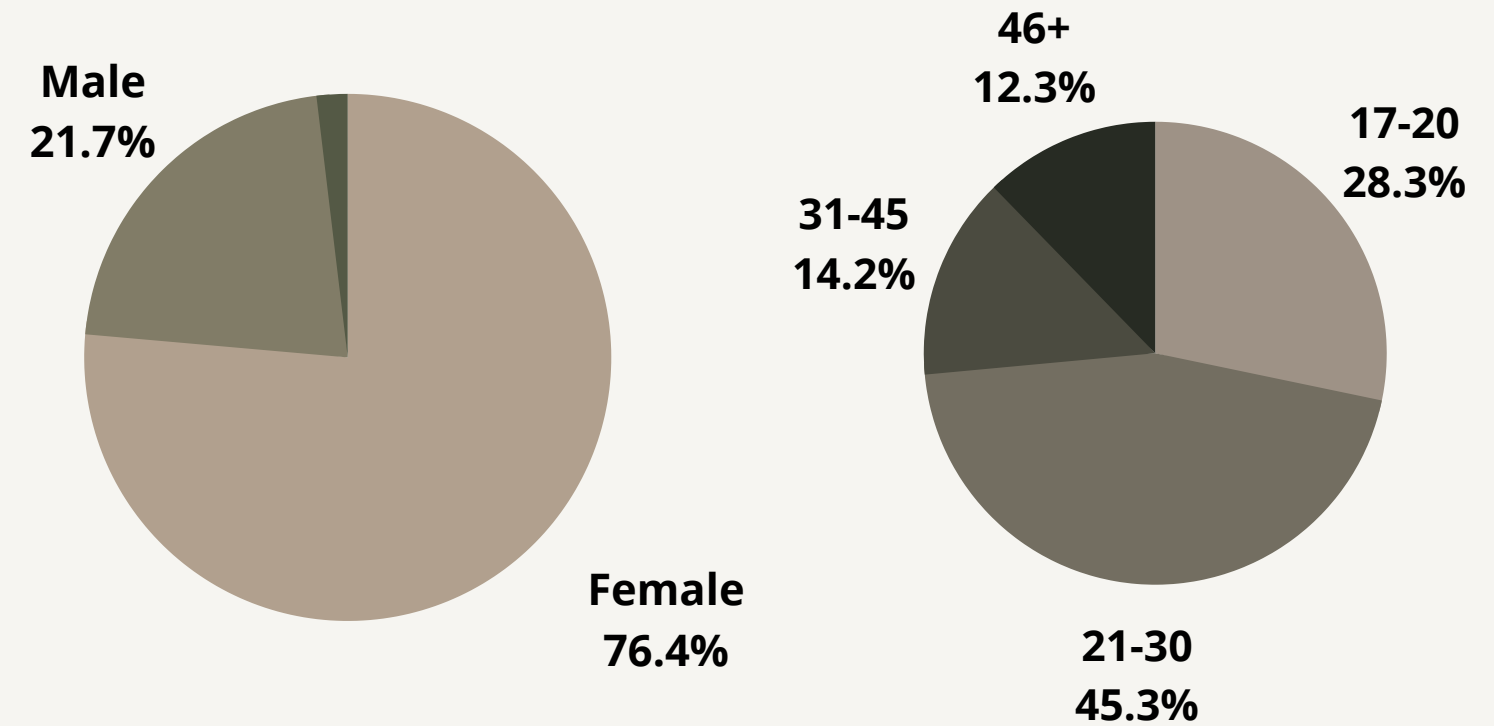
## PROSPECT CHARACTERISTICS:

- 21-30 years old

- Is attracted to the concept of exclusivity.

- Prefers a personalized & unique shopping experience.

- Appreciates an up-cycled, quality made garment that is one of a kind.



## Personal Values:

- Quality
- Saving money
- Their time.

## Who are they?

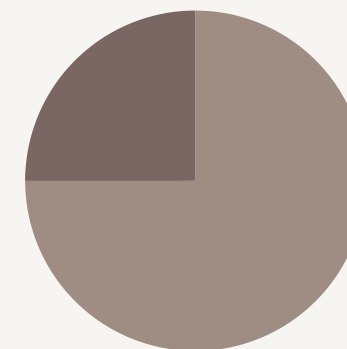
- Word of mouth
- Social media/online (Instagram, Pinterest, Facebook, Google.)

## What is important to them:

- Exclusivity
- Unique fashion finds
- Sustainable shopping habits (buying second hand) **STATS**
- Avoid fast fashion brands.

% of people who shop sustainably

Prefers to shop fast fashion  
25%



Prefers to shop second hand  
75%

## Decision making process:

- Checks out online look book,
- Finds garments of interest,
- Comes into store to try on evaluate their finds (3-4),
- Makes final decision to purchase 1-2 items,
- Leaves a review to help build brand loyalty.