

The image features a central white rectangular area with a thin black border. This area is surrounded by various green tropical leaves and ferns, including monstera leaves and palm fronds, which are rendered in a stylized, layered manner. The foliage is positioned at the top-left, bottom-left, and right edges of the frame.

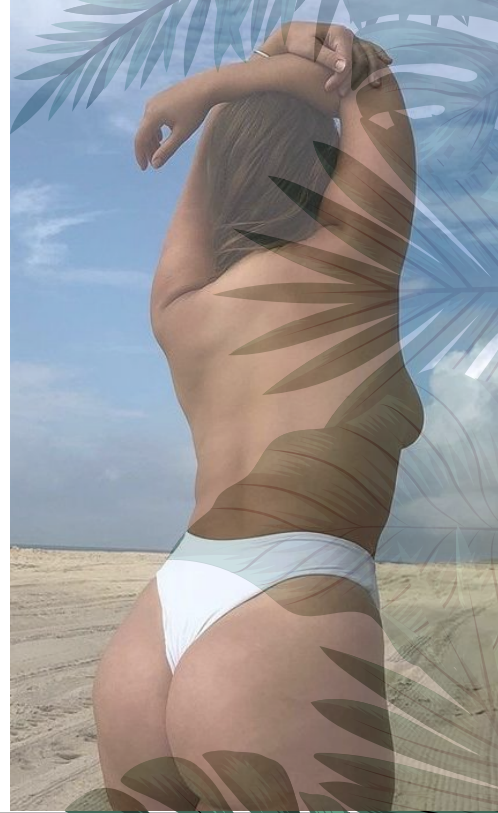
Zazil-Ha

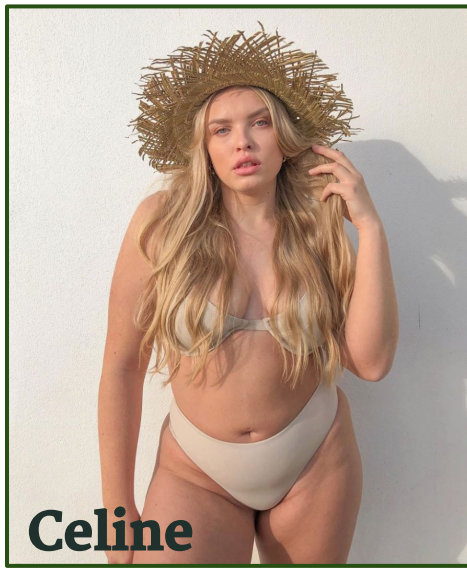
Swimwear

Allysson Corona
Jean Roberto
Anne Sophie

Our company

Zazil-Ha is a size inclusive luxury sustainable swimwear brand that has women's insecurities into consideration. This is so they can feel confident regardless of their size or shape.





Celine

- 25 years old.
- Bachelor's degree.
- Full time job.
- Income: medium-high \$40,000 approx.
- Lives in downtown Montreal.

- **Characteristics:** Fashionable, sleek style, outgoing, supports body positivity, travel enthusiast, into social media, likes nature, photography, cares about the environment, simple and lively.
- **Shopping habits:** loyal to her brands, keeps up with the trends.
- **Lifestyle:** sustainable, likes to travel, goes out with friends or coworkers, goes to her go-to local cafe, does yoga and has an urban life.
- **Purchasing decisions:** Limited decision making. She does her research about the new brands she purchases, to know if they align with her values.
- **Where does she get the info:** Blogs and her favorite influencers
- **Brand affinities:** Sephora, Reformation, Alternative Apparel, Levis, Girlfriend Collective, etc.
- **How do we meet her needs:** We satisfy her need of staying true to her values by having an ethical, sustainable and timeless product. That she can take in all her vacations.

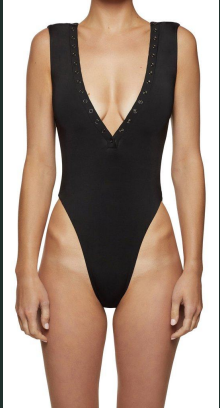


Myra Swim

A well establish Australian base brand, that in september 2020 finally changed all her product to Econyl fabric. They are a minimalistic brand that have been spotted in celebrities like the Kardashians.

They have a minimalistic view, seamless finishes and sexy high cut designs.

Their pieces are sold on their website, Net-a-Porter, SSENSE and Olive LA.



Hoaka Swimwear

This Montreal base brand created by the influencer Elisabeth Rioux.

Online only store.

They reinvented their brand, now offering a swimwear line made of recycled polyester.

They also manage a non sustainable line and apparel.

They plant 10 trees with every order



Competitors

Unique Selling Proposition

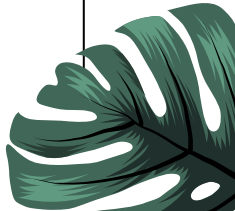


Zazil-Ha would be able to meet the needs of this consumer, as our selling point as a brand is being sustainable and use high quality fabrics. Our swimsuits will last through multiple washes while keeping their shape and color.

Women who buy our swimwear know that they will look and feel their very best. They will also get value for their money; as we sell swimsuits not only in several different timeless styles but in a varied affordable price ranges.

Since our swimsuits are design with women's insecurities in mind, so they can feel confident without covering up their bodies; we decided to have a platform on our website where they can tell us about what is that small detail on a swimsuit that just stops you from wearing it.

Also, our styles are minimalistic and seamless, will be their go-to beachwear for years to come.



Unique Selling Proposition

We are size inclusive with sizing available from XS-XXXL. We promote our swimwear as an affordable luxury that won't break the bank. We see our product as an investment. Our ethical and sustainable visions applies to our packaging as well. The same values are applied in all aspects of the company.

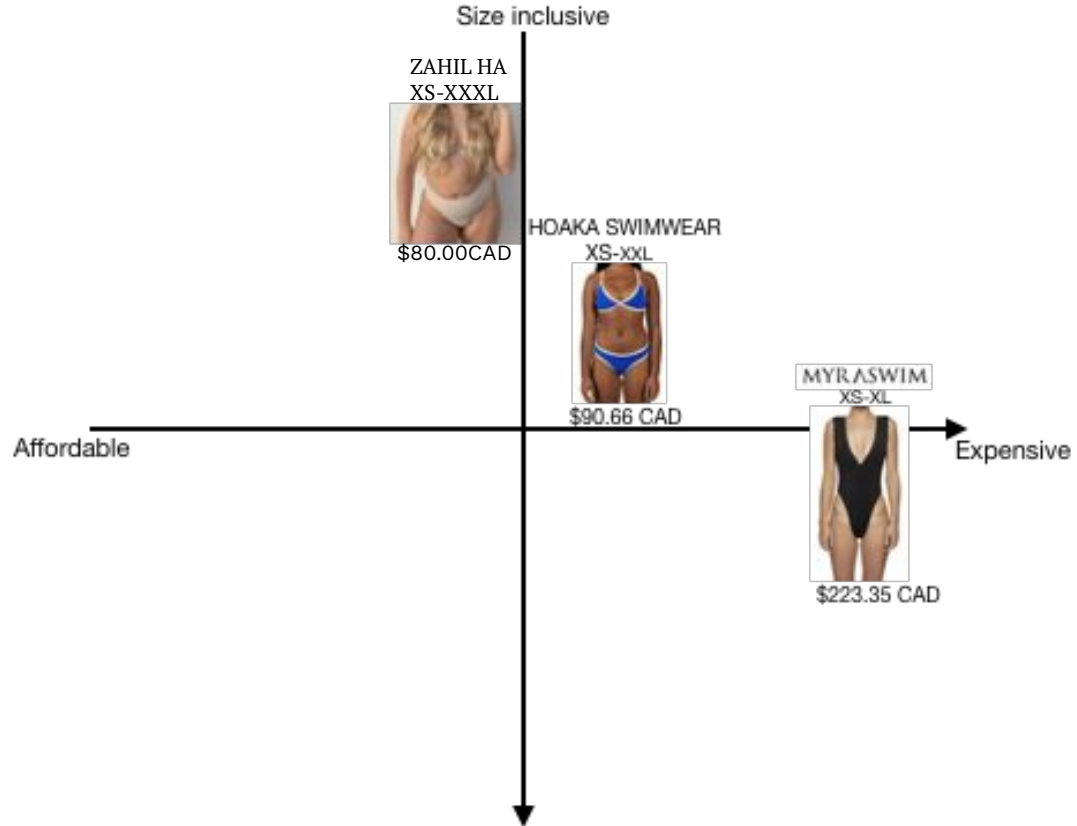


Positioning Map

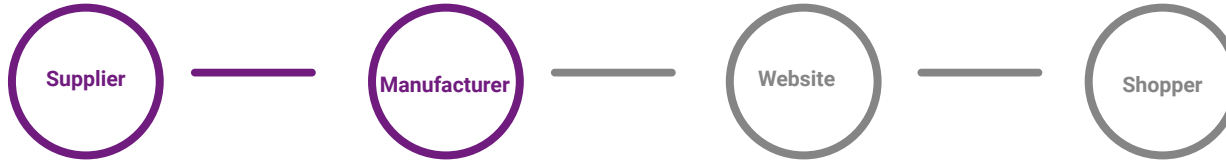
ZAHIL HA
\$80.00 CAD
Sizes: XS-XXXL

HOAKA SWIMWEAR
\$90.66 CAD
Sizes: XS-XXL

MYRA SWIM
\$223.35 CAD
Sizes: XS-XL



Distribution channels



- Our fabric supplier is REPREEVE. Which they provide us with the recycled swimwear fabric.
- After we send it to our manufacturer to make the swimsuits.
- Once they are finished, we receive them in our warehouse since we only sell online.
- From here. Once an order is made, we send it to our customer.



We will start by selling in the USA, Canada and Mexico. After we will upgrade to worldwide shipping.



Marketing Strategy

Value proposition : We offer our customers a non-judgemental and understanding environment where they will be able to purchase our high-quality sustainable swimsuits. We promise to deliver exceptional fabrics and classic options for the years to come. We acknowledge the need of our customers to feel comfortable in their chosen swimsuit by communicating body-positivity as our brands main message.

Promotion: Our strategy to lure in these customers would be through social media platforms such as Facebook and Instagram, Instagram being our main platform. We will have a dynamic marketing team who will control posts on social media, share content, find brand ambassadors in exchange for products. We will create hashtags and build an online supportive community.

Website: We will then direct traffic from social media to our official website for customers to visit and purchase our merchandise. Our brand's logo will be front and center across our page with the company's mission and objectives. All potential customers will be invited to join our emailing list where they can have access to special announcements and receive discounts.





Understanding the customer:

Our target market will be women between the ages of 20-35 years of age. Once a rapport has been established with our customers, we will ensure that we keep these relationships by inviting them to share post and tag us! On our website, we will invite customers to ask us questions to help them find the proper size and perfect fit.

Competition:

In order to have a successful business, we would need to analyze what our competitors are doing and differentiate ourselves to stand- out from the crowd. An important strategy we will implement is to market ourselves as a sustainable and eco-friendly brand that is minimalistic and luxurious yet affordable. Body-positivity would be encouraged throughout our website, social media, campaigns etc...

Sales department



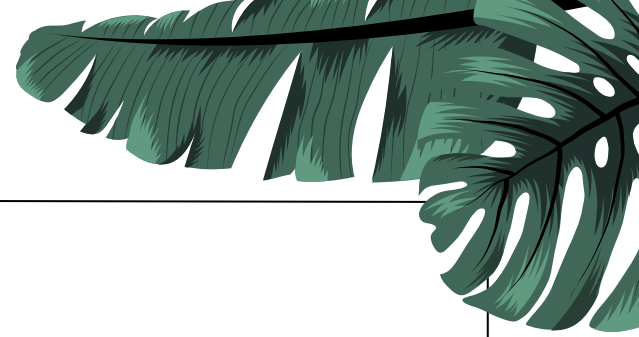

**Allysson
Corona**
Sales
Director



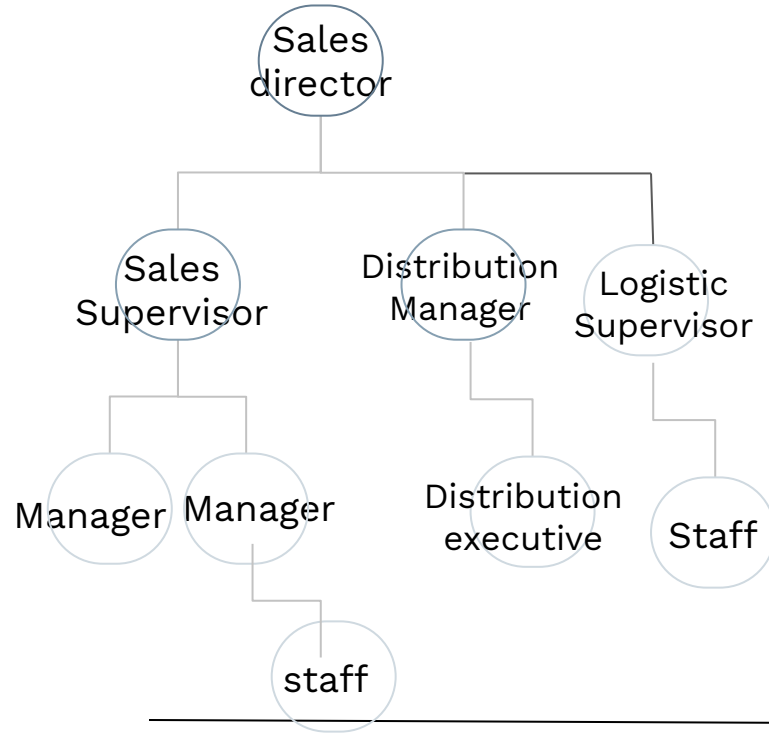

**Jean
Candiani**
Sales
Supervisor




**Anne
Sophie**
Logistic
Supervisor



Sales Department



Sales Revenue Goals 2021

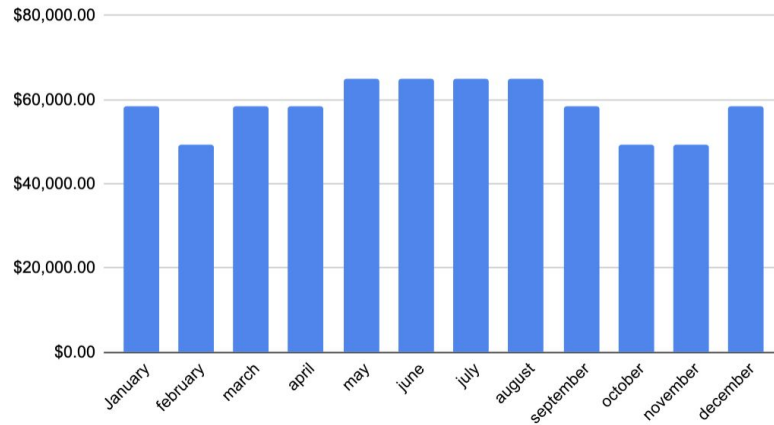
January, March, April and december: \$58,333.33 per month = \$291,666.65

May, June, July and August: \$65,000. = \$260,000

February, september, October and november = \$148,333.35

We spect 7 hundred thousand (700,000)dollars of revenue during 2021.

sales contra month





THANK YOU