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KD DANCE STUDIOS

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In order to bring KD Dance to Chicoutimi, the market research needs to support its success. Unfortunately, the research shows it does not, but there are still other options to consider. KD Dance can set up shop in Montreal which has a bigger population and develop a website so people in Chicoutimi still have access. This way there will be enough people to support it and make it worthwhile. To set up in Montreal would benefit everyone.

Chicoutimi has a population of 58,513 people. The majority of them make less than \$50,000 a year with the average making \$23,000. KD Dance clothes are high end and produced with quality materials with expensive prices. Chicoutimi is of middle class which could lead to the price range being out of reach for some. Chicoutimi also only has 10 dance studios so there isn't a big enough market for it, or high in demand. However, Montreal is the second biggest city in Canada with a population of 4,171,716. They have more dance studios with at least 20 dance schools. Montreal is also ranked among top 30 of the most active cities in the world. Montreal is known to be dominated by cyclists around the city and has many hiking, biking and active centers such as gyms. The clothing is mainly targeted for dancers, but it is also promoted as active work out gear which branches out to more than just dance students. Montreal is also known as the fashion capital in Canada and KD Dance will bring in New York fashion which will appeal to Montreal as most stay on top of the latest trends. Statistics show in Quebec they spend an average of \$9k and make 162 shopping trips a year. They spend \$863 in retail purchases and 76% do their shopping online. Montreal average household income is \$76,614 showing they have the means to afford it, as well will shop on the website.

The SWOT analysis for KD Dance shows the strength is bringing in New York fashion as New York is one of the biggest fashion capitals in the world. The material is made of the finest textiles and has unique styles with a variety of different cuts to choose from. The clothing is soft and the fabric is light and breathable, and for online shopping there is a size chart to help you determine your right fit. The weakness is prices might not be affordable to everyone. People may stick to their regular brands. Opportunity shows creating loyal customers which could be to develop a loyalty card and could develop a children's line if demand shows. Being accessible over the border brings in more clientele. Threats entail competitors discount prices and their loyal customers.

The competitor Rada Dancewear SWOT shows their strength in terms that the people of Montreal are already familiar with them. They carry clothing for men, women and children. They have a variety of options and also carry shoes. The weakness they have are their prices as their products do not have a fixed cost and change at any moment. They do not have an online store and you must spend over \$100 or be charged with a \$20 service fee. They have opportunity in developing an online store and giving promotions as well waiving the service fee. A threat of theirs is competing with better promotions. After analyzing SWOT on both sides, we determined the reward is greater than the risk.

The audience we will target will be men and women aged 15-34. From ages 15-19 there is a total of 225,345 with 114,530 males and 110,815 females. 20-24 roughly is 271,635 with 136,530 male and 135,105 females. 25-29 around 270,735 with 134,135 male and 135,105 female. The last age range 30-34 is 279,175 with 136,375 male and 142,905 female. This gives us a lot of range and the ability to produce classy and trendy outfits for our target audience. The products will be female dominate as there will be more product and choices for her. There will be bodysuits, legwarmers for him and her, leotards, dresses, sweaters, tanks tops for men and women, long sleeve for him and her, quarter sleeve, and short sleeved for male and female. There will be leggings for her and tapered pants for both, quarter cut, and shorts for him and her. Some will be loose fitting, form fitting and cropped. All the material will be light and breathable.

Prices will range from \$80-\$150 to make up for the currency difference. Prices will be the same in store and online, but online will have shipping fees of \$9.00 unless you purchase over \$100 or ship to store and the shipping fees will be waived. The website will also have online exclusive which you can receive online but will be limited to 2-3 items. There will also be deals of buy 2 get 1 free and 30% off from time to time, as well as clearance sales with 50% which will happen once a year, until product runs low and needs to be shipped to online. These sales will be promoted through social media and email sign ups. For instore shopping assistance, KD Dance will hire sales associates and managers and if they cannot find the product they are looking for they will redirect them to online.

Shop will be set up in the Montreal Eaton Centre located downtown by the university. We will purchase a lease for a space in the mall with big front windows where mannequins will be displayed, and

people can see into the store to see what we have. Before we open there will be big banner displayed stating in French as French is the dominated language in Montreal indicating KD Dance is coming soon with active wear. There will be postings on social media in French and commercials promoting the arrival all throughout Quebec and mentioning they have an online store available. The website will have the option to translate to English. For the opening customers will receive 25% off instore and online with that being promoted in social media and commercial advertisements. The advertising will display 3 models 2 female and 1 male. The first female will wear a cropped sweater with leggings and the second with form fitting long sleeves and loose-fitting shorts with leg warmers. The model will wear a tank top and tapered pants. In the message it will talk about the comfortability and the fashion aspect as well as quality. All the models will be aged around 25.

Setting up shop in Montreal and creating a website is the best way to sell KD Dance products. The online makes it available to those in Chicoutimi and everyone else in Quebec. They will also know because it is broadcasted for everyone living in Quebec. The Chicoutimi area is only 4 and half hours away and they can drive to Montreal as well if they choose, along with everyone else living close to Montreal. There is more demand in Montreal and promotions will draw them in. Having more people and higher incomes increases the success for KD Dance.

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