

# PROJECT #1

Sales force management  
Nicole Arsenault

# TARGET RETAILER

## INDEPENDENT BOUTIQUE



# ABOUT PIORRA MAISON

STARTED IN 2011  
VINTAGE FEEL BOUTIQUE

CASH COW - CHALK PAINT  
TO PAINT WOOD OR EVEN LEATHER!  
(THEY DO A LOT OF WORKSHOPS)

THE OTHER PRODUCTS  
WOMEN'S CLOTHING  
MEN'S CLOTHING  
LINENS  
HOME DECOR





# BUYER CAROLINE

BUYER OF THE  
TWO BOUTIQUES

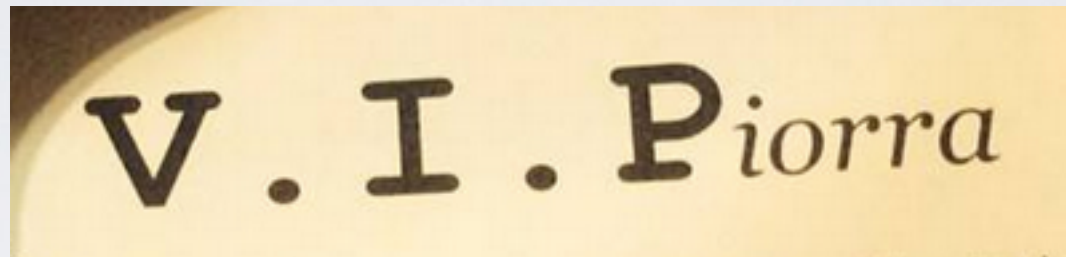
5377 SAINT-LAURENT BLVD,  
MONTRÉAL, QUÉBEC, H2T 1S5  
T: 514-273-7979

247A BORD DU LAC (LAKESHORE)  
POINTE-CLAIRE, QC, H9S 4K8  
T: 514-694-7979

SHE DOES THE BUYING FROM  
ANY OF THE TWO BOUTIQUES



# BECOMING A VENDOR



LIKE MANY OTHER BOUTIQUE OWNERS,  
GO WITH THE COMPANIES YOU ALWAYS ORDER FROM

IF THERE ARE INTERESTING NEW BRANDS,  
YOU CHECK THEM OUT!

FOR PIORRA MAISON THERE ARE NO SPECIFIC REQUIREMENTS

IF A BRAND DOES NOT PERFORM, YOU DO NOT RE-ORDER



# MY ITEM IS FOR WHO?

SELL IT FOR THE WOMEN'S  
CLOTHING CATEGORY

FOR THE CLIENT THAT HAS  
A VINTAGE AND GIRLY  
STYLE

THE GIRL THAT IS DOWN  
TO EARTH,

LIKES TO SURROUND HERSELF  
WITH GOOD FRIENDS,

AND THAT LIKES TO DO ARTS  
AND CRAFTS



# CHANGES ON MY ITEM

FABRIC  
CHANGE TO A SILK CHIFFON

SELLING PRICE  
\$75

COLAR  
TAKE THE SOLAR OFF

SLEEVES  
MAKE IT SHORT SLEEVE

SEAMS ON THE SIDES  
MAKE HOLES FOR THE STRING

PRINT  
CHANGE THE PRINT TO ONE  
SIMILAR OF THE IMAGE ON THE RIGHT





# MOST IMPORTANT ELEMENTS

BIG SELLING POINTS

FABRIC  
SILK CHIFFON

PRINT  
VINTAGE YET MODERN PRINT  
THAT CATCHES THE EYE





# THANK YOU!

