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Marketing of Fashion
A18_ 94412_ _RM4

ONLINE STORE FOR BOUTIQUE

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LaSalle College
December 13, 2011

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With the success of the boutique we are looking to expand our market. Creating a website with the ability to download the app is the best way to reach more clientele outside of Montreal. Our target audience are young women ages 15-20. With online marketing they will be able to discover us and have access to our products. Not only will it create more profits but will also help us become more well known throughout Quebec.

The first cities we are going to target is Laval and Quebec City. The market research in Laval shows a population of 422,933. It is dominated by women of 51.1%. It is shown of 85% Caucasian, with over 60% speaking French and 21.8% speaking English. 15% make up the other ethnicities in Laval. 69% are home owners. Couples with children make up 49% and single parent homes 17%. 30% of household incomes make \$50,000 or less with 70% making more than \$50,000. Ages 15-24 make up 12% of the community. In the Carrefour Laval Mall 70% are female shoppers with 47% of wealthier French clientele. The average income for their shoppers is \$96,002. The families with adolescent youth spend more on clothing and athletic wear and gear.

In Quebec City there is a population of 531,902 with 800,296 in the metropolitan area. Making up that population is 48.2% male and 51.8% female. 94.6% speak French with the average household income of \$57,713. In the Laurier Quebec City Mall 66% are female shoppers with an average income of \$82,500. 72% have a university or college degree and the stores sales volume is \$192.2 million. The families with adolescents also spend more money on clothing, athletic wear and gear.

A SWOT analysis was done for competitors in Laval and Quebec City. In Laval there is a Boutique Sportive Plus de Laval. The strength they have is there is a lot of variety with different cuts, has multiple purposes such as swimwear, shoes and outerwear, they carry brand names, free shipping on orders over \$150. Weaknesses include targeting only plus sizes, the free shipping is also a weakness because it is costly to get, the website is in English when the majority speak French. They have opportunity in opening a petite selection. A threat of theirs is giving high discounted sales.

Competitor Empire Quebec City has the strength of carrying for men and women of all ages, they have a variety of selection, multiple purposes with outerwear and sports gear, reasonable prices, carries brand names and free shipping on orders over \$98. A weakness they have is a minimum of \$12 and up

for shipping fees, activewear is expensive, don't have many sales items and no free shipping on clearance, A threat of theirs is competing with promotions and coming out with some similar items.

What we have that our competitors don't is a website with a downloadable app, so our clientele can save their information with their credits/debits to make checkout much faster and smoother. The website and app will also be in French with the option to translate to English, so we're speaking to both audiences. Both the website and app will have a size chart with measurements so the customers can be confident in knowing they're getting the right fit. We also will have special coupons and discounts for our clientele that the other two stores don't. Our shipping fee is only \$9 so it is cheaper than the other two stores and free shipping on orders over \$100.

The promotions instore and online will be the same with the exception of online when you sign up with your email you will receive a 20% off your first purchase. With email sign ups the customers will get daily promotions and a birthday coupon of \$15 off you can use instore and online. The online store will also have 3-5 exclusive items and limited addition items with only 1-2 sizes in each style. These offers will only be available online. The promotions will be 40% off, buy 1 get 1 half, clearance sales up to 70% off which will only come once a year and other coupons with the email sign up that gives you 50% off your purchase when you spend \$100. The products are sporty and trendy as well comfortable made with athletic textiles. Each clothing item is made with an original cut and designed with beautiful colours. Prices are around \$80 for skirts, \$90 for pants and \$60 for tops.

The adolescent youth in Laval and Quebec City have more disposable income to spend. Activewear is gaining more popularity in everyday wear and more so over denim. They spend 20% of their earnings on clothing and 40% do their shopping online. That makes creating a website a good idea, as well adolescents are tech savvy and having an app for them gives them the ability to have the online store everywhere with them. They can look at our products with intention to buy at any moment. With the app saving their information they don't have to be constantly pulling out their card or provide any other hassle and just click to order. This shopping makes it easy for them and more likely to keep buying more. They will also see our daily promotions with notifications to their phone and will want to buy when they are getting our best deals.

Our marketing strategy is to promote through social media. Some of our ads will be videos with young models wearing different outfits. It will say the store name and promote the website and app. Another add will be 1 model smiling with the website and app link letting them know they will receive 20% off their first purchase with email sign up. These adds will show up through Instagram and Facebook. We will create an Instagram page with lots of representation in our models with the different outfits and hash tags with keywords about the outfits as well as the words fashion, trendy and athletic. The 20% off add will also be displayed on the page numerous of times. We will also give out samples to influential bloggers and vloggers, so they can give our boutique ratings in our products, because their followers value their opinion and it will lead them to considering our product and purchasing them. Promoting through social media instead of the traditional way will give us an advantage as it will be reaching them more consistently. Adolescents are more likely to see the adds on the phone than to have them pick up a magazine. This way we know they are receiving our message.

Building this website will reach a broader audience and help get our name out there. Our boutique will be known throughout Quebec and gain popularity. Our online tools will resonate with our younger audience as technology is increasing and making shopping easier than ever. Our adds are more likely to reach them through social media and pull them in with our promotions. The app is the most efficient way for them to do their shopping which they will appreciate and in turn create loyal customers.

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