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 12/18/19
 MKT :1103

Marketing Plan

Brand Name: House Of Chic LA		
Audience	Strategies	Activities
Target market	Marketing Goals	Marketing Channels
<p>Core Product: Young women's fashion</p> <p>Business type: Consumer Business</p> <ol style="list-style-type: none"> House of Chic Los Angeles offers a large selection of tops, jeans, sweaters, shorts, and dresses and more. House of Chic stands out by carrying Los Angeles based brands and designers abroad who embody their girly style. 	<ol style="list-style-type: none"> Is to increase sales and profit. Increase presence on Instagram. 	<p>Using Instagram for Promotions.</p>
Demographics	Budget	Tactics & Activities
House of Chic attracts ages 18- 35 with a girly and chic sense of style.	Has since grown at a rapid speed, grossing over a half million dollars in sales in its first year in business. The budget for this plan is two thousand dollars.	<ol style="list-style-type: none"> House of Chic La can use video promo shoots with videos modeling few outfits in one video with different effects and graphics. Make styling videos on how the costumers can wear the clothing and post it on Instagram. Lastly have a popup shops tour with shops in different states for one week in each state per month.

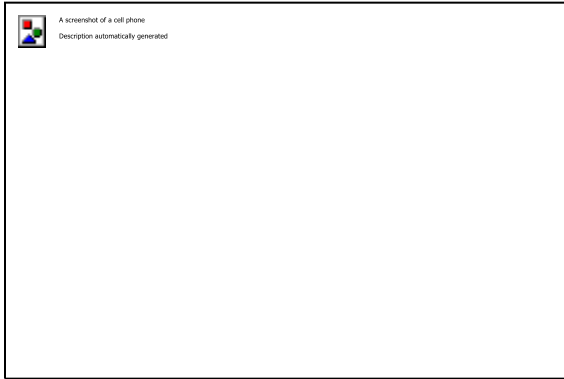
Executive Summary

House of Chic was is an online store founded by Twana Morris. House of Chic Los Angeles was launched in 2014 and has since grown at a rapid speed, grossing over a half million dollars in sales in its first year in business. House of Chic Los Angeles offers a large selection of tops, jeans, sweaters, shorts, and dresses and more. House of Chic stands out by carrying Los Angeles based brands and designers abroad who embody their girly style. Styles are handpicked weekly and shared with their social following. House of chic is the perfect pairing of high-end-style with affordable accessibility.

Marketing Strategy

House of Chic La has excellent stylish photos of their clothes on Instagram. But it can be taken up a notch by using collaborations with other designers and influencers to promote her website. Also, people shop more for fancy outfits during the holidays and New Year's. That being said I think house of Chic La can use more video promo shoots with videos modeling few outfits in one video with different effects and graphics during this season. House of Chic La can use video promo shoots with videos modeling few outfits in one video with different effects and graphics. House of Chic La has a Mystery box service where you can purchase a box of 5 items for \$50.00 that is randomly selected. I think the y should have this promotion around the time every year

perhaps around the holidays. So, customers know when to look forward to it.



House of Chic should also make styling videos on how the costumers can wear the clothing and post it on Instagram. Lastly House od Chic should have a popup shop tour with shops in different states for one week in each state per month.

SWOT ANALYSIS

Strengths Describe the strengths of the business	Opportunities Describe opportunities they see for their business.
<ol style="list-style-type: none"> 1. House of Chic La has quality photography. 2. Excellent social media skills. 3. The company has a Mystery box service where you can purchase a box of 5 items for \$50.00 that is randomly selected. 	<ol style="list-style-type: none"> 1. Give consumers free shipping when you spend a certain amount 2. Have free Returns 3. Have more seasonal sales
Weakness Describe the weaknesses of the business	Threats Describe any threats they see for their business.
<ol style="list-style-type: none"> 1. Many complaints from customers on the better business bureau. 2. Complaints of late responses to emails 3. Complaints of missing packages 4. Complaints of long shipping time 	<ol style="list-style-type: none"> 1. Many complaints from customers on the better business bureau. 2. Competitors like Nicole Lynn and online stores taking their customers due to the attraction of other businesses using other platforms videos and promotions to draw customers. 3. Even with excellent photography and social media skills the company competition is doing better video and promote shoots.

COMPANY PROFILE:

Name of Business: House of Chic LA

Business Aliases or DBA:

Type of Business Structure: Online business

Years in business (year started): 2014

Address of HQ: 4712 Admiralty Way # 1174 Marina Del Rey, CA 90292-6905

Address of business Location(s): 4712 Admiralty Way # 1174 Marina Del Rey, CA 90292-6905

Type of business: Young women's fashion

Product or services offered: Shipping Service, Customer Care, Styling

Type of Industry: Fashion retail

Average Sales: Grossing over a half million dollars in sales in its first year in business

Number of employees: 6

Number of sales people: 3

Marketing structure...Do they have anyone in charge of marketing and advertising? Primary method of selling (online, in person, telemarketing, other - get percentages) Best sales month (Why?)

Worst Sales month (Why?): July is the worst sales month because their traveling and not making purchases.

How much repeat business do they get (%) 50%

How much of their business is ancillary or after market? (10%) It's and private business.

Website URL (and purpose of this platform):www.houseofchicla.com

On this

Facebook page URL (and purpose of this platform):House of Chic La

Twitter page URL (and purpose of this platform): No twittw

Instagram URL (and purpose of this platform):houseofchicla

Other social media platforms (and purpose of these platforms): None

Name of their biggest competitor. Nichole Lynn

Name of their top 3 competitors. Haus De Milano ,Sonya Bees, Naked Wardrobe

CUSTOMER PROFILE

Describe their average customer (Demographic + Psychographic profile) Describe their ideal customer (Demographic + Psychographic profile) Describe a "Target" customer (Demographic + Psychographic profile) Create an avatar of the ideal customer.

House of Chic attracts ages 18- 35 with a girly and chic sense of style.

MARKETING HISTORY

What's been their most successful campaign to date? Why? My most successful campaign was my Spring of 2002. During this Spring campaign Chic La was able to offer sustancial discount offers and free shipping. This drove sales 50% higher than yearly expectations.

What's been their most unsuccessful campaign to date? Why? The most unsuccessful campaign to date was in the winter of 2001. It appears that this campaign was not successful because no substantial discount was offered at that time. Do they have an email list and how

many names? Yes, there is email list and there are 200 names on that list.
What percentage of their email list opens their emails? Ninety percent of the email were open during the year.

What traditional media do they or have they used? For above, what worked and what didn't? There were no traditional media used such as magazines promotions. This was effective because we were able to improve profits and stay compatible with the market.

What digital media do they or have they used? For above, what worked and what didn't? The Instagram social media platform was used and worked for the improving sales.

EXTERNAL FACTORS

Are there any sociocultural influences affecting the business? None
Are there any economic influences affecting their business? No

Are there any political influences affecting their business? None
Are there any technological influences affecting their business? None
Are there any legal or regulatory influences affecting their business? None

Are there any competitive influences affecting their business? None

Are there any financial influences affecting their business? There is not a constant flow in sales.

INTERNAL FACTORS

Are there any internal factors with human resources that are affecting the business. Are there any factors with management structure that are affecting the business. Are there any factors with training or ability. There were no internal factors with human resources or management, affecting this business. Training is given with focus to make sure an employee is able to promote the best of Chic of La.