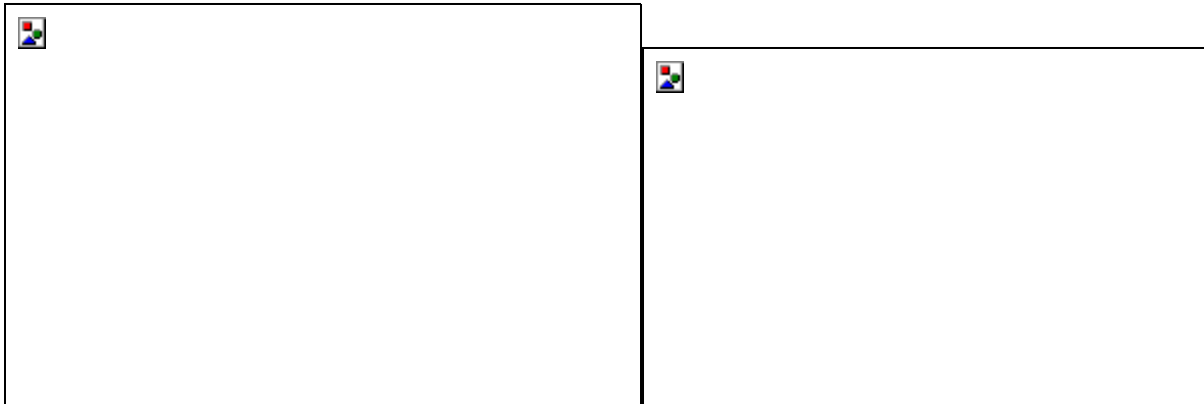


Ashley Triblet  
11/15/19  
MKT:1103  
TIME:4:00PM

### **Executive Summary**

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 has a Mystery box service where you can purchase a box of 5 items for \$50.00 that is randomly selected. I think it should have this promotion around the time every year perhaps around the holidays. So, customers know when to look forward to it.



### **SWOT ANALYSIS**

Describe the strengths of the business  
House of Chic La has quality photography  
Excellent social media skills

The company has a Mystery box service where you can purchase a box of 5 items for \$50.00 that is randomly selected.

Describe the weaknesses of the business.

Describe opportunities they see for their business.  
They use a

Describe any threats they see for their business.