

My Business Plan

Mendez Apparel Clothing Company.

Brenda Mendez.

About My Company

- The Mendez clothing company focuses on classy - modern wear, some ask what do you mean by classy modern? Classy modern is simply a sophisticated style mixed with today's fashion that is based on like street wear, or casual wear.
- Combining these two elements you get a modern classy look.
- The company cares about the environment and we are animal cruelty free...We do not use authentic fur and leather in our garments..
- The company also does partnerships with famous celebrities to represent our brand. By them promoting our apparel, of course it increases revenue because every consumer looks up to the styles that certain celebrities have. By having a huge increase on our apparel from the celebrity clothing promotion, We then total up the increase of sales .. gladly giving 20% of the income to a specific charity for homeless children.

My Service

- Since we are a e-commerce company and retail as well we know that some consumers who purchase online come in different shapes and sizes, so due to that.. Not everything you try on is going to fit perfect when ordering online, especially if your short or petite
- In our local retail stores i want to ofer “Free” basic alterations for certain items that tend to fit too long or need any kind of alteration so it can fit perfect for our consumers, not having to take it to a cleaners shop and having them over price them for our products.

My Mission

- Since the brand's aim is all about empowerment, even though its high quality products, we like to make them as affordable as possible, giving our consumers a chance to look and feel good no matter what stage you are in in your career.
- The mission is to make you stand out vs everybody else when it comes to your working professional area, to even your personal life.

The Target Market

- The company focuses on both men and women between the ages of 20 - 35
 - Our customers are young, ready to work and have a versatility when it comes to fashion. These customers know how to value a good attire. These women and men care about how they look in their working life and personal life.

Strategic advantages of Advertising on Social Media

- The Mendez apparel company could be one of the biggest apparel brands known worldwide. For our advertising campaign, our first media vehicle is Snapchat and Instagram. We have our own social media page @_MENDEZAPPAREL where you can tag us with our merchandise on, granting you a 10% off your next purchase.