



# OYRIAR

PRONOUNCED (O-I-REE-ARE)

**CATEGORY:  
CROCHET/KNITWEAR**

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# TARGET MARKET PROFILE

Demographics: The target market would be women and men between the ages of 25-65. The ethnic background of these men and women would be Asian, Hispanic, Black, American Indian, Pacific Islander, and White. These men and women are college educated

Psychographics:

Technology Savvy (Social Media)

Diverse

Extreme Multitasking

Independent

Resourceful

Self-Sufficient

Authentic

Generational Cohort Group:

- Generation X 1965-1979
- Millennials (Generation Y) 1980-1995
- Centennials (Generation Z) 1996-Present

# Launch Country - CANADA

As of 2021, Canada is the top ranking country in the world. It is perceived as having a good job market, caring about human rights and is committed to social justice (“Canada is the No.1 country”, 2021). It is important to launch in a country with good political standing.

# PROMOTION/COMMUNICATION

## Pull Marketing

### Social Media

- Instagram Reels
- TikTok
- Facebook
- Twitter

### Advertisements

- Similar to UK street artist Banksy
- Morning News Segments
- Social Media Ads

## Push Marketing

- Pop up Shops
- TV Commercials

# PRICING & COMPETITION

2 competitors for OYRIAR would be BODE and FARM Rio

- These brands range in crochet pieces, from shirts to bags to cardigans to dresses.
- Their price range varies from \$180 to almost \$800
- The smartest pricing idea for OYRIAR is to price the pieces within the same price range of these brands starting at \$200 and exceeding \$800.
- Just like BODE and FARM Rio are 100% handmade, OYRIAR is 100% handmade.
- The time taken to create pieces go hand in hand with pricing.

# CUSTOMER PROFILE #1

Age: 22-27

Styles: Minimalistic, Trendy

Job: Retail, Administrative Assistant, Social Media Manager

Income: \$60,000+

Education: Bachelors, Masters

Relationship: Single, Engaged

Social Media: Instagram, TikTok, Pinterest, Twitter, Facebook

# CUSTOMER PROFILE #2

Age: 35-55

Style: Minimalistic, Sleek, Chic, Casual

Job: Supervisors, PR, Educators

Income: \$60,000+

Education: Bachelors, Masters, Doctorate

Relationship: Single, Engaged, Married, Divorced

Social Media: Instagram, Facebook

# OYRIAR AND BEYOND

My goal for OYRIAR is to expand and hit almost every market. Right now, the focus is sweaters, turtlenecks, cardigans, scarves, and shawls. As time progresses, handbags and accessories could potentially be on the horizon. Home decor has always been a love of mine, so down the line there could potentially be OYRIARhome.



# OYRIAR (FUTURE COLLECTION)

My parents are originally from Guyana, located in South America. I would love to bring jobs and a sense of hope to the country that birthed my parents. The weather is beautiful and a summer collection based on Guyana and the beautiful people that reside there is important to me. Their political and financial standing is not the best, and figuring out the logistics will be very difficult but the outcome will be necessary and beautiful.

# OYRIAR (SOURCING)

Germany has some of the finest textiles and yarn. Sourcing yarn and textiles directly out of Germany or even making our products in Germany is heavily on my mind. Quality is at the top of my list and as a luxury brand, it is my mission to provide just that.

# OYRIAR (STORES)

At most, there would be at least 2 OYRIAR stores. One in Toronto and the other in New York. The idea of having a business online is what's best due to outsourcing costs in Germany and the potential rental prices in New York. Once the brand is fully established and I am able to see how the world is operating, more stores could potentially pop up around the world.

# REFERENCES

- Canada - rankings, news | U.S. news best countries. (n.d.). Retrieved October 1, 2022, from <https://www.usnews.com/news/best-countries/canada>