

Apparel Product Line:
Women's Motorcycle Jackets

Jackets by JEAHZ
(Jeanie Castillo, Emily Garcia, Arin Camara, Khrystal McDonald, Zulema Calixto)

BUF 2400: PRODUCT DEVELOPMENT

Professor Kathryn Roberts

ABSTRACT

This paper will analyze the target market, the shopping of the market, the designs, the overall process and procedures from start to finish; to create a private apparel product/line. This paper will give an exclusive insight to Jackets by JEAKZ, which is a private apparel product/line company that was founded during the Spring season of 2019. In addition, from gaining knowledge about the background of the target market and learning the process and procedures of Jackets by JEAKZ. It will be known that Jackets by JEAKZ is a company that has its own private apparel product/line that focuses on edgy, sporty, casual, vintage, multi-purpose, everyday wear for a women's motorcycle jacket. This company has distinct garments that are made in their own unique ways to give any female a fashion forward Moto goddess feel when running errands in the street by foot.

Keywords: Jackets, JEAKZ, Denim, Style, Motorcycle Jacket, Women, Garment, Target, Market, Durable

**WOMEN'S MOTORCYCLE JACKETS:
PRODUCT LINE/ TARGET MARKET**

Jackets by JEAKZ is a company that owns a private label apparel product/line for women, that was founded in Brooklyn, New York during Spring 2019. JEAKZ is an up to date and fashion forward company for women. This company is known to target women between the ages of 18-45. They are women who prefer to add some edge to their attire. These women prefer a high-quality piece but aren't able to afford it at that specific point in time. They have an annual income of \$40,000 and up, this is because even though our items are reasonably priced, the quality is so high end that women with higher incomes would want to purchase as well. Our target market tends to wear sizes ranging from XS to XXL in the United States. This sizing range is able to appeal to a wider market group because women come in all shapes and sizes.

Jackets by JEAKZ specializes in producing different styles of motorcycle jackets for women in today's market. Each motorcycle jacket that is designed and made has their own personal unique style. The style that the company goes for is edgy, sporty, casual, vintage, multiple purpose, everyday wear for a women's motorcycle jacket. Each jacket is made from different durable materials, Jackets by JEAKZ is not the usual leather motorcycle jacket company, JEAKZ is known for having edgy optional denim motorcycle jackets and sporty oil cotton bombers with a motorcycle twist to the jackets. Jackets by JEAKZ gives any female a Motto goddess feel wherever she goes, whether it is during the day to run errands or hitting the streets at night to give any night outfit a unique look.

SHOPPING THE MARKET & ANALYZING COMPARABLE PRODUCT OFFERINGS AT HIGHER PRICE POINTS

After shopping the market in New York stores and locations like Soho, Williamsburg, Upper West Side, and West Harlem, as well as Downtown Brooklyn, East New York and other upcoming locations throughout New York City (Dailey, 2019), we were able to determine that motorcycle jackets and bomber jackets appear to be staples in every woman's wardrobe for the spring and fall seasons. They also appear to be classics and have yet to reach a complete decline:

Motorcycle jackets were designed to protect the individual while they are riding their bikes. Over time it has been adapted into fashion wear to provide an outfit with that extra edginess that many people prefer. Motorcycle jackets are considered classic pieces, "They've been around for decades and are likely to endure for many more" (Warren, 2017). There are many variations on traditional motorcycle jackets. The 2 main styles associated with motorcycle jackets are the rider jacket which is the style that everyone's mind instinctively goes to, it's the traditional motorcycle jacket that contains lapels, a waist belt and an asymmetrical zipper along the front. The other jacket is the café jacket. It has a center zipper and a band collar. It is a simple and clean design that allows it to be easy to wear and creates a lot of versatility in one's wardrobe. Motorcycle jackets are traditionally made out of leather, but they can be found in a variety of fabrics. Motorcycle jackets are such a staple that you see them all over the streets, magazines, movies, everywhere you turn you see someone wearing a motorcycle jacket. Many

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celebrities are seen wearing motorcycle jackets in their everyday lives. Some of these celebrities include Beyoncé, Cara Delevingne, Gigi Hadid and Olivia Palermo (Blalock, 2015).



Images sourced from WhoWhatWear (Blalock, 2015)

Bomber jackets are easily identifiable. They contain ribbing along the cuffs and waistband. It can be found with a collar and contains two flap pockets in the front, this version is called an A2 bomber or flight jacket. The other style comes with a ribbed collar and slit pockets which makes it an MA1 bomber. Bombers are typically made out of nylon because it is a military design but again there are creative liberties when it comes to choosing fabrics. Bombers were originally a military menswear garment, but it has been borrowed by women and has been transformed into a staple piece. Many celebrities wear bomber jackets, ranging from Gigi Hadid all the way to Kate Bosworth (Cheng & Budarina-Sanchez, 2017).

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Images sourced from InStyle (Cheng & Budarina-Sanchez, 2017)

Brands like Boohoo, H&M, Forever 21 and Fashion Nova are brands that are designing similar products but at a much lower price point. After inspecting the products closely, we were able to determine that the quality just is not up to par with what our target group is willing to purchase. The overall design was not that aesthetically pleasing, even though they were creating pieces that fit the category, the cut just didn't suit a majority of the consumers. The material feels flimsy and cheap. The zippers are cheaply made which allows them to get stuck and split midway. Also, where the stitching is concerned, since the fashion nova jacket (Still Moving On Denim Jacket) contains stretch the stitching immediately popped when one would move in because it became too constricting in the seams.

Veronica Beard, along with 7 for all mankind and RAG & BONE are some of our aspirational brands. As Veronica Beard, RAG & Bone and 7 for all mankind's prices range

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anywhere between \$400-\$800, it is clear that Jackets by JEAHZ needed to create a garment with a similar appeal and offer it at a more reasonable price point. This way it will be able to appeal to a wider range of consumers that do not have the luxury to splurge on higher priced garments. We noticed that the brands created a couple denim motorcycle jackets as well as bomber jackets that appeal to our target group. The few that Veronica Beard and RAG & BONE designed were cut like the traditional rider jacket with the lapels and asymmetrical zipper (Rosina Jacket by Veronica Beard)(RAG & BONE Bowery denim biker jacket), these 2 offer a more casual, everyday look, while the Veronica Beard Moto jacket in the sienna style expresses a more delicate appeal (Sienna Collarless moto jacket). The fabric texture and the quality of the finding was made out of great quality. The zippers and snaps were made out of a heavy metal material that doesn't tarnish easily and feels like it will stand the test of time. We have been inspired by their aesthetic and were interested in introducing the café jacket in a denim fabric to offer our target market a cleaner cut that could go with a wider variety of garments and would evidently become a staple garment. We also took inspiration from 7 for all mankind, their patchwork

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denim bomber (Patchwork Bomber in Patchwork Found) takes a classic bomber and alters it to offers that need to satisfy the consumer's denim craze (Allaire, 2019).

IDENTIFICATION OF MAJOR TRENDS WITHIN THE APPAREL CLASSIFICATION

A trend that we noticed throughout all aspects of the market was denim. Denim has increasingly been spreading more and more into all garment categories with each following season. Allaire states, “Denimheads, your time is now: the global market has been flooded by a bevy of labels doing distinct, cool takes on the classic all-American blue jean” (Allaire, 2019). Years prior the only denim jacket that a customer was able to find on the market was the classic jean jacket. Now it is possible to find different styles and different cuts of other well-known jackets in a denim fabric. If denim is such a staple fabric in the fashion world, we believe that the next move would be to incorporate it in motorcycle jackets. Another big trend is classic pieces, customers are more interested in incorporating classic pieces into their closets and they are willing to pay more money for them, especially more so if they are made out of quality fabrics that can withstand the test of time.

CHANGES IN ADAPTING THE PRODUCT TO THE MARKET



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Our desired target market is the simple, edgy, classic, and modern woman. Our market loves a clean and classic look. This type of person is not afraid to take risks and be their own individual self. By wearing one of our designs, you are ensured to feel the confidence and security of our jackets. Our jackets are durable and have a pristine quality through the strong materials we used when constructing them. The JEAKZ brand is creating three types of jackets: two classic denim jackets, and a classic bomber. These jackets are targeted to the women who adore classic and timeless pieces that coincide with their simple yet edgy lifestyle.

Denim is a staple material of American history. The denim jacket is a cool, classic, and always appealing piece that has been trending for the past 130 years. The first denim jacket was created by Levi Strauss in 1880 during the Gold Rush out in the west. The garment was intended as a breathable, utility piece for cowboys, railroad engineers, and miners. Tracey Panek, a historian at Levis Strauss & Co., describes the denim jacket being virtually perfect for labor, "the horizontal seams holding down the pleats could be removed to give the wearer extra room". Since then, the piece has evolved into an All-American rebel attire. The wearing of a denim jacket coincides with a rebellious and resilient attitude. Jean jackets assume a strong character, express self-identity, and a sense of self worth.

When wearing one of the JEAKZ Jackets designs, we hope you embody this independent and rugged lifestyle. The women who put on our jackets, are wearing a timeless piece and rich history on their shoulders. Our jackets are of quality and will last you a lifetime, these are not cheap and our target market appreciates an investment in their clothing.

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Starting with the first piece of our target market: women, Our designs, specifications, and fitting are all customized to assume the physique of a woman. A man that puts on our jackets will not be flattered by the way it fits and will find no functional ease. The makeup and measurements of a man are different than that of a woman, we followed suit and designed these jackets specifically for the target market, women.

Jackets by JEAKZ recreates the simple and classic jacket for the modern woman. Our target market are those women who adore a classic and timeless look. The jackets that we create have a simple and clean design through the solid colors and bold cut of the jacket. The jacket is beautiful in simplicity and calls for a look that'll survive the fashion cycle in any given time. The classic dark blue denim, black denim, and green canvas can be worn all year round whether it be a chilly summer night or under your winter coat, our target market adores the versatility our jacket brings to their life.

With the rich history of denim jackets first being made for physical labor, the jacket is supposed to withstand the harsh conditions of the work environment, yet still feel comfortable. Jackets by JEAKZ took this ideology and applied it to our jackets. Our jackets are made of durable materials that are able to withstand any type of environment you put them in. Not only will these jackets endure certain conditions but they will last a very long time and still look and feel new. The denim and canvas we chose are not the cheapest or the most expensive, we fall right in the middle. Our target market are those women who are willing to spend the extra buck on their wardrobe in order to have the desired look and quality of their garments. Our jackets

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range from \$115-\$350, while the low-end brands range \$30-\$115 and the high-end brands can range from \$350-\$700. The target market is willing to spend more money in order to ensure the quality of their jacket is met.

When combining our needs and desires of our target market, Jackets by JEAKZ strategically picked out the necessary materials in order to have a certain price point for our customers. We did not want our jackets to be too cheap where they would deteriorate under certain pressures or not protect the individual, and we also did want to have an extremely high price point like an Alice and Olivia jacket that goes for \$477. Jackets by JEAKZ hand-picked the perfect combination of fabrics in order to create a durable and fashionable jacket that appeals to the desired price point of our target market.

MATERIAL EVALUATION FOR PRODUCT PERFORMANCE SPECIFICATION

When looking into the market a common used material for modern motorcycle inspired jackets is the use of leathers. The most common hide use for this specific style garment is Cowhide, while it is the lowest costing hide the real reason behind its use is due to its abrasion resistance from wear as well as its resistance to water and dirt. While Cowhide could last a while due to substantial size as well as thickness and smoother appeal, it does have quite a long break in time due to its stiff texture that some may or may not be a fan of.

The second most used material in our style category is Goat skin which is going to be softer, lighter as well as more flexible compared to Cowhide, keeping almost the same durability as cows hide with the difference of its natural pebble grain design all around. Goatskin was even

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used for the US Navy and Air Force A-2 and G-1 flight jackets originally known as the M-445 flight jacket during the Second World War Alpha Industries. 2018.

The last most common used hide for motorcycle style jackets is Lambskin, which is the crème de la crème of leather when it comes to the softness, supple, and wear ability making it great for short term break in periods in motorcycle jackets but low on the scale when it comes to abrasions. Since lambskin is naturally very lightweight it makes it the perfect hide to be worn all year around if one wanted to (not considerably comfortable in geographical locations where the weather may be warmer or more humid). When it came in terms of picking and choosing materials and fabrics we wanted to create something that could be as close to a medium price range in terms of a good quality garment, as well as diverse when it came to our target market in terms of ethics and tried to stand clear from leathers and Artificial leather and tried using natural based fabrics while keeping in mind the comfortability aspect of break in time and look when it came to aging. Deciding on our fabric choice was a bit difficult at first, the idea of using worker's denim (16oz and above) sounded promising until having it in hand and understand that it may not lay or hug our target market's body types the way we'd like it too, and may appear boxy and unfeminine due to it being too dense and went with two choices of denim the first being an Indigo Cotton Selvedge Denim at an industry weight of 476 GSM (grams per square meter) which is being used on the Denim Moto style because of its sturdiness and keeping its folds for certain parts of the jacket such as the wrist and neck, also giving the wearer a chance to make this piece their own since Selvedge Denim ages and creates The second Denim is a Stretch Cotton Denim weighing at a 300 GSM (grams per square meter) which will be used on the Café Denim because of its easier more malleable forgiving stretch giving our consumers a bit more of

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a comfortable relax feel so that the zipper enclosures on the wrist and button neck adapt better with the use of layers if chosen. The last fabric choice picked was an Oil cotton outer which was roughly a 150-160GSM and a silk liner weighing at 68GSM and paired with a Acrylic, Spandex Ribbed knit trim, and these fabrics and trims were picked for the Bomber style garment so it can look very militarist but not be on the traditional puffer side, with a silk inner giving it more of a softer touch when wearing avoiding any unwanted rubbing against the skin and preserving the longevity of the garment in the long run.

CONSTRUCTION SPECIFICATIONS: CARE

In order to maintain your denim jacket you must care for them in a proper way. Our jackets are constructed with genuine canvas, silk, and denim. With your denim jacket, clean out the pockets and turn inside out. Use only ½ recommended color preserving detergent, run under the gentle/delicate cycle in the washer, and then dry the jacket on the lowest temperature. This procedure will allow your genuine denim to last the longest and maintain its durability. With the canvas bomber you **MUST NOT** hand wash, machine wash, or dry clean this product. If a cleaning is necessary then use cold water and mild soap. Gently rub the spots that need cleaning and let it air dry. If foul odors are coming from your jacket, a spray odor cleansing spray is recommended. You must not wash your waxed canvas because it will cause deterioration and a lower lifespan to your jacket. Also you must not wash your jacket due to the silk lining inside the jacket. Washing the jacket would cause damage to the silk.

SAFETY REGULATIONS

Safety regulations are required by the law, Jackets by JEAKZ adhere to safety regulations for the fabrics in our line that are required to be tested. We have conducted tests for flammability of apparel textiles using the D1230 standard test. Flammability testing ensures the safety and loyalty of our customers. Fiber content testing was also used, this helped identify the type of fiber and the type of care the fabrics need. The materials tested were denim, silk, and cotton canvas. In compliance with the Consumer Product Safety Improvement Act, we've also incorporated lead free buttons and zippers. (Keiser & Garner, 2012, Ch. 12)

PRE-PRODUCTION

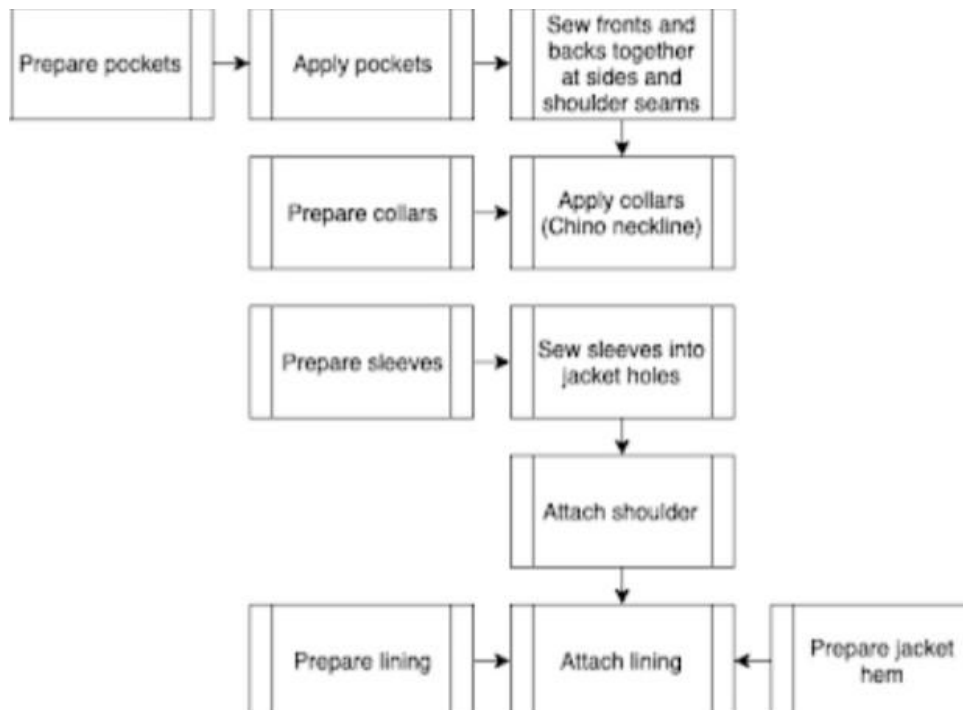
Quality issues were addressed during the pre-production process through fabric testing and setting the specifications for fabrics, findings, trims. By taking a yard of each of the fabrics (denim, silk, and canvas) to test that they're up to quality assurance standards. These fabrics were tested for shrinkage, colorfastness, wrinkle resistance, and weather resistance. Testing the fabrics helped us find and identify their characteristics in regards to their compatible findings and trims. Blue denim is strong and durable, canvas is characterized as thick, colorfast, abrasion resistant, and durable, and lastly angora cream silk is lightweight and soft. We've decided to pair silk lining to go with the shell of the bomber jacket which is made out of canvas. Testing thread for strength, elongation, and abrasion; dual duty thread for denim which offers strength and durability, bonded polyester for canvas due to its resistance to UV rays disintegration, and

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kimono silk thread for the silk lining because it's strong and smooth for binding by hand and machine. (Keiser & Garner, 2012, Ch. 12)

SPECIFICATIONS

To specify stitches, buttons, and seams. We will be incorporating lead free buttons, silver zippers and brass zippers. Topstitching should be used for the denim. There will be about 200/300 stitches and safety stitching will be used on the pockets. The seams will mainly be superimposed, lapped, and bound. Superimposed seams will be used for neat load bearing seams that sit on top of one another. Lapped seams are useful for the front facings of our jackets. Bound seams will be used for necklines. (Keiser & Garner, 2012, Ch. 12)



PRODUCTION PROCESS

Order of jacket construction. From establishing a cut order plan to marker making in order to make the spreading and cutting process run smoothly. Once the size and styles are decided, the garment assembly is then chosen. We implement a bit of modular manufacturing because of its focus on team efforts and its minimal errors, high quality, and quick production. We only use wet processing if needed to change the appearance of the canvas bomber garment. Ending in the finishing process of trimming threads, final inspection of the garment, repairing any defects, pressing, and packaging. (Keiser & Garner, 2012, Ch. 12)

POST-PRODUCTION

Our product meets the construction criteria for post-production.

- Fit has to be evaluated and approved before production
- Linings/interfaces have to be compatible with the shell fabric in terms of weight, color and care
- Linings cannot hang below the outer/ lower edge of hem
- No stitching errors
- No uneven collars/ pocket placements
- Thread should be secure with no loose ends
- Repairs shouldn't be noticeable
- Fabric patterns should match seam specifications
- No marks such as oil, ink/ soil
- Closures must be secretly attached with specifications of color, type, and application
- Garments must be pressed; no burn marks (Keiser & Garner, 2012, Ch. 12)

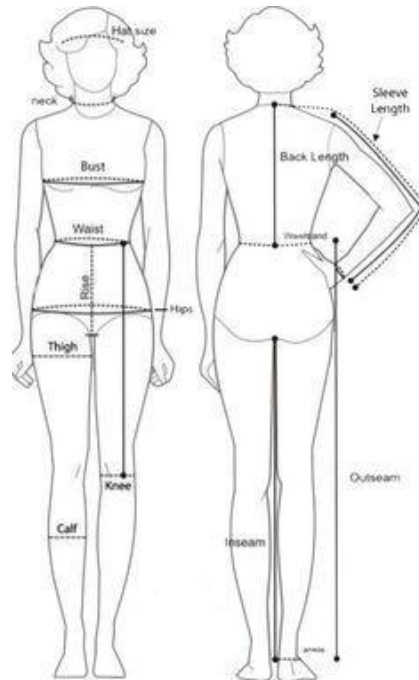
SIZE CHART

SIZE	BUST	WAIST	HIP
XS	32"-33"	25"-26"	35"-36"

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S	33"-34"	26"-27"	36"-37"
M	34"-35"	27"-28"	37"-38"
L	35"-36"	28"-29"	38"-39"
XL	36"-37"	29"-30"	39"-40"
XXL	37"-38"	30"-31"	40"-41"

MEASURING TIPS



Bust

Measure around the fullest part of your bust.

Waist

Measure around the narrowest part of your torso.

Low Hip

With your feet measure around the fullest part of your hips/rear.

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The size chart follows a more petite and average woman sizing system. Our target market are women between the ages of 20-45. These women follow a moderate and clean lifestyle. We are following a smaller product to cut back on the materials. A cutback on the materials calls for a less expensive product due to less material having to be used. The jackets will be able to have slim fit rather than a loose and baggy fit. By having a slim fit we will be able to conserve resources and keep our costs down.

COST OF APPAREL PRODUCT

The following pricing is broken down by the cost of yard per fabric, liner and trims and further divided cost for hardware such as zippers, snaps and zipper slider per individual design. The following styles do not have the fabrics but share many of the same snaps and zippers which in terms will and can lower cost if purchased in bulk quantities.

Café Denim

The Café Denim Motorcycle Jacket will be constructed with a Stretch Cotton Denim which runs at a cost of \$11.19 per yard depending on the size of the garment can range from the use of two yards to a maximum of two and a half yards' worth of fabric which will come to a cost between \$22.38 and \$27.94. It will have the use of one Snap enclosure on the neck which runs at a cost of ¢.79 and a no show zipper from YKK at a running cost of (\$1.50-\$2.24) and two short YKK zippers running at a price of (\$2.00-\$2.50). This jacket will not have a liner cutting the cost; and for manufacturing this jacket alone will be \$26.67-\$33.47 USD.

Moto Denim

The Moto Denim jacket will be constructed with an Indigo Cotton Selvedge Denim which runs at a cost of \$11.19 per yard depending on the size of the garment can range from the use of two yards to a maximum of two and a half yards' worth of fabric which will come to a cost between \$22.38 and \$27.94. It will have two snap enclosures on both wrists which runs at a cost of ¢.79 each coming to a cost of \$1.58. It will have a long YKK zipper as its main enclosure running between (\$1.25-2.24) and one chest short zipper running a cost (\$2.00-\$2.50). This jacket will also not have a liner cutting the cost; and for manufacturing this jacket alone will be \$27.21 - \$34.26 USD.

Oil Bomber

The Oil Bomber will be constructed from an Oil cotton fabric which runs at a cost of \$20 per yard depending on the size of the garment can range from the use of two yards to a maximum of two and a half yards' worth of fabric which will come to a cost between \$40 and \$50, and a Silk liner which runs for \$14 per yard which will come out at a cost between \$28 and \$35. The bomber will have one long YKK zipper coming at a cost of (\$1.50-2.24) and an Acrylic, Spandex Ribbed knit trim running a cost of \$9.94 a piece (7" x 38") which will end up being two to two and half pieces coming at a cost of \$19.88 and \$24.85. which the cost of manufacturing this jacket alone will be between \$89.38 and \$126.09 USD.

COST SHEET

Materials/Trims/Buttons	Café Denim	Moto Denim	Oil Bomber
Fabric per yard	\$11.19	\$11.19	\$20
Snaps	¢00.79	¢00.79	N/A
Zipper – Long	\$1.50-2.24	\$1.25-2.24	\$1.50-2.24
Zipper – Short	\$2.00-\$2.50	\$2.00-\$2.50	N/A
Zipper Slider	TBD	TBD	TBD
Liner	N/A	N/A	\$14
Trim	N/A	N/A	9.70
Label	\$1.40-\$2.00	\$1.40-\$2.00	\$1.40-\$2.00
Total Cost	\$26.67-\$33.37	\$27.21-\$34.26	\$89.38-\$126.09

**QUALITY CONTROL PROCESS:
QUALITY ASSURANCE**

Jackets by JEAKEZ uses quality fabrics to construct our jackets. Our fabrics are not top of the line but they are not the cheapest either. We fall right in the middle. We use certain denim and canvas in order to assure the quality of our jackets. Our jackets are able to last long and endure harsh pressures. In particular, the canvas jacket is lined with silk, the silk lining calls for a high-quality insulation that is able to withstand harsh winds and other environmental factors along with being soft touch to the skin. The two denim jackets are that of a strong and thick denim. This denim can withstand different environmental factors and will not tarnish in the process. These denims provoke a higher quality than that of fast fashion through the sleek and smooth appearance which coincides with the JEAKEZ brand. The jackets are assured to last a lifetime with minimal natural wear and tear. We choose the certain materials that are durable,

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comfortable, most sleek, and not that of a fast fashion or high-end brand in order to keep our brand standards appropriate for the market.

The JEAHZ brand follows all of the guidelines for the particular fabrics we chose. Each fabric has been certified to endure particular pressures and environmental factors. A color fastening and flammability test have been conducted and we met the certifications. Each fabric has been tested for efficient factory line processing to create optimal and most time effective results. The only pause that will occur is the needed in-line inspection. We will stop the garment process every 250 pieces. At this point we will conduct a full head to toe and careful analysis of the whole garment to ensure that everything is being correctly put together and no small or big errors are occurring. During the in-line inspection we will ensure there are:

- no pulling, puckering
- seams are sewn with even seam allowances
- no twisting, seams match all intersections
- all design elements match the right and left side, stitches are neat and straight

This is an important process to ensure optimal productivity and no product goes to waste.

(Kieser and Garner 366) Each inspector will be given a Standard Inspection Procedure (SIP), in this procedure inspectors will not be paid to meet a certain piece rate. They will not be paid on a piece rate but will be analyzing the garment as a whole. An earlier inspection has already taken place and the inspector is just looking for dirt, oil stains, flaws, And unclipped threads. An advisable spot check for measurements is also needed.

MERCHANDISING PLANS

The merchandising plan that was used for the new women's motorcycle jacket line was the seven-step process. The seven-step process consists of having the right product, place, quantity, quality, price, assortment, and time. Jackets by JEAHZ have three main motorcycle

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jacket styles: a oil bomber motorcycle jacket, a cafe denim motorcycle jacket, and a denim chino zip neck motorcycle jacket also known as the "Moto Denim." Jackets by JEAKZ started in the heart of Brooklyn, New York, where the first storefront is located. Jackets by JEAKZ has four other storefronts that are in California, Georgia, Illinois (Chicago), and Oregon. Jackets are also available for pre-order on the company's online store website with a down payment. If using the pre-order process, customers will have the option to get their jackets sent to them or go to one of the nearest storefront locations, which goes by appointment only. If a customer was to choose the shipping option, the customer would have to live within the United States only. Due to the company only having the method of domestic shipping.

The quantity of the jackets will be based on where the inventory shipment will be sent according to the calendar and locations. Certain States in the United States will have higher demand in sell than other States due to the atmosphere. The Northern and Eastern storefront will have a higher demand in sell, which in the calendar it would be stated to have a high inventory shipment. Storefronts in the Southern and Western states will have a mediocre demand in sell, which in the inventory shipment on the calendar these stores will only get a certain amount of inventory at each calendar shipment.

The quality of the jackets is sustainable and durable, each jacket is used with 100% Cotton materials. The materials that are used to make each of these garments are 100% cotton denim, 100% (Oil) Cotton Canvas and 100% silk for the bomber's inside liner. The denim materials that are being used for these garments, are admitted to color change to a lighter shade overtime. While wearing these denim motorcycle jackets the material will begin to wear down and change in color to give a vintage and edgy look after a few wear ins. Every snap was

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handpicked to give a desired look to certain garments. While each zipper was selected by color to give each garment their own unique look to stand out. The elastic rib knit for the bomber is used to complete the garment and give a nice fitted waist for a woman of any size.

During the pricing process, Jackets by JEAKZ had to be very mindful and mindful of their target market along with the certain garment construction that will be used in order to manufacture the company's different motorcycle jackets.

“Fair pricing allows you to build a good reputation and return customers. This doesn't mean that you should avoid marking up the newest fad— Finally, you need to price in order to cover your operating costs, including your own salary” (Editors, 2011).

In the light of these reasons, Jackets by JEAKZ is a moderate pricing company; that has a good moderate price range. The retail price for a motorcycle jacket by JEAKZ is starting at the price of \$110. Jackets by JEAKZ also has a premium price for one of the company's highest manufactured jackets (oil bomber) that is priced to be sold for \$350. The price range for Jackets by JEAKZ is \$110 to \$350, the company decided to add an extra \$10 to its selling price. So that the company can receive a ROI at the end of its calendar year. And enough money to gain back, for the company to have a salary for the workers/investor of the company.

The assortment process of merchandising the product line is extremely important. This is where each garment within the company has its own significant SKU code. A SKU is a number that is assigned to a certain garment, therefore a company can keep up to date with its inventory within its company. The abbreviation of SKU, full meaning is also known as “stock keeping unit.” The SKU codes that are used to represent Jackets by JEAKZ's product line consist of the each garment's name, size, fabric type, and the color of the garment. Oil Bomber: name (bom), size (xs-xxl), fabric (oil cotton), color (green). Cafe Denim Moto: name (caf), size (xs-xxl),

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fabric (Stretch Cotton Denim), color (blue). Moto Denim: name (mot), size (xs-xxl), fabric (Cotton Selvedge Denim), color (indigo).

OIL BOMBER	SKU
X-SMALL	bom/xs/oil/gre
SMALL	bom/s/oil/gre
MEDIUM	bom/m/oil/gre
LARGE	bom/l/oil/gre
X-LARGE	bom/xl/oil/gre
XX-LARGE	bom/xxl/oil/gre
CAFE DENIM MOTO	SKU
X-SMALL	caf/xs/str/blu
SMALL	caf/s/str/blu
MEDIUM	caf/m/str/blu
LARGE	caf/l/str/blu
X-LARGE	caf/xl/str/blu
XX-LARGE	caf/xxl/str/blu
MOTO DENIM	SKU
X-SMALL	mot/xs/cot/ind
SMALL	mot/s/cot/ind
MEDIUM	mot/m/cot/ind
LARGE	mot/l/cot/ind
X-LARGE	mot/xl/cot/ind
XX-LARGE	mot/xxl/cot/ind

Women's Motorcycle Jackets

The inventory shipments and demand in sell will be based off the traditional timing of the retail cycle within the United States.

“In the United States, the routine retail cycle starts in the beginning of January. During this time, merchandising includes the promotion of Valentine's Day and St. Patrick's Day products and related items or services. Shortly following this, Presidents' Day is represented through special sales and discounts.

The next major holiday in the United States is Easter. During this time, not only the holiday is promoted, but springtime and associated warmer weather is accounted for. Most promoted products at that time of year include clothing items appropriate for warmer weather in addition to tools and other items suited for outdoor activities, such as gardening and picnics. These items are typically made available mid-winter and heavily marketed and promoted to move such items from shelves to make room for the next batch of products” (Kenton, 2017).

New inventory shipments always start a new quarter at the beginning of every new year. So, with that in mind all markdowns should be done before the beginning of January. As the calendar cycle continues, during the Valentine's and St. Patrick's seasons, most customers will be looking and shopping for products that play a part in these holidays. So, shopping in the retail clothing market during these times the sell ratings will go down. Since the product line for this company is women's motorcycle jackets, around Easter time the company will have a high demand in sales due to customers who are ready to shop for the warmer weather. And that goes for outdoor tools, house tools, but in this case, it will be for associated warmer clothing. President's Day will be one of the company's biggest holidays, this is where the sales will go even higher due to the different sales and discounts the company will have for its product line.

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