

Wooden hanger

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Hangers all have one job, in which it holds our clothes for storage and display. It now comes down to choosing the type of hangers from plastic, wire, or wooden, in which wooden would be the best option. Breaking down each hanger starting with the plastic. The plastic hanger is mainly everyone's first choice. Especially those on a budget like us as college students. However, they do tend to lose shape and stretch clothes out throughout time. Wired hangers are not really the best option because they are mainly used when dry cleaning and if used every day it can also damage the clothing. It is also not aesthetically pleasing to keep in your closet.

Now wooden hangers, have a longer life span, they are recyclable and even more decomposable because of the material. They won't damage your clothing from stretching out and they are aesthetically pleasing and elegant to keep in your closet. On the other hand, there are also some disadvantages to wooden hangers. They are a bit bigger than the other hangers in which they take up more space in your closet, they are more expensive, not water-resistant (wood), and high maintenance.

However, that doesn't stop the company from having an opportunity to fix the disadvantages. For instance, if the hangers are a bit pricey, there can be a variety pack that has let's say 5 hangers for a good price. That way customers are less intimidated by a single hanger being 12 dollars or more. Even tho they have their disadvantages, they are a good investment to have in order to save up from having to throw constantly throw out clothes cause they are stretched out. As for the target market, since the hangers are a bit pricey and it would be recommended for millennials and above because they tend to have the most Discretionary income. As well as having a stable home and job to afford to buy a variety of wooden hangers.

Sources

Richards, R. (2020, February 3). *The benefits of using wooden hangers*. Hangorize.
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