

Malik Lee
February 22, 2023
BUF 3310

- Brand Name

Lee by Malik Lee.

- Industry Identification

Lee by Malik Lee is a fashion apparel company with multiple categories ranging from ready-to-wear to haute couture. Lee by Malik Lee fits with the sectors of fashion good including jewelry and watches.

- Target Market Profile

The target market for Lee by Malik Lee are young professional men, women, and nonbinary individuals of all cultural backgrounds between the ages of 25 and 35 with a high level of disposable income of \$30,000 and up. Lee by Malik Lee aims for the modern-day individual who likes to hang out with friends attending parties, maintaining a professional lifestyle presenting their uniqueness while exuding confidence and sophistication.

- Country Of Launch

The country of launch for the brand will be in Paris. Apart of the fashion capitals, Paris has amazing architecture well as designs which will be easy to gain inspiration. Within Paris the neighborhood Sentier act as a garment district making the access to manufactures and textiles much easier.

- Communication Strategy

Once understanding our target market Lee by Malik Lee create ways to reach our audience in the most effective & powerful way. The use of social media platforms such as Instagram, Facebook and TikTok to curate a feed to inspire our consumers, keeping them updated with the latest trends or collection the brand is producing. Utilizing these platforms allows the brand to interact with consumer gaining feedback or advice on how to improve the business.

- Pricing

Similar to most brands who practice markup percentage on their items. Typically, the whole sale price of a garment maybe be around \$60 but the retail price can be marked up between \$110 to \$120 but at Lee by Malik Lee consumers while be paying for the quality and long-life span of the item with the purpose to gain maximum usage.

- Competition Analysis on Pricing & Position

To stay ahead once identifying our competitors we at this establishment decided to strategically price our items at a reasonable amount, allowing customers to spend more while shopping. While examining the competitors pricing our items will be slightly marked down.

- Future of the Brand

Here at Lee by Malik Lee we strive to stay connected to our roots being innovator for our consumers while showing craftsmanship. Staying true to our consumer we will continue to keep a great repour creating inspirational items allowing those who wear it to feel confidence, sophisticated and staying true to themselves. As the brand search for ways to expand in the near future Lee by Malik Lee will begin tapping into home décor. The home décor collection will feature items such as sofas, chairs, and tables to allow customers to feel luxurious in the comfort of their homes. To match with the home décor line other items including forks, spoons, knives, pillows, blanks, throws, duvet covers and fleece blankets. Tapping into this market will allow the brand to expand into different countries with the possibility of opening various stores.