

"The stars are dotted, ONLY YOU
are the bright moon"



our address: 1151 Galleria Blvd, Roseville, CA 95678
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BUF 2255 Group 4 Merchandising Planning and Buying
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Abstract

Welcome to ONLY YOU. We are located in a place filled with travelers from other countries and shoppers from the city. ONLY YOU is located at 1151 Galleria Blvd, Roseville, CA 95678, just a prom dress company. ONLY YOU is an exclusive American prom dress store specializing in weddings, birthdays, graduations, and any kind of prom dress. Millennials, Generation Z, and Generation Alpha will be our primary demographics. We primarily conducted detailed and rigorous research, analysis, and consumer surveys to design and buy more products that fit our target customers for ONLY YOU. We will experience many bright moments from birth, and a perfect/good-looking dress will make the good memories even more impressive. Just like the slogan of ONLY YOU, "*The stars are dotted. ONLY YOU are the bright moon.*"

Keywords: exclusive, prom dress, millennials, generation Z, generation Alpha, detailed, fit

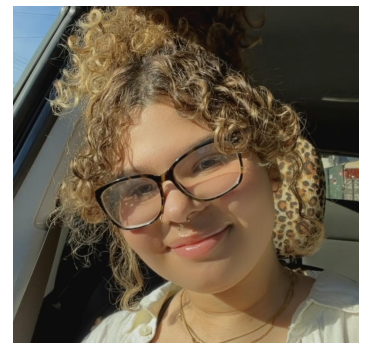
Team Profile

My name is Michelle Wu Feng. I am one of the members who founded ONLY YOU. My position in the store is Chief Executive Officer and Designer. I am responsible for designing/selecting products for our store suitable for ONLY YOU target customer group, including Wedding Prom Dress, Birthday Prom Dresses, and Graduation. In addition, I am also responsible for ensuring the store's profitability and achieving the goal of ONLY YOU becoming the first choice of consumers.



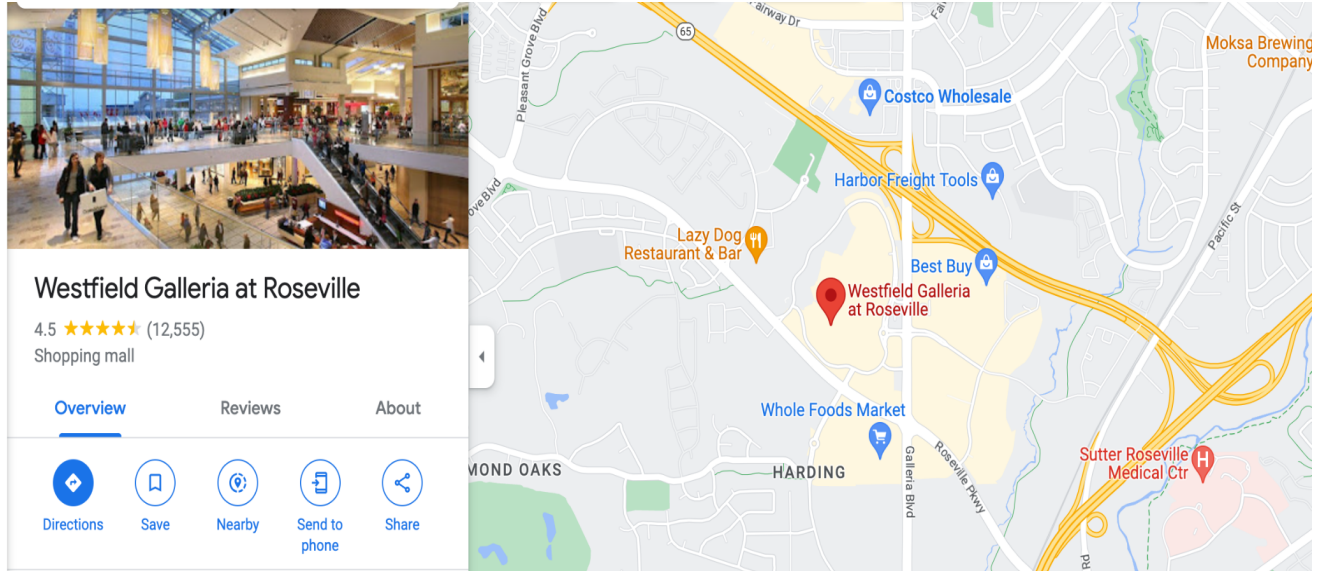
My name is Yinghe Zhao. I am one of the members who founded ONLY YOU and worked as a store Research Analyst and Finance Director. I am responsible for doing some research related to the color trend, designing some of the products, and overseeing the financial operations of the store.

Hello! My name is Bethelie Rivera. I am one of the members who founded ONLY YOU, and I contribute to our dynamic team as the consumer analyst and fabric sourcer. I research who our target market is, how we can expand our marketing from that, and best support our customers with what we know about them. I am also responsible for choosing our dress fabrics and making sure we give the best quality and durability to our customers at an affordable price.



Store Information

Store Location: [1151 Galleria Blvd, Roseville, CA 95678](https://www.google.com/maps/place/1151+Galleria+Blvd,+Roseville,+CA+95678)



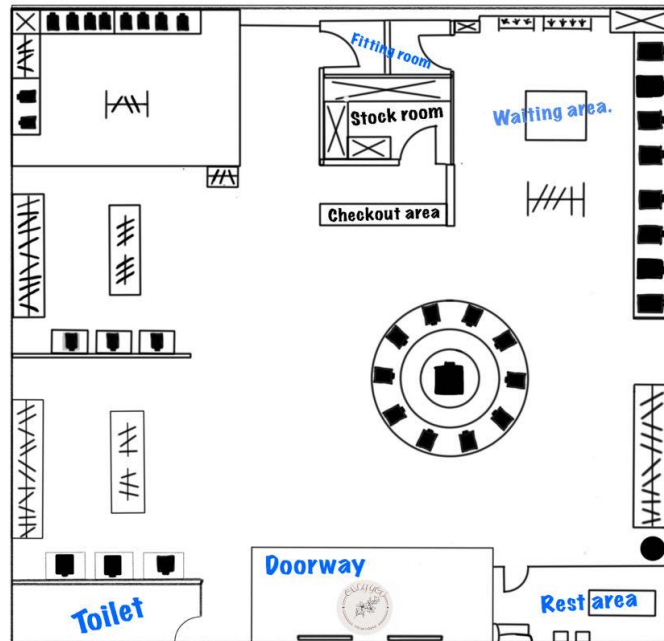
Store Location Floor Plan



LEVEL ONE ZONE PLAN

GALLERIA AT ROSEVILLE

Store Layout



Store Open Hours

OPENING HOURS	
Monday	10:00am - 7:30pm
Tuesday	10:00am - 7:30pm
Wednesday	10:00am - 7:30pm
Thursday	10:00am - 7:30pm
Friday	10:00am - 7:30pm
Saturday	9:00am - 7:00pm
Sunday	9:00am - 7:00pm

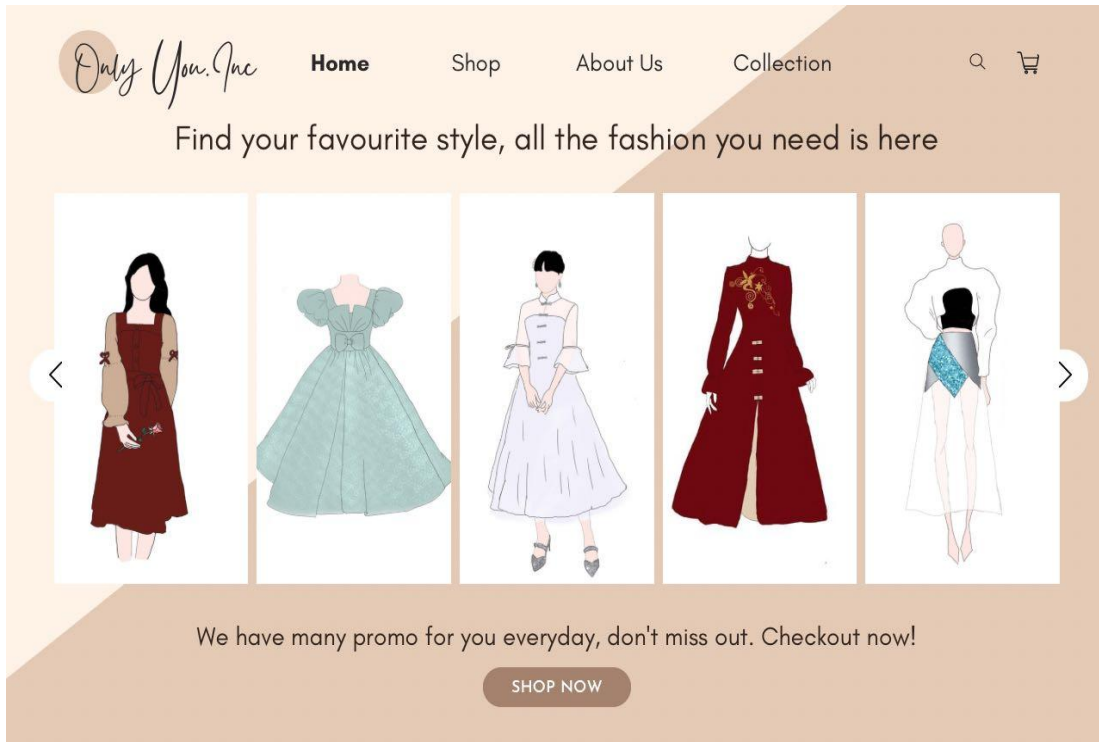
Store Aesthetic & Interior



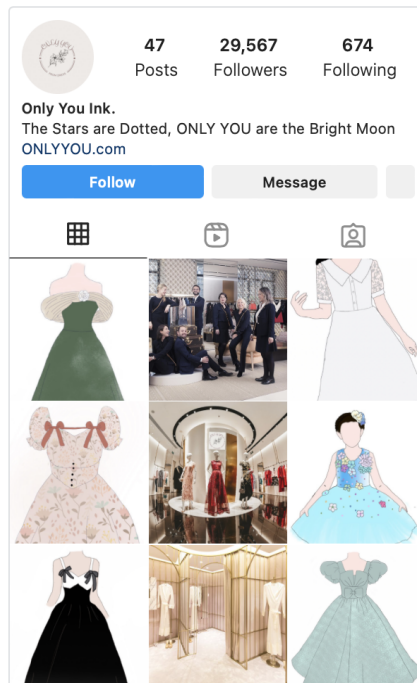
Store Business Card



Online Web Store Design



Instagram Page: Desktop (L) & Mobile (R) View



Consumer Profile: VALS Survey



ONLY YOU value our customers; No matter who they are, where they come from or so forth, we strive to make them feel as though they are the brightest in the room. We specialize in dresses and more specifically they are midi-dresses to maxi-dresses, the category the dresses would be put in the cocktail attire. Furthermore, we strive to target many individuals, our target market is those who live in the area of Placer County in California, more specifically Roseville. Our customers are majority and primarily women, however ONLY YOU do not discriminate against those who walk into our doors and want to feel like the brightest person in the room. Our customers are viewed to be at the ages of 17 to 43 years old, with the percentage being 60.3% (*U.S. Census Bureau quickfacts: Sacramento County, California*); As it's the time when the individuals of this age range come into our store looking for dresses for prom(s), formal birthday parties and other formal events that require a cocktail attire. With that as well, In a typical household in Roseville consist of about 3 individuals per family, with the majority of those households consisting of more women than men as it is 51.1% (Women) to 49.9% (Men) ratio (*U.S. Census Bureau quickfacts: Sacramento County, California*).

Our customers' average education of High school graduates or higher, percent of persons age 25 years+ is in the 95.7%, while those with a Bachelor's degree or higher, percent of persons age 25 years+ is 44.4% (*U.S. Census Bureau quickfacts: Sacramento County, California*). The customers are lifelong learners in which they have a strong interest in personal and professional development. They actively pursue educational opportunities, attend workshops, and engage in cultural events to broaden their knowledge and perspectives (*Roseville, CA*). Along with that, our customers' average income is 102,660\$, falling in the middle class category of the United States and in the city of Roseville (Walrack, 2023). With this in mind, we make our dresses with affordable fabrics without having to give up the feeling of receiving a luxury dress.

The women in Roseville, California were delved into their preferences, values, interests, and lifestyle choices, we can gain insights into their motivations and better tailor marketing strategies and offerings to meet their needs. For example, their interests and hobbies include outdoor activities as many women in Roseville enjoy outdoor activities such as: hiking, biking, and gardening. They appreciate the region's natural beauty and seek opportunities for outdoor recreation, along with retail therapy, as women in Roseville enjoy shopping as a leisure activity, with a preference for boutique stores, local markets, and specialty shops. They appreciate unique and personalized shopping experiences (Larson, 2021). When it comes to their community many of the women are family-oriented as they prioritize family and often participate in family-centric events and activities. They value quality time with loved ones and seek a sense of community within the city. Adding onto the community, they often do volunteer work, actively engaging in community service and volunteer work. They are committed to giving back and making a positive impact in their local community (*Why Roseville*).

Our customers would be considered both achievers and experiencers in terms of the VALS. Reason being is that achievers are characterized by their strong motivation to succeed and their emphasis on career growth and material accomplishments; which aligns while with the women in Roseville as they are career-driven, goal-oriented, and value financial stability may align with the Achievers segment. They may prioritize their professional development, seek out opportunities for advancement, and display a desire for high-quality products and services that reflect their success (*Why Roseville*). Not only are they achievers but are also experiencers; Experiencers are individuals who prioritize self-expression, adventure, and seeking out new and exciting experiences; and the women in Roseville who are active, social, and enjoy exploring the outdoors, trying new activities, and engaging in the city's vibrant dining and entertainment scene may resonate with the Experiencers segment. They may have a strong interest in personal growth, value experiences over material possessions, and seek out opportunities for socializing and cultural engagement (Swain, 2022).

At ONLY YOU, we strive to market to the achievers and experiencers through our garments. To showcase them, we do direct marketing with our website, email advertising and social media, for example instagram; From the fabric choices to the way a customer walks into the room of our store and feels luxurious themselves. We highlight quality and achievement, emphasizing the quality, durability, for example having fabrics that are of high quality without having to feel as if you've spent too much; and prestige of our products and services. Showcase how our offerings can help them succeed in their careers or enhance their status. While also emphasizing the experiential aspects of our products and services. Highlighting how we can contribute to memorable moments, adventures, and self-expression, then showcase the unique features and benefits that set our offerings apart from competitors.

Color Swatch



The color scheme for ONLY YOU Spring/Summer 2023/2024, are Whitecap Grey, Surf Spray, Pirouette, Cork, Apricot Brandy, Clear Sky, Green Sheen, Piquant Green, Mocha Bisque, Persimmon Orange, Elephant Car Wash, Salmon, Evergreens, UW Huskies, Puget Sound, Mount Rainier, Beecher's Mac + Cheese, Black, Wine Red, Yellow Sheen, Kerry Park, The Pink Docr, Gasworks Park, Seaplanes, Mopop, Seattle Seahawks, Craftsman Bungalow, Discovery Park, Coffee, Howe Street Stairs, Top pot Doughnuts, and Mauve.

ONLY YOU choose the *Persimmon Orange* color to create our product because it can bring a feeling of relaxation and happiness to customers (MHM, 2019). *Clear Sky* is a symbol of freedom and comfort. It can relieve people's tension and make them feel peaceful. *Craftsman Bungalow* gives customers a feeling of comfort and happiness. ONLY YOU use *Wine Red* to produce wedding prom dress products because it presents auspiciousness and loyalty (Zhihu, 2022), and these representatives have good intentions for weddings. *Black* gives people the feeling of nobility and elegance, but it also achieves the visual "thin" effect (Zhihu, 2022). *Mopop* is full of a romantic and dreamy atmosphere when customers wear products that are made of mop color to participate in birthday or wedding parties. ONLY YOU use *Whitecap Gray* to produce wedding dress products for customers because it means stability (Taubmans, 2023). A good relationship needs some strength to maintain.

Inventory of Products

Fabric(s)

Satin	Georgette	Chiffon	Organiza
			
<p>In Color “Whitecap Gray”</p>	<p>In Color “Wine Red”</p>	<p>In Color “Clear Sky”</p>	<p>In Color “Craftsman Bungalow”</p>

ONLY YOU used different fabrics for our products including Satin, Georgette, Chiffon, Organize, and Silk. ONLY YOU choose the **Satin** weave creates a fabric that is shiny, soft, and elastic with a beautiful drape. Satin fabric is characterized by a soft, lustrous surface on one side with a duller surface on the other. **Georgette** is typically a plain weave fabric that is woven using tightly twisted s-twist and z-twist yarns, which are yarns twisted in opposite directions. These twists create slight puckers on the surface of the fabric, which gives Georgette its signature crinkled finish. **Chiffon** fabric is sheer, which means that it is light and semi-transparent with a simple weave. **Organza** is a lightweight, plain, sheer fabric; it offers a more structured drape than a soft, flowing drape and breathability. **Silk** is a lightweight, breathable fabric; in summer it reduces the risk of overheating throughout the day.

Detail of Fabric Care:

Satin fabric can be washed by hand or in the washing machine; it is best to use cold water; do not squeeze the satin after washing, or it will wrinkle and lose shape; lastly, do not put it in the wash or dryer cycle on high heat, it will shrink.

Chiffon fabric can be washed by hand or in the washing machine on a gentle cycle. Use a mild cleanser. Wash in cold water and soak for 30 minutes.

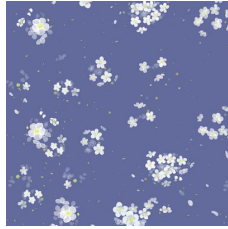
Organza fabrics should only be hand washed or dry cleaned with mild detergent, do not dry the fabric in direct sunlight, and keep it away from direct heat.

Silk fabric can be cleaned by soaking in warm water with a mild soap for no more than five minutes; Do not wring out the fabric. Wrap it in a dry towel to remove excess moisture, then place it on a flat surface to air dry.

Pattern Name Releases



Sea of Flowers



Baby's Breath



Want Want

Seasonal Sketches

February- July

Birthday



Graduation



Birthday



SKU Illustration

	A	B	C	D	E	F	G
	Company	Product Type Wedding (WD) Birthday (BD) Graduation (GD)	Season	Color #	Size	SKU	IRN
1	ONLY YOU	WD	SM 23/24	Surf Spray ACC5C2	10	OLYB101	123
2	ONLY YOU	BD	SP 23/24	Pirouette EFC2E2	12	OLYB205	122
3	ONLY YOU	WD	SP 23/24	Whitecap Gray E2DBCA	16	OLYB111	345
4	ONLY YOU	WD	SM 23/24	Clear Sky A1C0DE	18	OLYB808	450
5	ONLY YOU	GD	SP 23/24	Apricot Brandy C16D5E	14	OLYB205	250
6	ONLY YOU	GD	SP 23/24	Mocha Bisque 8E5E4B	10	OLYB703	333
7	ONLY YOU	BD	SM 23/24	Green Sheen DDD258	12	OLYB999	666
8	ONLY YOU	GD	SM 23/24	Cork B78975	18	OLYB520	520
9	ONLY YOU	BD	SM 23/24	Piquant Green 71945A	6	OLYB131	999
10	ONLY YOU	BD	SM 23/24	Persimmon Orange E87133	8	OLYB141	111
11	ONLY YOU	BD	SM 23/24	Elephant Car Wash E46C92	12	OLYB888	188
12	ONLY YOU	BD	SP 23/24	Salmon E2764F	14	NZND011	369
13	ONLY YOU	WD	SP 23/24	Evergreens 497262	8	NZND089	147
14	ONLY YOU	WD	SM 23/24	Uw Huskies 412B6B	10	NZND111	258
15	ONLY YOU	GD	SM 23/24	Puget Sound 17414F	18	NZND258	011
16	ONLY YOU	GD	SM 23/24	Mount Rainer CAD2DF	10	NZND888	089

	A	B	C	D	E	F	G
	Company	Product Type Wedding (WD) Birthday (BD) Graduation (GD)	Season	Color #	Size	SKU	IRN
17	ONLY YOU	BD	SP 23/24	Beechers Mac + Cheese FAD181	6	NZND123	789
18	ONLY YOU	GD	SM 23/24	Black 050505	12	NZND369	747
19	ONLY YOU	WD	SM 23/24	Wine Red 6D080E	14	NZND258	255
20	ONLY YOU	BD	SP 23/24	Yellow Sheen DDD157	10	NZND080	181
21	ONLY YOU	WD	SP 23/24	Kerry Park 376938	12	NZND157	412
22	ONLY YOU	GD	SM 23/24	The Pink Doctr D9A99B	6	NZND181	157
23	ONLY YOU	GD	SM 23/24	Gasworks Park A95D43	10	NZND997	938
24	ONLY YOU	BD	SP 23/24	Seaplanes EC9B56	8	NZND953	438
25	ONLY YOU	WD	SM 23/24	Mopcp AD598D	12	MZDT234	598
26	ONLY YOU	GD	SM 23/24	Seattle Seahawks 243F5A	16	MZDT996	245
27	ONLY YOU	WD	SP 23/24	Craftsman Bungalow B1C39D	12	MZDT243	193
28	ONLY YOU	GD	SM 23/24	Discovery Park 72935A	14	MZDT345	725
29	ONLY YOU	GD	SM 23/24	Coffee 623321	6	MZDT623	321
30	ONLY YOU	WD	SM 23/24	Howe Street Stairs B3B3A9	8	MZDT321	339
31	ONLY YOU	BD	SP 23/24	Top Pot Doughnuts DD9461	12	MZDT999	941
32	ONLY YOU	GD	SM 23/24	Mauve 636B9C	16	MZDT946	636

Open to Buy Chart

Month	February	March	April	May	June	July
Planned Sales	\$300,000	\$200,000	\$300,000	\$200,000	\$400,000	\$250,000
Planned Reductions	\$20,000	\$26,000	\$31,000	\$17,000	\$46,000	\$50,000
Planned EOM Stock	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000	\$70,000
Employee Discount	2%	3%	4%	0%	5%	7%
Total Monthly Needs	\$520,000	\$306,000	\$441,000	\$307,000	\$656,000	\$370,000
BOM Stock	\$160,000	\$200,000	\$80,000	\$110,000	\$90,000	\$210,000
Planned Purchases	\$360,000	\$106,000	\$361,000	\$197,000	\$566,000	\$160,000
Merchandise on Order	\$125,000	\$15,000	\$145,000	\$35,000	\$170,000	\$24,000
MDs	\$8,000	\$12,000	\$4,000	\$3,000	\$18,000	\$25,000
Shortages	2%	4%	5%	7%	2%	3%
Open to Buy (At Retail)	\$235,000	\$91,000	\$216,000	\$162,000	\$396,000	\$136,000
B2. Average Monthly Sales	\$275,000	\$275,000	\$275,000	\$275,000	\$275,000	\$275,000
B3. Average Monthly on Order	is \$85,666.67	\$85,666.67	\$85,666.67	\$85,666.67	\$85,666.67	\$85,666.67
B4. Markdown % for Each Month	2.67%	6.00%	1.33%	1.50%	4.50%	10.00%

Calculations

C1: New Projected Sales Plan

Month	February	March	April	May	July	June
Original Planned Sales	\$300,000	\$200,000	\$300,000	\$200,000	\$400,000	\$250,000
New Projected Sales Plan for Next Season	\$318,600	\$212,400	\$318,600	\$212,400	\$424,800	\$265,500
New Average Monthly Sales	\$292,050	\$292,050	\$292,050	\$292,050	\$292,050	\$292,050

C2: Change of Next Season

Based on the new projected planned sales, the decrease for the sales period is \$67,700.00. The suggested reasons for the change from one season to the next are sudden events that threaten the world, like COVID-19 in 2020. Therefore, when these harmful events occur, consumers will change their shopping habits. For example, disinfection products and food will be the first

choices of consumers (Accenture, 2020), and the sales volume of the clothing industry will be affected by this factor (decline). Inflation is another season that causes this change because the price of all goods will increase due to the high inflation rate, and customers will choose not to buy clothes or buy some clothes on sale rather than buy them at the original prices (Ullman, 2022). One of the most important reasons is competition. Suppose ONLY YOU and company A are similar companies that sell similar products and use almost the same fabrics to produce the products. In that case, company A has lower prices for most products, and customers would prefer to choose company A rather than ONLY YOU. So, the above factors will change sales from one season to the next.

Analysis

In 2023/2024 summer and spring products, the ONLY YOU team used elements that they thought would cater to the ONLY YOU customer group, such as "Sea of Flowers," "Baby's Breath," "Organza Flower/Butterfly," which are very suitable for the spring and summer seasons. Spring is full of vitality, floral fragrance, warmth, comfort, and hope for a new life, so many floral elements are used in the products. In addition, summer is sunny, with blue sky, laughing and having fun, and it is also the graduation season, so our colors are very bright and low-key. To allow guests to leave good memories in the beautiful season, the color elements used in ONLY YOU's products align more with ONLY YOU's customer group (16 - 35 pg).

This Spring/Summer of 2023/2024, ONLY YOU will sell an average of \$275,000 monthly for six months. The average Monthly Order is \$85,666.67. Markdown % for Each Month is February: 2.67%; March: 6 %; April: 1.33%; May: 1.5%; June: 4.5%; and July: 10%.

Based on the above data, the ONLY YOU team also speculated on the future New Projected Sales Plan for Next Season. Average sales per month are \$292,050. Future sales are compared to past sales, with more monthly than one-time sales. Nevertheless, there is still a drop of \$67,700.00. The reason for this phenomenon ONLY YOU guess is that: 1) Potential customers are not encouraged to respond positively regarding sales; 2) The website interface could be better; and 3) The customer base needs to be better understood.

To improve the above phenomenon, ONLY YOU publicized it on social media to attract more potential customers. In addition, the website interface is improved so that consumers can learn about ONLY YOU's products on the website and choose the products they are satisfied with on the website. Finally, set up a department to deal with customer feedback and make improvements based on this feedback. Provide more perfect services and products for target customer groups.

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