



**By: Johanna Espinal, Shania Saunders, and Nelema Cona**

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## **Abstract**

As you move from one street to the next, you note how colorful each window display is, and as you walk, something catches your eye. You stop, and proceed to walk into the store that piques your interest, and just like that a visual merchandiser, buyer, and brand has completed their mission. People around the world shop and buy everyday, but what happens behind the scenes? The process of planning, creating, and exhibiting products to showcase its features and benefits is only one of the many important steps we take. It includes the entire customer journey, from the moment they enter your store to the moment they leave. A visual merchandiser aids in the promotion of a brand's image and products. They assist with the design of product displays and store layouts in order to attract customers and increase sales. A buyer's job however, consists of buying products for the company to use or sell in their own enterprise. This line of work requires a lot of analysis, as well as the ability to oversee stocks, negotiate contracts with suppliers, assess the quality of merchandise, and maintain the available budget. In this project we will demonstrate the workload that many companies endure when planning and buying for their business.

## Team Profile



**Member:** SHANIA SAUNDERS

**Title:** CHIEF EXECUTIVE OFFICER

**Description:** Shania Saunders is the CEO, and is responsible for sourcing and handling business with manufacturers. She is also the creative director for all designs and oversees all finished products before they are put out on display. Ms. Saunders desires to use recycled materials because she wanted to curate a eco-friendly brand that does not indulge in fast fashion production.



**Member:** JOHANNA ESPINAL

**Title:** PRODUCT DEVELOPER/VISUAL MERCHANDISER

**Description:** Johanna is the product developer and visual merchandiser, she reviews inventory and designs the displays, making sure they are organized and look appealing to customers. She was always interested in fashion during high school but started taking it more seriously in college when she enrolled as a fashion major. She likes experimenting with clothing items to see what pieces work together. She has now created a sustainable fashion business with Shania and Nelema where they create vests for the public.



**Member:** Nelema Cona

**Title:** District Manager

**Description:** Nelema will typically assist in the hiring of store managers, the achievement of sales targets, the creation and implementation of budgets, acting as a point of contact for problems and concerns, and site visits to make sure that the stores in their territory accurately represent the brand.

## Target Market

Parisian style consists of pieces that are effortless, classic, nonchalant, and cool, but not arrogant and they aim for a look between being dressed up and laid back (Chenal, 2021). The Parisian style has similarities with American style too because many Americans also have style with looking dressed up but being comfortable. As well as having days when they want to be dressed up or when they want to look more laid back. Parisian style consists of effortless basic clothing with a one statement piece like a silk scarf or a hat (Chenal,2021). Many people wear basic outfits, but they add a statement piece, but that piece can also be a sneaker, a jacket or hoodie, or a bag as well. French women also go for quality over quantity, they invest in a few pieces of quality clothing over a large wardrobe of low-cost items. They also go for a few unique statement pieces that will cost but are timeless (*9 French Style Rules for Women Everywhere*, 2019). French women go for more quality pieces and are willing to pay more for timeless statement pieces and that's what V Porter is about. Parisian women make an average salary of \$23.77 an hour, earning \$3,605 monthly and \$43,261 annually (*Wage Disparities Between Women and Men in Paris*, n.d.). Our prices for our clothing items will be middle to high prices that can accommodate many people with different incomes across Paris. French women average sizes are that 6.4% of French women wear a 36 (4 US), 14.6% wear a 38 (6 US), 19.5% wear a 40 (8 US), 18.5% wear a 42 (10 US), 14.5% wear a 44 (12 US) and 9.8% wear a 46 (14 US) (Mira, 2016). V Porter will carry all of these sizes 4-14 in all of our vest styles and colors.

### Advertising Objectives

The purpose of our advertising is to promote V Porter clothes and accessories by informing, persuading, and reminding our clients why our brand's (V Porter) clothing quality is the best and why they should shop with us. To make our brand even more well known and talkative, we opt to make new product announcements, raise awareness, and educate consumers about the features and benefits of new or existing items through advertisements such as fashion podcasts, billboards, and TikTok videos. We feel that by utilizing ordinary individuals like ourselves, we will be able to connect people more efficiently, and celebrity endorsements will aid in this process.

These are important because we hope to gain new consumers while maintaining our existing loyal clients. There are still people who don't know much about V Porter yet, so we want to grow our brand and be the number one store that most people purchase from. We feel this will help our business thrive. We will also use persuasive marketing to persuade clients that our company's services and product quality are superior to those provided by competitors.



## SWOT Analysis Brand

### *SWOT Analysis Brand :* V Portor

S

- Strong online presence
- private label brands
- Trendy
- Strong celebrity endorsement
- High quality material/fabric

W

- Can be expensive \$\$\$
- No catchy logos or slogan

O

- should offer extended sizing to plus size customer
- 

T

- store competitors (zara,H&M, madewell, Urban Outfitter. Etc
- Competitors may have better research-intensive strategies.

## Designs



STYLE NAME: Puffer Vest

STYLE#: SKU- PUF- 6- MP -523

MATERIALS: 100% recycled polyester

DESCRIPTION: Millennial Pink cropped puffer vest with asymmetrical zipper, goose down filling



STYLE NAME - Utility Vest

STYLE #: SKU- VES- 6- BL- 523

MATERIALS: 100% recycled cotton

DESCRIPTION- Black vest top with halter neck, utility pockets, and zipper running down the top

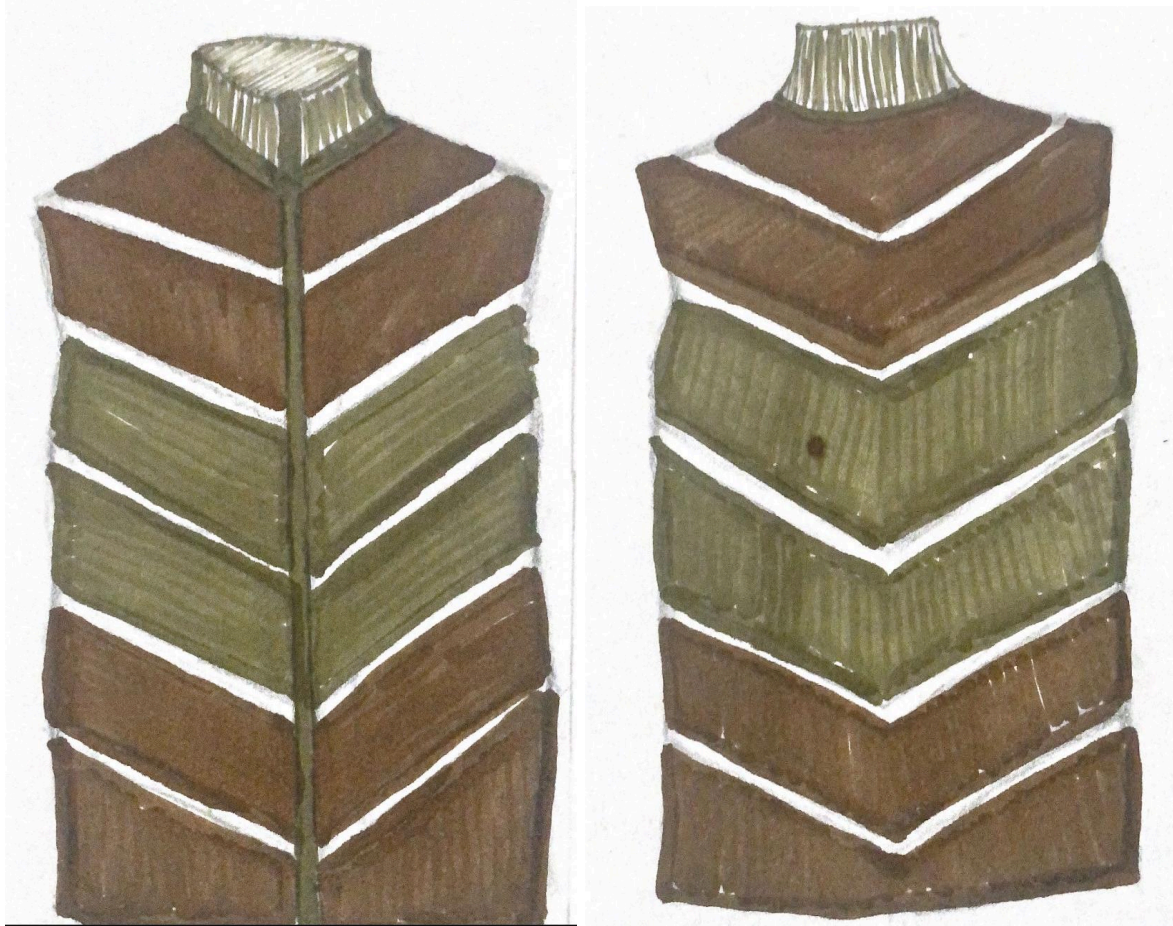


STYLE NAME: FLOWER BOMB

STYLE #: SKU - VES - FL - 523

MATERIALS: Recycled denim fabric from second-hand jeans, and a recycled pink fabrics

DESCRIPTION: Denim vest with pink puffer pockets and flower embroidery made using second-hand denim, and nylon fabric that is hand dyed pink.



STYLE NAME: OAK

STYLE #: SKU - VES - OA - 523

MATERIALS: White polyesters that are hand dyed

DESCRIPTION: Puffer vest with layered earth tones, made from recycled white polyester coats that are hand dyed



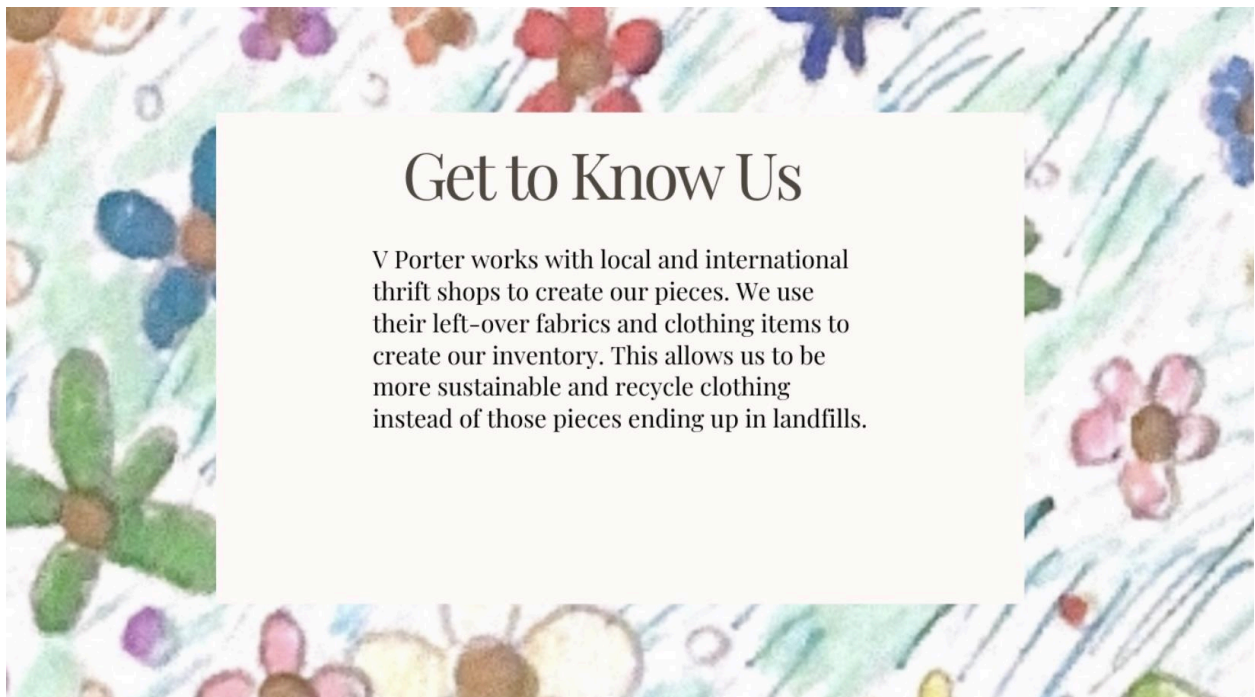
STYLE NAME: Vest bag

STYLE #: VES- B - 523

MATERIALS: Bamboo and polyester

Description: If you're a girl who despises carrying extra accessories, this vest is for you. It has enough space to hold everything you need to carry. There is no need to carry a bag or a mini purse when going out.

## Website





"A lot of people find fashion intimidating.  
Our mission is to *guide them past that fear & give them the confidence to style themselves.*"



## GET IN TOUCH

Email Address  
Vporter@gmail.com

Phone Number  
(347) 456 7890

Mailing and Store Address  
9 Rue Commines, 75003  
Paris, France



**OPEN TO BUY STATEMENT FOR EACH MONTH****February:**

(planned sales) - 300,000

\* (employee discount) - 2%

= (employee discount) - \$6,000

$300,000 * 2\% = 6,000$

$8,000 + 6,000 + 6,000 = 20,000$

$300,000 + 20,000 + 200,000 = 520,000$

$360,000 - 125,000 = \mathbf{\$235,000}$

**March:**

(planned sales) - 200,000

\* (employee discount) - 3%

= (employee discount) - \$6,000

$200,000 * (\text{shortages}) 4\%$

= (shortage) \$8,000

MD = \$12,000

ED = \$6,000

17

S = + 8,000

Reduction = \$26,000

(PS) 200,000 + (R) 26,000 + (EOM) 80,000 = (Totally monthly needs) \$306,000

\$306,000 - (BOM) \$200,000 = (Planned Purchases) \$106,000

\$106,000 - (March on order) \$15,000 = **\$91,000**

### **April:**

(planned sales) - 300,000 \* 4%

= (employee discount) - \$12,000

300,000 \* (shortages) 5% = \$15,000

MD = \$4,000

ED = \$12,000

S = + 15,000

Reduction = \$31,000

300,000 + 31,000 + 110,000 = (totally monthly needs) \$441,000

\$441,000 - 80,000 = (planned purchases) \$361,000

361,000 - 145,000 = (open to buyers at retail) **\$216,000**

**May:**

(planned sales) - 200,000

\* (employee discount) - 7%

= (employee discount) - \$14,000

MD = \$3,000

ED = \$0

S = + 14,000

Reduction = \$17,000

$200,000 + 17,000 + 90,000 = \$307,000$

$\$307,000 - 110,000 = \$197,000$

$\$197,000 - 35,000 = \mathbf{\$162,000}$

**June:**

$\$400,000 * 5\% = 20,000$

$\$400,000 * 2\% = 8,000$

MD = \$18,000

19

ED = \$20,000

S = + 8,000

Reduction = \$208,000

$\$400,000 + 208,000 + 210,000 = \$ 818,000$

$\$818,000 - 210,000 = \$608,000$

$608,00 - 90,000 = \$518,000$

$\$ 518,000 - 170,000 = (\text{open to buyers at retail})$  **\$348,000**

**July:**

$\$250,000 * 7\% = 17,500$

$\$250,00 * 3\% = 7,500$

MD = \$25,000

ED = \$17,500

S = + 7,500

Reduction = \$50,000

$\$250,000 + 50,000 + 70,000 = \$ 370,000$

$\$370,000 - 210,000 = \$160,000$

$\$160,000 - 24,000 = (\text{open to buyers at retail})$  **\$136,000**

### References

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