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Contemporary Issues of Fashion BUF 4700

Modules 2&3

1. Our company will have a brick and mortar and an e-commerce. The brick and mortar will have a spacious area, in which all of the garments will be placed based on style, size and color. The room will be spacious, since it will give room for the customers to take a look at different garments. We will have a fitting room, in which the customers can try on the garments and see if they like the style. Outside of the fitting room, we will have a tailor in which they can assist the customers. The customers can then decide if they want a dress, and if they want to make any changes. After the customers make their final decision of the dress, they will then decide if they want to buy the dress or rent it.
2. One potential that may affect the well being of our company is if the customers decide to rent the dress, however they do not return it, or return how it was originally made. Our company offers a time period of which the customers can return the dress. We give a 3-4 day return rent period. If the customers go over those day, they will have to pay a 20 dollar fee.
3. We will give discounts to our customers who have been loyal to our brand for some time now. We will give discounts based on our company birthday, holidays and customers birthday as well.
4. Our employees will be heavily trained. We teach our employees how to handle ruffle customers, how to describe different types of gowns and styles the customers want. We will have a specialized tailor who knows how to construct different garments.
5. Our company has a 30 day return policy. If the customers brought a dress and they changed their mind about it, they can always return it, as long as they have the receipt. Now if the customer rents a dress and they wore that dress on a specific event, they have to return the dress 3-4 days later.
6. Each policy reflects our company mission, because we believe in the importance of respect. We believe that employees treat customers right and vice-versa. We want everyone to be treated right and have our company offer the right service.

7. The policies we have stated are the best choice of our company is the right choice, since we operate in class and respect since we are selling elegance in evening gowns.
8. Our store policies are consistent with industry policies. Our employees work from Monday to Thursday, and will have a three day break. They will have a one hour lunch break.
9. Complications we might see in our establishment are customers not following the rules, especially when it comes to returning rented garments.
10. The customers will highly interact with the employees and vice versa. We will offer bottom water and snakes to the customers. The employees will ask the customers questions about the type of style they want.
11. The customers will have access to the code of ethics because it will be introduced by the employees. If the customers decide to rent a dress they will have to sign a contract, in which of that contract it will mention that the dress cannot be ruined and has to be returned 3-4 days.
12. Our customers' policies reflect our core values and mission statement because we believe in the importance of respect and giving what our employees and customers need. We provide elegance and happiness to the customers.

Module 3

Mission Statement

1. ADP mission is to provide empowerment towards our community that drives long term loyalty for a fraction of the cost. This allows for a bigger customer base and loyalty gain in the brand.
2. We selected the elements of saving time. Women enjoy dressing up after work on a Friday night, wedding, and many more events. However most women would enjoy their evening wear for the day and are left in their closet until dust is collected, resale online, or donated. Which is why ADP was founded in 2021, to give women the opportunity to rent garments.
3. The mission statement reflects on the company's core value on commitment to innovation and sustainability. We encourage taking risks while elevating others. ADP strives for protection over the environment with proper care and connection throughout the world.