

Hanger Presentation

Rhonda Duncan

New York City College Of Technology

Advertising Marketing 1214 HD88 [17461]

The benefits of the wood hangers are great for heavy garments such as men's suits where you also have the slacks and the coat. They are also aesthetically pleasing to look at. Wood hangers are thicker than both wire and plastic hangers. The wooden hanger provides more surface area for the clothing to sit on, most wood hangers have contours or curves that are much more softer and rounded than the sharper edges on any other types of hanger. The form/shape of the hanger itself helps the RGK Clothing hang in a more natural way.

The RGK Clothing company carries both men's and women's apparel throughout all seasons. This company is one of the biggest companies which has 15 locations in the Triboro area. As a result, consumers are more than likely to shop here for a better experience. When consumers walk into RGK they look for aesthetics. Wood hangers are another product that adds to the marketplace. This company has a good brand image and brand loyalty across the world.

Wire, Wood, And Plastic Hangers for clothing and fashion accessories are available in a variety of styles, materials, and sizes. Economical plastic, durable metal, and classic wood hangers may all be suitable to use in your retail environment. Before purchasing hangers for the mens and women's apparel, you must first learn about the most popular types of hangers and what they're used for. Plastic Hangers quality hangers from lightweight to heavyweight. However the heavier the plastic the more they cost to manufacture. Unfortunately 85% of plastic retail hangers are thrown in the garbage, as a result studies state " 54 millions hangers end up in landfills every day". Plastic Hangers are made out of polycarbonate, with many other different plastic and can be very harmful for our clothing.

Wire hangers are the type you probably receive when you get back your dry cleaning. Wire hangers often bend or sag and aren't the best option for stores with a more upscale contemporary look. Because wire can rust, some wire hangers are coated with a colored vinyl so

it can protect the fabric. Expensive clothes should not rely on cheap wire hangers. Wood Hanger are designed to mimic the shape of our shoulders, This way, when they're not on our bodies they can help clothes to maintain that natural, just-off-the-model look. ``Those worries disappear when you use wooden hangers. The hanger shoulders are strong to support jackets and shirts. We also carry thicker hanger shapes to support heavier items of clothing. We added Notches to securely hold straps in place and prevent clothing from falling.

However, many people still wonder why we shouldn't use wire or plastic hangers to hang clothing in department stores. Over time, those inexpensive hangers will sag. Once the wire hanger sags, the fabric can stretch out of shape. A prime example; pants that are lighter in weight with a wire hanger will bow rather quickly. As a result, you would need to replace the hangers more often than one should. To conclude, plastic is terrible not only for the environment; but it negatively impacts the shape of clothing over a course of time as previously stated. At RGK you will need to hang bottoms on the racks for consumers to be interested in. The plastic hangers do not provide that luxury, how will the bottoms be hung? Lastly, fabric needs to breathe and plastic can trap odors and humidity which is why wooden hangers are best to use for products to be both displayed and hung.

For my Swot Analysis, my strengths are the wooden hanger will keep clothes wrinkle free, my hangers will also keep clothes from stretching over time. My weakness is that even though buying the wooden hangers may be expensive for RGK, we can turn this into a positive by looking at our numbers each year. We are actually saving more by buying wooden hangers because they last longer. My opportunity is giving RGK the best look and the best feel when on wooden hangers. Who doesn't like seeing clothing well put together on the sales floor. Finally

my threats are that other competitors may want to try my product or even copy this idea but I assure you with this contract we will be the best company there is known to man.

My target market is going to be Millennials and Gen Z because they are independent, self confident. They do not rely on their parents as much as previous teen generations did. The internet and technologies allow Gen Z to start earning money at much earlier age than their parents. My customer's focus is an approach to understand how an organization can achieve its goals and objectives by using this opportunity that will allow consumers to build a customer/business relationship.

Citation

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