



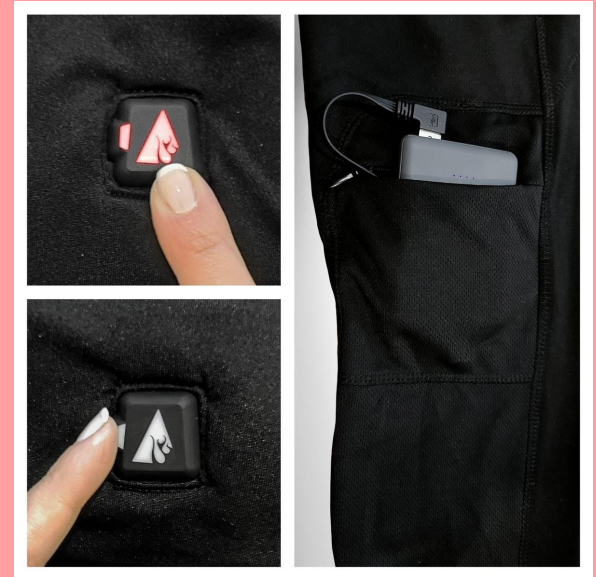
ARCTIC FLARE



Siara Brown

THE PRODUCT

- Long sleeve shirt made out of recycled polyester + elastane
- Made for women and men
- Heating zones in chest and back



THE PRODUCT CONT.

- Leggings that have a snug fit
- Made both men and women
- Made out of recycled polyester and elastane
- Heating zones in butt and knee area



THE PRODUCT CONT.

- Has 4 different color heat settings
- **Blue** heats up to 50°F, lasts for 5 hours
- **White** heats up to 90°F, lasts for 4 hours
- **Orange** heats up to 110°F, last for 3 hours
- **Red** heats up to 140°F, last for 2 hours

TEMPERATURE CONTROL BUTTON SETTINGS:



ON/OFF
TEMPERATURE
CONTROL
TOUCH-BUTTON



HIGH
100% POWER
UP TO 150°F
FOR 2+ HRS



MEDIUM
50% POWER
UP TO 130°F
FOR 3+ HRS



LOW
25% POWER
UP TO 110°F
FOR 4.5+ HRS

THE PRODUCT CONT.

- Comes with rechargeable power bank (6000mAh)
- USB charging kit



COST & DEMOGRAPHIC

- Target market is women and men between ages 20-80
- Heat therapy is good for athletes, elders and relieving muscle pain
- These kind of people live states that get cold like New York, Alaska, Colorado and North Dakota
- They also like snowboarding and doing outdoor activities in winter like hiking, cycling, jogging etc.
- They live an active lifestyle



COST & DEMOGRAPHIC CONT.

- Cost of shirt is \$159.99
- Cost of leggings is \$159.99
- Can purchase the set for \$279.99
- This is because it comes with everything needed to keep it lasting for a long time

SWOT ANALYSIS STRENGTHS

- Comfortable garment
- Target market is very diverse
- Size inclusive (XXS-4X)
- The technology used in the garment is easy to use

SWOT ANALYSIS WEAKNESSES

- Not suitable for people who live in warmer climates
- More well known brands are advancing technology wise and could produce products extremely similar and cause tough competition to beat

SWOT ANALYSIS OPPORTUNITIES

- Stores like Macy's, Target, Amazon, Burlington, Marshall's, JCPenney etc. can start selling our products and it would gain us exposure.
- Price point is fair compared to companies who produce goose down coats because it costs less to produce our garments meaning the costs is great for many people.

SWOT ANALYSIS THREATS

- Well known brands introducing similar products/using same heated technology
- The North Face is our biggest threat. Their target market is more to a younger audience and this makes it hard for us to get a younger audiences attention with our garments. Nowadays, people buy The North Face because it's a well known name brand and this has to do with society and social class.

SCALABILITY

- Our products will be mass produced which results in less waste being put into the environment and textile scraps to be reused into the clothing production cycle

FAIR TRADE

- Our products will be able to sustain fair trade because we will have our own factories built in New York and Los Angeles which eliminates the need for having our product produced in sweatshops
- Our factory workers work in safe and healthy working conditions.

GOALS

- To keep our consumers warm during the cold winter months
- To create a product that is well made and will last for a long time
- Keep body warm and work with ones body temperature