

New York City College of Technology

Kozaburo Marketing Plan

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December 11, 2019

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Business Summary

Kozaburo is a company headquartered in New York on Dover Street Market, with offices in Opening Ceremony New York, Opening Ceremony Los Angeles, Atelier (NY), Blake (Chicago), Please Do Not Enter (LA), Dover Street Market Ginza (Tokyo), Dover Street Market London, Labelhood (China), Dongliang Beijing, Rare Market (South Korea), Opening Ceremony Tokyo, United Arrow (Tokyo), LHP (Japan), Hankyu (Japan), Contena Store (Japan), Mukta (Japan), and Baby's All Right (Japan). The Company's mission is to focus on developing aesthetic styles in apparel. Timeless design of classic men's apparel is at the core of the brand's aesthetic.

As Kozaburo's marketing team, we want to help the brand lean into what it does well, improve what doesn't, capitalize on what it can do, and defend against what could challenge it. With that in mind, here is our SWOT analysis for 2020.

Strengths

1. Upcycling techniques- Mottainai/Sakiori skills (use of old garments/fabrics to create new garments)
2. Exquisite tailoring & Fabric Selection- Fine stitching/ use of kaya, a homespun hemp fabric historically used to design mosquito nets.

Weakness

1. No women's line
2. Does not do a lot of shows and events

Opportunities

1. Being a recipient of the LVMH Special Prize puts the brand in a great position to expand because of the high notoriety it has.
2. As a result of the brand's success it has the potential to reach trending athletes who wear sportswear on a daily basis.

Threats

1. The brand is not presenting its collection in New York for fall 2019.
2. Other luxury sportswear brands that have collections for both men and women.

Business Initiatives

Kozaburo has the ambitious goal of focusing on developing aesthetic styles in apparel. To help the business do that, our marketing team will pursue the following initiatives in 2020.

Initiative 1 : April 1, 2020

Description: Native content with hypebae.com

Goal of Initiative:

Product launch on hypebae.com, press story, lookbook imagery

Have WNBA superstar Skylar Diggins promote the brand through hypebae.com

Metric To Measure:

Tally up hypebae's monthly visitors

Tally up hypebae's platform on instagram (1 million followers)

Initiative 2 : August 3, 2020

Description: Have female macro influencer (Cardi B) promote the brand on social media.

Goal of Initiative: Use macro influencer's platform to help boost the brand's platform.

Metric To Measure: Tally up macro-influencer's followers on instagram (55.1 million followers)

Initiative 3 : December 5, 2020

Description: Co-brand with a major retailer (Nordstrom).

Goal of Initiative: Establish female line through major retailer

Metric To Measure: Tally up Nordstorm's monthly visitors (24,486,930 monthly visitors)

Target Market

Industries

In 2020, were targeting the following industries where we'll sell our products and reach out to customers:

Industry 1 : Garment

This includes textiles, manufacturing, etc

Industry 2: Apparel

This includes makers & sellers, fashion businesses, etc.

Buying Personas

Within our target markets, we've identified the following buying personas to represent our ideal customers:

Buying Persona 1

Buying Persona 1 is between the ages of 23 and 30 years old. She works in retailing for a living and spends her free time shopping, partying, and socializing. She lives with her mother,

father, and younger sibling. Ultimately, Buying Persona 1 wants the latest trends and considers herself fashionable.

Buying Persona 2

Buying Persona 2 is between the ages of 30 and 37 years old. She works in the fashion industry for a living and spends her free time designing, styling, shopping, and traveling. She lives with her spouse and children. Ultimately, Buyer Persona 2 wants to stay fashionable but does not need all the latest trends.

Competitive Analysis

Within our target markets, we expect to compete with the following companies:

Company 1 : Fenty Puma Collection

Products we compete with: Fenty x Puma tracksuit pants with side poppers. These track pants might be better than ours because of the free movement style incorporated at the side of the trackpants.

Other ways we compete: This competitor has a variety of garments that are similar to ours.

Company 2 : Ivy Park x Adidas

Products we compete with: Ivy Park x Adidas tracksuit. This tracksuit might do better in sales because of the extensive following that Beyonce has.

Other ways we compete: This competitor has similar athleisure apparel to our brand.

Marketing Strategy

Product

Our brand portfolio will be filled with tracksuits, long sleeve shirts, satin jackets, t shirts, and nylon shorts. These products are associated with the essentials that customers in our buyer persona descriptions are looking for. Our products are competitive against the competition mainly because of the fine tailoring and durable quality of garments.

Price

These are the prices for the following items:

Tracksuit - \$1,125 (Jacket \$605.00, Pants \$520.00)

Long Sleeve Shirt - \$250.00

Satin Jacket - \$1,450

T Shirt - \$220.00

Nylon Shorts - \$375.00

The prices for our products are competitive in the luxury market. These prices are realistic for our customer's budget because both buying persona descriptions have disposable incomes. We will offer seasonal promotions for our collection.

Promotion

We will first promote the collection as a two event pop up shop, one in December and the last in February. A month before we launch the collection, we will give away discounts to people shopping in the area. These discounts will only be redeemable in stores. This content will drive value into our products because of the extensive promotion used before the collection is actually

launched. When the collection is launched we will use blogs and social media to help promote the brand.

People

Justin Teng plays a major part in our marketing strategy. He is the main person in charge of the brand's marketing techniques. Teng creates online marketing strategies and in person events to spread brand awareness of the label. He coordinates open studio events, ie. private sales and press junkets. Teng also positions potential online strategies to drive traffic and online sales. His primary goal is to manage e-commerce platforms and maintain front end design. He establishes the website and e-commerce layout and appearance to be aesthetically appealing and easily navigable. Teng monitors website traffic and current sales campaign efforts. He is also responsible for uploading new products and creating sales campaign for each season.

Process

Our products will be delivered to our customers through the postal service. We will use services from FedEx, UPS, and USPS. For our international deliveries we will use DHL as the primary carrier. This is an ongoing service that will take place all year round.

Positioning and Image

Our products are displayed in the windows of the flagship store. They will also be displayed on mannequins near the sales floor in Nordstrom.

Marketing Channels

Over the course of 2020, we will launch our use of the following channels for educating our customers, generating leads, and developing brand awareness:

- Roles of a brand within a company's portfolio
- The marketing plan communicate the ideas, features, and value the brand offers

Native Content/hypebae.com

Purpose of channel: Brand Awareness

Metric to Measure: Tally up hypebae.com's platform and followers