

Tamiah Assevero

BUF 3310

Luxury Brand

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Luxury Brand

- **Brand Name:** The Royal Angel LLC
- **Industry Identification:** Clothing and Clothing Accessories Retailer
- **Target Market Profile:**
 - **Age:** 25-50 years
 - **Gender:** 75% Women, 25% Men
 - **Occupation:** CEOs, Entrepreneurs, CFOs, Office Workers, Business Travelers
 - **Location:** New York State
 - **Income:** \$75,000-\$200,000
 - **Hobbies:** Country Club, Brunches, Traveling, High end restaurants
 - **Family:** 2-4 Kids, Married, Single, No kids
 - **Technology:** LinkedIn, Facebook, Instagram, Email
- **Country of Launch:** United States
- **Communication Strategy:** Marketing Emails, Social Media Ads, SMS marketing, Magazine Ads, Subscription to Mail ads, Signage Marketing in Store and Online
- **Pricing:** \$50-\$300
- **Competition Analysis on Pricing and Positioning:**
 - **Pricing:** Dior has pricing that caters to the upper middle class and upper class but has prices that the middle class can afford such as accessories and shoes.
 - **Positioning:** Dior brands itself as exclusive and original compared to other brands so they position the products to cater to the high class society. Dior is only advertised through celebrities and their customers which draws more people to it because they only see other people wearing the brand.

Future of Brand:

The Royal Angel plans to expand nationally across the United States with at least one store in 15 states. The brand will be a brick and mortar as well as an online store to cater to everyone whether they have access to a store or not. The Royal Angel will provide benefits for loyal customers such as free shipping and discounts off their order. Eventually, the brand will become international by building a store in another country to expand the brand to other people outside of its home borders. The brand will also become a corporation and grow its management to keep it up with the growth of the brand. The Royal Angel will start to expand into other industries such as cosmetics, accessories, shoes, hand bags, home decor to broaden their customer's wants and needs in different aspects. This will create a one stop shop for the customer's lifestyle and build up loyalty and brand identity. The Royal Angel will get recognition as being one of the top luxury world wide along with other brands in that category. It will cater to all aspects of the upper class's lifestyle. The Royal Angel will become a well known luxury store around the world. The brand will be popular alongside its competitors. They will also be a part of fashion week in different countries with other brands showcasing their season's collection. After 15 years of running the business, I will sell my company but will maintain some control over the business.