

# I DID THE:

## Target Market

A target market is a group of people that a business chooses to promote and aim their products and merchandise towards. This is a very important step in the planning process as it selects the consumers with the greatest likability to purchase your product (Higgins, 2020). The very first step of creating a well-developed target market is to examine the variable in your marketing mix. The four Ps in the marketing mix are product, promotion, place, and price. (Twin, 2020) The four marketing mixes help to determine whether or not the item will be successful in the marketplace.

Formal wear should be about looking the part at work, but don't sacrifice how you look! Look and feel confident with tailored suits from The Real Suit-Suits. While off-the-rack suits are an easy option, they never flatter the body and make you look good. With tailored suits, you look good while feeling comfortable as well! And with tailored suits, our sourced materials are of higher-quality, which means that our suits last much longer than off-the-rack. So, you can save more money with a suit that fits your silhouette well, while lasting a long time. Our proposed target market are businessmen and college graduate men from the ages of 24-45 who want to look the part at work without sacrificing style. These men shouldn't lose their sense of style in the corporate fields they're entering in. They can be college graduates, but also those who wear suits frequently, such as lawyers, finance, bankers, etc. These individuals should look good while they're still young, or as they grow older.

We are currently headquartered in the fashion hub of Manhattan, NYC and furthering to expand internationally to other areas of the world such as Japan. With our HQ being centered in

one of the strongest fashion hubs, we can easily track and predict the latest trends coming and to come.

## Suit Sketches









**Season Colors**



**Help with Part B**

**Terrence Williams**