

# Bright Beginnings



*December 26, 2016 – January 23, 2017*



## **FASHION MERCHANDISING PROMOTION PLAN**

Amador Valley High School DECA

Amador Valley High School

1155 Santa Rita Road

Pleasanton, CA 94566

Megan Doi  
April 25, 2016

## Table of Contents

I.	EXECUTIVE SUMMARY.....	1
II.	DESCRIPTION OF STORE.....	2
III.	OBJECTIVES.....	4
IV.	SCHEDULE OF EVENTS.....	4
	A. Special Events.....	4
	B. Advertising.....	6
	C. Display.....	7
	D. Publicity.....	8
	E. Other In-store Activities.....	9
V.	RESPONSIBILITY SHEET.....	9
VI.	BUDGET SHEET.....	10
VII.	STATEMENT OF BENEFITS TO THE RETAIL ESTABLISHMENT...	11
VIII.	BIBLIOGRAPHY.....	11

## I. EXECUTIVE SUMMARY

Anthropologie is known for its sophisticated and luxe collection of women's apparel, accessories, home goods, and gifts. The "Bright Beginnings" promotional plan will feature the winter collection and represents what the New Year brings- a fresh start with endless possibilities and opportunities. Between December 26, 2016 and January 23, 2017, Bright Beginnings will establish a series of promotional activities and events at the Grove location of Anthropologie in Los Angeles, California (pictured at right).



The objectives of this campaign are to increase revenue at the Grove location by 10%, increase customer loyalty, and involve the community. The "Bright Beginnings" promotion plan includes the following events and activities:

<i>Date</i>	<i>Event</i>
December 31, 2016	"Light up the Night"
A New Years Eve party with a DJ, discounts, food, & sparklers to end the night/begin the new year.	
January 8, 2017	"Sip and Shop"
Registered customers will have the opportunity to taste local wines, snack, & shop.	
Entire Plan	"Recycle for Rewards"
By bringing in old clothes to donate to the textile recycling program, customers will receive a punch on a rewards card granting them discounts on their purchases. This will take place at all store locations.	
Weekly	#AnthroLOVE
A social media challenge that will take place throughout the promotion plan. Customers have the chance to win a \$150 gift card every week of the promotion plan after receiving entry through purchasing products, participating in events and activities, or posting photos on social media of their Anthropologie merchandise and purchases.	
"Philanthropic" is pair of events meant to involve & give back to the community.	
January 12, 2017	"Crafting for a Cause"
Adults and children are invited to create one craft to keep & one to donate to the Children's Hospital of Los Angeles.	
January 21, 2017	"Handpicked from the Heart"
Customers will style and purchase an outfit that will be donated to the Downtown Women's Center.	

The "Bright Beginnings" promotion plan necessitates a successful execution by the staff of the Grove location. The total cost of the events and promotions is \$11,298.00 and profits will be approximately \$28,734. This promotion plan is to continue and expand on the success of Anthropologie as a store that can attire, style, and inspire its customers.



## II. DESCRIPTION OF THE STORE

Anthropologie has created a unique shopping experience with its curated mix of exceptionally designed and crafted products. Its stores are homey and have an organic feel, making them inviting to all. Since its founding by Richard Hayne in Wayne, Pennsylvania in 1992, Anthropologie has been committed to offering the best merchandise that emulates their customers' personal style, and encourages them to follow their passions with the confidence its products evoke. The target market is women aged 25 to 45. Most clothing items are priced over \$100, while



accessory and home goods prices vary greatly. Each Anthropologie store averages around 7,300 square feet of selling space filled with over 40,000 SKUs. The unique items and exceptional customer service has made it a successful company operating over 185 stores in the United States, the United Kingdom, and Canada, in addition to a catalog and online shop. Stores are located in upscale street locations, enclosed malls, and specialty retail centers.

The Grove location in West Hollywood (pictured above with location shown on map), which is where all promotional events will take place, is the largest of the United States stores and has the most foot traffic with its ideal location. It has two stories-- large enough to host the events. The mission



statement of Anthropologie is “Lifestyle merchandising is our business and our passion.

The goal for our brand is to build a strong emotional bond with the customer. To do this we must build lifestyle environments that appeal emotionally, and offer fashion correct products on a timely basis. Our customers are the reason and the inspiration for everything we do.” Anthropologie prides itself as a company that makes women feel good (and look good) while wearing their apparel and accessories.



Before creating my promotional plan, I completed a SWOT analysis of the business in order to evaluate its current state and assist me in strategizing.

Strengths	Weaknesses	Opportunities	Threats
<ul style="list-style-type: none"> <li>• Quality goods</li> <li>• Unmatched customer service</li> <li>• Loyal customer base</li> </ul>	<ul style="list-style-type: none"> <li>• Apparel only for women</li> <li>• Does not serve all socioeconomic levels</li> </ul>	<ul style="list-style-type: none"> <li>• Involve the community-central location</li> <li>• Economy growing at steady rate</li> </ul>	<ul style="list-style-type: none"> <li>• Competition from other boutique style stores</li> <li>• Higher prices than competitors</li> </ul>

To fully understand who the target market of Anthropologie is and how this promotional plan can reach and meet customers’ expectations and desires, I researched and created a small characteristics chart.

<i>Psychographics</i>	<i>Demographics</i>	<i>Geographics</i>
Love for style	Women	Near large city
Classic/sophisticated look	Ages 25-45	Populations >100,000
Affluent lifestyle	Income >\$70,000	Access to internet (online shop)

