

REC



GOAT

STREETWEAR

EST/2024

Student Names Removed

Marketing Mix

Product	Price	Promotion	Place	People
Custom designed clothing brand	\$45-\$75	Social media	Website	Late teens and early twenties

People



- Customer: High school, college students, young adults; ages 16 - 35; sufficient income
- Buying habits: People who want to express themselves more/put themselves out there.
- Situation factors: People who lack time
- Location: Urban suburban areas; nationwide

Product - Monthly delivery clothing box.



Customized Clothing

Basic Members

1. Shirts
Shirts
2. Pants
Accessories

Options (2-3 for each)

1. Size
2. Color
item
3. Themes

Premium Members

1. Sweat

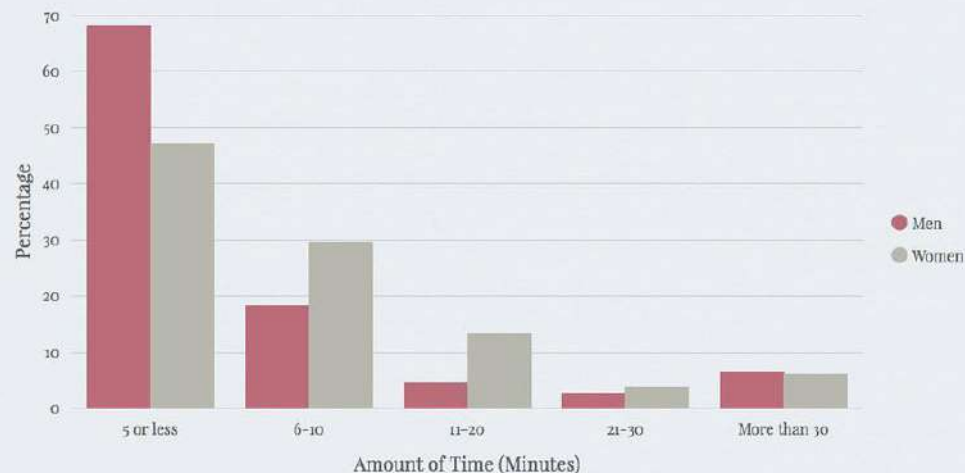
2. Clothing



1. Style
2. Extra



Average Amount of Time Spent Selecting an Outfit Comparing Men and Women



Our box will make the decision process a lot easier and faster

Price

Basic Membership [\$45]

- 2 items (shirts and pants)

Premium Membership [\$60]

- 3 items (shirts, pants, hats,

20% of our sales will go to fund cancer research



Promotion



We will advertise on Tiktok, Instagram, and Youtube because they align most with our target audience.

We will tell customers that our product will make upgrade their wardrobe with quality new clothes and take the stress of putting outfits together away and we offer a variety of styles to suit your personal preferences.

We will sponsor creators on these 3 platforms as well to increase the reach of our advertising.



Instagram

You Tube

Place

We will use a website that clearly describes how our monthly subscription works and how we curate the box to your wants and needs.

