

## A marketing plan as a marketing management tool

Defined business document	Marketing plan
Brand	Rag & Bone - rag-bone.com
Market	Contemporary fashion
Marketing challenge	Introduce a new collection in one store as a pilot
Geographical focus	Miami, FL, USA
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Content covered	Chapter 1, Marketing analysis ✓ Chapter 2, Strategy & objectives ✓ Chapter 3, Budgeted action plan ✓ Chapter 4, Control procedures ✗
Methodology used	The MODE - doing your marketing more effectively
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rag & bone

NEW YORK

## MARKETING PLAN

“In 2020 we will expand our product offering by adding a women’s “Resort Collection” to our brand in our store located in Miami, at the Bal Harbour Shops as a product development strategy”

# Company Profile

- Present in **7 countries**
- Sold in over **700 indirect stores**
- Mono brand Stores: **42**
- Revenue: **\$275 million (2018)**
- Employees: **+400**
- Founded: **2002, New York**
- The brand has become synonymous with a style that melds **classic British tailoring** with an edgy yet understated modern **New Yorker aesthetic**, continuously redefining urban style.
- **Quality**, expert craftsmanship and attention to detail is the brand' s **core philosophy**.

Rag & bone locations in the world:



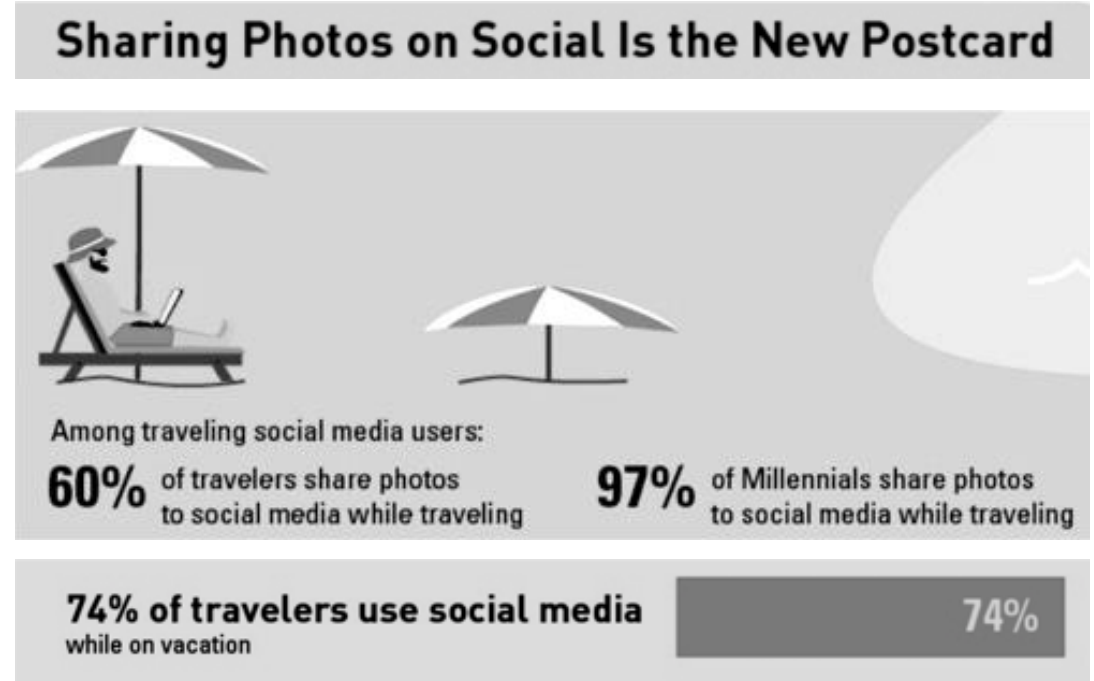
**Main Product Categories:**

**Men:** apparel, shoes, accessories

**Woman:** apparel, shoes, accessories

# Product Fact Sheet

- Global swimwear market is expected to grow 2.2% at constant rates for the next 4 years to reach \$22.7BN by 2022.
- Global mobility has had a major impact on the rise in demand for resort-wear.
- rag&bone created a sunglasses line in 2015, and fragrances in 2016, which means the company has been developing its products categories
- “Packaging Essentials” section in their website shows that the brand is already exploring the resort wear category
- Instagram Users: 1 billion per month
- There are over 25mi brand accounts on Instagram, with 80% of users following at least one brand.



[Brand Watch – Instagram Stats](#)  
[Statista – Instagram Monthly Users](#)  
[Business of Fashion – Destination Wear Trend](#)  
[Martech Zone – Social Media and Travel Vacation](#)  
[Euromonitor International – Opportunity in Travel](#)

# Geographical Fact Sheet

Location: **Bal Harbour Shops** in Miami/FL - USA

- **Most productive shopping center in the USA**, located in one of the richer neighborhoods in Florida
- Gets much of its revenue **from tourists**, but on the **weekend locals flood** the shops and restaurants
- The customer traffic is away from the large department store, and **into specialty stores**
- It is considered a **Lifestyle Mall**, which is the **most relevant social trend**. It combines traditional retailers with leisure amenities, designed for **upscale consumers**.

[Behavioral Analytics Retail – Mall](#)

[The Real Deal – Luxury Retail](#)

[The Real Deal – South Florida Bucks the national retail trend](#)

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Rag & bone locations in Florida/📍 Bal Harbour store



# **Chapter 1**

## Marketing Analysis

(past year)

in order to establish a successful  
product development strategy

## 1.1 Influential Business Trends to-date

The most influential trend for rag&bone is the social trend of our customers staying connected to social media during their vacation, which brings popularity and growth potential to resort wear, swimwear and destination wear.

## 1.2. Market Analysis to-date

1. International Business to business female and male timeless contemporary fashion apparel
2. International e-commerce female and male timeless contemporary fashion apparel
3. International Business to Customer retail female and male timeless contemporary fashion apparel



## 1.3 Competitive Analysis to-date (Direct Competition)

The most relevant competitors are present **internationally**, with different aspects.

### 1. **7 for all mankind**

Is considered the main high end denim brand exploring the classic style in the USA, where rag&bone is mostly present

### 2. **Michael Kors**

It is a classic, yet modern style, mostly present in the USA, and through indirect stores internationally.

### 3. **Banana Republic**

The brand plays more with the color palette and prints, quality is also one of its core values, the price point is lower, but mostly present in the USA

## 1.4 Market Segmentation to-date (by needs)

rag&bone fulfils the need for a contemporary and urban essential style with quality for the daily life, combining the edgy New Yorker aesthetic with the uniqueness British tailoring for the modern society

## 1.5 Marketing Offering (offer-mix)



Throughout our analysis, rag&bone considers quality of service as its priority, because it offers different experiences to its clients, for example storytelling, collaborations, information about its main products, specially the quality of the denim category, offering customization services and a recycling program.

## 1.6 Marketing Promotion (promotion-mix)



- Our brand focuses mostly on Public Relations with different events and collaborations every year, and the company actually created an inside department for PR, making it our most important marketing communication strategy.
- Considering the distribution channels, rag&bone is mostly indirectly sold by third retailers, using that as a channel to reach different clients, while reducing costs with brick and mortar stores.

## 1.7 Actual Strengths & Weaknesses

See More

Our loyal consumers are willing to invest money in our timeless styles and quality products, which shows that our two main advantages are the quality of products and the authenticity of our styles. We recognize the lack of a loyalty program should be tackled to strengthen our relationship with them.

## 1.8 Actual Perception: Positioning

Positioning  
Maps

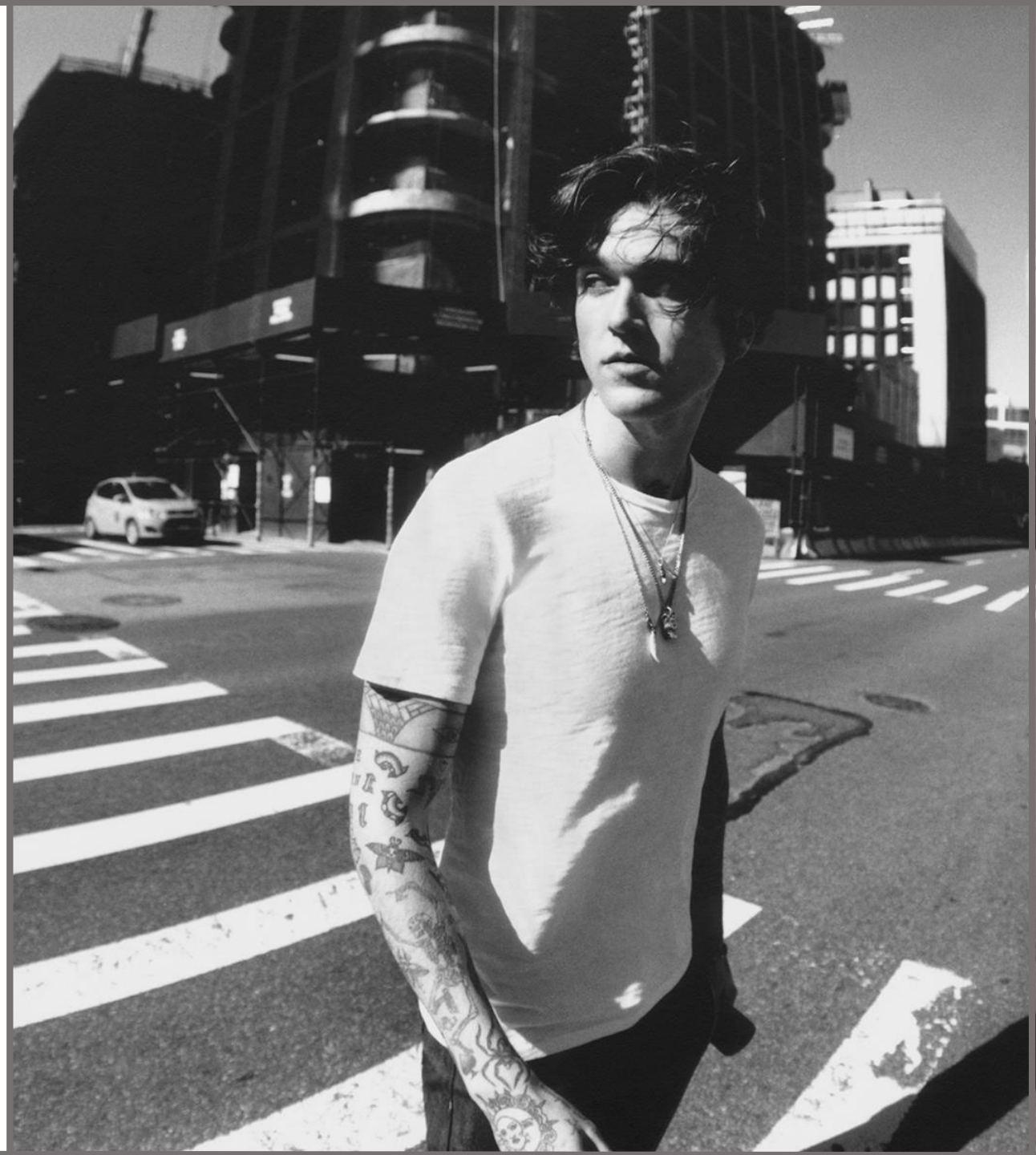
rag&bone is mostly competitive in regards of its product quality and considering the microcosm associated to the brand, there is the possibility to expand the sense of belonging not only to its identity, but also to all the people connected with it.

# Chapter 2

## Marketing Strategy & Objectives

(next year)

in order to establish a successful product development strategy



## 2.1 Selecting Marketing Strategy (next year)

In 2020 we will expand our product offering adding a women "Resort Collection" to our brand in our store located in Miami, at the Bal Harbour Shops as a product development strategy.

## 2.2 Developing a Value Proposition (to back-up the strategy)

Within the last 5 years rag&bone has been expanding its product categories, for example eyewear and colonies. Therefore, considering the social trend, we see opportunity in developing a product category for resort wear, launching it in Bal Harbour-Miami, to analyze our consumer' s reaction.



## 2.3. Targeting Next Year

Our focus will be the classic urban women who are looking for resort wear with timeless, edgy New Yorker style that resonates with rag & bone aesthetics.

## 2.4 Revising the Marketing Offer



New Offer-Mix

As of 2020, firstly we will increase our brand awareness because the product development strategy is strongly connected with social media and travelling trend.

Secondly, we will continue improving quality of service, focusing on our loyal consumers.

## 2.5 Future Marketing Promotion

New Mkt  
Promotion

We will keep investing in Public Relations because we understand that rag & bone's identity is mostly related to customer experience and connection, other than with advertisement, therefore reducing our marketing costs.

## 2.6 Transforming Strengths & Weaknesses Into Objectives

### 2.6.1 Weakness into opportunity

The lack of a loyalty program gives us the opportunity to develop a loyalty program that will maintain our loyal consumers' interested.

### 2.6.2 Weakness into strength

Our strong brand authenticity provides us opportunity to increase our global brand awareness.

See Strengths &  
Weaknesses

## 2.7 New Positioning

New Positioning Map

In 2020, we will strengthen the brand awareness and the emotional relationship between rag&bone and all the people associated with the brand to increase the sense of belonging.

## 2.8 Sales Forecast

2.8.1 - Considering that our average month is **November**, an average day is **Thursday**, that rag&bone's store located in Bal Harbour shops is open for **11 hours a day** (10am to 9pm) and that the **end to end journey is 30 minutes**, we estimated that in our **high peak hour, from 18:00 to 19:00**, 44 people will walk in, 30 people will be interested in our products and 14 people will make a transaction.

Sales Forecast  
Analysis



## 2.8.2 Fact Sheet:

- **November** is an average month
- **Thursday** is considered an average day
- We are open **7 days a week** from 10am to 9pm = **11 hours a day**
- Our peak hour is at **18:00**
- Considering the size of the store, **the end to end journey is 30minutes**
- The average price is **\$320.00 per transaction**

## 2.8.3 Sales Forecast

[See Calculation](#)

Our yearly sales forecast for the next year, starting in June 2020 to June 2021 is

**\$6.3M**

09/12



## **Chapter 3**

### Marketing Action Plan

(next year)

in order to establish a successful product development strategy

## 3.1 To pursue New Partnerships

Why  
Samsonite?

Rag&bone has been pursuing new partnerships with different industries for the past years, for example with Disney (Mickey Mouse and Star Wars), so we think that **Samsonite** is a great partner for us to connect with different customers and **increase our brand awareness, reasoning with our product development strategy.**

## 3.2 To Maintain Successful Marketing Activities


**Public Relations** is by far the best and most important marketing approach to rag&bone, as for example how they presented their Fall19 collection with **an immersive dinner** to special guests. rag&bone will keep doing **different experiences**, as for example an exhibition of their **“2019 Photo Project”** and its photographers, at their Miami Design District Store.

## 3.3 Adjust the Offer

Considering our consumers' loyalty, we will develop a loyalty program to improve our **quality of service**.

Our product development strategy will increase **brand awareness** through social media, making rag&bone more relevant.

## 3.4 Promote marketing activities



Example

1. **Public Relations:** Social Media campaign followed by a launching event in Bal Harbour
2. **Sales Promotion:** During the launching event, if the customer buys from our resort collection, we will give away a 10% discount coupon for each consumer.
3. **Direct Distribution:** Use our database to do an email marketing campaign informing and inviting our consumers to our launching event.

# 3.6 Periodical Marketing Budget

(5% of our sales forecast)

Where does our money come from?			Where does our money go?		
Our Money	50%	\$ 158,000.00	Public Relations	45%	\$ 142,200.00
Bank (short term loan)	35%	\$ 110,600.00	Sales Promotion	15%	\$ 47,400.00
Samsonite	15%	\$ 47,400.00	CRM (loyalty program)	9%	\$ 28,440.00
			Email Marketing	5%	\$ 15,800.00
			Training our Sales People	1%	\$ 3,160.00
			Market Research	5%	\$ 15,800.00
			Non allocated funds	20%	\$ 63,200.00
<b>Total</b>	<b>100%</b>	<b>\$ 316,000.00</b>	<b>Total</b>	<b>100%</b>	<b>\$ 316,000.00</b>