

A marketing plan as a marketing management tool

Defined business document	Marketing plan
Brand	Staiy - staiy.com
Market	Sustainable fashion, online marketplace
Marketing challenge	Increase platform visibility to new clients
Geographical focus	London, UK
Authors © 2020 All rights reserved	Giulia Merlino, Italy Louise Boulet, France
Meeting point of the authors with Danny Abramovich	LUISS Business School Master in Luxury Management
Content covered	Chapter 1, Marketing analysis ✓ Chapter 2, Strategy & objectives ✓ Chapter 3, Budgeted action plan partial Chapter 4, Control procedures ✗
Methodology used	The MODE - doing your marketing more effectively
Number of slides	39
Presentation format	pdf

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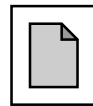
A marketing plan as a marketing management tool

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Marketing Plan

As of February 2021, we're going to focus our **market development strategy** on new target for STAIY. Increase the platform visibility in London to attract new customers.



Company Profile

ABOUT

ONLINE PLATFORM MADE BY THE ALLIANCE OF BRANDS STANDING FOR THE SAME VALUES.

VISION

SUSTAINABLE FASHION AS EXPRESSION OF A MORE VALUABLE CONSUMPTION

"The platform stands to renew the importance of this dimension, connecting brands and clients through the rediscovery of sustainable craftsmanship, inspiring stories of innovation and respect - in a perfect balance of reciprocal value."

FOUNDED

NOVEMBER 2019, BERLIN

FOUNDERS

ADRIAN LEUE, LUDOVICO DURANTE, CHIARA LATINI, ALESSANDRO NORA

WHERE

GERMANY, ITALY, NETHERLANDS, FRANCE

BRANDS

+ 50 BRANDS: *Clothes, Bags and Shoes*

GMV

500.000 EUR expected for 2021

Geographical Fact Sheet

London

Population: 9.3M

3rd largest city in Europe

27th most populous metro area in the world

Fashion capital

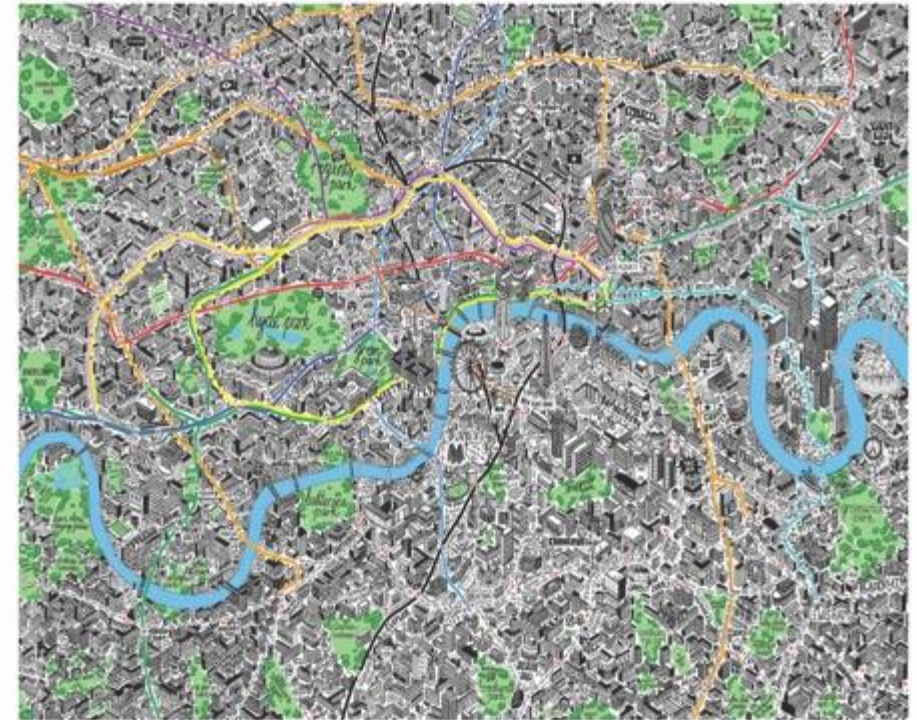
Economical attractiveness ★

Business Start-ups 2018 (per 10,000 population) : 105

GDP 2018 : £539 Billions

CO2 Emissions 2017 per Capita (tons): 3.6

[Source 1](#) & [Source 2](#)



[Fashion schools in London](#)

Young and innovative
competitive environment

Chapter 1

Marketing Analysis



Current Market



1.1

The trends that have most influenced our business so far are social and technological. The 29 % of younger generations (*Millennials and Gen Z*) top concerns is about sustainability issues.

[See Annex](#)

1.2

The markets in which the company is involved are sustainable fashion clothing, bags, shoes and B2B consulting activities. The level of competitiveness of the Fashion market is very high and [Staiy represent the 0,06 % of market share in TAM market](#). We should distinguish ourselves from competition through the support to our brand with the evaluation of their [sustainability standards](#).

1.4

Until today we believe that our main segments are Men or Women between 20 and 55 years old with a premium lifestyle looking for quality over quantity.

[Buyer persona](#)

Current Market

1.5

Marketing offer

STAIY offer mix nowadays is focusing more on the Brand image and quality of service delivered in order to attract new brands to the platform.



1.6

Marketing promotion

STAIY is an eCommerce platform that uses direct selling and advertising by combining a promotional-mix mostly online advertising and direct marketing .



Strengths & Weaknesses

Today 1.7

1.7.1

Competitive Advantages

USP's

- Vast selection of different sustainable brands and modern styles
- AI-Innovation for Personalized recommendation
- Valuable sustainable tracking of the brand ecological impact (evaluation based on water, Air, Materials consumptions as well as Work Conditions, Commitment)

ESP's

- Purchase consciously
- Reward for the consumer buying sustainable goods (Convert your points into donations to support NGOs)
- Shared values for change a revolution toward more sustainable ways of consuming

1.7.2

Main Weaknesses

USP's

- Collaborations with small brands
- Availability of stock
- Technical website issue

ESP's

- Mainly online: no feeling the sustainable clothes difference from the not sustainable
- Costumers trust
- Reduced availability on secondary cities

Actual Perceptions: Positioning

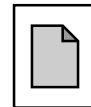
1.3

Main competitors

[FINE YELLOW](#) - [REVE EN VERT](#) - [LOVECO](#)

1.8

Our brand is best perceived by customers, in comparison to our direct competitors, as STAIY offers a variety of stylish sustainable brands in a unique manner. STAIY eases the process of browsing online thanks to AI-personalized recommendation and assesses in a simplified manner the footprint of each individual brands they collaborate with, making the offer authentic and transparent.



Chapter 2

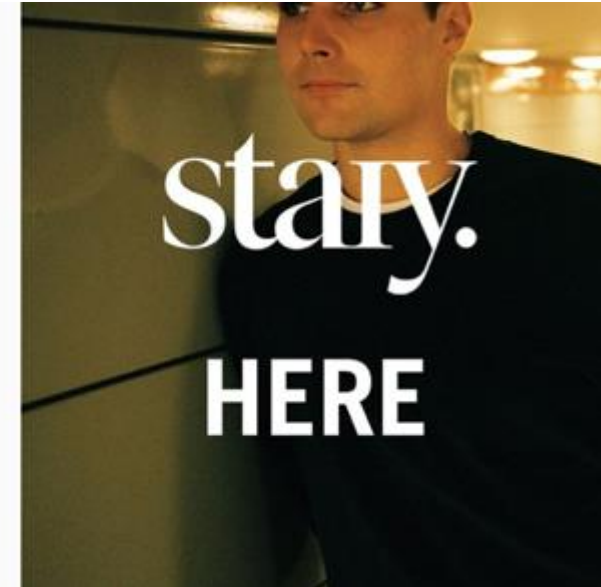
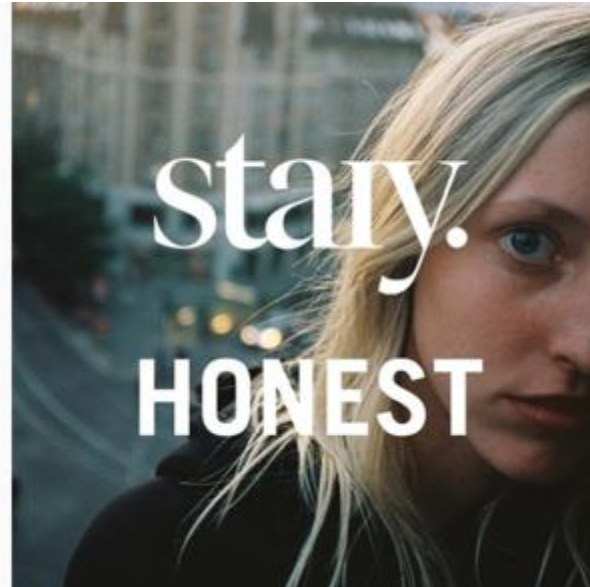
Strategy & Objectives



Marketing strategy

2.1

As of February 2021, we're going to focus our market development strategy on new target for STAIY. Increase the platform visibility in London to attract new customers.



Targeting next year



2.3

In tune with the selected strategy, as of February 2021, our main targeted segments will be men and women from London sensible to brands sustainable initiatives, willing to keep up with their style while purchase consciously.

[DATA](#)

Revised Marketing Offer

2.4

Marketing offer

As of February 2021 we are going to enter the **London** market by allocating most of Staiy.com resource to **quality of service** and product (brands) to attract famous local sustainable brands.



2.5

Marketing promotion

To support the selected strategy, as of February 2021, we are going to focus on **PR** online and offline, presence in local **trade shows** and fashion events, **sponsorships** with fashion universities to support newly graduated designers.

[Promotion Mix](#) - [Launch event](#)

Strength and Weakness

2.6

Objective 1:

The fact that in London there is a high awareness in sustainable topics, we are going to take this opportunity for Staiy.com to grow and be one of the few online platform in which consumers can find niche sustainable brands available in the European market.

Objective 2:

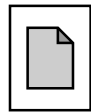
The fact that in the London market there are a significant amount of strong sustainable brands that are now looking to prove the validity and impact of their initiatives, we are going to take this opportunity to develop a recognised accreditation to establish environmental impact standards for our brands in order to allow our customers to have a better understanding of the product.



Improving perceptions next year: Position

2.7

In tune with our selected strategy and current positioning, as of February 2021, we are going to focus on delivering premium and sustainable high-end products to new customer in London area.



Yearly Sales Forecast

2.8

As of February 2021, our expected sales forecast is of 745.000 € with an increase of 6% from the previous year *(Staiy data)*

&

STAIY with the 23% commission will have a revenue of 144.000 €

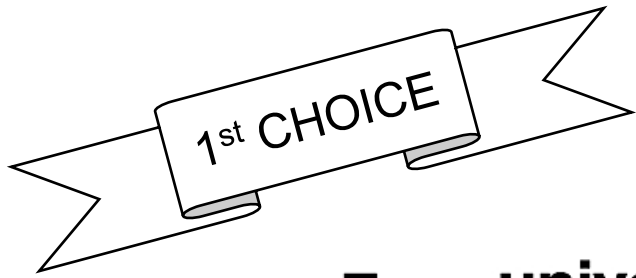
Please see [Annex 2.8](#) presenting the optimistic scenario



Chapter 3

Marketing Action Plan & Budget *Next Year*

Partnerships



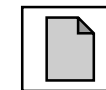
ual: university
of the arts
london
central
saint martins

UNIVERSITY OF
WESTMINSTER



3.1

To collaborate with London Universities that have fashion programs to get new young customers with interest to fashion sustainability but also to attract newly graduated students and support their brands by giving them access to our platform services.



ual: university
of the arts
london
london college
of fashion

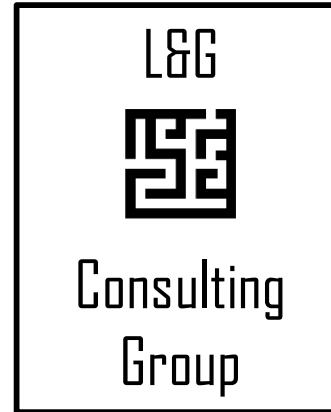
Marketing Budget

MARKETING RESOURCES			MARKETING EXPENDITURES		
Our Money	100.800 €	70%	Public Relations	50.400 €	35%
Co-budgeting	28.800 €	20%	Direct Marketing	21.600 €	15%
Short-term loan	14.400 €	10%	Trade Show	36.000 €	25%
			Marketing Research	21.600 €	15%
			Non-allocated funds	14.400 €	10%
TOTAL	144.000 €	100%	TOTAL	144.000 €	100%

[SALES FORECAST](#)

3.4
[MARKETING ACTIVITIES](#)

We love to see you growing

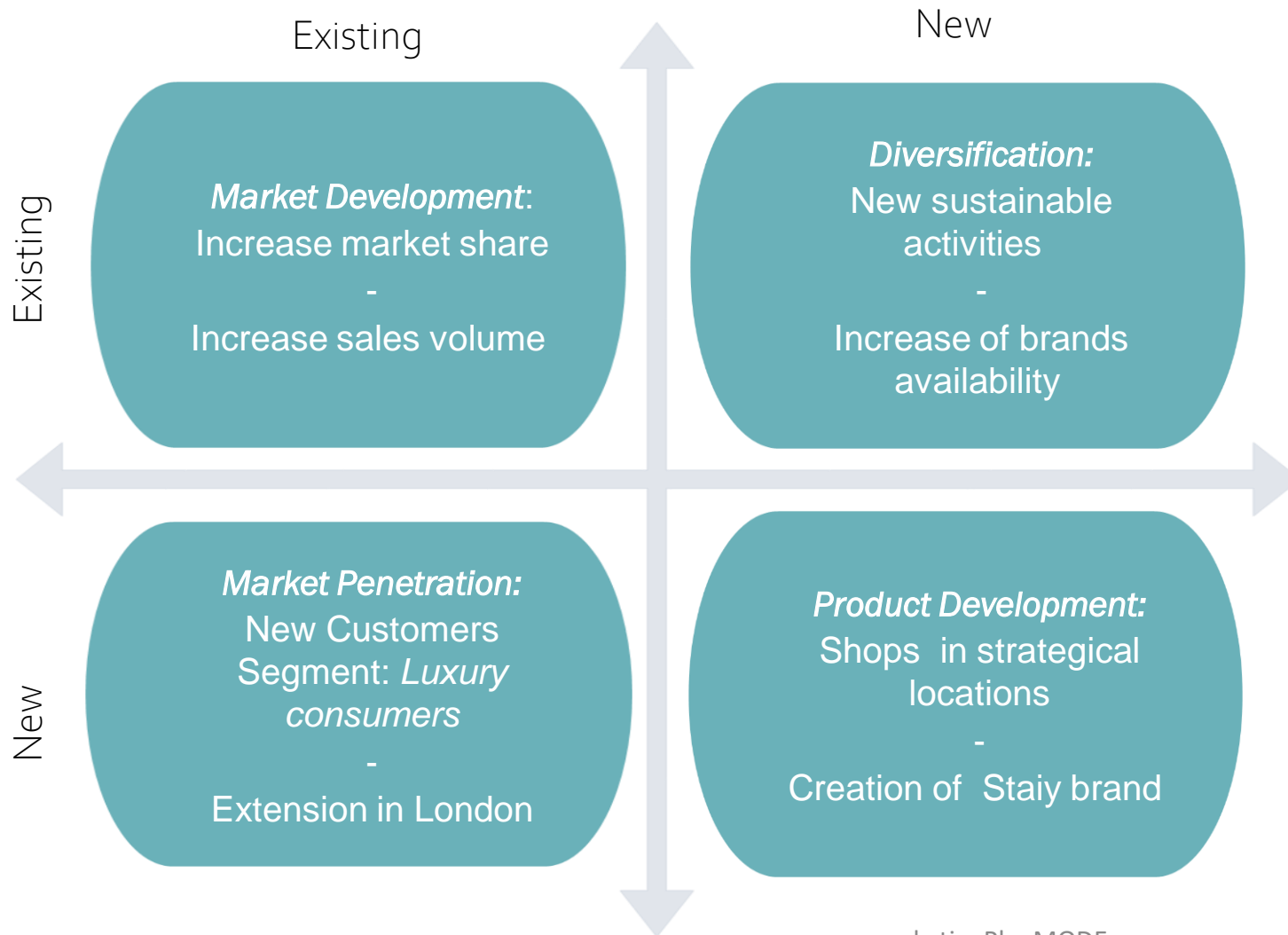




Annexes



Ansoff Matrix – Marketing Plan



Priorities:

1. New customer segment
2. Increase sales volumes
3. Increase brand availability
4. New sustainable activities
5. Shops in strategical locations
6. Creation of STAIY brand



Offer Mix – Annex

1.5

TODAY OFFER MIX %



The Brand

Accelerate the transition toward sustainable fashion

Quality of service

Offer a trustful online shopping experience for sustainable fashion shoppers

FEBRUARY 2021

The product

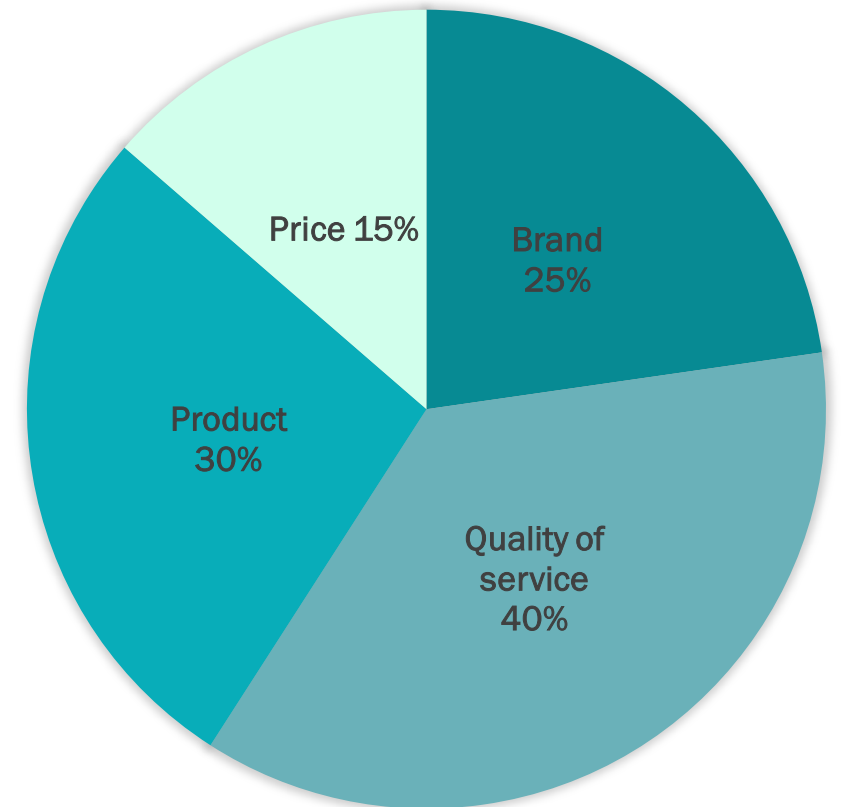
Certified sustainable materials

The Price

Cover the cost of the brands cost of production

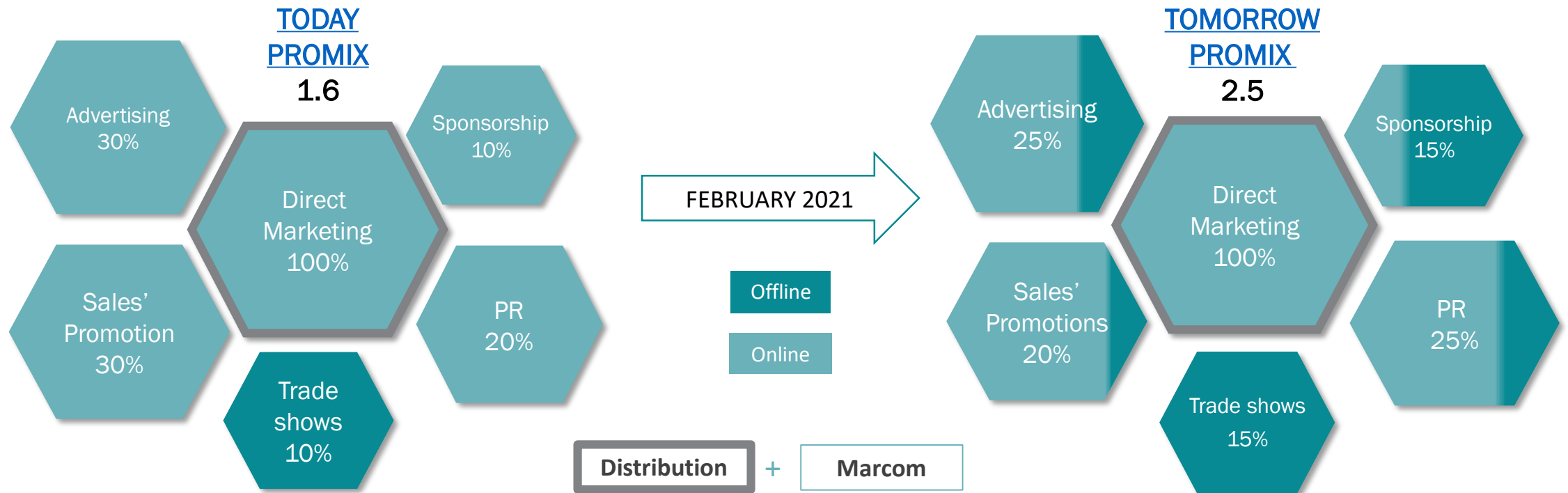
2.4

TOMORROW OFFER MIX %





Promotion Mix – Annex





Promotion Mix Today

Details 1.6

Trade Shows
Fashion Events

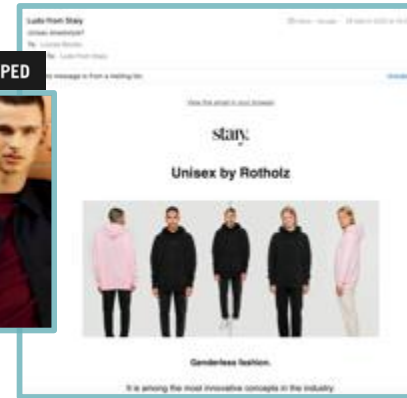
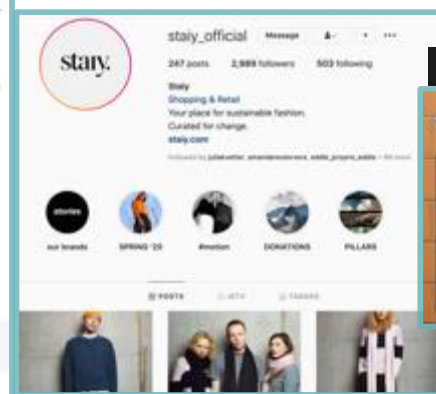
Sponsorship
One tree planted
(non profit organization)

PR
Blogs
Digital Magazines
Influencers

Advertising
Social Media
SEO

Sales' Promotions
Bundling
Free Deliveries
Loyalty program discount
Flash Sales
Ambassadors

Direct Marketing
Email
Ecommerce
Social media
App





Annex 1.1

Opportunities to reach new possible brands for the platform

€966 B

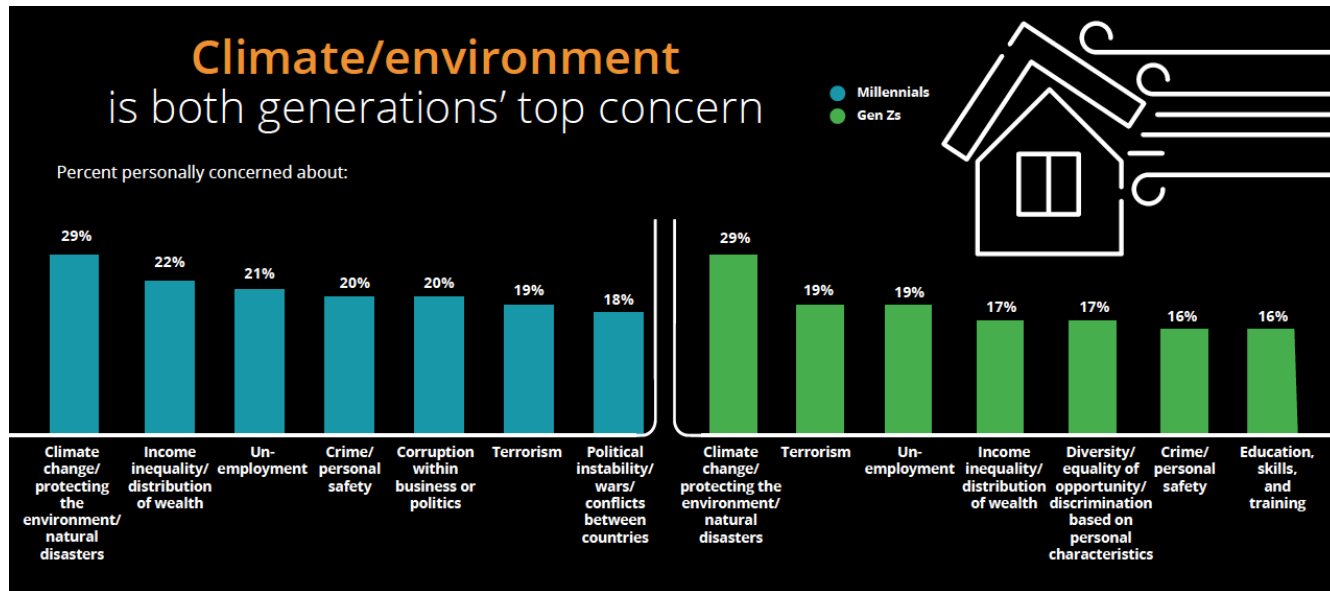
Missed opportunities for brands in terms of packaging and marketing to not communicate their sustainability credential clear

€2.5 T

Total market for sustainable goods

2019 LFW

Sustainable fashion brands dominated the runways



Deloitte report: Global Millennial Survey 2019

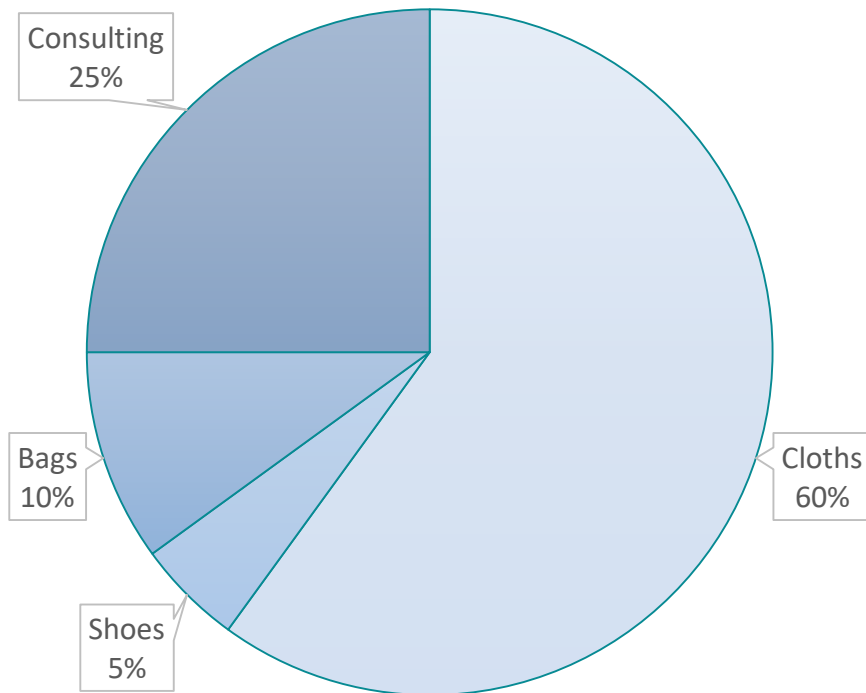
Technology trends 2020





Annex 1.2

Main Markets



Competitiveness of the Market	
Fashion Market Value	≈ € 42 Billion
TAM (Total Addressable Market) - Online purchases - People buying sustainable fashion	≈ € 1 Billion
Staiy Market Share	≈ 0,06%

Data source: STAIY



TARGET

1.4



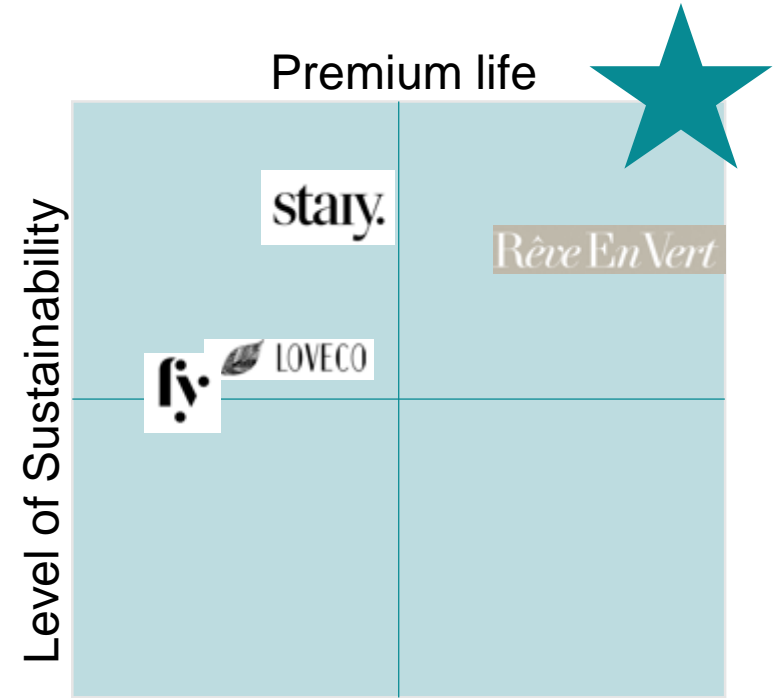
Buyer Persona

- Women/ Men from 20 to 55 years old
- Average Income 45.000 EUR
- Quality over Quantity
- Young curious spirit
- Premium Lifestyle
- Meeting at Soho House –like Locations
- Inspired by art and culture and researching for new designs
- Enjoying Vegetarian and Vegan cuisine
- Travelling for discovering and networking with multi-ethnic people
- Walking Prenzlauer Berg and Kreuzberg in Berlin, Le Marais in Paris
- Relaxed and enjoy vibe with a dynamic attitude

Data source: Staiy



Conceptual Map - 1.8



Competitors:

[Fine Yellow](#)



[Reve en Vert](#)

Rêve En Vert

[Loveco](#)

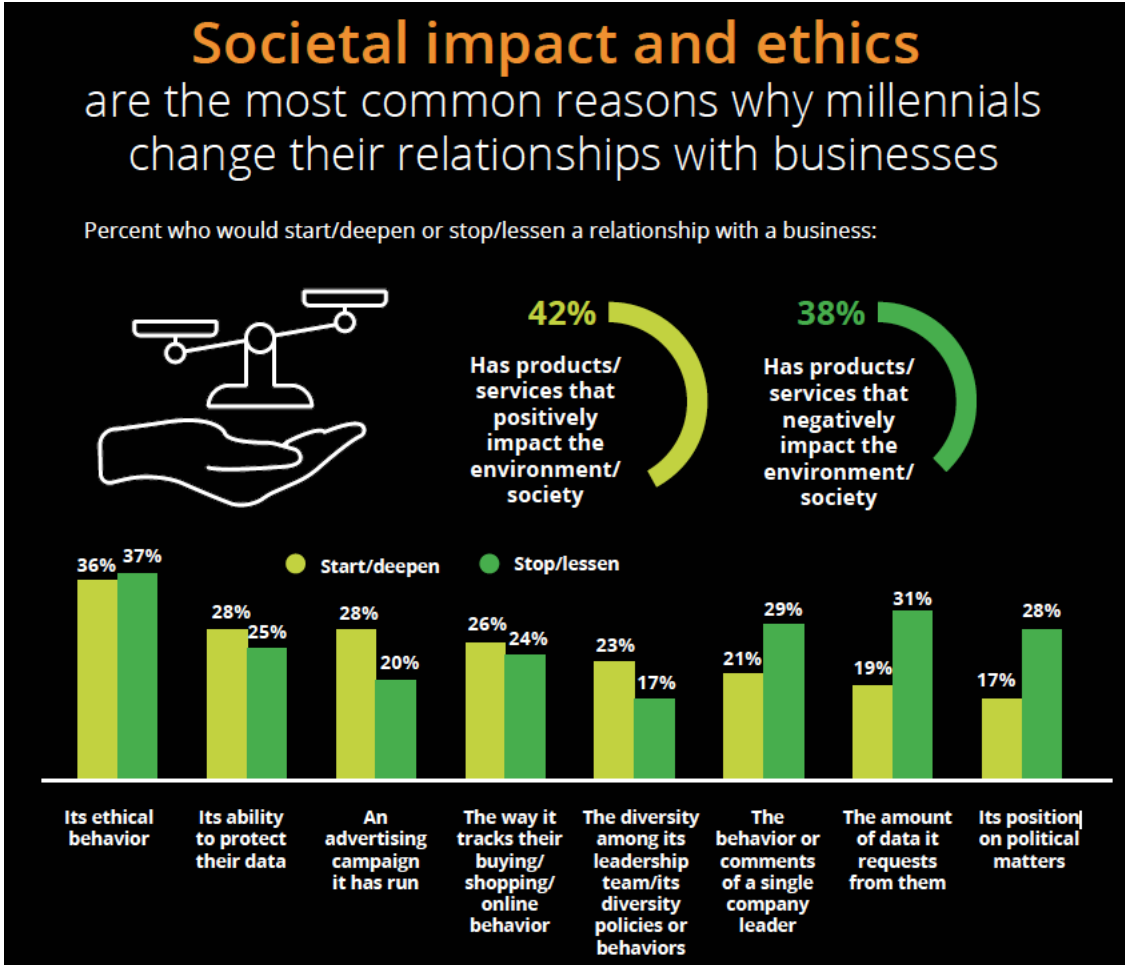


stary.

Variables:
 Quality
 Premium life
 Number of brands
 Level of Sustainability



Annex 2.3



Deloitte report: Global Millennial Survey 2019

TARGET OF NEXT YEAR

We based our strategy on the needs of young Londoners.

Follow the circular economy trends

62%

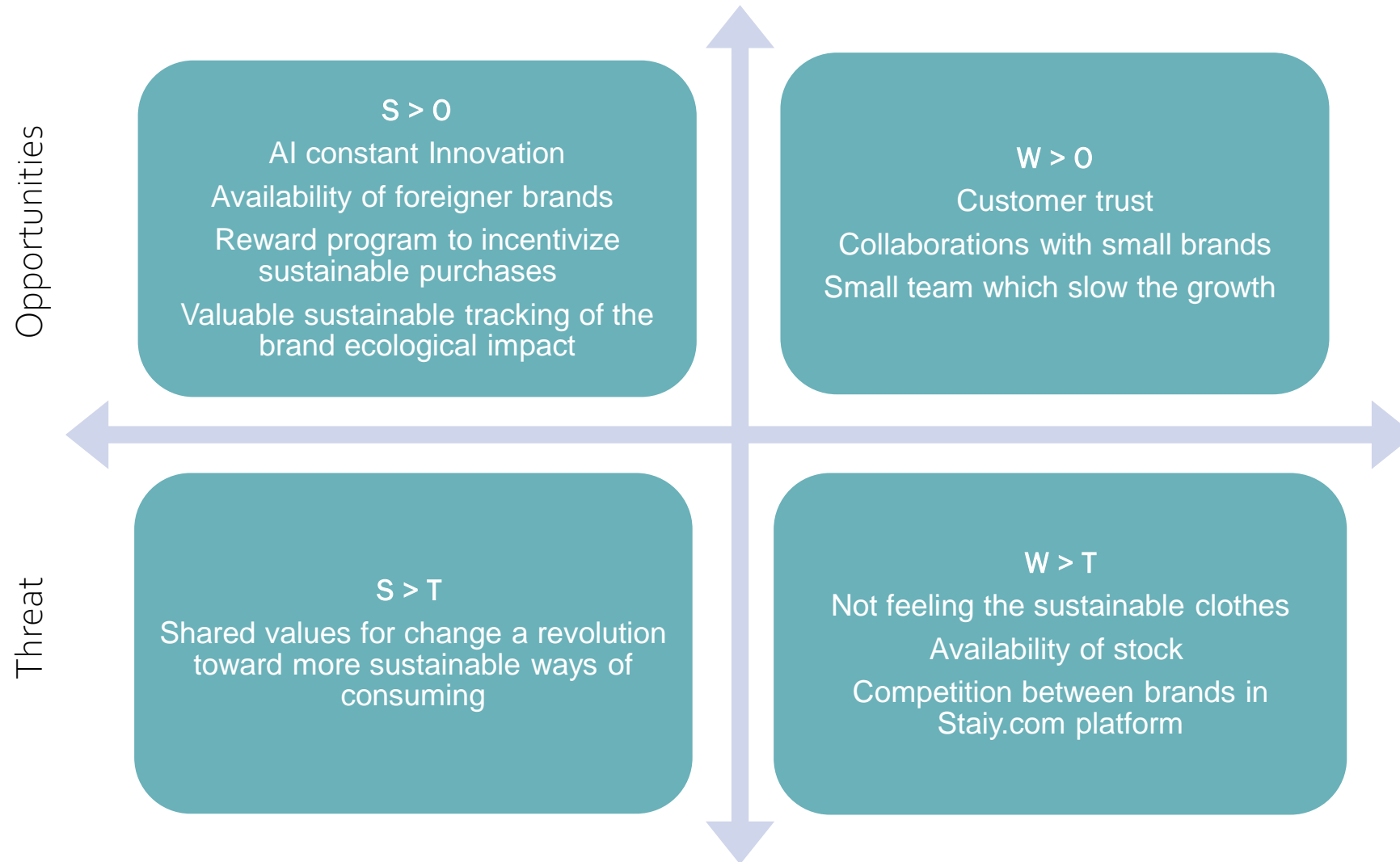
Young UK consumers would reconsider buying sustainable if retailers better communicated about the environmental impact

33%

London customers prefer sustainable brands

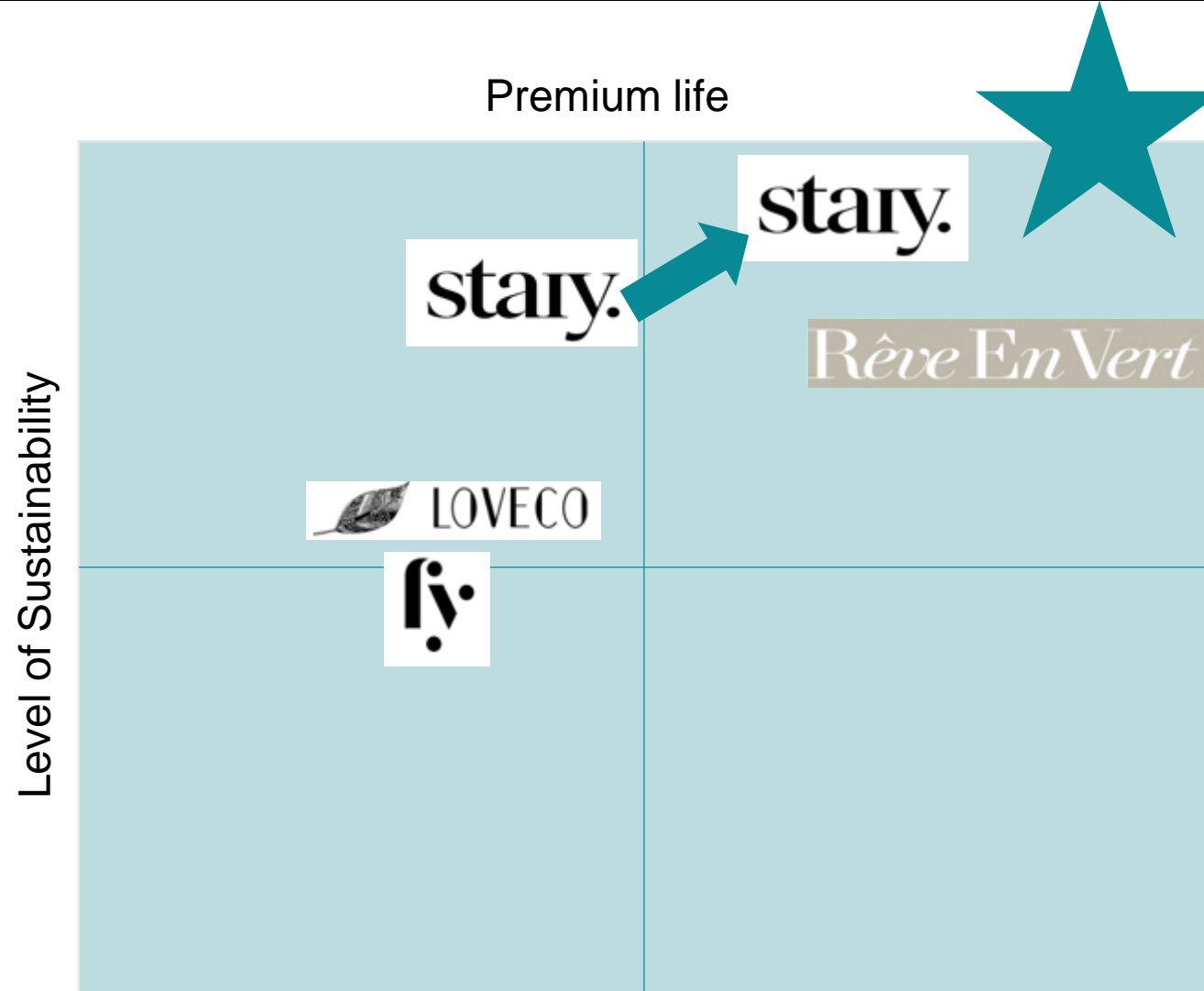


TOWS Annex – 2.6





Desired Position Annex – 2.7



Competitors:

[Fine Yellow](#)

[Reve en Vert](#)

[Loveco](#)



Bottom-up Sales Forecast – 2.8

CLIENT FUNNEL

1.000
Page views

300
Users sessions

15
Buy

Average transaction

150 € (+ local VAT + Delivery cost)

-

Average Revenue per Year

$150 \times 15 \times 7 \times 52 = 819.000 \text{ €}$

-

Our yearly sales forecast for the next year (Optimistic)

$819.000 / 1.1 = 744.545 \text{ €}$

≈ 745.000 €

STAY commission on sale

23% = 171.245 €

-

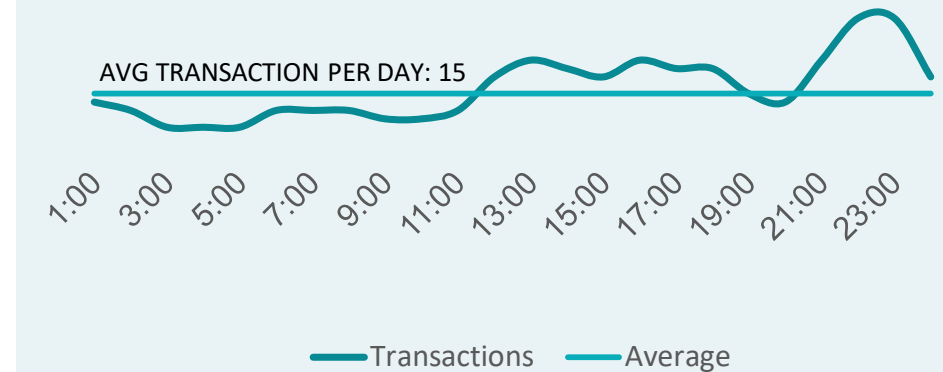
Our yearly revenues forecast for the next year

VAT

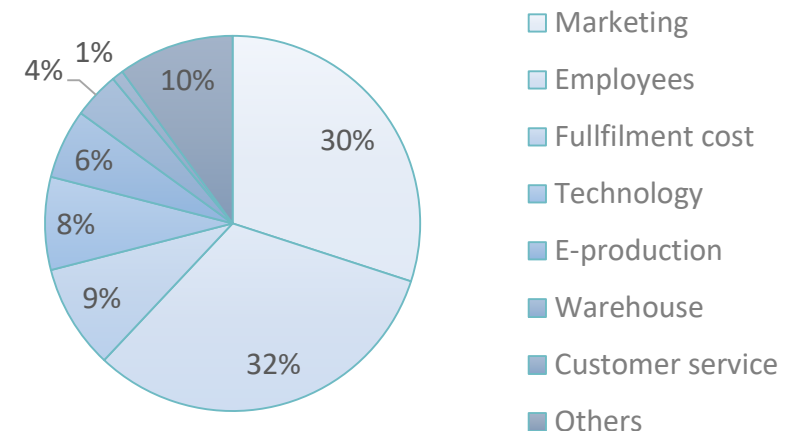
$171.245 / 1.19 = 143.903 \text{ €}$

≈ 144.000 €

Daily Seasonality



Business Breakdown





Potential partner - 3.1

Supporting [innovative sustainable fashion brands and designers](#)

POTENCIAL PARTNER: Central Saint Martins University

3.1.1

Competitive Advantages

- Reach of new younger target
- Strong name and famous designer collaborations
- Entrepreneurship mindset development
- Background of sustainability in fashion tools
- Large School Networks (Young designers, Companies are partners of School)
- Knowledge on Fashion and Sustainability trends
- Accessibility to LFW and company partners CEOs
- Innovative space for new ideas

3.1.2

Main Weaknesses

- Many procedures and 1 decision maker
- Target mainly students so not so much HNWI
- Mainly local (physical)
- Theoretical technological growth
- Only theoretical information on sustainability

Promotion Mix Tomorrow

Details 2.5

[SEE MORE IN DETAIL THE MARKETING ACTIVITIES 3.4](#)

Trade Shows
Local Fair
Pop up stores

Sponsorship
Universities after
Graduation
Program

PR
Blogs
Press relation
Influencers

Advertising
Social Media
Local Magazines

Sales' Promotions
Bundling
Free Deliveries
Flash Sales
Ambassador

Direct Marketing
Email
Ecommerce
Social media
App
CRM
Chat box

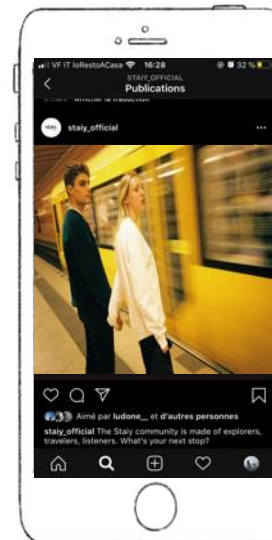
ual: university
of the arts
london
central
saint martins

Ruth MacGilp

ruthmacgilpblog
4,746 followers



[The woodland wife](#)



Special sales just for London
area
10% discount on the first purchase
just for 1 week.

More special sales for you soon.



Hey, How
can we help
you ?





Marketing Activities – 3.4

Concept: Pop-up exposition in entertainment atmosphere to raise awareness on sustainability, on STAIY services and partner brands.

Experience:

Experience “*touch and feel*” of the raw materials of our brands and a dedicate are for current partners with an area b2b.

Sell of cloths and other fashion items from our brands to attract new customers.

Location: [180 The Strand](#)

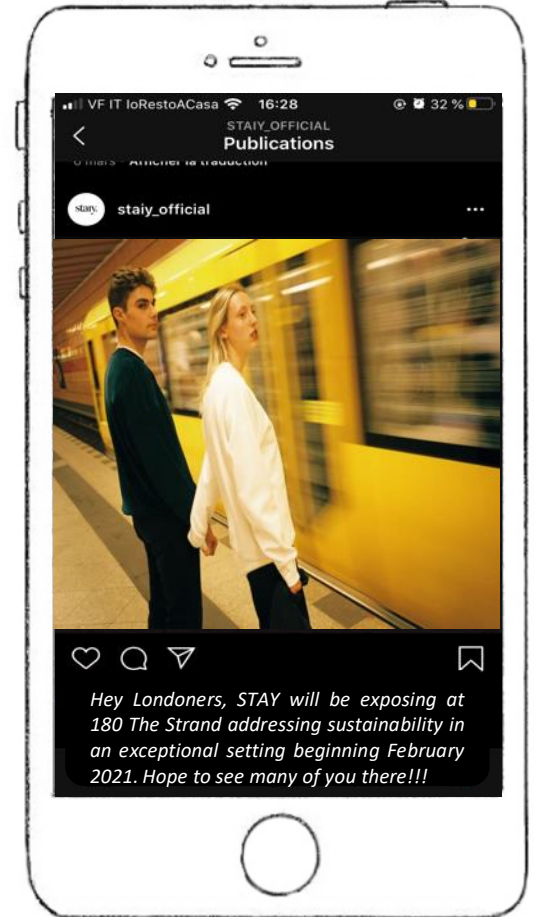
Marketing:

Influencers collaboration to launch the opening of the pop-up store

Support from the Brands that are already partners

Social Media advertisement (*Paid, Earned, Shared*)

Extra: Participating to events from [LONDON FASHION TECH](#) becoming part of the large (and growing) social conversation about LFW



Key Features/ Mood Board

**POP UP
SHOWCASING**

Covent Garden

**Glass street stall with "Cool"
technology and aesthetic to get
the attentions raise brand
awareness in London**





staiy.

Staiy.com is the marketplace for sustainable fashion


Merging:
Aesthetics
Sustainability
&
AI-technology

Spotlighting over 80 European brands.

We offer to our partner brands an evaluation their sustainable practices and online visibility directly adressed to highly conscious consumers.



Contact us to be part of the Staiy.com community.



FLYERS

**To be distributed
to Sustainable
Brands**

**During
London
Fashion Week
2021**


SEE MORE 

**INSTAGRAM
CAMPAIGN**

To be
published in
January 2021
For the arrival
of **Staiy.com**
in the London
Landscape.




Instagram q Stay Home 1 Search Heart Profile




staiy_official Message Profile Dropdown More

255 posts 3,080 followers 502 following


Staiy
Shopping & Retail
Your place for sustainable fashion.
Curated for change.
cutt.ly/ptNNmiR



staiy
x
**UAL
CENTRAL ST
MARTINS**



staiy
x
180 The Strand



staiy
x
LONDON

staiy_official We are now partnering with one of the most famous designer school in London, lots of new projects to come! To offer you the newest and best best products out there!

staiy_official A big surprise is now waiting for you at 180 The Strand ! Fans of art, technology and sustainability are welcome to check our exhibition starting the 1st of February 2021.

staiy_official New sustainable brands from London are now on Staiy.com Go check them out !



[View this email in your browser](#)

staiy.



Get Together

On the 6th of February 2021,

We are starting a new partnership with UAL university of the arts in London.

We will thanks to UAL responsabilies the next generation of designer and grow our community. Events and collaboration are now to come, will keep you updated.

Go take a leap toward sustainability as some new brands arrived !

LET'S GO



MARKETING OFFER



MARKETING BUDGET

MAILING

To announce to UAL students and Staiy customers the partnership.