

fab'rik

Marketing Plan

BY: Samantha Strandberg

Brief History:

Dana Spinola left the corporate world to live out her dream of opening a boutique. The first Fab'rik boutique opened in Midtown Atlanta in 2002; today she is the CEO of her brand's franchise, her own clothing line, and a non-profit organization, Free Fab'rik. Free Fab'rik offers clothing and "the chance to feel beautiful and special" to girls in need."

Vision Statement:

To create a boutique where everyone can afford to feel beautiful.

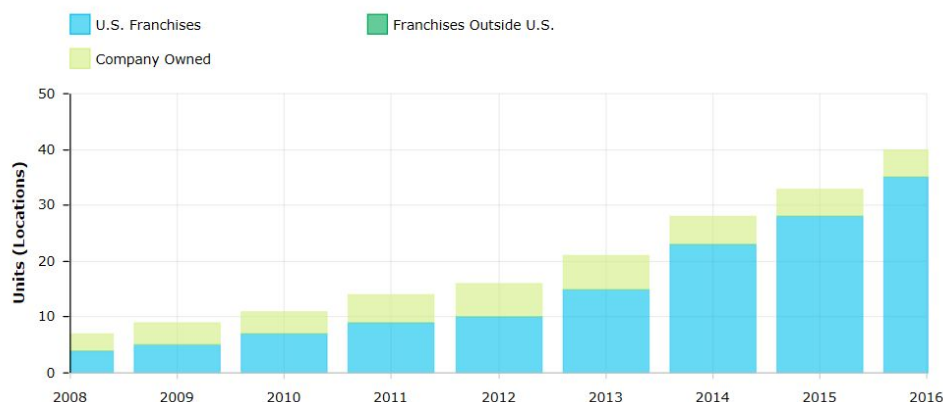
Mission Statement:

High style with heart, no attitude or sticker shock.

Recent Success:

<https://www.entrepreneur.com/franchises/fabrik/334105>

Units (Locations)



Strategic Focus:

"I don't want it to be a pretty woman boutique... I wanted to create a place where everyone could afford to feel that beautiful feeling. What does pioneering into that affordable luxury market look like? Our DNA is about making every single person feel beautiful inside and out whether they are getting ready for a first date or going through a divorce." - Dana Spinola

Defined Level of Competence:

Almost every item in any Fab'rik boutique is under \$100. This is a competitive advantage because other designer boutiques can not compete with those prices. Besides being price conscious, consumers are becoming more conscientious of the effects their purchases make on society. Fab'rik creates a long lasting bond with the consumer by giving back to those all over the world in need. From making a purchase, consumers can feel instant gratification through their local communities with free shopping sprees and the delayed gratification of donations Fab'rik gives to help women in Africa. Other companies are only in the business for monetary gain, and consumers notice.

Giving Back: Free Fab'rik

Free shopping sprees are for unfortunate girls in need to experience the thrill of boutique shopping, but without the pressure of paying designer prices.

With creation of the mobile boutique, Fab'rik can take the shopping experience right to shelters, foster homes, safe houses and more.

Long Term Goals:

To restore dignity, confidence and hope to ladies all over the world, who have lost their empowerment.

Situation Analysis: The Marketing Environment

MacroEnvironment:

Social/Technological:

Fab'rik is utilizing all forms of social media. Although they have many social media outlets they are not posting or tagging enough for their products to get out to the vast general public. I assume because it is such a niche clothing line, only the regulars follow the site. In my analysis I would recommended to try to gain more followers by only using one account. On instagram for example, each location has their own account, if a united account for all the stores were created, it would look more uniformed and legitimate. Fab'rik external appearance online does an excellent job capturing the authenticity of the instore experience.

Economic:

In this day and age fast fashion rules the textile industry. Many boutiques are not fast fashion because most of the time they are getting their clothing lines from the designers themselves or it is an in-house shop. Fab'rik dominates other local boutiques by keeping prices lower. But on the other hand, their target audience of young women, are drawn to even cheaper, fast fashion chains.

Political:

Due to the recent presidential election, people are standing up for causes they strongly believe in. With this in mind Fab'rik, shows their involvement by helping those in need and donating to charity. Customers will be prone to shop more at Fab'rik if they believe in similar causes.

MicroEnvironment:

Competitive/ Regulatory:

Fab'rik is the middle ground between affordable and upscale clothing. With all the options of where to buy clothes Fab'rik stands out because the clothes are of good quality at low cost.

SWOT Analysis:

- Unique
- Fresh and New
- Expanding Franchise
- Good Reputation

S
Strengths

W
Weaknesses

- Brand Awareness
- Lack of Marketing Communications
- Consistent Sales

SWOT Analysis:
fab'rik

O
Opportunities

T
Threats

- Demand for affordable high fashion
- Assertive Marketing and Advertising
- Ecommerce

- High Competition
- Economy
- Bigger Franchisers

Marketing Objectives:

Annual marketing outcomes that Fab'rik needs to achieve during this year is to...

- Increase Sales by 15%.
- Build Brand Awareness with the use of social media.
- Enhance Customer Relationships by building loyalty programs.

Target Markets: (See Questionnaire)

Primary Market:

Demographic:

21-25 year old female student

Geographic:

Urban

Psychographic:

Priority oriented, enjoys the nightlife, spends time in coffee shops, has an eye for detail

Behavioral:

Divided brand and store loyalty, heavy usage rate, payments through credit cards, social media savvy

Secondary Market:

Demographic:

36 years and up female sales associate

Geographic:

Urban/Suburban

Psychographic:

Has a nine to five career, family oriented, makes homemade lunches, eco-friendly lifestyle

Behavioral:

Undivided brand and store loyalty, medium usage rate, payments through debit cards, television media usage

Tertiary Market:

Demographic:

16-20 year old, female barista

Geographic:

Urban/Suburban

Psychographic:

Spends free time for extracurricular activities,
multitasker, daydreamer

Behavioral:

Divided brand and store loyalty, heavy usage rate,
payments through cash transactions, social media savvy

Positioning:

Fab'rik is the go to place for everyday clothing for our target customer. Our target market knows the harmful effects that fast fashion has on our society and our environment. They desperately search for quality clothing that is within their means. Our company is different from our competitors because we provide quality garments for affordable prices. As well, Fab'rik stands for a good cause, to help girls in need of clothing.

Strategies for the Marketing Mix:

Product:

Core product: Our Clothes

Branded Product: Styling and customer service

Augmented Product: Create a Fab'rik Rewards Program with the use of reward cards.

Price:

The Fab'rik Rewards Program is free and is a plastic card that gets scanned after every purchase.

Distribution:

The reward cards are given out in all Fab'rik brick and mortar stores.

Promotion:

The new program will be sent out to all customers on our email chain as an electronic flyer. We will also advertise the program with tangible flyers around local neighborhoods and within our stores. As well, we will put together a fashion show to promote our products and the start of the reward card.

Integrated Marketing Communication

Plan:

Traditional Media:



fab'rik
Fashion Show

Calling all
#fabrikaddicts...

*Join us to celebrate the launch of our new
Rewards Card Program!*

Friday, June 9th at 7:00pm
1543 N. Milwaukee Ave
Chicago, Illinois 60622

We will communicate with the consumer using print advertisement and evites. Below is what our customers would receive in their email inboxes. Within the evite, there will be social media icons so the user can easily access our various social media platforms.

Evaluation and Control:

Each Fab'rik store will monitor how many customers sign up for a rewards card. As well, each store will report its profit and conversions after the fashion show event. The level of success is defined as selling 10 reward cards daily and to increase sales by 15%.

Conclusion:

In conclusion, our objectives are to increase sales by 15%, build brand awareness with the use of social media, and enhance customer relationships by building a loyalty program which will create 10 reward card members daily. In order to reach these objectives, we will use various marketing tactics to impact our target audience's purchasing decisions. These tactics include, creating a reward card program and holding special events in our stores with full social media coverage. Overall, after accomplishing these marketing strategies we are sure to reach our goal of 15% increase in sales and sell 10 reward cards daily.

References:

<http://www.atlantamagazine.com/women-making-a-mark/dana-spinola/>

<https://www.entrepreneur.com/franchises/fabrik/334105>

http://www.huffingtonpost.com/renata-m-black/dana-spinola--the-essence_b_10324046.html

Fab'rik Questionnaire

1. Has reasonable prices

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

2. Makes it quick and easy to shop

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

3. Treats customers with respect

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

4. Carries a wide selection of items

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

5. Convenient store hours

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

6. Store has quality merchandise

Mark only one oval.

- Strongly Agree
- Agree
- Neither Agree or Disagree
- Disagree
- Strongly Disagree

7. Gender

Mark only one oval.

- Male
- Female
- Prefer not to say
- Other: _____

8. Age

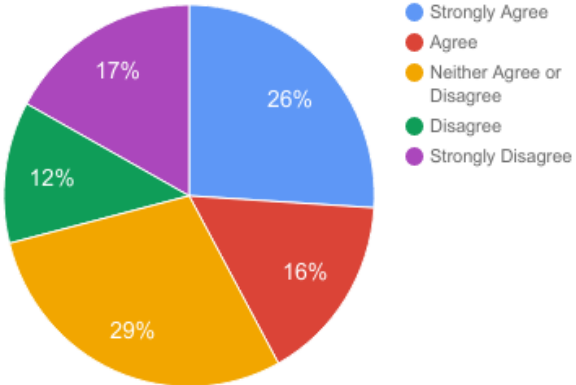
Mark only one oval.

- 10-15yrs
- 16-20yrs
- 21-25yrs
- 26-30yrs
- 31-35yrs
- 36 and up

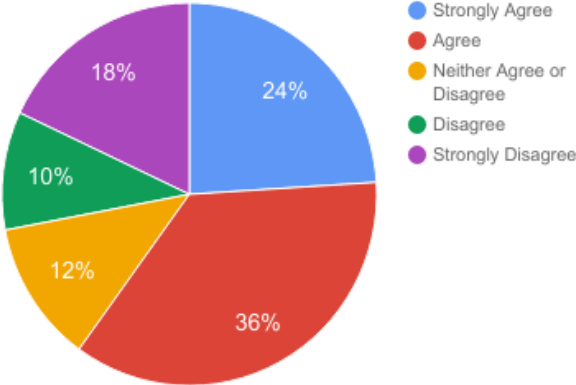
9. Occupation

10. Education

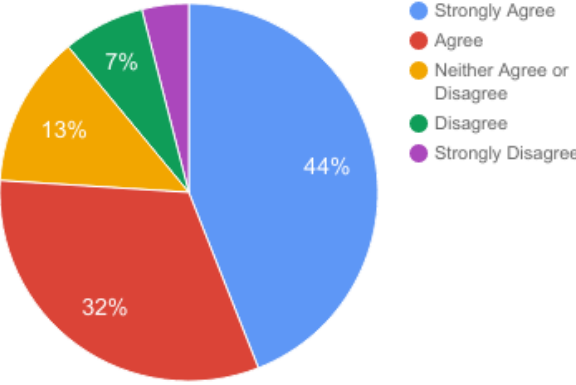
Carries a Wide Selection of Items



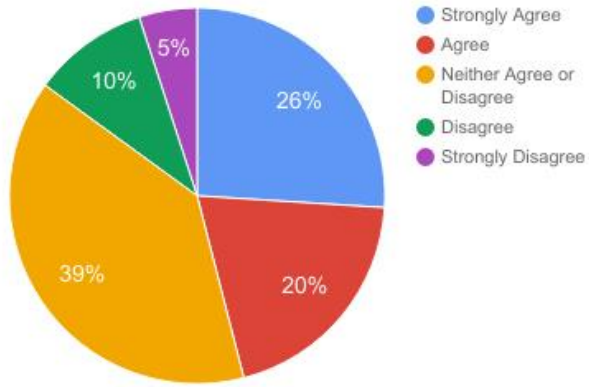
Makes it Quick and Easy to Shop



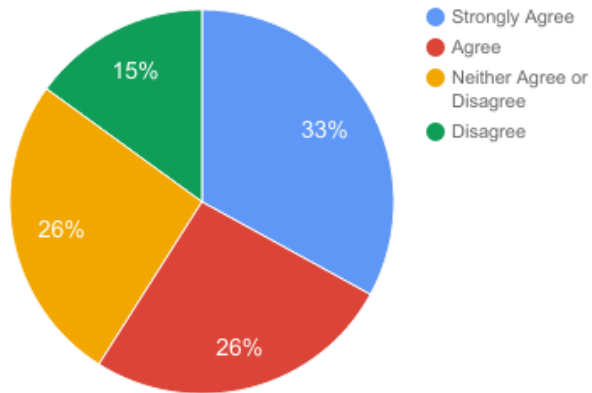
Treats Customers with Respect



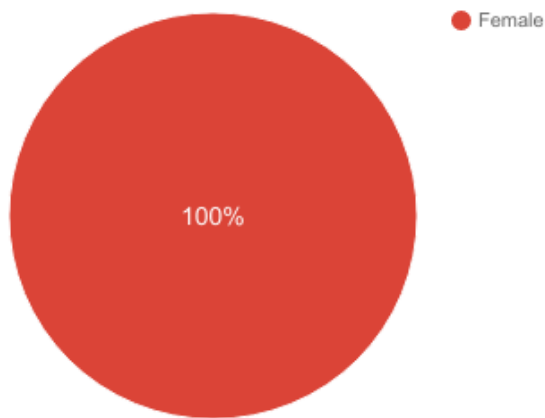
Convenient Store Hours



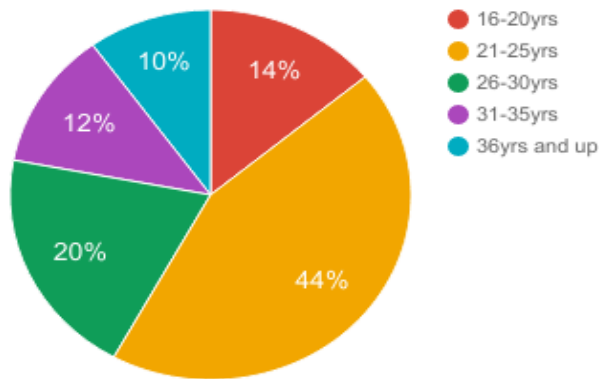
Store has Quality Merchandise



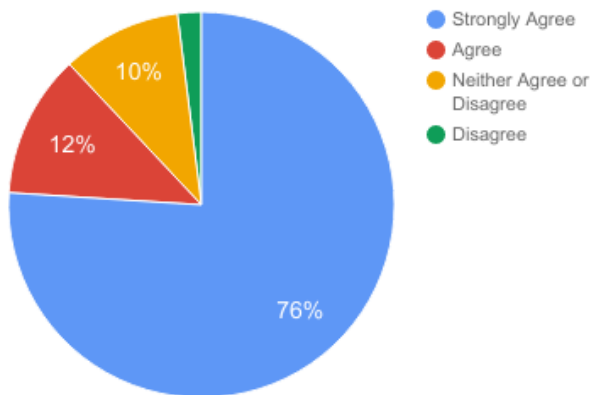
Gender



Age



Has Reasonable Prices



Questionnaire was conducted April 2017, outside of Fab'rik Wicker Park location (1543 N. Milwaukee Ave. Chicago, Illinois 60622).

62% of the 100 people that participated in the survey put student as their **occupation**. 5% wrote some form of a sales associate. 3% wrote along the lines as a barista. The remaining factor was random occupations that could not be grouped.

74% of the 100 people that participated in the survey put bachelor's or indicated college as their **education**. 25% wrote high school. The remaining percent people left blank.