3 MEN SUITS $129

MARKETING PLAN BY : LIDA LUSIANA
OUR STORY

It all started when The owner of the company, Alain Dupetit, came from France to United States back in 1970’s.

He loves to dress up nice but suits are too expensive for him to afford.

So, he decided that one day he would have his own store where he could let others to dress up nice and sleek with affordable price.
WHY US?

- We offer many selections of suits with affordable price.
- Warm and excellent customer service. We are here to help you.
- Many variety of accessories to choose from.
- Experienced Taylor in house to customize the perfect suits for you.
THE PROBLEM?

- We only sell suits in store (not ready for online store).
- Marketing only comes from Yelp.
- No one maintains social media such as Facebook, Instagram or Twitter.
- Our website needs to be updated, mobile friendly and have better content.
Men’s clothing is outpacing electronics and beer in growth of online sales

<table>
<thead>
<tr>
<th>Product</th>
<th>Avg. annual sales growth</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men's clothing</td>
<td>17.4%</td>
</tr>
<tr>
<td>Groceries</td>
<td>16.7%</td>
</tr>
<tr>
<td>Shoes</td>
<td>13.6%</td>
</tr>
<tr>
<td>Health products, vitamins, supplements</td>
<td>13.4%</td>
</tr>
<tr>
<td>Computers and tablets</td>
<td>11.4%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>10.9%</td>
</tr>
<tr>
<td>Beer, wine &amp; liquor</td>
<td>10.8%</td>
</tr>
<tr>
<td>Art</td>
<td>10.6%</td>
</tr>
<tr>
<td>Jewelry</td>
<td>8.9%</td>
</tr>
<tr>
<td>Auto parts</td>
<td>8.1%</td>
</tr>
<tr>
<td>Pet supplies</td>
<td>7.1%</td>
</tr>
<tr>
<td>Flowers</td>
<td>3.0%</td>
</tr>
<tr>
<td>Gift shop items and cards</td>
<td>1.8%</td>
</tr>
<tr>
<td>Eye glasses and contact lenses</td>
<td>1.3%</td>
</tr>
<tr>
<td>Cameras and camcorders</td>
<td>0.9%</td>
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Projected growth in online sales from 2015 to 2020

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<tr>
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Data: IBISWorld
TARGET MARKET

• Men of all ages between (14 and up)
• Middle class income
• Fashionista lifestyles
• Local and tourist
• Academy students
PERSONA

- Age: 33 years.
- Occupation: Financial Advisor
- Status: Single
- Location: San Fransisco, CA
- Hobby: Cooking and baking.
- Goal: Have his own bakery store.
Age: 34 years.

Occupation: Lawyer.

Status: Single.

Location: Los Angeles, CA.

Hobby: Travel and Eat.

Goal: Lose weight and find a travel partner.
PERSONA

- Age: 31 years.
- Occupation: Web Developer.
- Status: Single.
- Location: Santa Monica, CA.
- Hobby: Work, Play PS, spend time with his dog.
- Goal: Create Something Big like Steve Jobs.
**MARKETING OBJECTIVES**

Objectives:
- Brand Awareness
- Increase Traffic to store

KPI and Metrics:
- Click Through Rate (CTR)
- Cost per Click (CPC)
- New sessions (From Google Analytics to find out how many new and returning visitors)
- Channel-specific traffic (From Google Analytics to find out where the channel traffic came from such as direct, referrals, organic, or social)
TACTICS

A. GOOGLE ADWORDS
B. SEO
C. SOCIAL MEDIA SUCH AS FACEBOOK (ORGANIC AND/OR PAID SOCIAL) AND INSTAGRAM
D. YELP
WHAT WE HAVE NOW...

INSIGHT FROM FACEBOOK (JUN 29-JUL 26, 2016)

**Page Summary**  Last 28 days +

**Results from Jun 29, 2016 - Jul 26, 2016**

- **Actions on Page**
  - June 29 - July 26
  - 3 Total Actions on Page ▲200%

- **Page Views**
  - June 29 - July 26
  - 18 Total Page Views ▼44%

- **Page Likes**
  - June 29 - July 26
  - 26 Page Likes ▲160%

- **Reach**
  - June 29 - July 26
  - 2 People Reached ▼96%

- **Post Engagements**
  - June 29 - July 26
  - 98 Post Engagement ▼85%

- **Videos**
  - June 29 - July 26
  - 3 Total Video Views ▼25%

**3 MENS SUITS**
**$129**
With a new website (better content, mobile friendly), maintaining a good social media and Paid Ads. It will attract more traffic to website that will direct to the store. And from there, we are hoping to increase popularity and increase sales revenue 5-10%.
Thank You! And Happy Summer ;)  

3 MEN SUITS $129  

Classic  Modern  Slim Fit  

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Montebello, CA  

(323) 721-3500  

Follow us on  

www.3mensuits129.com