



# Client Written Report

## A Marketing Plan Document

Created by:

Pedro Pablo Cuevas, MBA 2016

Oscar Montoro, MBA 2016

Janani Narayanan, MBA 2016

Cherylia Resthy, MBA 2016

Sumedha Upadhyaya, MBA 16

McCombs School of Business  
University of Texas at Austin



## Table of Contents

<b>EXECUTIVE SUMMARY</b> .....	<b>3</b>
<b>BACKGROUND</b> .....	<b>4</b>
BUSINESS MODEL .....	4
COMPANY SWOT .....	6
<b>GOALS &amp; OBJECTIVES FOR THIS PROJECT</b> .....	<b>8</b>
<b>COMPETITIVE ANALYSIS</b> .....	<b>8</b>
<b>SOCIAL MEDIA PRESENCE</b> .....	<b>11</b>
R+L SOCIAL MEDIA PRESENCE.....	11
COMPETITIVE ONLINE PRESENCE .....	13
<b>RECOMMENDATIONS</b> .....	<b>15</b>
CONSUMER PERSONAS.....	15
<i>Savvy Samantha</i> .....	16
<i>Ethical Elaine</i> .....	17
STRATEGY A - SAVVY SAMANTHA .....	18
<i>Strategy 1: Meet the artisan, trip for high value customers</i> .....	19
<i>Strategy 2 - I made your clothes e-mail and snail-mail campaign</i> .....	19
<i>Strategy 3 - Home decor line improvement</i> .....	20
STRATEGY B - ETHICAL ELAINE.....	20
<i>Strategy 1 - Partner with social-media influencers and Ethical fashion blogs</i> .....	21
<i>Strategy 2 - Invite Millennials to participate in a branding video ; #myfashioncares</i> .....	22
<i>Strategy 3 - Online Loyalty Program</i> .....	22
<b>CONCLUSION &amp; NEXT STEPS</b> .....	<b>23</b>