



# "Endless Comfort Designed Just for You"



**Age:** 55  
**Family:** Married, 2-3 children (adults)  
**Location:** Fargo, ND  
**Occupation:** Physical Therapist  
**Household Income:** \$450,000 per year  
**Hobbies:** Shopping, ladies' leagues, outdoor activities, yoga, entertaining at home and spending time with family.  
**Time spent shopping per week:** 10-15 hours  
**Style:** Fashion forward, conservative, and polished  
**Favorite color:** Turquoise  
**Vehicle:** 2015 White Range Rover  
**Workout Pant Preference:** Stretchy, Comfortable and has wicking abilities

## Our Customer

- Female Baby boomers (50-69 years old)
- Married
- Has multiple children
- Active lifestyle
- Prizm clusters: "Country Squires", "Big Fish, Small Pond" and "Traditional Times"

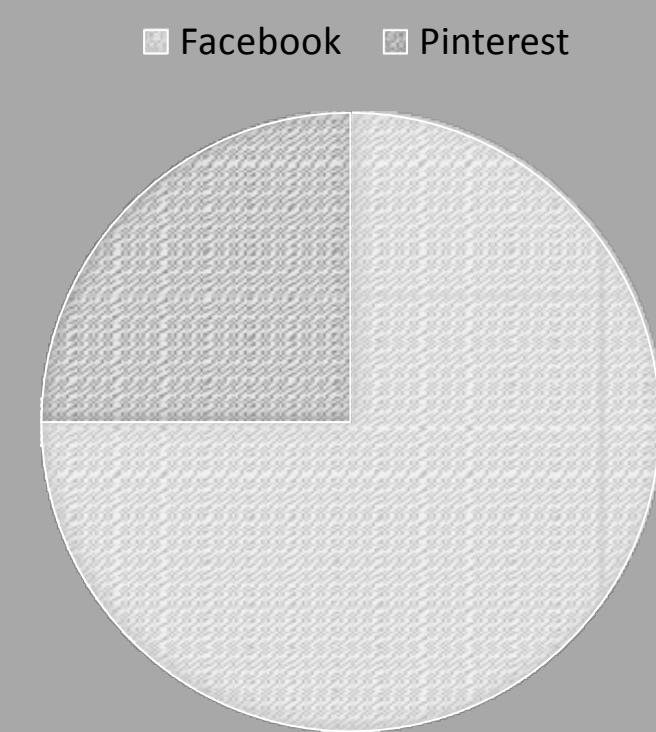
## Industry and Market Analysis

- U.S. consumers spend \$14.1 billion on athletic clothing a year
- "North America has been a leading market with more than 37% of the total global sportswear sales."
- Although Baby Boomers want to look fashionable and are increasing their participation in active lifestyles there are few stores that focus on clothing that is fit for them.
- Market size throughout North Dakota is 77,301 consumers
- Fargo, ND is the fourth fastest growing small city in the U.S.
- Key Trends
  - Rise of Athleisure
  - "Small-ing"- consumers are preferring to shop at small businesses as they align with their values

## Marketing Strategy

- Focus on Facebook and word-of-mouth advertising
  - Advertise for grand opening on Facebook
- One main way to implement both word-of-mouth advertising and social media is with the "Sisterhood of the Traveling Pants" campaign on Facebook. This allows customers to post and tag us in their pictures wearing our clothing, and they will be entered into a monthly drawing for gift cards for our store.

WHICH SOCIAL MEDIA SITE DO YOU USE MOST?



## Competitive Advantages

### Underserved Market

Our greatest competitive advantage is that our target market is extremely underserved. Female baby boomers have been left behind in the active wear market, and we are here to provide them with products made with them in mind.

### Quality

We carry products that are built to last. These goods also often have elements of sustainability in their design, which helps to reiterate the quality of the specific garment along with the care taken to create it.

### Fashion

At Timeless Fitnesswear, we pride ourselves on the ability to offer fashionable products that fit our target markets style. This means that our buying team is able to interpret trends and apply them in a more conservative manner in their buy.

### Fit/Comfort

Although we pride ourselves on fashion, it doesn't mean that we have thrown out the idea of comfort. We believe that our customer should feel comfortable AND fashionable all in a single outfit. Many products on the market today are not designed with the female baby boomer in mind, we are different. We design our products to fit their bodies and provide maximum comfort.

## Our Products and Pricing

### Athletic Accessories:

- Headbands \$20
- Towels \$50
- Yoga Mats \$40-\$50
- Water Bottles \$20-\$40
- Foam Rollers \$50-80\$

### Workout Pants: (\$80-\$120)

- Sweatpants \$90
- Joggers \$90
- Leggings \$90-\$110
- Relaxed Style \$100-\$120

### Athletic Jackets & Outerwear: (\$100-\$200)

- Vest \$130
- Sweatshirts \$90-\$130
- Lightweight Jackets \$150-\$160
- Midweight Jackets \$170-\$200

### Athletic Tops: (\$50-\$70)

- Long Sleeve \$70
- Short Sleeve \$60
- Tank Tops \$40-\$50



### Our Margin

- Our margin goal as a store is 58%. Our clothing items will produce the highest margin. Certain products will have a slightly lower margin, such as accessories due to their vendor's MAP pricing restrictions

### Sourcing Structure

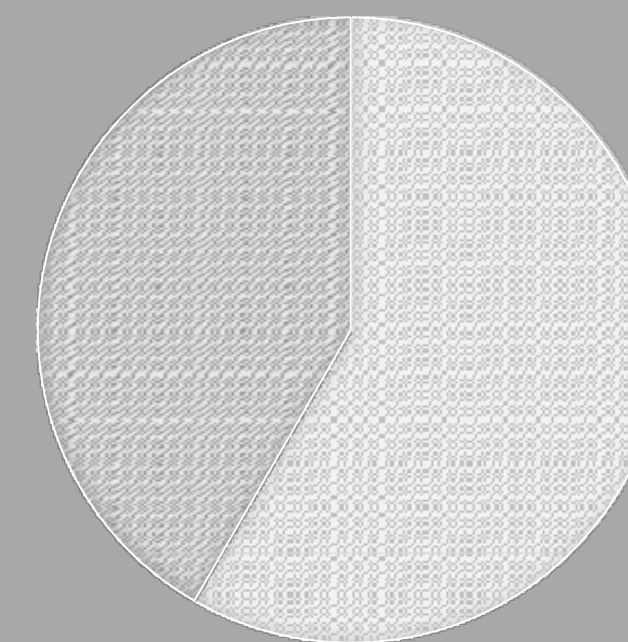
- We will outsource to a full package vendor. This will allow us to have a team that is skillful in the areas we lack. Our five criteria for finding a vendor are the following: 1.) That the products are not made with involuntary or child labor, 2.) The products are made in safe working conditions, 3.) Open collaboration with the factory, 4.) The reputation of our brand is protected from negative press surrounding unethical sourcing and 5.) Fair wages and equality among the workers

## Triple Bottom Line Strategy

1. Using Sustainable Energy Sources
2. Products made out of recycled bottles
3. Using sustainable interior materials
4. Partnering with local charities
5. Fair trade products and products from specific regions

WHAT SOCIALLY RESPONSIBLE PRACTICE ARE YOU MOST INTERESTED IN?

Support Small/Local Businesses  Reuse and Recycle



These strategies are relevant for our target market because they want to leave the world a good place for their children and grandchildren. All of the above strategies will help better the world in small ways that will eventually lead to a big impact. Additionally these strategies are relevant for our business because being more sustainable will help reduce the cost of bills as well as help the environment. By doing so, it will give our business a good reputation and it gives us an advantage over our other competitors in the Fargo/Moorhead area because we are the only business that sells active wear for our target market and focus on being sustainable.

## Our Budget

**Net Sales:** The largest portion of our net sales comes from our pant sales. These sales account for 42.9% of our net sales, this is a reflection of the demand for proper fitting pants for female baby boomers. Our second highest portion of net sales comes from jackets and outerwear, which account for 34.41% of our net sales.

**Operating Expenses:** Our operating expenses include our rent, salaries for employees, insurance, phone and internet, maintenance, marketing, wrapping and selling supplies and office supplies. Our marketing budget will be 1% of annual net sales, \$2,254.75. This budget will go towards promoting our page on Facebook and for in-store events.

**Marketing Budget:** 70% of our marketing budget will be allocated to Facebook promotions such as promoting our page, boosting posts and promoting special buttons on our page. The remaining amount of our marketing budget will go towards in-store events. These event will focus on bringing our community together and bringing awareness to local causes and sustainable practices.

Skeletal Statement		
	\$	%
Net Sales	\$225,475.00	100%
Cost of Merchandise	\$94,699.50	42.00%
Gross Margin	\$130,775.50	58.00%
Operating Expenses	\$125,489.71	55.66%
<b>Profit / Loss</b>	<b>\$5,285.79</b>	<b>2.34%</b>

### Marketing Budget - 1% net sales

Net Sales	\$225,475.00	
Marketing	\$2,254.75	~\$43/week
<b>Facebook Ad</b>		
promote page	\$2-15/day	\$8/week
boost a post	\$2-15/day	\$20/week
promote a button	\$3-10/day	\$3/week
<b>Total</b>	<b>\$1,612/year</b>	<b>\$31/week</b>
<b>In-Store Event Budget</b>		
Total Distributed Among:		\$642.75
Food		
Drinks		
Small Favors		

## Retail Location

- Located in Shops at BLU Water Creek
- Address: 32nd Avenue South & 45th Street South, Fargo ND 58104
- Prime location, as it sits on the intersection of two very busy routes in the F-M area
- Located next two Hair Success and A Cutting Edge Jewelry, both will attract our target customer
- Target market prefers brick and mortar shopping



## 3 Major Players in the F-M Area

### SCHEELS

- **Strengths:**
  - Optimal location
  - Variety of products
- **Weaknesses:**
  - Lack of promotions
  - Failure to create awareness around sustainable products
- **Opportunities:**
  - Sports Authority and Gander Mountain closing
- **Threats:**
  - "Small-ing"

### Outermost Layer

- **Strengths:**
  - Loyal customers
  - Variety of athletic gear
- **Weaknesses:**
  - Parking
  - Lack of marketing
- **Opportunities:**
  - Multiple age range of customers
  - Competitive pricing
- **Threats:**
  - Larger outerwear companies

### Macy's

- **Strengths:**
  - Broad variety of goods
  - Great marketing
- **Weaknesses:**
  - Low quality garments
  - Dependent on suppliers
- **Opportunities:**
  - Price strategy
  - Versatile age group
- **Threats:**
  - Specialized markets
  - High direct competition



"At Timeless Fitnesswear, we strive to offer the most trend driven active wear clothing for women over the age of 50. We want them to feel confident when working out whether it be at the gym, at home, playing with their family outside or out for a daily walk. This means offering styles and sizes that allow the women shopping with us to feel fabulous every time they put on our gear."

Akoya Kitzan, Brenna Greenwood, Sophia De La Torre and Tayler Phillips, North Dakota State University

