

等有情况与是是 我的是是是 -Singles

-Tech savvy

trends

items

CEO

-Fashion-forward

-Focus on newest

Young Influentials

-New college grads

-First full-time jobs

-New found income

-Splurge on fashion

TARREST STATES

Organizational

Structure

Director of Finances

Product Design and

Director of Marketing

Development Specialists

Product Repair Personnel

our brand/products

Brand Ambassadors (15 total)

Help promote and advertise

Strategies

Triple Bottom Line

Incorporate Recycled Materials

> Use leftover scrap material from other vendors/factories

Product Customization

Customize by exclusive colors, styles, and materials

Reduce Carbon Footprint

Choose vendors who completely operate and source within the U.S

Donate to Charity

Donate 5% of profits to environmentally conscious charities Product Distribution Personnel | 5. **Reduce Waste from**

Products

Offer a repair service for damaged/worn out products

Marketing Strategy

Social Media

Instagram, Facebook

Bloggers

 Provide PR packages for them to share with followers

Livingston

Brand Ambassadors/Famous

Offer coupon codes

• Ex. South Sixteen by Justin

Customer Engagement

Pop-up vending machines

Limited-edition watches

Major Cities (LA, NY, Seattle,

Location announcement on Social Media

One location per month

Customers can post a photo with the machine to receive a discount code online

Market Size Approximately 75.3 million male millennials in U.S.

Men's accessories~\$14.8 billion yearly sales

Market Trends

Customization options

Natural materials

Unique fashion products

Easy to navigate apps

Secure payments online

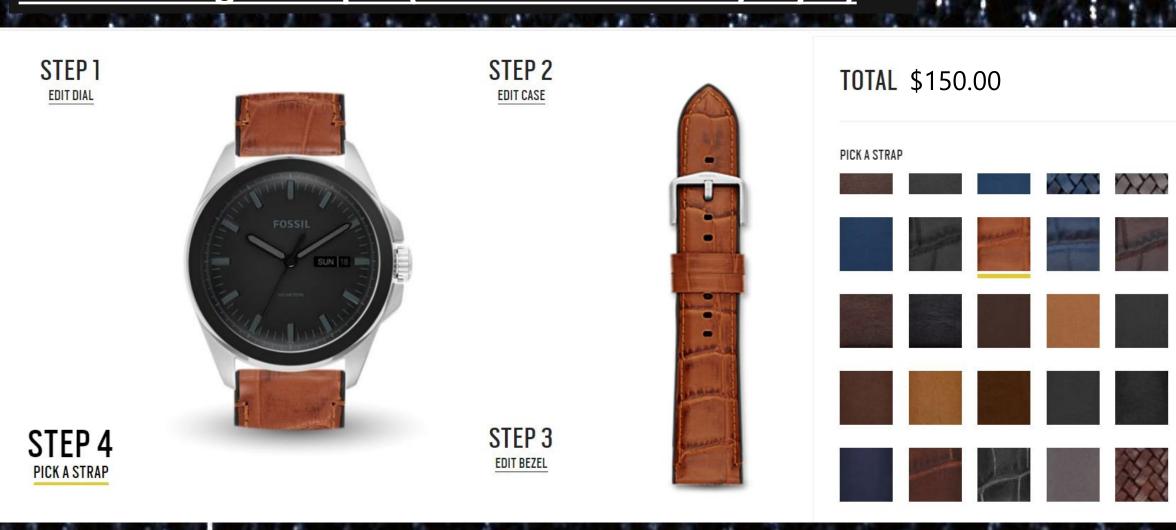
Major Players

Fossil

Jack Spade

Jack Inreads

Customizing Example (Watch Band Color/Style)



Weaknesses: High price point caters to small customer base, unrecognizable brand, inability to return certain products

Opportunities: Offer a lower priced product line, make brand more recognizable through Kate Spade

Threats: Similar companies with lower price points, companies with flexible/convenient return policies, uncontrollable economy

Competitive Advantages

Offer unique, eco-friendly products

Made with recycled fabrics, customizable by color and style

Customizable colors that are exclusive to Urban Access

Offer repair service for all products

Any damaged product can be repaired for a small fee

Collaborate with charities

Sourcing/Vendors

Criteria for

Choosing Vendors

1. All materials made in

socially responsible

Efficient/effective

quality assurance

Great communicators

2. Similar values and

the US

practices

3. Offer recycled

materials

processes

and willing to

adapt/adjust

In-House and Outsourcing in the U.S.

Buckskin Leather Corporation

Full Package

Domestically Sourced

Potential Vendors:

Big Duck Canvas

Five percent of profits donated each month to environmentally conscious charities

100% U.S. made and distributed All materials from the U.S., in-house production and outsourcing in the U.S.

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Skeletal Statement		
Net Sales	\$2,500,000	100.00
Cost of Merchandise	\$1,000,000	40.00
Gross Margin	\$1,500,000	60.00
Operating Costs	\$1,452,620	58.10
Net Profit	\$47,380	1.90
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Marketing/Advertising	
Brand Ambassadors (X15)	\$30,000
Social Media Advertisements	\$5,000
Total Marketing Expenses	\$35,000
% of Sales going to Marketing	1.40%
Charles and the Late	461763

Budget

Estimated our net sales at \$2,500,000 based on our market size (75 million) and understanding we may only reach a small percentage of that market the first year Cost of merchandise estimated

based on quantity needed to create net sales number Calculated operating expenses based off of businesses similar to

us by market/size



"Our mission is to provide one of a kind products, backed with quality materials and craftsmanship, while maintaining socially and environmentally responsible values."