

DAISY + *grace*

Gabbie + Macy + Kyra + Sara

WHY DAISY + GRACE?



Daisy + Grace is the name of our target customers. They are a pair of girlfriends who come into our store and want to find something for themselves, something that they normally don't do.



Daisy + Grace reflects our delicate and simplistic atmosphere that we love to grant our customers with.



MISSION STATEMENT

- We at Daisy + Grace want to make sure that every woman feels confident and proud when wearing our items. We provide women's fashion to sizes 14-30. We strive to continue to bring the latest and greatest fashion trends to a store near you. We pride ourselves in including sustainability in our work by using recycled bags and electronic receipts. For every curvy woman, there is a piece for them.

TARGET CUSTOMER

Middle Aged Professional Woman

Fargo Area

Mother of 2+ children

College Educated

Middle Class

- Bank Teller, Educator, etc.
- \$40,000-\$70,000

Interests

- Scrapbook
- Shop Craft Stores
- Shop for her children

MARKETING OBJECTIVES

- To increase profit by 15% every year for three years:
 - Hire a social media manager to create better marketing
 - Invest \$7,000 in new, curvy product
 - Add 3 new brands to our store
- Decrease our Carbon Footprint by 15% next year
 - Invest \$5,000 in recycled bags for our stores
 - Using email receipts instead of paper receipts
 - Switch all lighting to LED lights
 - Ship product from local stores
- Open one new store a year for the next three years:
 - Include seasonal product for different geographic areas
 - Carry two more value priced brands for our stores
 - Hire bloggers to promote our new stores
 - Create an online store for our product
- Create all interior graphics that reflect our target market
 - Give select customers/employees 30% off to model for us.
 - Invest \$2,000 in new signage
 - Post information/interviews about models on social media to create a more comfortable atmosphere
- Ensure the average sale per customer to be \$60+
 - Include last minute pieces such as jewelry at cashwrap
 - Invest \$2,000 in coordinated merchandise sets
 - Train our stylists for better customer service
 - Ensure every customer enters a fitting.

BRAND IMAGE

Fashionable & Practical

Easy for the Girl-on-the-Go

Provides a wide variety of sizes (14-30)

Empowers women of all sizes

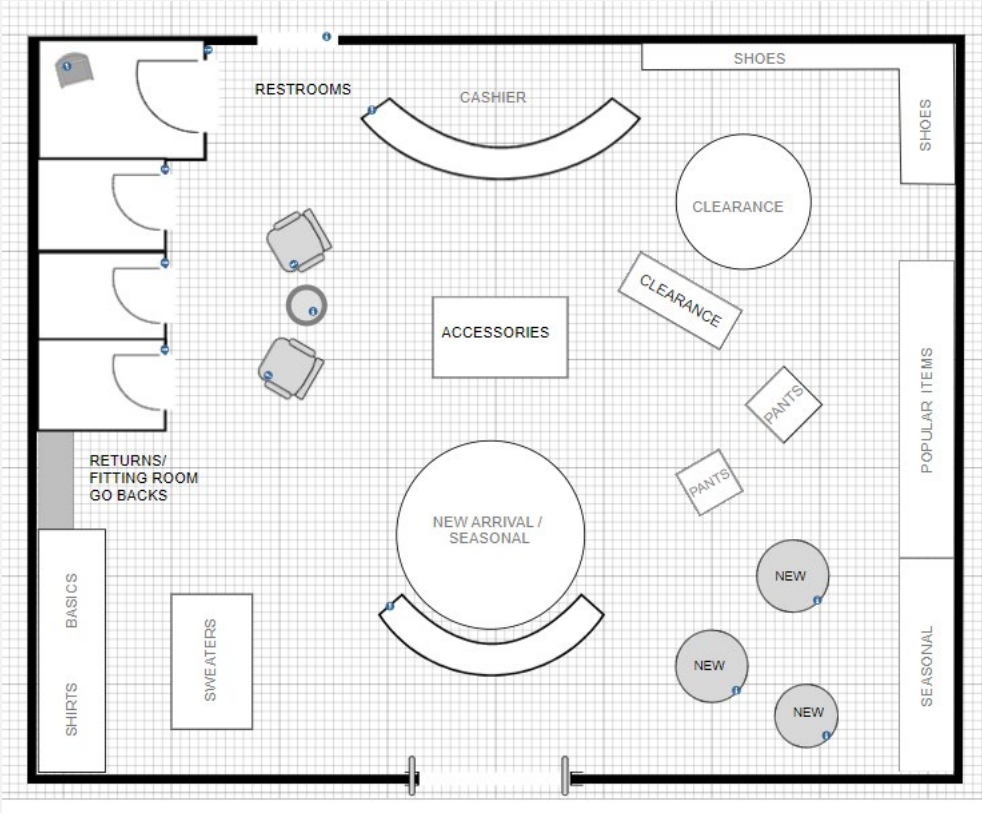
Comforting atmosphere





DAISY + *grace*

STORE LAYOUT



ATMOSPHERICS

Sounds

- Using a modern mix of music via Spotify.
- Pop music, non-explicit

Lighting

- Natural Lighting
- LED Lighting
- Accent Lighting throughout

Traffic Patterns

- Free Flowing
- Clearance and cash wrap at back of store

PHYSICAL IMAGE

Body Positive Environment

Plus Sized Models

Quotes on Mirrors

Store Layout's Impact

- Separate sections for Sleeveless, seasonal, and Dressy Products
- Helpful environment by separating categories of product

ADA CONSIDERATIONS

Wheel chair
accessible fitting
room

Allow 2nd person
in fitting room

Allow service
animals

Ability to read
labels to vision
impaired
customers

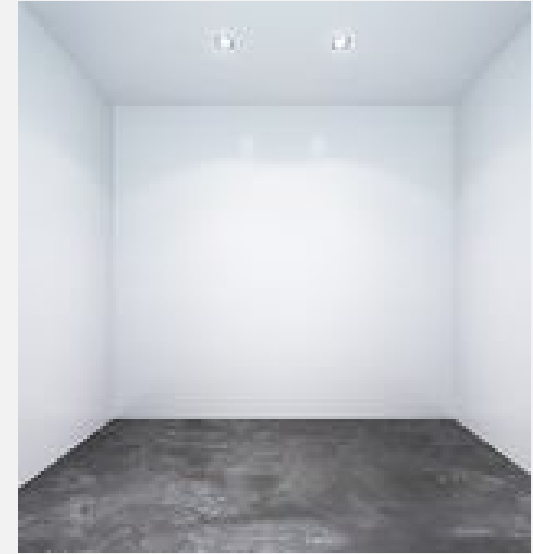
No stairs

Handicap parking

Great customer
service for all

WALLS + FLOORING

- Keep interior simple
- Modern
- Accent Lighting and décor can be highlighted
- Not too overwhelming for customers
- Overall mood of the interior is light and airy

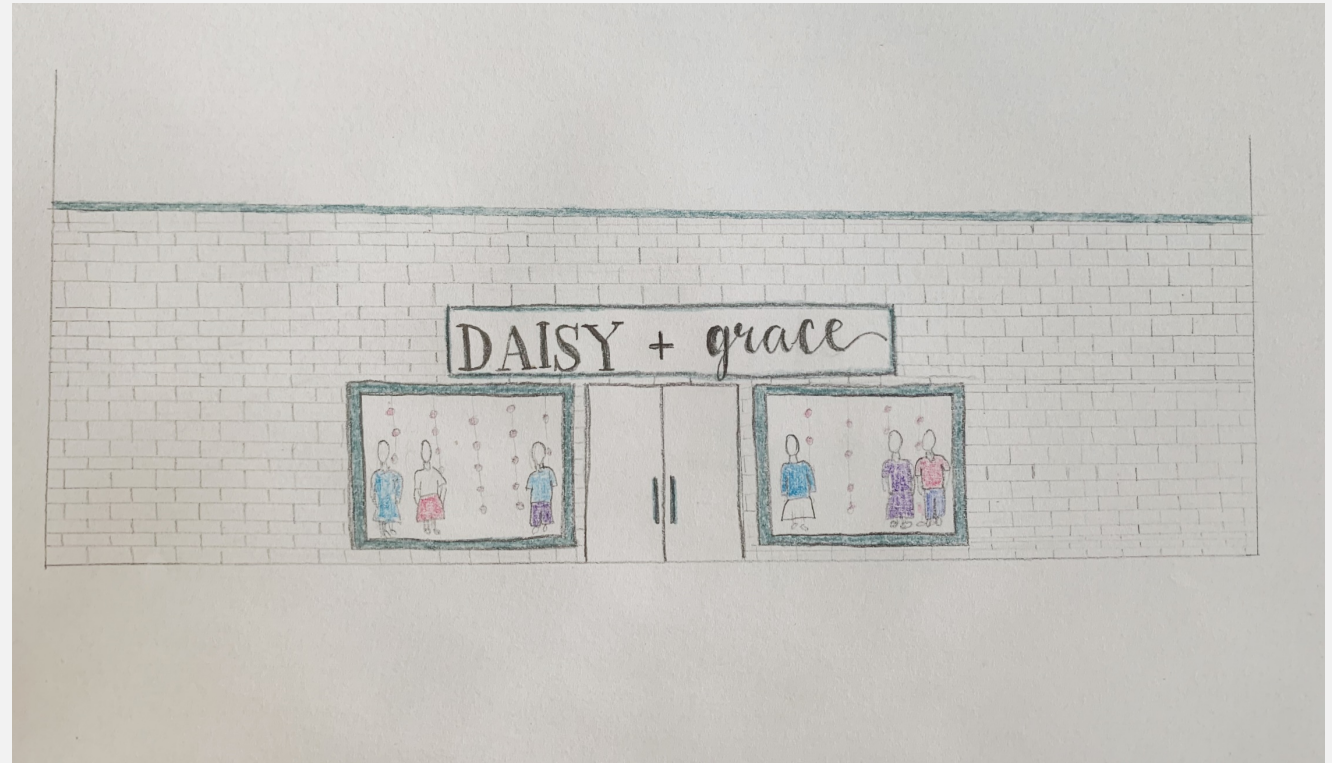


FURNISHINGS AND FIXTURES



EXTERIOR APPEARANCE

- Feminine exterior with white brick and neutral blue accents
- Store logo on large sign above doors
 - Easily seen from down the block
- Plus size mannequins in windows
- Neutral colors on trend with our brand image
 - “fashionable and practical”



Fitting Room This Way

OUR RETURN POLICY:

*Don't absolutely love it? Don't stress.
We've got you covered.*

*All items in good condition with tags still
attached can be returned within 30 days
for a full refund in original payment.*

DAISY + *grace*

*Who doesn't love a birthday?
Join DAISY + *grace* as we
celebrate our 1st birthday!*

Friday, May 3rd at 4-8pm

- 15% off your purchase
 - Door prizes
 - Cupcakes and drinks
 - A fun night out!

EXAMPLES OF
IN-STORE SIGNAGE

IN-STORE SIGNAGE

Conversational
tone and
neutral colors

Mix of 3
standard fonts
that go with
our brand
image

Want to make
shopping our
store an easy
experience for
the woman on-
the-go

Handwritten
signs wouldn't
be appropriate

- Wouldn't go with
our cleaner, neater
brand image

AMBIENT LIGHTING

- Rows of recessed lighting on the ceiling
- LED light bulbs
 - More energy efficient and sustainable



ACCENT LIGHTING

Track lighting around edge of store

Act as “spotlights” on key pieces

LED light bulbs

More energy efficient and sustainable

Target customer appreciates accurate color of clothing that this lighting will give



TASK LIGHTING

- Illuminated mirrors in the fitting room
- Avoid harsh shadows
- More flattering and true to color

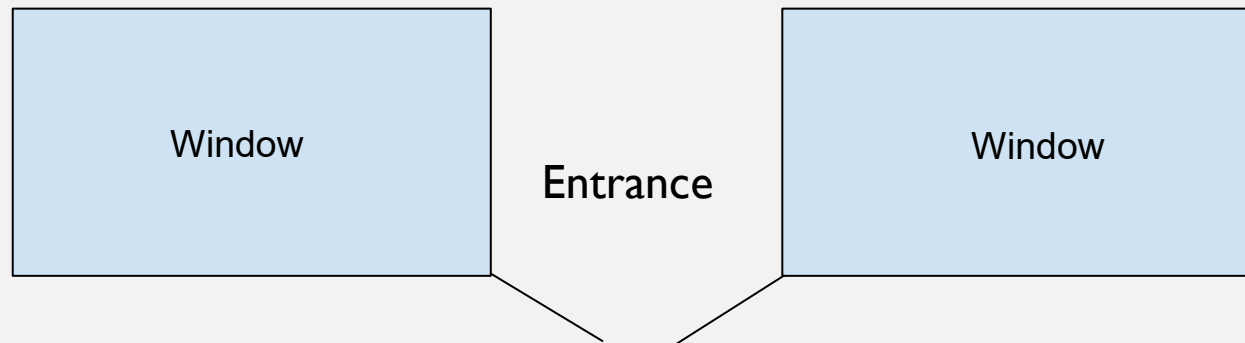


SPECIAL EVENT - LADIES' NIGHT OUT

- Who: Our Daisy + Grace women's tribe!
- What: Leave the kids and spouse at home and come join us for discounts + prizes + drinks!
- When: May 5th from 4-8pm
- Where: Daisy + Grace
- Why: Because you deserve to be spoiled!

WINDOWS

- Straight front window
- Promotional window
- Open-back windows so you can see merchandise in the store, but mannequins will still be displayed as the focus in the window
- Easy to change out in a hurry if needed





WINDOW
PROPS

OPEN
BACK
WINDOW
EXAMPLE



STORE
FRONT
EXAMPLE



MANNEQUINS

Headless, plus sized women's mannequins

Don't have to stay up to date with makeup or hair trends like you would with a realistic mannequin

Focuses on the clothing instead of the mannequin itself

Can still throw a hat on the top and accessorize



