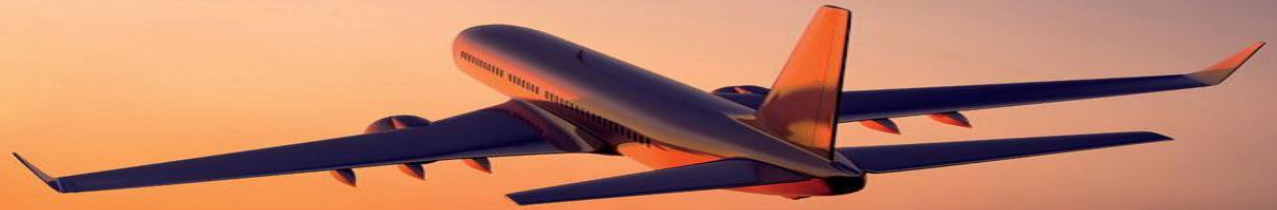


Gadabout



Brianna Monroe, Mykah Solomon, Brandi Niemann, Nick Holben

Mission Statement:

“Gadabout is all about making connections: on the road, online, and in person. We value access over aspiration, and exploration over escape. For us, all time away is time well spent. We strive to make stylish, durable luggage, because if you’re looking down at your dying phone and broken bag, you can’t see up, out, and ahead to the world in front of you. We value the world we live in, and we will incorporate using sustainable lighting, recyclable products, and donating to local charities, making the world safer, cleaner & more sustainable one step at a time.”



Customer Profile:

- ❖ Men and Women (Ages 26-60)
- ❖ Annual Income: \$50,000-\$150,000
- ❖ Lives in LA or surrounding areas
- ❖ Corporate/Business Workers
- ❖ Middle to Upper class families
- ❖ Travel Influencers/Bloggers
- ❖ Young individuals/couples who want to purchase items that are going to last a lifetime of travel



Marketing Objectives & Strategies:

1. Increase brand awareness among traveling business people

- Advertising in highly trafficked areas (i.e. airports, resorts)
- Do interviews with magazines and bloggers
- Create a lookbook with new products each season



2. Increase sales by 25% over the next two years

- Invest into research in our products to increase overall quality
- Release new and high quality products that group well with our current line of product
- Expand into new stores outside of LA
- Within 5 years open three new stores outside of California (Arizona, Nevada, Texas)

3. **Move our products into the hands of social media influencers**

- Work with influencers to get them to review our product
- Have brand ambassadors
- Have meet and greet events with influencers, where they can have their own discount code, and customers can come and meet them - Food, Drinks, Prizes

Brand Image:

- Our merchandise is clean, trendy and classy
- Our sales associates are enthusiastic, reliable, knowledgeable and supportive
- Our store location is in an upscale environment
- Our merchandise is made with high quality leather and durable polycarbonate
- Our free flow store layout allows for convenience
- Customers have the opportunity to donate old luggage for the purpose of recycling

Location

- Citadel Outlets
- 10 minutes south of downtown LA
- Outdoor shopping center features a variety of popular brand-name outlet stores and restaurants.
- Plenty of parking available



Sustainability

We practice sustainability to eliminate our carbon footprint

- Paperless; instead of printing receipts, customers receive them by text or email
- Our light fixtures use LED, energy saving bulbs
- Our recycling service allows customers to turn in their old bags/travel accessories in order to be turned into new products
- High quality faux leather



ADA Considerations

- To make sure Gadabout is in compliance with ADA guidelines we will:
 - Have all merchandise placed at a height that is accessible from 4 feet & under.
 - Have multiple sales associates in the store at all times to help customers
 - Have wide and spacious aisles for wheelchairs
 - Wheelchair accessible doors in entrances and to rooftop
 - Handicapped parking available at all times
 - Handicapped buttons to push on doors
 - Have all signage angled so it can be seen at any height



Floor Plan



Interior



Interior



Colors & Materials

- White Concrete Walls
- One Accent wall
- Wooden Floors
- Metal Shelving
- Interactive Map Wall



Furnishings & Fixtures

- Simple retail displays
- Metal shelves and risers for durability
- Wooden tables and multi-tier shelves for smaller cases, bags and accessories



Signage

Directional Sign:



Policy Statement Sign:

RETURN AND REFUND POLICY

Thanks for shopping at Gadabout.

If you are not entirely satisfied with your purchase, we're here to help.

Returns

You have 30 calendar days to return an item from the date you received it.

To be eligible for a return, your item must be unused and in the same condition that you received it.

Your item must be in the original packaging.

Your item needs to have the receipt or proof of purchase.

Refunds

If your return is approved, we will initiate a refund to your credit card (or original method of payment). You will receive the credit within a certain amount of days, depending on your card issuer's policies.

Contact Us

If you have any questions on how to return your item to us, contact us.



Signage Continued

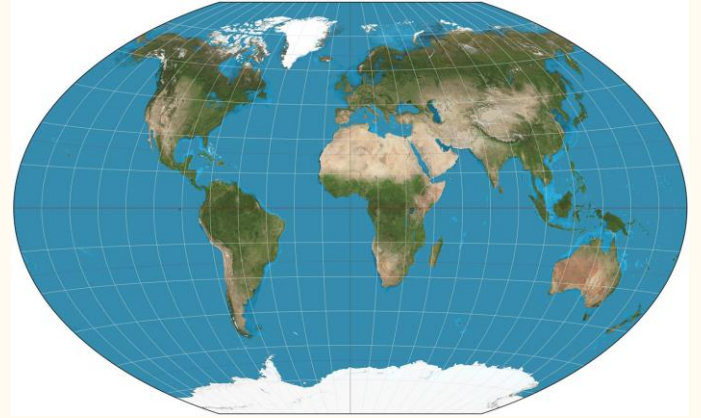


Lighting: Spotlights



Atmospherics

- Less merchandise, more space to walk
- Light music playing
- Rustic but clean
- Interactive map wall
- Leather smell



Displays



Window Display

- Easy to change displays
- High display tables
- Few bags on display
- A couple of cases on display
- Plants in sides of windows
- Pendant lighting

Window Display



Leather Bags



**Hard Shell
Suitcases with
Authentic
Leather Straps**



Hand Bags



Business Bags



Duffel Bags

Polycarbonate Suitcases



Accessories



Makeup Bags



Technology Holder



Padfolios



Travel Journals



Bag Tags



Passport Holders

Materials used:

Full Grain Leather

- Highest quality
- Has all the natural grains
- Has character because of original markings



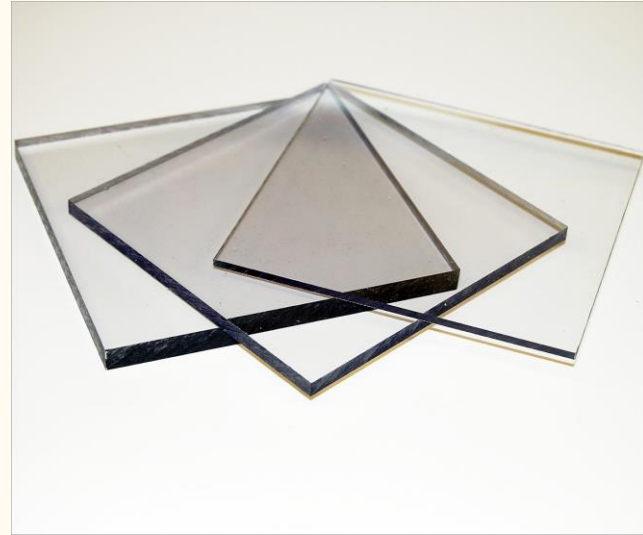
Top Grain Leather

- 2nd highest quality
- Top layer of the hide is sanded away
- Imprinted with a pattern



Polycarbonate

- Plastic material
- Light weight
- Strong and Flexible
- Also used for
 - Eye Glasses
 - DVD's
 - Lighting fixtures



Store Event

- Spring
- In store and on rooftop
- Live music
- Influencers on site to meet customers and promote merchandise
- 10% off merchandise for purchases over \$150
- Door prizes
- Main door prize is a free trip to Bora Bora
- Food catered in from Taste on Melrose
- Alcoholic and non-alcoholic beverages served





LOS ANGELES, CALIFORNIA

**Gadabout
Store Opening**

May 10th

5-9 PM

Thank You!

