

Kitchen
Envy ~

“Our mission is to create beautiful, unique home items that are eco-friendly and ethically made, all while maintaining the highest quality.”

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Customer Profile

- ★ Unique women in their 30's- 50's
- ★ Live in Boston Massachusetts
- ★ Married with children
- ★ Love having fun and get out of their comfort zones
- ★ Express themselves through their fun wardrobe and beautiful home



Target market occupations:

- ~ Artists
- ~ Interior decorators
- ~ Fashion designers
- ~ Buyers
- ~ Retail merchandisers

Store/Brand Image

- ~ Very spunky
- ~ Lots of colors and pattern
- ~ Everything is eco-friendly
- ~ Large open space
- ~ Real kitchen setups



Merchandise



Cookware

Pots, pans, mixers, etc



Serving Dishes

Chargers, plates, & bowls



Cooking Utinsils

Rolling pin, measuring cups



Accessories

Napkins, aprons, tea pots



Essentials

Storage, dish towels



Marketing Objectives

1. Increase engagement with target market on social media by 30% in the next year
2. Increase awareness of our products through endorsement
3. Increase sales by 15% every year for the next five years
4. Establish brand loyalty -- have specific promotions for younger target market
5. Increase brand awareness by adding nonprofit sector to our company, to drive home our mission of being an ethical company

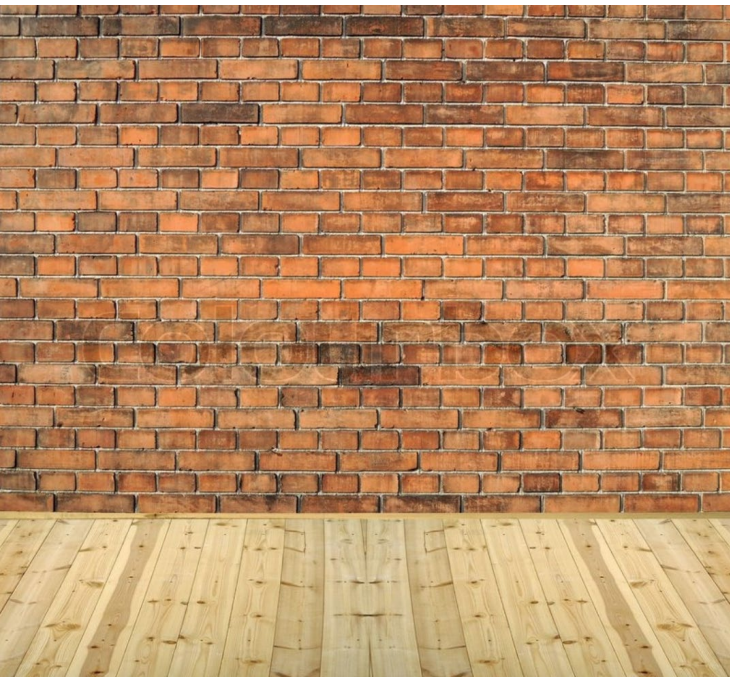


Layout



Atmospherics

~ Natural but polished interiors



~ Natural lighting throughout

~ Seating all throughout the store

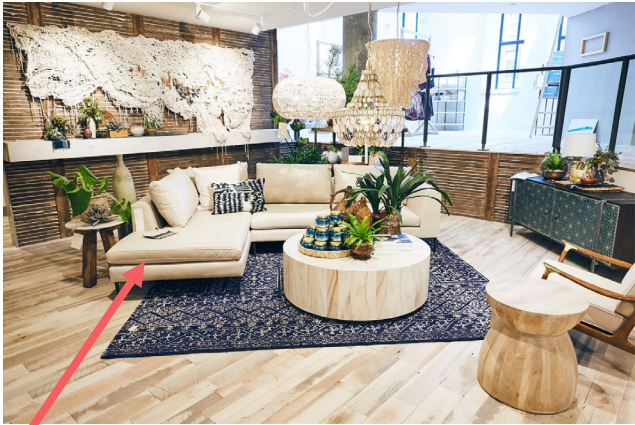


~ Relaxed, happy place with conversation



~ Indie & "light pop" music

Furnishings & Fixtures



Lighting

- ~ Lots of natural light
- ~ Overhead lights above product displays

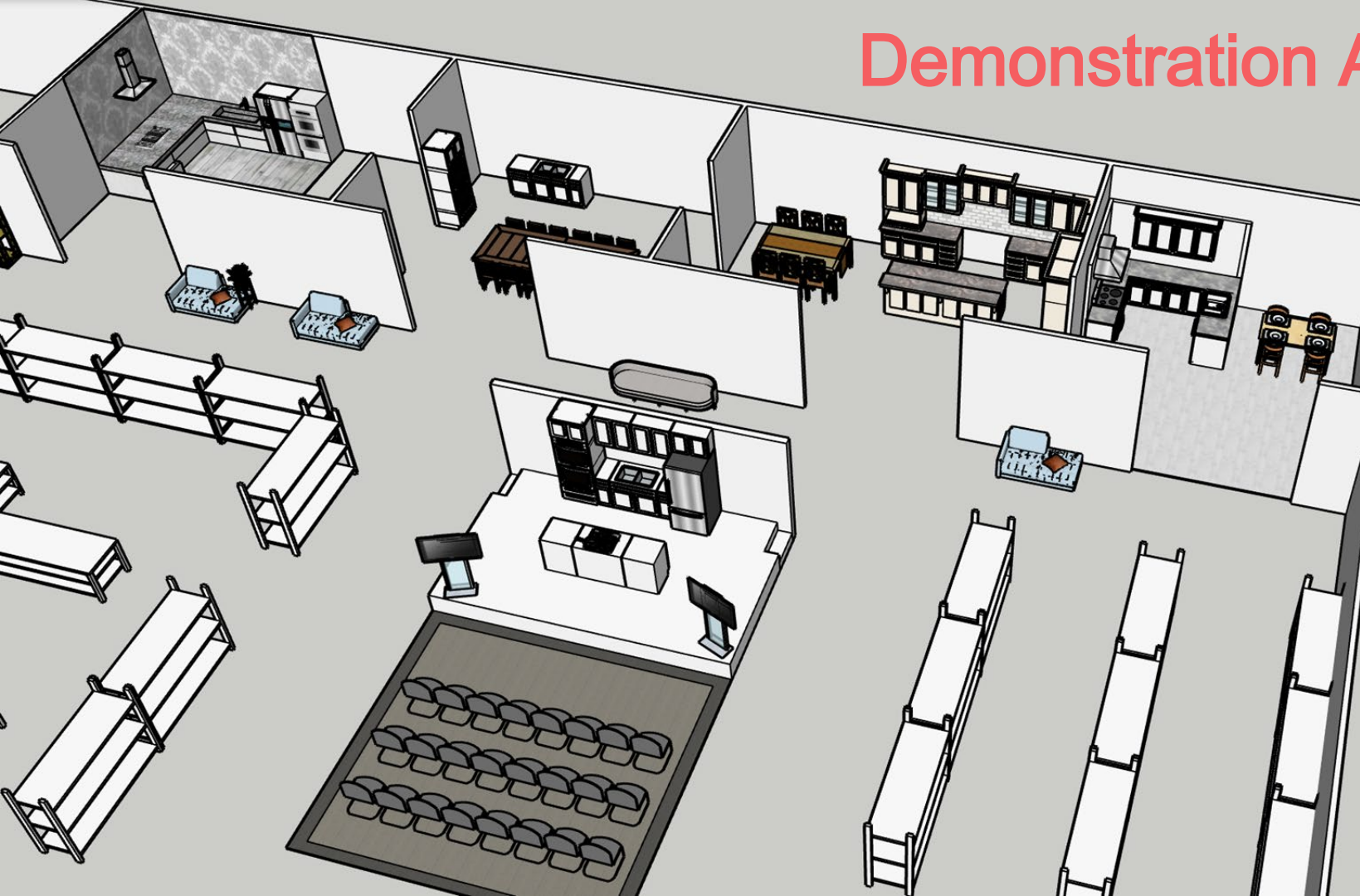


~ LED bulbs

- Use little energy
- Efficient
- Do not contain mercury unlike CFL (compact fluorescent lights)
- Do not get very hot

~Want to remain sustainable

Demonstration Area



Model Rooms



1. Kitchen/dining combo room
2. Large kitchen room
3. Formal dining room
4. Outdoor dining area

ADA Considerations



~ Large walkways



- ~ Door assistance buttons
- ~ Bathrooms w/ assistance bars
- ~ Hand driers, sinks, etc



~ Merchandise at lower reach

Store Exterior

- ~ Outdoor speakers allowing inside music to flow outside
- ~ Chalkboard featuring daily announcements
- ~ Smells possibly wafting out the door



Window Display

~ Open back to easily change the displays out



~EX: Blown up merchandise to show details of small products, stickers that allow light inside

Interior Display

- ~ Large initial display featuring newest products
- ~ Framed by palms or a tablecloth



Signage

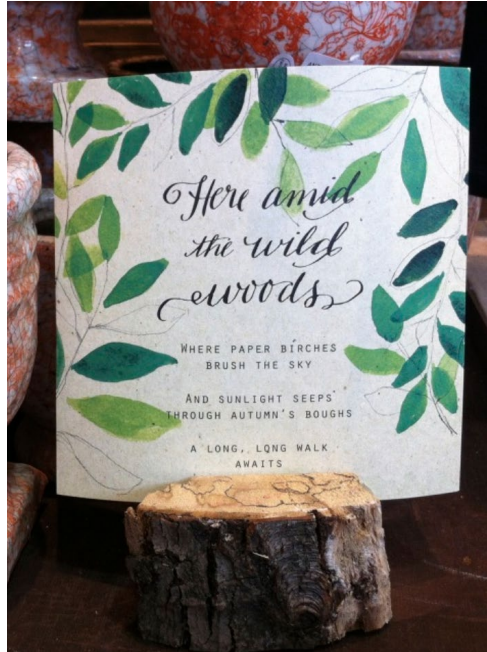
~ Directional Signage: to restrooms and main areas of the store; simple



~ Store details:
simple window
sticker



~ Exterior Signage:
Understated, large
metal sign with
lights for night time



~ Merchandise
Detail Signage: not
hand created but
with a hand - created
feel; natural vibes



~ Announcements

Special Event



KITCHEN ENVY OCEAN CLEANUP

- ★ Charity event by the beach in Boston
- ★ Event occurs every June
- ★ Tents with Kitchen Envy products for sale
- ★ Picnic food served
- ★ \$5 for a meal: sandwiches, salad, chips, fruit, beverages, etc.
- ★ 50% of all proceeds from the store products and picnic meal will be donated to ocean cleanup



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