

MOXIE



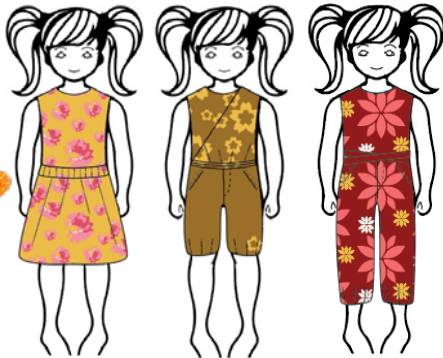
TARGET MARKET:

- Women 26-35
- Income: \$35,000-\$77,500
- Family oriented
- Strong work ethic/career driven
- Price conscious but shops based on personal values
- Environmentally friendly
- Tech Savvy
- Brand loyal
- Motivated by fashion trends
- Utilitarian shopper/planned shopper

BRAND CONCEPT:

Moxie is a fashion forward brand focusing on simplicity, sustainable practices, style, and sensory integration for children with special needs. In order to ease everyday routines, Moxie apparel specializes in redesigning one piece bodysuits and onesie's with simple fasteners such as Velcro strap and snaps. Our garments are made from an assortment of natural, organic, and biodegradable fibers to cater to children with tactile issues and sensitive skin conditions.

BRAND LABEL



PRODUCT	COST TO PRODUCE	MARKUP	RETAIL PRICE	MARKUP DOLLAR
DRESS	\$15	40%	\$21	\$6
JUMPSUIT	\$20	40%	\$28	\$8
ROMPER	\$15	67%	\$25	\$10

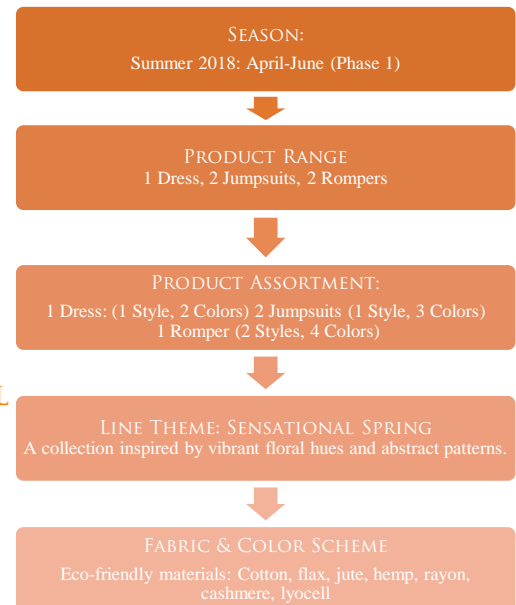
MISSION:

Dedicated to delivering distinctly different apparel for special needs children.

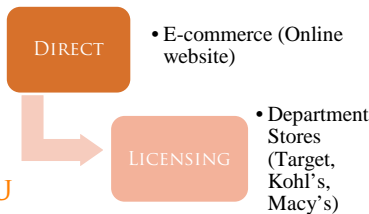
VISION:

To build a worldwide network committed to empowering children with special needs. Moxie aims to create inclusive clothing for children, focusing on fit, feel, function, and fashion.

MERCHANDISE PLAN



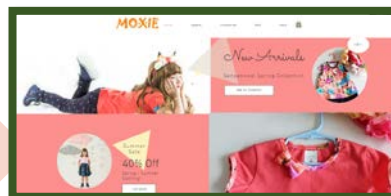
DISTRIBUTION CHANNEL



SWOT ANALYSIS OF COMPETITORS

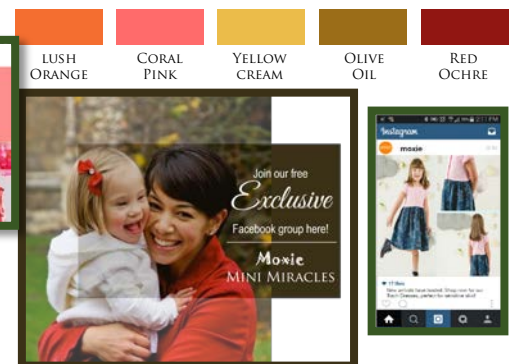
CAPR-STYLE

SPECIALLY FOR YOU



MARKETING STRATEGY:

Our brand will launch a #MadeForMore campaign utilizing compelling images to promote our products through social media. This will appeal to our tech savvy fashion forward target market who enjoys networking with their peers and shopping independently. Ads will feature real children with special needs to create an emotional appeal with the audience and increase brand awareness. Moxie will also provide a "Mini Miracles" social network and blog to enhance the mobile experience. Mini Miracles will provide an opportunity for guests to network with one another, review products, receive custom notification, share images, and personal stories. This platform aims to create an open and safe environment for customers, that can potentially increase brand loyalty and customer referrals through word of mouth.



BUDGET & TIMELINE

Within the first 6 months, Moxie will allot a promotional budget of \$7,500. This cost will cover an assortment of ads through social media, print ads, pop up shops, commercials, and website maintenance. Increments may increase upon the success of the brand.

JAN. Launch e-commerce channel, social media, and pop up shops along with preparing for upcoming marketing campaign and photoshoots

FEB. Continue pop up shops and negotiate licensing agreements with department stores

MARCH First line of merchandise will be distributed to stores and licensed partners

APRIL Summer 1 sales will begin and #MadeForMore print ad and mobile campaign will be launched

MAY Summer 1 sales will continue

JUNE Summer 1 sales will commence along with ad campaign