Quick Fix is a cutting edge apparel line that supports working women to transition from workout to work in one outfit. This unique apparel line utilizes advanced fabric technologies that repel odors and are antimicrobial. We also support women in achieving their fitness and lifestyle goals through SmartTech garments which connect with our Quick Fix app.

**Vision**
Quick Fix is devoted to delivering stylish attire that support the active lifestyles of professional women.

**Mission**
To bolster a distinctive subscription based fashion line that incorporates smart textile technologies and functions as both active wear and professional wear. We are devoted to empowering women and supporting healthy lifestyles.

**Clothing Line**
The introductory Quick Fix clothing line consists of six pieces: two tops, two leggings, a skirt and a jacket. The tops are reversible from front to back, diversifying your options. Tops and leggings are meant to be worn during active workouts, such as a bike commute to work, lunch break yoga or a post work gym session. The accompanying skirt and blazer can be layered over the tops and leggings for a complete and professional outfit.

**Technology**
All of the Quick Fix garments are made from Cotton Lycra blends. Our leggings are nano-modified with silver for anti-microbial wear and to prevent malodor. SmartTech tops include the option of biometric functions through conductive threading, sensor points and bluetooth communication via the Quick Fix app. Jackets contain microencapsulated signature scents to lend an extra layer of freshness.

**Supply Chain**

**Fabrication**
Silverized nano-modified Cotton/Lycra blends.

**Design**
Signature Scent: Elderberry
Spring Line Theme: Flora Splendor; muted shades and floral hues

**Quality Assurance**

**Receiving**

**Design + Textile Lab**

**Manufacturing**

**Point of Sale**

**Reviews + Analytics**

**Marketing Plan**
Much of the Quick Fix marketing strategy will be web based. Social media and Youtube ads will be a launching off point to garner traffic to the website and link to the Quick Fix mobile app.

**Budget**
Initial marketing budget is $25,000. This includes $15,000 for the creation of Youtube videos and $10,000 for the website creation/ maintenance and Facebook ads.

**Competitive Advantage**
Quick Fix is unique in that our garments can be worn during workouts and transition into professional wear. The technology utilized in our garments support active time and work time creating an outfit that can be worn all day. This puts our company in a good position in the market as this combination is new to the industry.

**Price Analysis**

<table>
<thead>
<tr>
<th>Product</th>
<th>Cost</th>
<th>Markup %</th>
<th>Markup $</th>
<th>Retail Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lux</td>
<td>$72.50</td>
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**Subscription Service**
Quick Fix is offering curated subscription based apparel lines. With each new season a subscriber is delivered a box of the complete new line along with loyalty bonuses.

**Distribution Channels**

**Subscription**
* Complete seasonal outfits
* Best price
* Members access
* Free seasonal scents

**Website**
* Purchase individual garments
* Free shipping

**Pop-up Stores**
* Mall Kiosks
* Special Events

**Marketing Plan**
The Quick Fix app communicates with our SmartTech tops via bluetooth. This allows for biometric readings during workouts, a feature that can be activated when chosen. Health monitoring tools compliment workouts. Each line will have accompanying playlists of music. Connection with the online store and subscription service is also supported. Subscribers also enjoy loyalty rewards, special offers as well as gifts for reaching health goals.

**Visual Merchandising**
Visual merchandising will largely take place on the Quick Fix app and website; including seasonal lookbooks. Pop up kiosks will interface with the app to create an omni-channel experience.

**Competition SWOT and Market Position**

<table>
<thead>
<tr>
<th>Brand</th>
<th>Strengths</th>
<th>Weaknesses</th>
<th>Opportunities</th>
<th>Threats</th>
<th>Mass Market</th>
<th>Exclusivity</th>
<th>Prestige Price</th>
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<tr>
<td>Bandier</td>
<td>Various colors &amp; sizes * Fashionable products * Bold &amp; trendy</td>
<td>Sells only to women * High prices</td>
<td>In-stores &amp; in other activities * Studio expansion</td>
<td>Drop prices * Limited store presence</td>
<td>Luxury</td>
<td>Exclusively</td>
<td>High prices</td>
<td>6</td>
<td>6</td>
</tr>
<tr>
<td>Lululemon Athletics</td>
<td>Sells to women &amp; men * Custom designs * Size variety * Free shipping/ returns</td>
<td>Increase social media presence * Greater expansion into U.S.</td>
<td>Increase social media presence * Canadian and American competition</td>
<td>Drop prices * Limited store presence</td>
<td>Luxury</td>
<td>Exclusively</td>
<td>High prices</td>
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<td>6</td>
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**Merchandising Plan**
Season: Spring 2018, January- April
Spring Line Theme: Flora Splendor; muted shades and floral hues
Signature Scent: Wisteria Plum
Product Assortment: 6 Pieces, 2 reversible tops, 2 leggings, a blazer and a skirt.
Fabric: Silverized nano-modified Cotton/Lycra blends.

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**Reviews**

**Supply Chain**

**Quick Fix Lifestyle App**
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**Distribution Channels**

**Subscription**
* Complete seasonal outfits
* Best price
* Members access
* Free seasonal scents

**Website**
* Purchase individual garments

**Pop-up Stores**
* Mall Kiosks
* Special Events

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