North Star Sailing Apparel

Stay the course.

Target Market:

- Demographics:
  - Young women who enjoy being on the water
- Geographic:
  - Lives on the West Coast

Our Competitive Advantage

North Star Sailing Apparel will offer high-performance sailing gear with innovative waterproofing technology, targeting the female demographic through fashionable elements and a variety of colors.

What We Learned?

- Product Name: North Star Sailing Apparel
- Product Code: NSTA 100
- Description: Sailing gear for women
- Pricing:
  - Wholesale: $25
  - Retail: $50

Marketing Budget: $20,000

- Advertising:
  - Paid Advertising: $5,000
  - Media Creation: $5,000
  - Operations: $10,000
- Distribution:
  - Selling will occur through tabling & the website
- Marketing Strategy:
  - Consistent use of social media
  - Growth of online shopping

- Distribution Channel:
  - Online store
  - Social media

- Media Creation:
  - Promotional videography
  - Professional campaigns

- Paid Advertising:
  - Google Ads
  - Instagram sponsored ads

Geographics:

- Web traffic:
  - Website: 100
  - Social media: 50

Psychographics:

- Enjoys fashion
- Moderate income
- Broad Price Range

Behaviourics:

- Independent
- Hardworking

Product Name:

- North Star Sailing Apparel
- Wholesale: $25
- Retail: $50

Product Code:

- NSTA 100

Physical Features:

- Clothing that resists water, wind, and moisture
- Elastic, breathable, and abrasion-resistant

SWOT

- Strengths:
  - More affordable pricing
  - Untapped target market
  - Innovative design technology
  - Dynamic fabrics
  - Fashion colors
  - Stylistic elements

- Opportunities:
  - New consumer base
  - Expansion into international markets

- Weaknesses:
  - No physical store
  - Narrow target market
  - Costly materials
  - Difficult construction

- Threats:
  - Competition from established brands
  - Fluctuating market trends

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  - Expansion into international markets

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Our AATCC tests will ensure that our garments hold up in real-world conditions as well as the clothing's longevity. All of these aspects will help make sure our products are competitive.

In completing the educational component, we learned a lot about the type of materials we wanted to use, tests we should conduct to ensure our garments are up to the standard we expect, and how physical features like being breathable, elastic, or moisture wicking will ensure that our garments are well suited for sailing. Our AATCC tests will ensure that our garments hold up in real-world conditions as well as the clothing's longevity.