



**MARKET RESEARCH**

<b>PEOPLE</b>	
AGE	18 - 30 year olds
INCOME	\$80,000- above
FAMILY STATUS	single
GEOGRAPHY	east coast/ large metropolitan cities
ATTITUDE/LIFESTYLE	adventurous, vivacious, bold, eclectic, has a passion for life
FASHION STYLE/MOTIVATION	likes unique clothes that express her inner qualities
ACTIVITIES	clubbing/dancing, arts/entertainment, traveling
SIZE/SHAPE	we cater to the active woman sizes 2-22, petite/average/tall AND full figured
PURCHASE OCCASION	a night out on the time or any time she wants to express individuality
PRODUCT REQUIREMENTS	clothing that is stylish, functionable, comfortable yet extraordinary
<b>PRODUCT</b>	
PRODUCT CATEGORIES	women's apparel: active wear
COMPETITIVE ADVANTAGES	we offer a wider range and variety of fashion-forward apparel design specifically for the night life <i>Inner Revolutions'</i> primary focus is absolute customer satisfaction. We believe this is accomplished by offering clothing that is superior to our competitors in both quality and style.
UNIQUE FEATURES & BENEFITS	
IMPORTANT FABRICS & FINISHES	denim (with spandex blends), lace, silk, satin, leather and feathers & other embellishments
IMPORTANT SILHOUETTES	Use various design/construction features to compliment the shape of woman
<b>POSITIONING</b>	
POSITIONING STATEMENT	We aim to have a global focus that will ensure the needs of our consumers, employees, and environment. Inner Revolutions true profits are earned by showing our passion for life.
PROMISE	
CRITICAL ATTRIBUTES	
<b>PLACEMENT</b>	
DISTRIBUTION CHANNELS	Major Markets including international cities: New York, Atlanta, Los Angeles, Milan, Paris, and London
KEY STORES/ACCOUNTS	Neiman Marcus, SAKS, Theodora's, Arden B., Anthropologie, and various couture boutiques
GEOGRAPHIC PENETRATION	Our flagship store will be unveiled in New York. We will then expand to other major cities in the US finally expanding into Europe
PENETRATION FOCUS, TARGET DOORS TO OPEN	New York expanding into other major cities
<b>PRICING</b>	
PRICING STRATEGY	Inner Revolutions pricing will be at the same level as our competitors. Our focus is on customer service - superior to our competitors
PRICE RANGE	\$45 - \$5000
PROMOTIONAL PLAN	We will have a cutting edge internet site that offers the customer the ability to shop online and to receive the same customer service as our brick and mortar store - style tips/consultation, care tips, etc/ We will also have heavy print ads in various top selling fashion periodicals. Television ads will be Inner Revolutions will retain pricing control in our licensing agreements. We will allow exchanges on merchandise because we want our customers to be 100% satisfied. Our quality will speak for itself.
SPECIAL TERMS	
<b>PACKAGING</b>	
SPECIAL REQUIREMENTS	Our packaging contains bright colors. We require the dyes to be non-toxic.
LABEL STRATEGY	Our labeling will consist of our logo "IR". Each year we will determine a new 'slogan'. This will also be featured as part of our label.
HANG TAG STRATEGY	This year it is the infinity symbol with the slogan, "Zero Limitations, Infinite Expressions" printed over it.
PACKAGING REQUIREMENTS	Non specific
HANGER REQUIREMENTS	Metal hangers with wood.
POLY BAG REQUIREMENTS	Non specific
<b>PRESENTATION</b>	
FLOOR POSITIONING STRATEGY	
PREFERRED LOCATION ON FLOOR	See back
PREFERRED FIXTURING	
POS SIGNAGE & POSTER STRATEGY	(Limited printed signage.) We will utilize projections screens, lasers, and flat screen televisions.
SALES FLOOR EDUCATION & COMMUNICATION STRATEGY	psychology and pop culture workshops
STORE DISPLAY STRATEGY	
TECHNOLOGY RELATED PRESENTATION IDEAS	projection screens, flat screen televisions, radio, and lasers
URLS FOR TARGET MARKET	www.vertigo2000.com; www.manigance.com