

**MARKET RESEARCH**

<b>PEOPLE</b>	
AGE	23-35
INCOME	80,000+
FAMILY STATUS	Single
GEOGRAPHY	Larger Cities
ATTITUDE/LIFESTYLE	Independent, Ambitious, Woman about town, Fast Paced, "Work is fun and fun is work"
FASHION STYLE/MOTIVATION	Classic, Seductive, Comfortable while stylish, Appreciates both vintage and modern styles
ACTIVITIES	Yoga, Jogging, Going out to upscale nightspots, Shopping, Attending theatre and dance performances
SIZE/SHAPE	0-14, Slender with some curves
PURCHASE OCCASION	Purchases for daily wear and special events such as a night out with the girls or theatre performances
PRODUCT REQUIREMENTS	Quality, Style, affordability in our market, versatility.
<b>PRODUCT</b>	
PRODUCT CATEGORIES	Casual better wear ranging from: trousers, blouses, jeans, knitwear, skirts, dresses, as well as outer wear such as overcoats and jackets. Priscilla also designs accessory pieces like fedoras, hats, scarves, and handbags.
COMPETITIVE ADVANTAGES	Not only does Priscilla compliment trends of future seasons, we also design apparel that possesses timeless quality. Priscilla designs are affordable and durable, as well as contemporary in style without being overly trendy. Our customer will wear our pieces time and time again.
UNIQUE FEATURES & BENEFITS	Priscilla is cutting edge within our market. We also maintain customer service like no other competitor.
IMPORTANT FABRICS & FINISHES	Some prints, mostly solids. Fabrics include a wide spectrum ranging from denim, wool blends, silks, cotton blends, and some synthetics. Priscilla avoids fabrics that appear cheap or wear quickly. Strictly no 100% polyester! Or burlap!
IMPORTANT SILHOUETTES	We accent the good bits on a woman. Straight lines that lengthen legs, slim hips, and reduce/enlarge the bust. Straight to slightly fitted apparel. Think athletic hourglass.
<b>POSITIONING</b>	
POSITIONING STATEMENT	We are a socially conscious business that focuses on equal and fair treatment to all of our employees. We firmly abide by all laws concerning manufacturing apparel as well as importing and exporting goods. Customer service is our first priority. Quality of our goods will be unparalleled in our market.
PROMISE	Priscilla promises to be true to our customer base. We will remain head and shoulders above our competition in terms of affordability, comfort, quality, and most importantly, customer service.
CRITICAL ATTRIBUTES	Our product will satisfy our customers' wants and needs in terms of style, comfort, and quality. Priscilla will maintain the highest standards of customer service by treating the patron with like an old friend or a member of the family.
<b>PLACEMENT</b>	
DISTRIBUTION CHANNELS	Showrooms in all major markets: New York, Los Angeles, Atlanta. A flagship shop in Birmingham initially, and small boutiques in other growing cities.
KEY STORES/ACCOUNTS	
GEOGRAPHIC PENETRATION	We will initially set up shop in smaller, metropolitan cities in the south, with aims to expand across the country, particularly to New York and Los Angeles.
PENETRATION FOCUS, TARGET DOORS TO OPEN	Birmingham, Atlanta, Miami, Honolulu, New York, Chicago, Detroit, Los Angeles...basically all major cities all regions of the country.
<b>PRICING</b>	
PRICING STRATEGY	We want to be comparable to our market's competitors: BCBG, J. Crew, Nicole Miller, Ann Taylor, Arden B., Banana Republic, Betsey Johnson, and Anna Sui.
PRICE RANGE	\$20-\$400
PROMOTIONAL PLAN	We will establish a website for Online shoppers. Visual will be strategically placed in our flagship store and small boutiques. We also want to place advertisements in fashion magazines, as well as distributing annual newsletters in the region upon initial opening.
<b>SPECIAL TERMS</b>	
<b>PACKAGING</b>	
SPECIAL REQUIREMENTS	As an environmentally concerned business, we will use as little packaging as possible. However, when needed, we will use biodegradable products and recyclable materials like paper and plastic.
LABEL STRATEGY	We will use a label consistent with our logo and we will place it on all bags and boxes or any other packaging.
HANG TAG STRATEGY	A translucent tag with simply stated logo Priscilla in bold letters.
PACKAGING REQUIREMENTS	Internal shipping, hanger ready.
HANGER REQUIREMENTS	Sturdy translucent brushed plastic with rubber guards for slipper fabrics. Broad shouldered, foam guards on skirt and pant hangers.
POLY BAG REQUIREMENTS	We are using a wax paper bag.