## MARKET RESEARCH

PEOPLE	
AGE	23.35
INCOME	2000 80,000+
FAMILY STATUS	Sinale
GEOGRAPHY	Junger Larger Cities
ATTITUDE/LIFESTYLE	Independent, Ambitious, Woman about town, Fast Paced. Work is fun and fun is work'
FASHION STYLE/MOTIVATION	Classic, Seductive, Comfortable wither styling Appreciates both vintage and modern styles
ACTIVITIES	Classia, veductive, form out to upscale nightspots, Shopping, Atlending theatre and dance performances
SIZE/SHAPE	104, sugging, Out to upsate ingrispois, shopping, ruleituing treate and dance performances 104.4 Slender with some curves
	Purchases for daily wear and special events such as a night out with the ciris or theatre performances
PRODUCT REQUIREMENTS	Quality. Style, affordability in our market, versatility.
PRODUCT	Quanty, Style, anotodomity in our market, versamity.
PRODUCT CATEGORIES	Caual better wear ranging from: trousers, blouses, ieans, knitwear, skirts, dresses, as well as outer wear such as overcapts 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 appet that possesses timeless quality. Priscilla designs are affordable and durable, as well as contemporary in style which to being over fiverify. Our customer will wear our pieces time and time again.
	Por scale is contained a companient uerius on tuture seasonis, we also to esign appare train prosessesa uniteress quality. Priscilla is cutting ded within our market. We also maintain customer service like no other cometion.
	Priscilla is counting edge within our marker. We also maniferant estudies the in our dire competition.  Some prints, in south solids. Fabrics include a wide spectrum ranging from denim, wood blends, silks, cotton blends, and some switherlies. Priscilla avoids fabrics that appear cheap or wear quicklt. Strictly no 100% polyester! Or burlan!
IMPORTANT FABRICS & PINISHES	We accent the good bits on a woman. Straight lines that lengther less slim hips, and reduce females that straight lines that lengther less slim hips. and reduce females that straight lines that lengther less slim hips. and reduce females that such straight females that should be such as the straight lines that lengther less slim hips. and reduce females that such straight to slightly fitted appared. Think athletic hours laws that such straight lines that lengther less slim hips, and reduce females that such straight lines that lengther less slim hips. and reduce females that such straight lines that lengther less slim hips. and reduce females that such straight lines that lengther less slim hips.
POSITIONING	ave accent the good bits on a worker. Straight lines that lengther regs, sint hips, and reducer entarge the bust. Straight to signify fitted apparen. Think athletic hourglass.
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 unparallelied in our marke
PROMISE	We are a socially consocious business and rocuses on requal and can require into any our employees. We immigrately any in a mask contenting appeared as we may appear as we are as importing an air exporting goods. Customer service is our instruction or requal and can require into any our groups and in a mask contenting appeared as we are as importantly customer service.
CRITICAL ATTRIBUTES	In some profits and the state of the state o
PLACEMENT	Out product will satisfy our customers wants and needs in terms of siye, cominor, and quality. Prisonal will maintain the inighest standards of customer service by needing the pation with like an our ment of a member of the family.
DISTRIBUTION CHANNELS	Showrooms in all major markets: New York, Las Angeles. Atlanta. A flagship shop in Birmingham initialiv, and small boutiques in other growing cities.
KEY STORES/ACCOUNTS	Showtonis in an indior mances, New York, Las Angless, Audita. A haganip shop in birningham midany, and small boundes in outer growing dues.
	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 Las Angeles.
PENETRATION FOCUS, TARGET	The will illustrate of the state of the stat
	Birmingham, Atlanta, Miami, Honolulu, New York, Chicago, Detroit, Las Angelesbasically all major cities all regions of the country.
PRICING	Diffiling/latif, Audita, wilatif, Fronound, New Fork, Officago, Detroit, Eas Angelesbasicary air fragio dues air regions of the country.
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	we want to be comparable to duri market's competitions. Debey, or crew, income whiler, Arin' rayior, Arden Br., Dariana Republic, believy of missin, and Arina Sur.  See Safor
PROMOTIONAL PLAN	We will establish a website for Online shoopers 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.
SPECIAL TERMS	THE WILL SHADOW OF A THOUSENING AS WELL SHADOW OF A SH
PACKAGING	
SPECIAL REQUIREMENTS	As an environmetally concerned business, we will use as little packaging as possible. However, when needed, we will use biodegradeable products and recyleable materials like paper and plastic.
LABEL STRATEGY	As an environmental unsariess, we will use as little place it on all bags and loss of early other places are placed and plastic.  We will use a label consistant with our logo and we will place it on all bags and boses or any other packaging.
HANG TAG STRATEGY	we will use a latter units out in tigo and we will place it on an usgs and uses of any uniter packaging.  A transfuscion tag with simply stated loop priscilla in bold letters.
PACKAGING REQUIREMENTS	A transluscent tag with simply stated togy priscaled in both detects.  Internal shippin, hancer ready.
HANGER REQUIREMENTS	Internal snipping, nariger ready.  Study translussent brushed plastic with rubber quards for slippier fabrics. Broad shouldered, foam quards on skirt and pant hangers.
POLY BAG REQUIREMENTS	Study defisioned frost will notice years or supplier facilities. Diodustrouceres, foath guards of skilt and paint farigers. We are using a wax paper bad.
TOLT BACKLEGOIREMENTS	тте ве чату в так рафо над.