



FITS4FANS

Marketing Plan

Dress Like a Star



Presented To:
VE INTERNATIONAL

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Problem Statement



Fits4Fans is aware of the many psychological struggles that face many of the newer generations in regards to how their self esteem is affected by their choice of clothing or outfit. Many people wear clothes that they like and feel some way about the way they look which often times is a way to express that person to others viewing them. This can however also have a negative effect too. One may lose self-confidence from feeling out of place because of the clothes they wear but if what they wear was worn by someone such as an influencer whom they admire, this person may feel better about themselves. Fits4Fans is on a mission to overcome this defect and erase the psychological struggles that anyone may be enduring. Many may also want to purchase a clothing article that are worn by these celebrities but due to budget issues and the willingness to spend the money, many may chose not to purchase it even though it is in consideration. This idea was originally obtained from the responses of the newer generation or younger generation and the reactions and movement on the internet leading us to attempt in starting a company that may change the apparel fashion company into working to overcome the psychological issue that the fashion industry have on the newer and younger generation, specifically Gen Z.

Solution Statement

In an effort to combat the budget and psychological struggles that many may face, Fits4Fans fashion company have put together a company that is design to help the generation that is more directly affected by the industry. Our marketing team organized a vast variety of products that have mental influences on many people that are considered in our target market, specifically the Gen Z and older. Large part of major industries all utilizes marketing methods that use clothing fashion to promote a certain brand. People have different reactions to the way influencers and internet personnel dress especially to those who are inspired by them. Our team researched many different influencers from all different categories of online media and put together a large number of clothing outfits wore by these celebrities and selling these outfits that match each persons interests based on online statistics and common trends. Outfits wore by these celebrities influences many consumers and customers by rising ones self esteem due to the outfits being wore by their favorite celebrities. Many may also see their outfits as generally a luxury wear due to celebrities purchasing expensive brands. Fits4Fan combat this issue by selling the outfits wore by these celebrities with their corresponding brand but produced by eco friendly material in our factory and selling them in a more budget friendly manner allowing for those wanting to wear these luxury outfits at a rate more promising to each individuals preference.



Target Market

DOMESTIC : FITS4FANS WILL BE STARTING IN NY, AS A BASE LOCATION AND PLANS ARE TO EXPECT EXPANSION ACROSS THE COUNTRY.

PSYCHOGRAPHIC -

APPEAL TO PEOPLE WHEN PURCHASING PRODUCTS AND SUPPORTING THE CHARTIY WE'LL BE DONATING TO, AND FASHION CONSCIOUS INDIVIDUALS

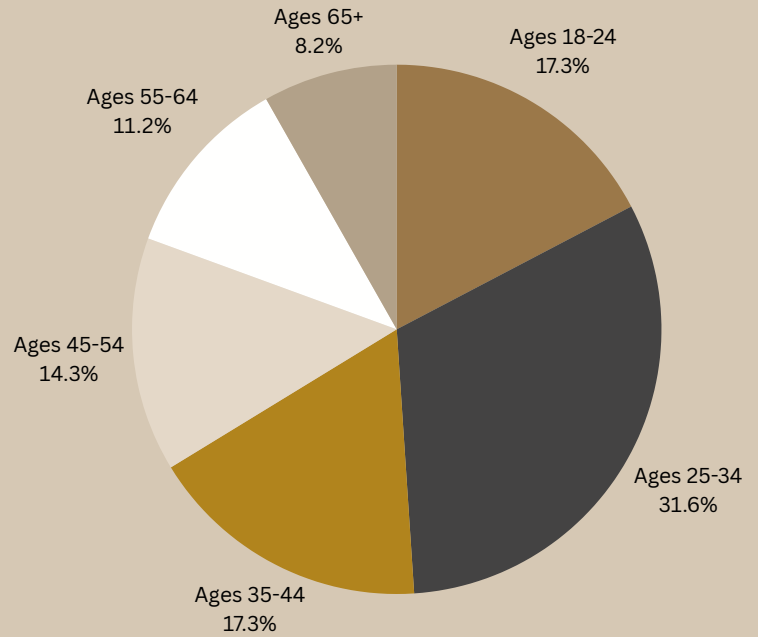
SOCIOECONOMIC - MOST APPEALS TO WITH OUR LARGE RANGE OF PRICES, MIDDLE CLASS, UPPER CLASS

BEHAVIORAL -

PEOPLE WHO PARTICIPATE IN EVENTS , ADVENTUROUS IN STYLE , LOVE FASHION

BENEFIT -

- REDUCED PRICES FOR PRODUCTS WHICH WERE SOLD FOR HIGHER PRICES
- OUR PRODUCTS ARE MORE AFFORDABLE



DEMOGRAPHIC -

- Male and Females
- Teens Ages 18-24
- Majority group between ages 25-34

Ideal Customer Profile



NAME BOB

AGE 20

DESCRIPTION IN COLLEGE, PURSUING EDUCATION AND MAINTAINS ONLINE PRESENSE

MOTIVATIONS CONVENIENCE, BUDGET GOALS, FASHION CLOTH, ONLINE PERSONNEL

PREFERRED MARKETING CHANNEL ONLINE WEB, SOCIALS SUCH AS TIKTOK, INSTAGRAM, AND YOUTUBE

Market Analysis



Source: Statista
Global Apparel Market
Size (2014-2027)

<https://www.statista.com/statistics/551775/size-of-the-global-apparel-and-footwear-market/>



Real World Analysis

In 2022, the luxury fashion industry showed resilience, with a 36% rise in economic profit, according to the McKinsey Global Fashion Index and the Global Apparel Market Size infographics from Statista. The industry achieved double the economic profit of all years between 2011 and 2020, except for one. The fashion industry, including luxury segments, faced challenges in 2023. Economic headwinds, technology shifts, and an evolving competitive landscape were notable concerns. The impact of geopolitical conflicts, economic volatility, and inflation were top concerns for fashion industry executives in 2024. The luxury fashion industry is expected to post top-line growth of 2 to 4 percent in 2024 but predicted to gain a growth of another 11% by 2030. At the current.



Source: Maximize Market Research
(MMR)

<https://www.maximizemarketresearch.com/market-report/luxury-fashion-market/126250/>

The MMR databases of market reports show that North America continues to have the greatest influence in the fashion industry, accounting for slightly more than 50% of the global fashion market. This region directly provides the basis for Fits4Fans' location and setting, which in turn contributes to the growth of the Fits4Fans market.



Virtual World (VE) Analysis

According to VEI Market Insights, there are currently about 175 firms within the clothing and accessories industry with a total sales revenue of \$54,000,000 for the fiscal year 2022-2023. That is a nearly 25% increase from the preceding last 2 years for the clothing and accessories industry.

Fits4Fans, coming into the clothing and accessories industry, entered us into the largest and most lucrative market in the virtual enterprise

Toys & Games	5,983	3,822	\$10,444,825	\$2,732
Office Equipment & Supplies	4,241	2,534	\$7,636,072	\$3,013
Entertainment	18,506	11,790	\$35,984,569	\$3,052
Clothing & Accessories	28,835	17,200	\$54,703,610	\$3,180
Furniture	4,754	2,621	\$8,375,536	\$3,195
Health & Beauty	22,868	13,563	\$45,796,192	\$3,376

network. This creates many chances of large benefits for the company. Based on the analysis of the VE world, combined with the most lucrative locations being based in the state of New York, and the understanding of the real world industries and clear target markets, suggests that Fits4Fans is expected to reach large amounts of growth and financial success.

Competitive Analysis

In the VE market place, Fits4Fans has some competitors in the industry such as FlyByFashion, Diversity, and AttireWire whose companies employs the technology of drones instead of traditional forms of distribution using precise drones and the other companies use the method of diversification in a more efficient way to reach out to all different target groups. Despite the fact that our rivals have studied their markets, Fits4Fans has a lot of advantages over them. In addition to doing a market analysis, we have investigated the potential psychological advantages that our clothes may offer to our target market while adhering to the conventional distribution strategy.

Marketing Mix/Plan



Product

Fits4Fans provide high quality clothing outfits that are wore by some of your favorite music artists, actors, entertainers, and athletes. We have a large variety of outfits to chose from different celebrity's coming from many common to luxurious brands and Designers. These contain a large variety of clothing articles such as pants, shirts, bags, and hats and etc. Outfits are carefully picked by our marketing team to meet the wants of the vast interests of many people and generations contained within our target markets. We also have special outfits that are put together by the marketing team for holidays that are exclusive with a purchase during the limited time period.



SELENA GOMEZ COLLECTION

- REAL CREWNECK \$97.99 TOP016
- FOREVER SWEATPANTS \$97.99 BOT004
- PUMA ZONE XT WOMENS TRAINING SHOES \$159.00 SH0004

ENTIRE COLLECTION DISCOUNT
\$304.00

JOHN LENNON COLLECTION

- JOHN ELLIOTT THUMPER DISTRESSED DENIM JACKET \$498.00 TOP046
- SAINT LAURENT VINTAGE DISTRESSED JEANS \$860.00 BOT032
- SAINT LAURENT FLORAL PRINT SHIRT \$427.00 TOP047
- SPERRY LEGEND SOLETTIDE SNEAKER \$122.00 SH0029

ENTIRE COLLECTION DISCOUNT
\$1700.00

JUSTIN BIEBER COLLECTION

- XKARLA THE PERFECT BEANIE \$22.00 ACC002
- AMI PARIS ZIPPED JACKET \$480.00 TOP005
- NAHMIA CROCHET PATCHWORK PANTS \$89.00 BOT006
- AIR MAX 90 \$80.00 SH0001

ENTIRE COLLECTION DISCOUNT
\$622.00

SKU# MUS018

DRAKE COLLECTION #2 EXCLUSIVE

- JEAN-CHARLES DE CASTELBAJAC TEDDY BEAR WHITE COAT \$7,995.00 TOP088
- AMBUSH PATCHWORK COTTON DENIM SHIRT \$945.00 TOP091
- BALENCIAGA PULL UP LIGHT BLUE PANTS \$1150.00 BOT061
- ALYX x FRAGMENT WHITE FRAGMENT EDITION ROA HIKING BOOTS \$560.00 SH0059

ENTIRE COLLECTION DISCOUNT
\$9,000.00

SKU# MUS042

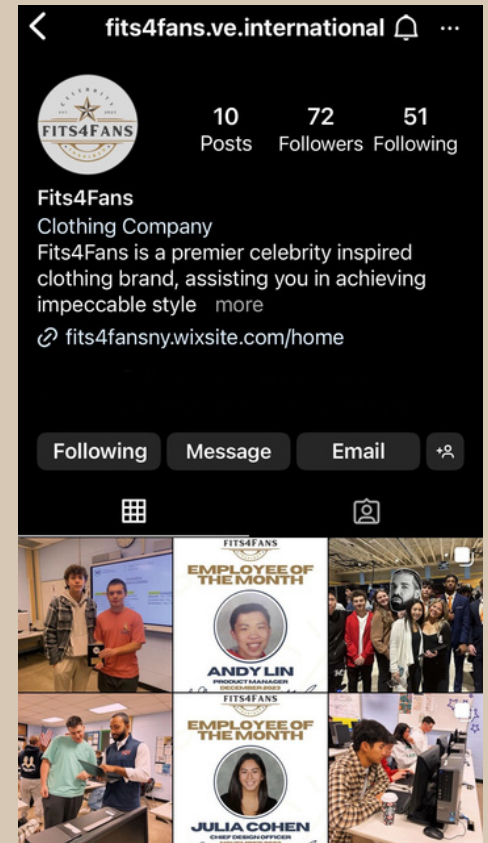
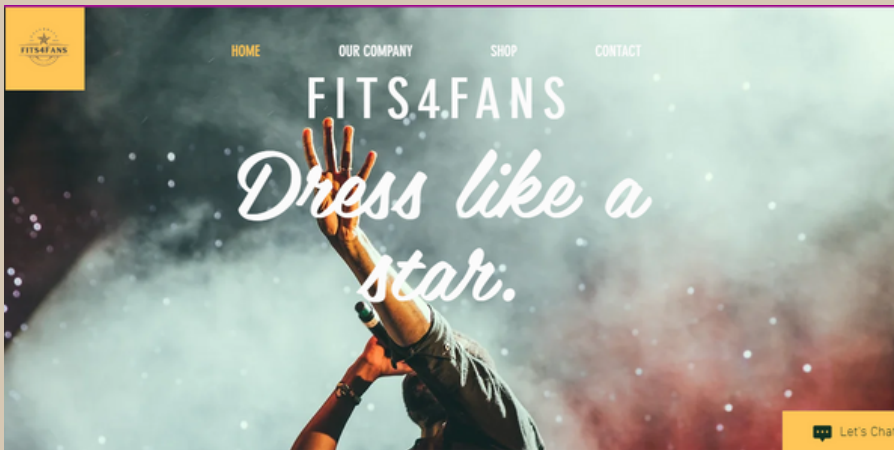
Price

Fits4Fans pricing structure is targeted to providing our customers with the capability to buy products that align with ones budget and goals. The company makes use of competitive as well as bundling strategies to maximize the number of sales by pricings the products similarly to our competitors in the close business. Our prices generally range from a low \$300 to \$10,000 which are on the more luxury end of the products while average prices for sales are in the medium ranging from \$1,500 to \$5,000. Prices of each individual piece of clothing can also be bought but generally bundled together for a lower price. Buying individual prices would range from \$100-\$200 and the more higher end can alone, be ranged from \$500-\$1000.



Promotion

Fits4Fans fashion company utilizes many methods of distribution, 3 main ones being through our company website, trade shows and direct person to person contact sales. Fits4Fans aims to continue amplifying our sales through our major social media platforms such as TikTok and Instagram both promoting our website page as social media outlets to produce more sale through more interactions and visits on our website. Also with the support of other outside companies, we gained angel investors showing our companies ability to work and connect with these businesses. Our company's chief of human resources will also be publishing monthly newsletters that are sent to investors, local businesses and others that will be on our mailing list. The newsletters will inform others about our company's achievements and events and other updates on upcoming new products that will soon be available. Other forms of promotion our company will be utilizing are such as advertisements, flyers and posters, handed out brochures, and direct mail or emails.



Placement

It is crucial that our company, Fits4Fans gains a lot of exposure, and recognition as well as company credibility.

In the future, Fits4Fans plans on partnering with other fashion retail stores and other e-commerce trading companies that are involved in the fashion industry as well as the online social media industry possibly establishing partnership with famous celebrities and internet personnels creating new ways for fashion in the current apparel market.



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